

Achieve Competitive Advantage, Not Just Compliance, with RFID

Radio frequency identification (RFID) technology is no longer the next new thing. Few companies are debating *if* they should employ this technology — today they are wrestling with *how* to get an RFID solution up and running efficiently, cost-effectively, and with the most benefit to the organization. At SAP, our approach is not limited to creating technology to help our customers comply with RFID mandates imposed by their partners or by federal and retail regulations. RFID is a technology to provide our customers with a competitive advantage. The value of RFID is not in how well you generate data, but in your ability to respond to that data accordingly. SAP's RFID strategy, then, is guided by two key principles: adoption and proliferation.

Adoption of RFID

We see the *adoption* of RFID within an enterprise following a three-step path: overcoming physics and infrastructure, optimizing existing processes, and then expanding RFID into completely new areas (see **Figure 1** on the next page).

1. Overcome the Physics and Infrastructure of RFID

The first phase, which many companies have already completed, typically focuses on the hardware aspect, or "physics," of RFID — determining what readers to use, which tags work best, and where the best locations are to deploy them. RFID readers work differently depending on the physical environment they are in, and we always recommend that customers seek expert advice before deploying anything.

For example, we had a customer who deployed two RFID readers on two adapters in two separate, but similar, locations. The reader at one location worked fine, but the read rates were very poor on the second adapter. The customer determined that the problem could not be the hardware or the software because everything was the same — including the power and settings. They eventually discovered that a water pipe under the floor of the second location affected the readers.

Because the physics of RFID are so dependent on the physical environment, expertise and time are required to configure your readers so that you get accurate read rates. Once you address all the physical and environmental issues, you have data you can actually use. This is where SAP NetWeaver steps in, providing companies with a powerful platform to manage, integrate, and leverage RFID data within their SAP business applications. By integrating a combination of SAP NetWeaver components with core business applications — like ERP or SCM — customers can RFID-enable their business processes.

The key RFID-enabling component of SAP NetWeaver is SAP Auto-ID Infrastructure (SAP AII), which forms the gateway for SAP applications into real-world



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For more information on SAP's partner program, please visit www.sap.com/partners. Companies interested in partnering with SAP are invited to apply at www.sap.com/partners/apply.

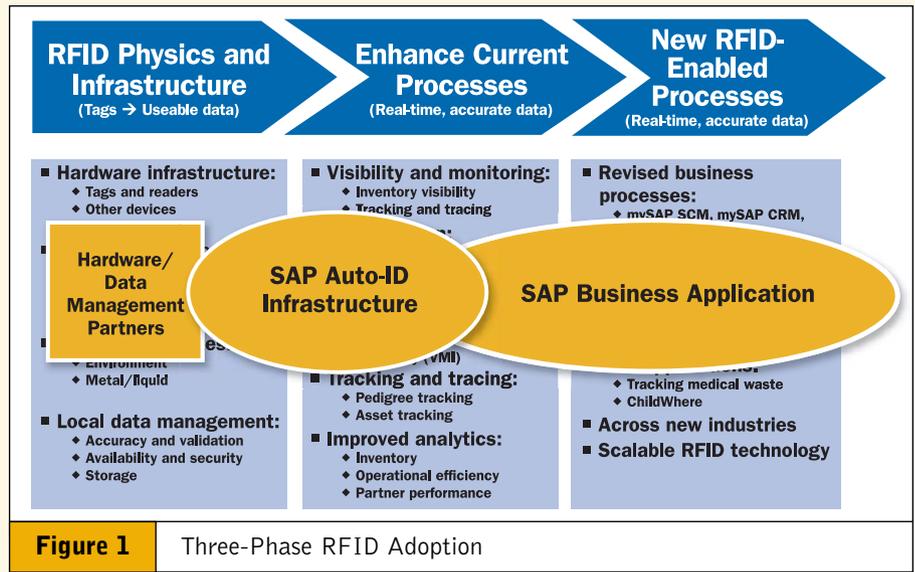
RFID data. SAP AII models and manages RFID processes and provides a business context for raw RFID data. SAP AII works seamlessly with other components such as SAP NetWeaver Exchange Infrastructure, SAP NetWeaver Business Intelligence, and SAP Mobile Infrastructure. SAP also provides several preconfigured, RFID-enabled business processes like supply chain execution, asset management, and product tracking and authentication.

