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# GLOBAL TREND OF RAIN RFID SOLUTION IN RETAIL INDUSTRY

—  
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# 2017 MARKET ANALYSIS & TRENDS

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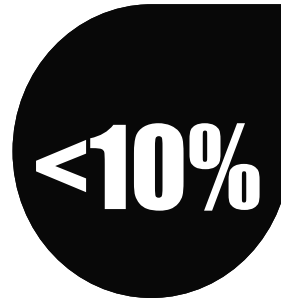
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## MARKET ANALYSIS



**MARKET  
VALUE  
11.2B**

## PENETRATION



## FOCUS



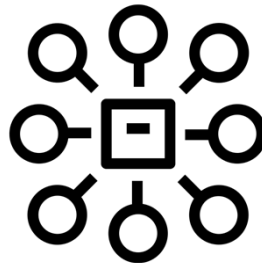
## MARKET TRENDS

### MORE



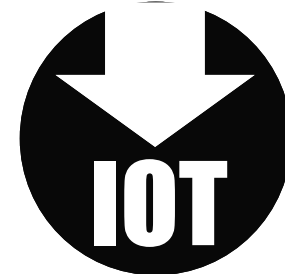
**Pilots**

### NEW RETAIL



**Omni-Channel**

### RAIN RFID



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# 2018 & UPCOMING TRENDS

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## FOUR HIGHLIGHTS

1

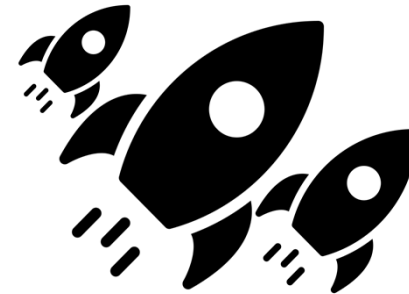
### MARKET VALUE



**>15B**  
In 2020

2

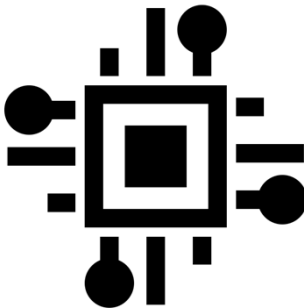
### DOUBLE UP



**Pilots & Roll-outs**

3

### TECHxTECH



RFID  
NFC  
Sensing  
etc.

4

### SMART MANU.



**4.0**



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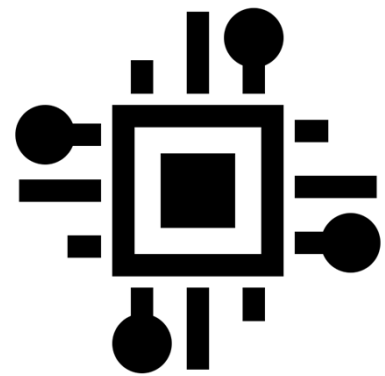
# COMPONENTS OF A SUCCESSFUL SOLUTION



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## Four areas to define a successful RAIN RFID solution:

### 1. TECHNOLOGY



### 2. BUSINESS



### 3. SYSTEM



### 4. IMPLEMENTATION



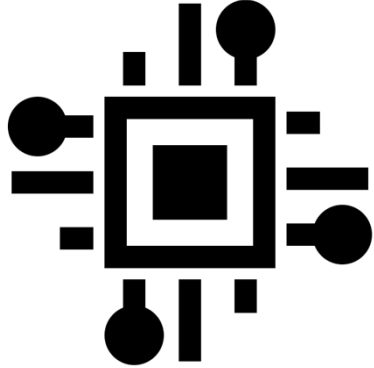
# COMPONENTS OF A SUCCESSFUL SOLUTION



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## TECHNOLOGY

- ✓ Select the right technologies
  - Reader
  - Tag
  - Standard
  - Sensing
- ✓ Development methodology
- ✓ Implementation methodology
- ✓ Do not over-engineering



**Handheld**

**iOS**

**NFC**

**AI**

**UHF**

**Android**

**Fixed Reader**



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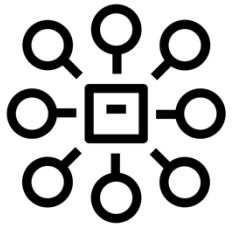
# COMPONENTS OF A SUCCESSFUL SOLUTION



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## BUSINESS

- ✓ ROI Analysis
  - Average price
  - Annual tag volume
  - # of stores/sites
- ✓ Identify the pain points
- ✓ Define marketing strategy
- ✓ Consider Omni-Channel



**Omni-Channel**



**Marketing**

# COMPONENTS OF A SUCCESSFUL SOLUTION



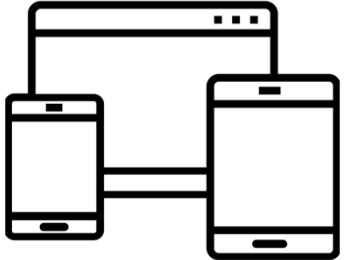
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## SYSTEM

- ✓ Carefully define the project scope
  - What are the features?
  - Where to apply?
  - Customization
- ✓ Consider existing IT Infrastructure
- ✓ Development Flexibility
- ✓ Application Scalability



**Infrastructure**



**Scalability**



**Customization**



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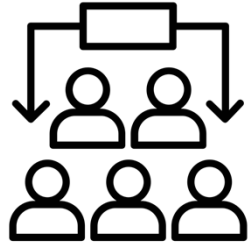
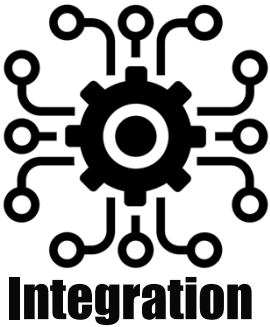
# COMPONENTS OF A SUCCESSFUL SOLUTION



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## IMPLEMENTATION

- ✓ Project Team Structure
  - Cross functional teams
  - “Super users”
  - Mobility
- ✓ Simple & Clean Setup
- ✓ POC...Pilot...Rollout
- ✓ Integration vs Replacement



**Project Team**





# BENCHMARKING EXAMPLES

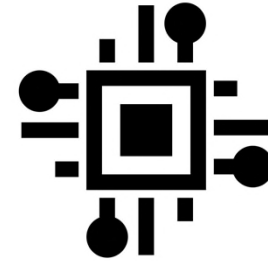
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## BENCHMARKING



- Apply RFID in >1 area (store, DC)
- Identify & Solve >3 pain points
- Adopt Global Standard (GS1 SGTIN-96)
- Payback ROI <1 year
- Start Omni-Channel model
- 3-10% lift in sales
- >30mil items simultaneous count with 98% accuracy
- <1% out of stocks, >10% reduction in inventory
- >50 stores or sites deploy within 6 months
- >98% is sustainable



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**THANK YOU**

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