

ORACLE®

THE **INFORMATION** COMPANY

**Think Not What RFID
Can Do for You, Think
What You Can Do for
RFID!**

Niall Depledge

Pervasive Computing

Business Development

Charles Lennard

Supply Chain Business

Development

Agenda

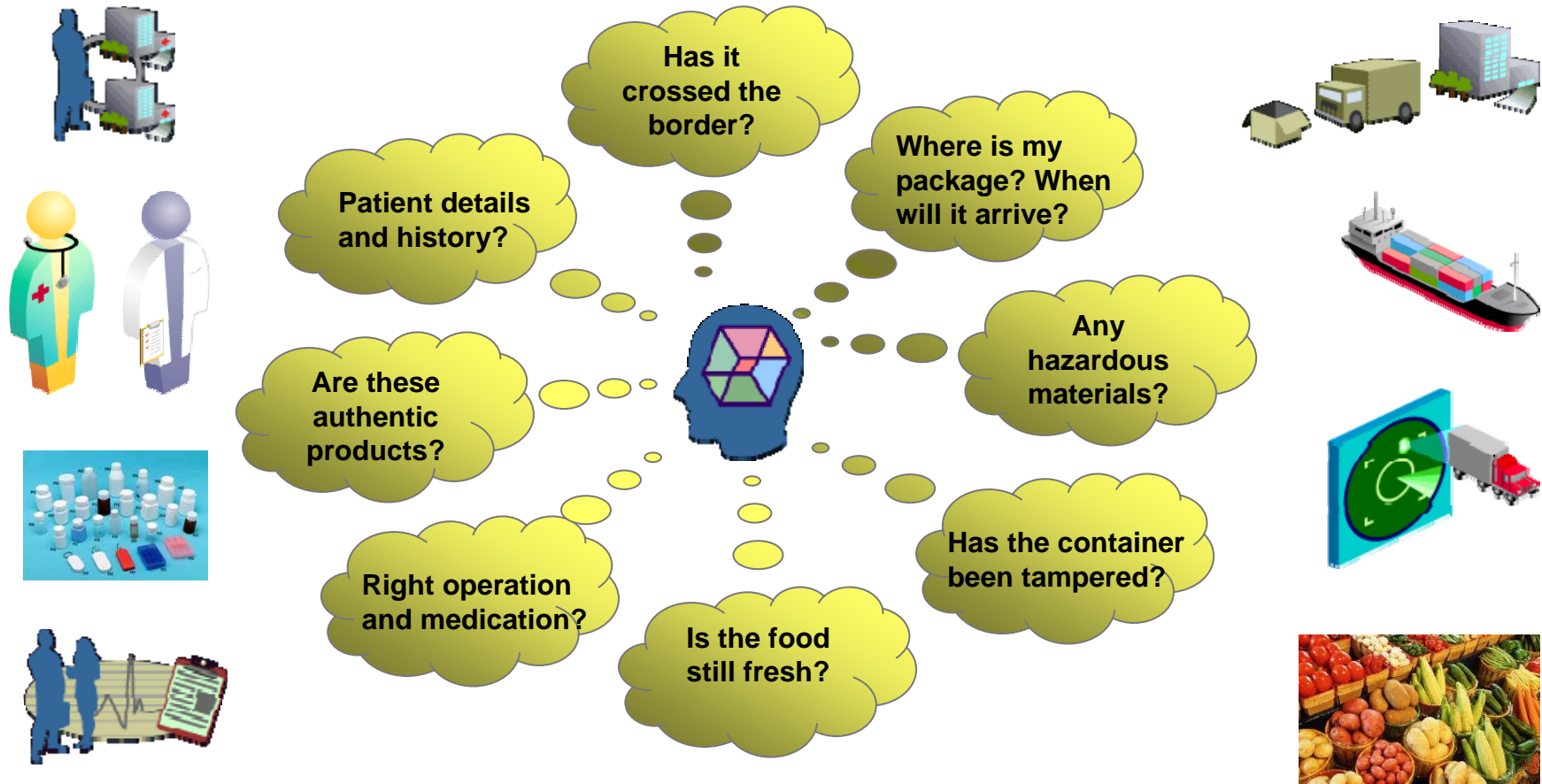
- Introduction
- RFID Overview
- It's What You Do with the Data that Counts!
- Modeling the Optimum Supply Chain with RFID - exercise
- Conclusions

What is RFID?