2. Enhance Current Processes

For companies that already have deployed a significant infrastructure around ERP, SCM, or CRM solutions, RFID now plays a role in making substantial changes to enhance existing processes.

RFID already has a proven track record in the consumer packaged goods (CPG) sector. Kimberly-Clark, for example, ships goods to major retailers. In the world before RFID, shipping discrepancies, order changes, and inventory or production issues sometimes resulted in invoices that did not match either what was shipped or what was received. Today, in the RFID world, Kimberly-Clark knows exactly how much product leaves their docks and how much gets on the trucks. That information can be sent via an advance shipment notification (ASN) to the retailer, and the retailer knows exactly what they should receive. Once the shipment arrives and is processed, the retailer transmits a digital receipt using RFID (electronic proof of delivery, or EPOD), and Kimberly-Clark knows exactly what was received. If there are changes, Kimberly-Clark can correct the situation with the retailer.

By employing RFID, Kimberly-Clark takes existing business processes and improves upon them. Thanks to better, extended supply chain product visibility, Kimberly-Clark can provide better



product delivery and service to retailers. Also, when service discrepancies occur within the supply chain, Kimberly-Clark can accurately identify where the problem occurred. They know that if 10 cases of product left the loading dock and only nine arrived, the problem lies with the carriers or trucking company. Overall, RFID is enabling Kimberly-Clark to focus on being an indispensable partner to its retail customers and delivering the right product at the right time.

3. Create New, RFID-Enabled Business Processes

After overcoming the physical challenges of RFID and employing the technology to improve existing processes, most companies begin to look at leveraging RFID to create new business processes.

In the pharmaceutical industry, for example, RFID has been put to use to overcome a regulatory hurdle. In many states, regulations have recently been enacted requiring wholesalers to keep detailed records of pharmaceutical products: their lot number, batch number, production date, shipment date, ship-to information, and names of suppliers. RFID, working in concert with an ERP system and a master data system, can

generate and track all that information. Regulations become more of a challenge, however, when you consider that this information needs to be aggregated by the manufacturer and then sent to the wholesaler. The wholesaler, in turn, recategorizes these products, repackages them on different pallets, and ships them to the retailer, who likewise recategorizes and repackages the products. Thanks to RFID, a bureaucratic nightmare becomes a manageable business process.

Proliferation of RFID

SAP also has an eye toward a second principle: the *proliferation*, or widespread use, of RFID across industries and within enterprises. SAP’s strategy is to approach RFID proliferation along three axes: technology, business processes, and industries (see **Figure 2** on page S-10).

Technology

RFID technology is evolving at a furious pace. Even though it can be considered a mature and stable technology for, say, warehouse business processes, its uses elsewhere throughout the enterprise are generating excitement in the industry.

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Enterprises striving for superior operational efficiency must overcome *information latency*, the time lag between when a business event happens and when information related to that event is available in the company's enterprise applications. This latency occurs when an enterprise lacks the means to automatically capture business events as they happen and communicate these events to other applications in real time. When decision making is based on an incomplete view of enterprise information, inefficiencies — including longer procurement lead times, higher working capital, and safety stock — are introduced, decreasing an enterprise's competitiveness.

RFID has quickly emerged as a promising technology to address this latency (see sidebar). SAP customers can leverage partner solutions, like Infosys's solution for RFID adoption, to deliver increased business value by enabling their enterprise applications to be notified and make sense of events in real time; in turn, customers can quickly make informed business decisions.

