



RAIN<sup>®</sup>

RETAIL



IDENTIFY



LOCATE



AUTHENTICATE



ENGAGE

RAIN RFID is a wireless technology that connects billions of retail items to the internet, enabling brand owners, retailers and consumers to **identify, locate, authenticate, and engage** with each item. A consumer-led revolution for omni-channel commerce has placed huge demands on retailers, but RAIN RFID technology is helping to make it easier, faster and more secure for brand owners and retailers to improve inventory management from manufacturing and supply chain to point-of-sale online and in the stores.

## RETAIL BENEFITS OF RAIN

For omni-channel retailing, inventory visibility and return processing is more important than ever. RAIN technology provides the best inventory management to increase sales, reduce out-of-stock and overstock, and improve employee and customer satisfaction.



- **98% inventory accuracy results**
- **Up to 20% sales boost with item availability**
- **96% improvement in labor productivity**



- **9% decrease in shrinkage**
- **50% reduction in out-of-stocks**
- **96% time reduction with smart inventory**

*"RAIN provides for nearly 100% accurate, real-time inventory information."* Gartner\*

[www.rainrfid.org](http://www.rainrfid.org)



# RETAIL SUCCESS WITH RAIN

Retailers around the world are achieving profitable results from RAIN RFID deployments.

## TARGET\*

Increased inventory accuracy enables buy online and pickup in store.

## HERMAN KAY\*

Optimized shipping process to 100% accuracy.

## REBECCA MINKOFF\*

Increased sales by 30% with smart dressing rooms.

## TESCO F&F\*

Reduced costs by 10% with better replenishment.

## DECATHLON\*

Increased sales by 2.5% with improved stock availability.

## INDITEX/ZARA\*

Improved accuracy and visibility with faster inventory counts.

## MARKS & SPENCER\*

Deployed RAIN into all 550 stores to enable multi-channel fulfillment.

## VIVIAN WESTWOOD\*

Shut down more than 2,000 counterfeit websites by using RAIN for brand authentication.

## LULULEMON\*

Increased e-commerce sales by improving inventory accuracy to 98%

# RAIN ALLIANCE MEMBERSHIP

## HELP SHAPE THE FUTURE OF RETAIL

Join the RAIN RFID Alliance and shape the future of RAIN in retail. RAIN RFID Alliance is a global association offering retail technology professionals opportunities to connect, learn and share in the RAIN retail revolution. Membership is open to companies and organizations, including: retailers, brand owners, manufacturers, software developers, solution providers, and end-users. Visit the [www.rainrfid.org](http://www.rainrfid.org) website for more information.

\*Trademarks and brands are the property of their respective owners.

[www.rainrfid.org](http://www.rainrfid.org)