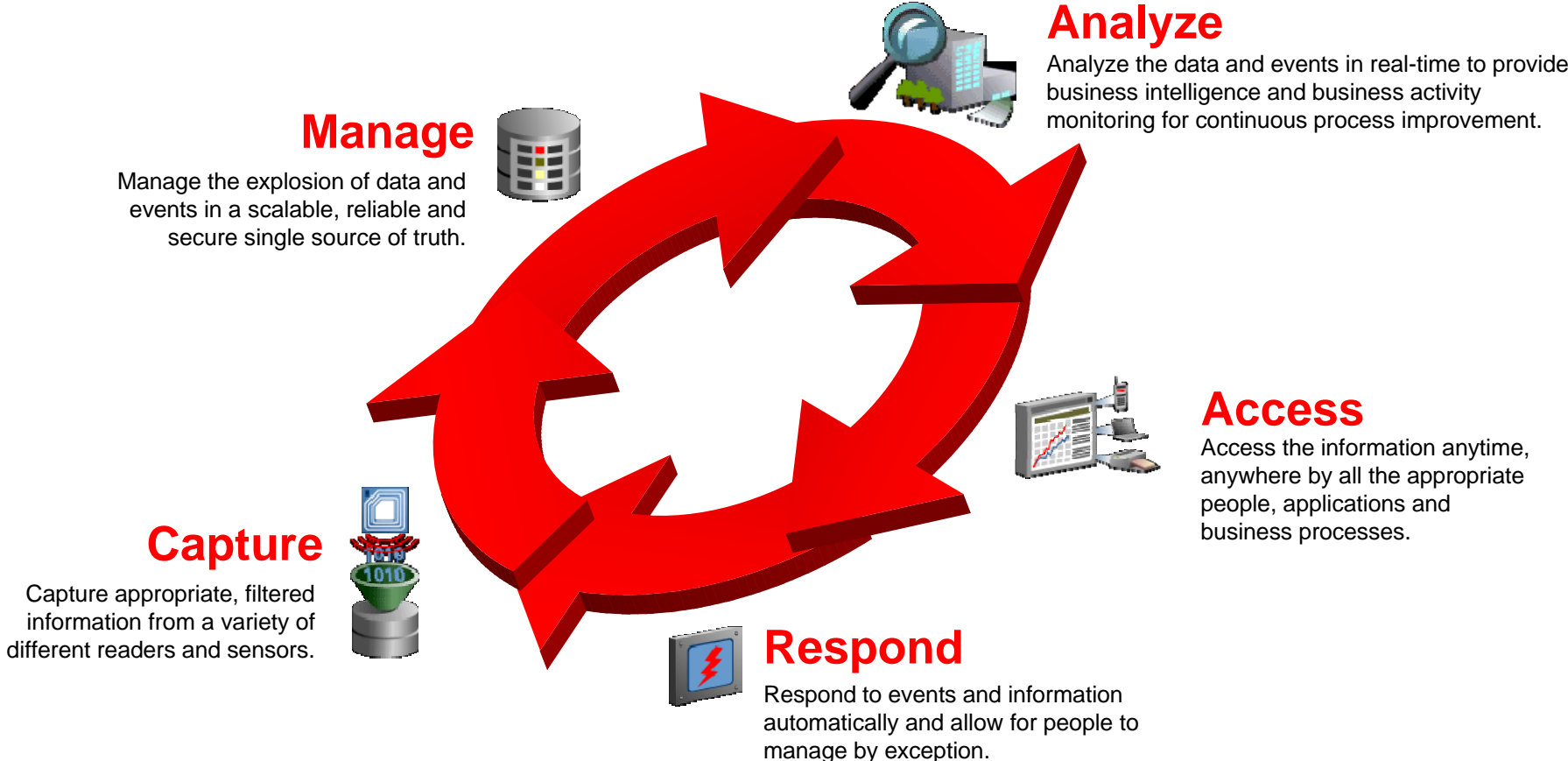
A technology which allows data to be collected faster, more accurately, cheaper, in more granularity and
MANAGE BY EXCEPTION

Businesses Need Information

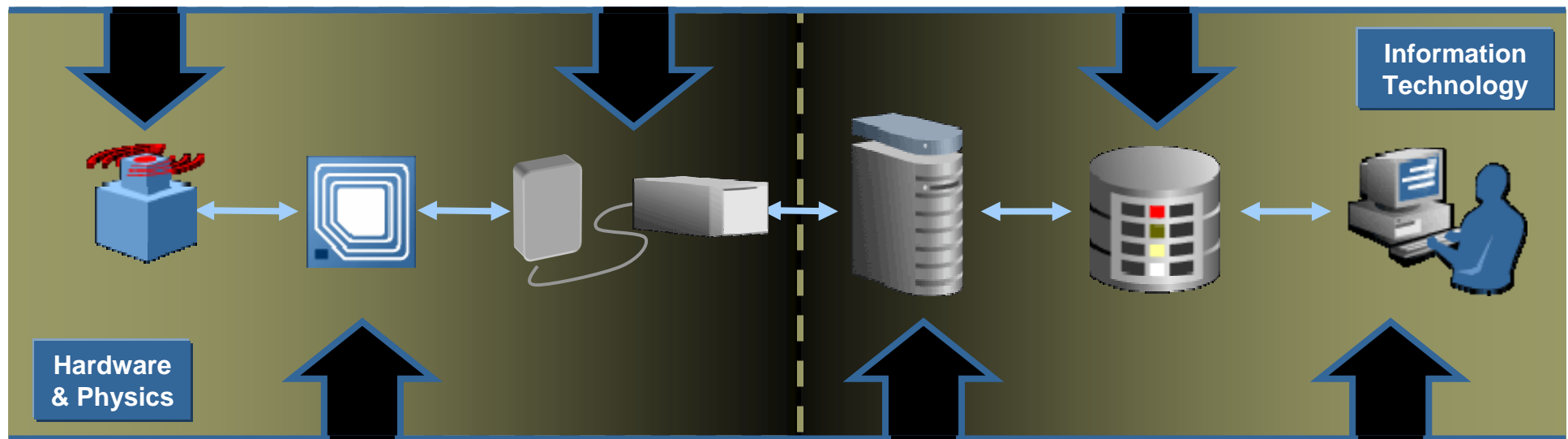
Decisions Depend Upon Accurate Data



Information Challenges



RFID Basics – the system



Potential Business Benefits

- Increase differentiation and competitive advantage
- Increase productivity
- Increase Supply Chain visibility
- Brand protection
- Maximize return on assets
- Prevent theft, fraud, and counterfeiting
- Reduce risk and liability

Discussion

Exercise – Consumer and Hi-Tech Supply Chains

Q&A