Extending Your RFID-Ready SAP Landscape

To enable enterprises to adapt to change and cost-effectively incorporate RFID into their system landscape, SAP delivers SAP Auto-ID Infrastructure (SAP AII) as a solution to integrate radio frequency (RF) technology with enterprise applications. The SAP AII

component "talks" to device integrators and connects to your enterprise applications via SAP NetWeaver Exchange Infrastructure (SAP XI). SAP AII components have built-in functionalities that can use predefined business rules to execute relevant transactions at the enterprise layer. In turn, SAP XI can be leveraged to integrate processes across various SAP and non-SAP applications.

So how can you connect RFID and other sensor devices to this RFID-ready

SAP landscape, harnessing RFID's potential to transform the business? Infosys offers a comprehensive solution stack, EdgeServer^{Lite}, which extends device management and integration capabilities to SAP Auto-ID Infrastructure, thus providing a complete solution for SAP customers implementing RFID technology in their

RFID: Translating Information Into Visibility and Competitive Advantage

RFID is an automatic identification and data capture (AIDC) technology that allows for non-contact tag reading to track and monitor physical objects and their movement. Combined with the Electronic Product Code (EPC) and the EPC Network, RFID provides passive objects the ability to "communicate" information in real time.

Enterprises can leverage this information to derive significant business value. Beyond automatic identification of individual objects, a key benefit of RFID technologies is automatic data capture. While automatic electronic identity enhances supply chain visibility, the resulting data capture automation has a direct bearing on the efficiency of labor-intensive warehousing and logistics operations.

Better coordination between material flow and information flow significantly reduces magnification of demand variability across the value chain (the bullwhip effect). Consider, for example, an SAP customer that is using RFID to physically track its merchandise across the product supply chain. RFID enables enhanced visibility into the merchandise pipeline within the enterprise, which is critical to ensuring that an optimal level of inventory is maintained — too much inventory results in having to lock in excess working capital, and too little causes stockouts. Other enterprise functions like purchasing, supply chain planning, production, asset tracking, and returns processing can leverage the benefits of this enhanced visibility as well.

enterprise (see **Figure 1**). With device integration — a critical aspect of RFID implementation — taken care of out of the box, enterprises can focus on unlocking RFID’s business value by designing process enhancements and application use cases. This field-proven solution serves as a reference blueprint for RFID-enabling enterprises that already are benefiting from SAP applications and the SAP NetWeaver technology stack.

This business-driven technology solution is the cornerstone of Infosys’s RFID engagements with clients in the retail, manufacturing, aerospace, healthcare, and logistics industries. The solution’s key differentiator is its patent-pending approach for RFID process and data integration. The EdgeServer^{Lite} family of solution components enables rapid deployment of RFID by leveraging existing IT infrastructure; utilizing plug-and-play adapters to leading hardware and applications; and integrating devices, data, and applications to deliver visibility, analytics, and decision support (see **Figure 2**).

