SIMPIFING RFID ROI FOR RETAIL INDUSTRY

July 19, 2017

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SML ➡ TOTAL SOLUTION. REACH. PERFORMANCE. ROI.

✓ SML is a strategic partner to the world's largest retailers and brand owners. Providing full package trims since 1985.

✓ A top provider of RFID solutions for the retail market.
  > 1 billion RFID tags in 2016
  > 5 billion RFID transactions on our Clarity™ in 2016

✓ ROI Consulting, Tags, Tag Encoding, In-store & Supply Chain Solutions, Support

✓ The most inlays for <u>all</u> Auburn Univ. application categories.

✓ Capex, Solution as a Service and Solution Bundle in the Tag purchasing options

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MARKET ANALYSIS

➢ Poor SKU-level (assortment) inventory Accuracy is the growth / acknowledged main pain point

➢ North America & Europe retailers have very similar set of needs/spectrum of use cases

➢ Pilot > Rollout is continued pattern of adoption

➢ Vertically integrated retailers are accelerating adoption of RFID solutions

➢ Coming up with as effective Omnichannel strategy behind most retailers new interest in Item-Level RFID

➢ Automation is being used as one of the key drivers to gain efficiencies

COMPONENTS OF A SUCCESSFUL SOLUTION

- ❑ **Focus on Inventory Accuracy**

- ❑ **ROI Analysis**

- ❑ **Technology / Business Process Selection**

- ❑ **Tagging Strategy (DC, Source, etc)**

- ❑ **Application Scalability / Enterprise Integration Strategy**

- ❑ **Project Team Structure**
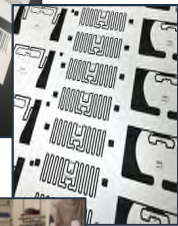
EFFECTIVE OMNICHANNEL W/ RFID

- ✓ Inventory accuracy >98% changes world
- ✓ Pick to the last item
- ✓ Pick from Store
- ✓ Pick from DC to Consumer
- ✓ Click and Collect
- ✓ Confidence in customer service
- ✓ Lift in sales
- ✓ Game changing inventory utilization

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THANK YOU