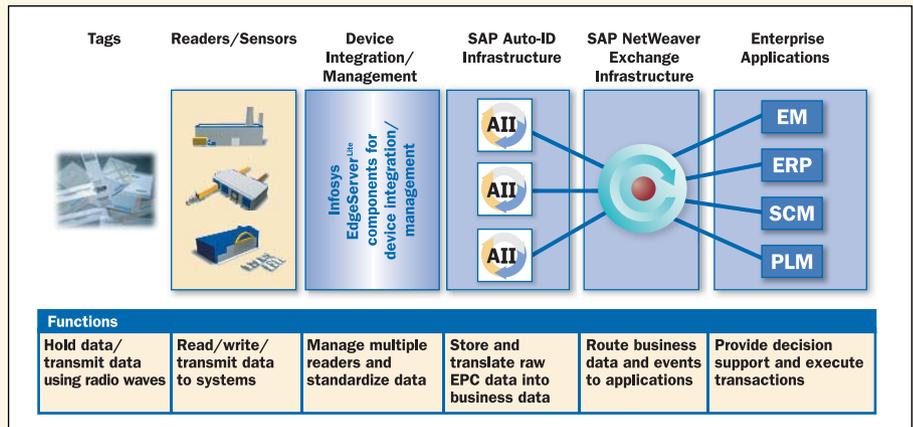


Figure 1 Infosys’s RFID Solution Links RFID Data to Your SAP Applications

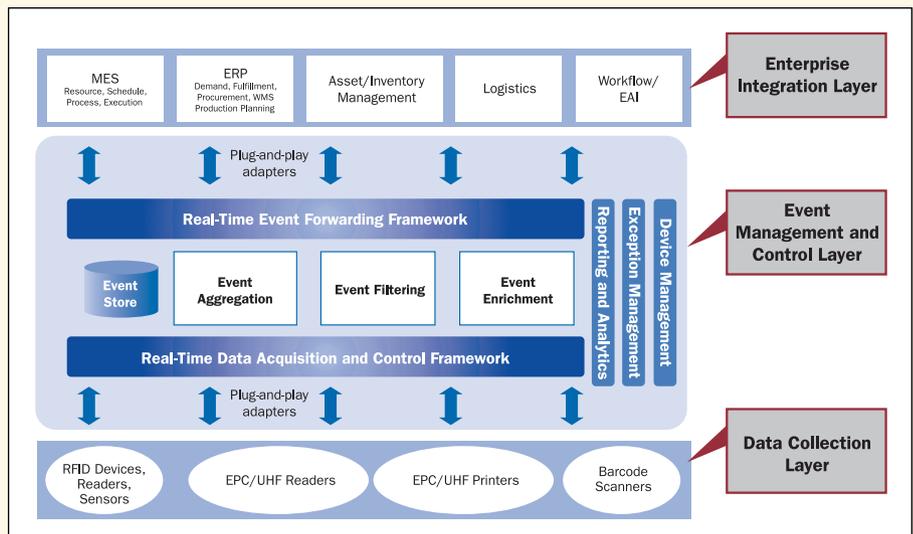


Figure 2 The Multiple Layers of an Enterprise RFID Solution

The Adaptive Enterprise Begins with RFID

RFID is a key building block of a real-time, responsive environment. An adaptive enterprise — one that can sense events and respond to them immediately — will be realized by leveraging other complementary technology extensions, like sensors and mobile devices. Enterprises investing in RFID solutions must choose a platform that has been designed for current and future pervasive computing needs. The Infosys EdgeServer^{Lite} RFID solution, together with SAP AII, provides a comprehensive platform and enables greater value realization from current investments in enterprise systems.

The combination of Infosys’s RFID experience, ready-to-deploy service stacks and software components, and execution expertise offers a unique

value proposition to SAP enterprises adopting RFID. For more details on Infosys and its RFID offerings, visit www.infosys.com/rfid/default.asp.

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Move Beyond Slap-and-Ship Systems to Seamlessly Integrate RFID with SAP Applications



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As the first generation of RFID pilot programs and rollouts continues, manufacturers need to move beyond slap-and-ship RFID capabilities to deliver competitive advantage in their warehousing, distribution, and manufacturing operations. To build fast, flexible supply chains that deliver consumer value while enabling you to sense and respond to external supply-chain events, customers need:

- A scalable, flexible infrastructure that can model the business process
- The ability to automate the associated business transactions
- The capability to translate RFID-related visibility into business value

To address these issues and allow SAP users to leverage existing infrastructure and skill sets, PEAK Technologies developed *The PEAK Automation Controller*, SAP-centric RFID device-controller software built in ABAP and delivered on the SAP NetWeaver platform.

Seamless RFID Integration with Your SAP Environment

The PEAK Automation Controller allows SAP users to deploy RFID printers and readers into their existing SAP infrastructure *without introducing a third-party software platform*. The solution enables SAP users not only to meet retail and government RFID requirements, but also deploy a long-term solution that can scale as RFID volumes grow, eliminating the need to implement an RFID solution now only to replace it later with something else.

Using The PEAK Automation Controller, SAP customers have transformed raw RFID data into actionable business insight, leveraging RFID information to track accuracy at retail customer locations while also improving reporting. The solution ties hardware to physical inventory and its movements to automatically update transactions in SAP applications. It can also enable

mobile RFID transactions by using WebSAPConsole to connect mobile computers to SAP Auto-ID Infrastructure (SAP AII), SAP's native RFID gateway.

Simple, Flexible Deployment

The PEAK Automation Controller can be deployed in multiple ways, including seamless integration with SAP AII version 2.1. The PEAK Automation Controller can also be used to deploy other shop-floor and device-controller applications; for example, it provides a feedback loop that enables a dock-door light to illuminate when an RFID-enabled pallet is successfully read at the dock door. The solution has also been designed to support visual feedback to the display of a handheld radio frequency device upon successful RFID read.

The PEAK Automation Controller was developed to enable SAP customers to create an end-to-end, integrated architecture that maximizes SAP applications without force-fitting third-party middleware. The solution can enhance the architectural scalability of SAP RFID technology and allow companies to effectively incorporate RFID data into business processes. For more information, visit www.peaktech.com/SAP/RFIDforSAP.htm. ■

Case Study: Pacific Cycle

When bicycle manufacturer and distributor Pacific Cycle decided to deploy an integrated infrastructure to meet Wal-Mart's RFID requirements, they teamed with PEAK. Looking for more than a basic slap-and-ship system, Pacific Cycle wanted to tie RFID data back to their SAP R/3 software so they could use the information to improve shipping and receiving operations with their retail customers. Ed Matthews, director of information systems at Pacific Cycle, explains The PEAK Automation Controller's role in the success of their RFID implementation: "The PEAK Automation Controller allowed us to leverage our existing SAP infrastructure while seamlessly connecting RFID printers and readers to our application environment. The PEAK Automation Controller is also scalable and has the flexibility to adapt to the constant changes in RFID technology."

Take Time and Cost Out of Your RFID Implementation



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Partner Executive SAP,
Sun Microsystems, Inc.

The benefits of integrating RFID technologies into your SAP applications — including improved operational efficiencies and an unprecedented real-time view of your inventory and assets — are apparent. But how can IT organizations get a customized, business-specific RFID solution up and running without investing too much time and money?

Quickly Connect RFID Data to Your SAP Applications

Sun Java System RFID Software can help you quickly and cost-effectively integrate an end-to-end RFID solution into your SAP environment by providing seamless data flow from any RFID-enabled device to mySAP Business Suite enterprise applications. As shown in **Figure 1**, Sun's RFID solution is integrated with SAP's RFID technology to help simplify and accelerate deployment. RFID devices, such as readers and printers, communicate directly with Sun Java System RFID Software, which provides a layer of abstraction to insulate SAP software from the details of device management.

The complete solution is composed of:

- ✓ **Sun Java System RFID Software** — Manages multiple readers and printers and provides standardized access to data
- ✓ **SAP Auto-ID Infrastructure** — Stores and translates raw Electronic Product Code (EPC) data into business data
- ✓ **SAP NetWeaver Exchange Infrastructure** — Routes business data and events to enterprise applications

Sun Java System RFID Software provides a powerful integration framework for RFID devices and out-of-the-box support for a wide range of popular readers. New readers and printers can be supported quickly because additional device drivers can be added with just a few lines of Java code.

A Customized Yet Cost-Effective RFID Solution

The benefits of Sun's RFID solution, based on an open architecture, include:

- *Faster time-to-implementation* — Sun Java System RFID is a pre-integrated offering that can easily be customized
- *Improved decision making* — The solution enables real-time visibility of data, which flows seamlessly into SAP

enterprise business applications from devices throughout the supply chain

- *Low total cost of ownership (TCO)* — A flexible architecture enables rapid integration of new devices and reduced administration costs through centralized management and monitoring
- *High security* — The solution provides consistent access controls and data protection end to end — from RFID devices to enterprise applications

To learn more about how Sun can help you successfully integrate RFID capabilities into your SAP environment, visit www.sun.com/sap. ■

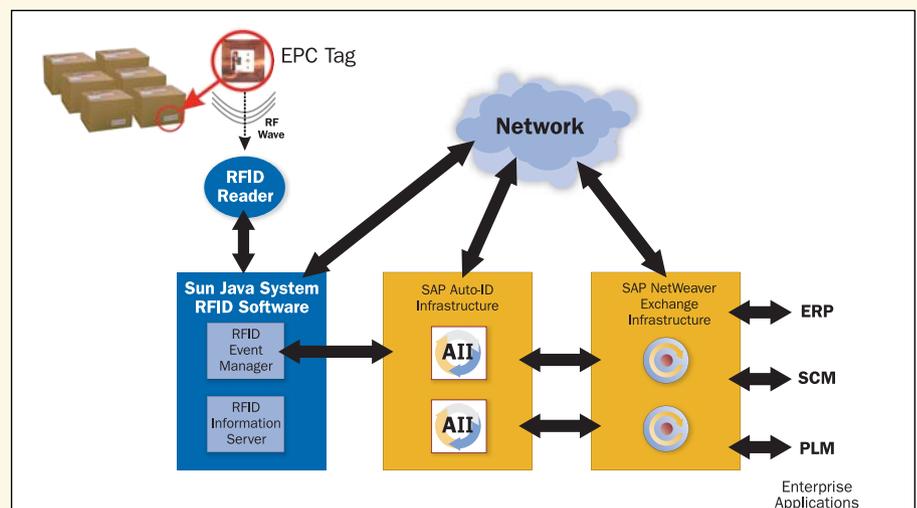


Figure 1

Sun's RFID Solution Integrates RFID Data with Your SAP Enterprise Applications

RFID Delivers Intelligent Asset Management

With the wide acceptance of new global EPC Class 1 Generation2 (Gen2) standards, the falling prices of RFID tags, and performance results surprising even the skeptics, 2006 is a pivotal year for RFID. While ROI can be significant, companies across many industries might not always know where to find competitive advantage from their RFID implementations. Enterprises are looking to integrate ERP software and scalable RFID infrastructure to provide insight — not only about the assets in the supply chain, but also about business processes, inventory, and ultimately, customer satisfaction.

SAP and Symbol Technologies can help enable this enterprise-wide visibility. By integrating RFID technology provided by SAP with RFID infrastructure from Symbol, customer pilot projects are now scaling into production solutions that deliver business intelligence and provide valuable pinpointed information about assets, where they are located, and when and how they got there.

Robust RFID Support from SAP

SAP provides a comprehensive set of applications that allows companies to incorporate RFID data into business

processes. SAP Auto-ID Infrastructure, a core component of SAP NetWeaver, closes the loop in acquiring real-time RFID data, converting it into actionable business insight, and automating all associated transactions and processes. Leveraging SAP NetWeaver to design, build, implement, and execute new business strategies and processes like RFID, SAP's RFID technology enables an adaptive supply chain network by creating real-time visibility.

High-Performing RFID from Symbol Technology

To complement SAP's RFID technology offerings, Symbol's complete portfolio of RFID readers, antennas, and tags offers a standards-based approach that delivers the reliability, performance, and scalability necessary to meet the demands of high-speed business processes.

In association with SAP NetWeaver Exchange Infrastructure for cross-system process implementation, SAP NetWeaver Business Intelligence for information modeling, and SAP Event Manager for flexible information flow, Symbol RFID infrastructure offers a complete framework to manage large volumes of streaming RFID data, EPC commissioning,



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complex event management, business process validations, internal and external reporting, and integration into backend SAP applications.

Symbol has shipped over 10,000 EPC RFID readers in the last 18 months. With Symbol's XR400 RFID reader, customers can now leverage the increased capabilities offered by the new global EPC RFID Gen2 standard, with transitional support for Gen1 projects. Key features of the XR400 include its open platform and its support for the Microsoft standard Windows CE operating system.

Intelligent Asset Management

The integration of SAP's RFID technology with Symbol's RFID infrastructure enables customers in many industries to gain not only real-time supply chain visibility, but also the business intelligence to understand how RFID can give their business processes a competitive advantage.

Whether the application of RFID in your company involves positive proof of deliveries, tracking servers as they move in and out of a data center, or transporting people and products across borders, true RFID solutions deliver *intelligent asset management*, which enables business process insight — *this* is where enhanced ROI from RFID investments can be found. For more information, please visit www.symbol.com/rfid. ■

How Do You Choose the Right RFID Reader?

According to Odin Technologies, some qualities to look for when evaluating RFID readers are their reader subcomponents, distance, radiation pattern, orientation sensitivity, and, in the case of mobile handheld readers, battery life. For more information, go to www.symbol.com/rfid/odin.

Mobile RFID Technology — Don't Get Caught Standing Still



Jim Childress
President and
General Manager,
LXE Inc.

Consumer goods manufacturers are still striving to convert their RFID compliance investment into a business advantage with a demonstrated ROI. Manufacturers cannot achieve that ROI, however, without moving RFID deep into their own supply chains; to do that, they need a *mobile* RFID solution.

A forklift-mounted RFID reader, like the RX1 reader provided by LXE (see **Figure 1**), offers exactly that — and can seamlessly integrate with a company's mySAP Supply Chain Management (mySAP SCM) solution.

RFID on the Move

Applications for fixed or conveyor-based RFID readers abound, even though a significant amount of materials movement in supply chain execution and distribution operations are performed with a forklift. By adding a mounted mobile RFID reader, manufacturers can enjoy numerous benefits:

- **Wider application** — Mobile RFID can be leveraged across all internal warehouse moves, not just shipping and receiving. For example:

✓ *Case picking:* A well-designed mobile reader can automatically scan both the location and case tags as operators build their pallet, allowing them to focus not on collecting data but on transporting inventory, which accelerates warehouse moves.

✓ *Quality control:* With a mobile RFID reader, you can validate — in real time — that a forklift operator is picking the correct quantity of the correct product. The operator will be informed immediately if an error occurs; corrective action can then be taken on the shop floor, where it is easiest and most cost-effective to fix.

- **Greater flexibility** — With the current state of RFID deployment, many companies have to segregate products and processes according to dedicated, fixed RFID infrastructure. Mobile RFID eliminates this constraint.

- **Lower costs** — A typical warehouse may have only 10 to 20 forklifts to service 100 dock doors. By deploying readers on forklifts instead of dock doors, mobile RFID creates a more economical solution.

Mobile RFID Optimized for SAP Shops

Using devices like LXE's RX1 reader, SAP customers can take advantage of mobile RFID technology to maximize the value of their mySAP SCM implementations. By applying mobile, RFID-enabled tools from LXE to warehousing transactions — including inbound processing, outbound processing, cross-docking, warehousing and storage, and inventory management — SAP customers can realize enhanced product movement, reduced labor costs, and improved inventory accuracy.

An SAP Software Partner with certified integration for radio frequency (RF) devices and mobile data collection, LXE has over 35 years of experience developing rugged mobile computers and wireless networks that improve supply chain performance. For more information on mobile RFID, visit www.lxe.com/sap. ■



Figure 1

LXE's RX1 Rugged
Mobile RFID Reader

Mobilize Your Supply Chain with Advanced Logistics Systems

As supply chains expand and become more and more automated, it's not enough just to track inventory — successful supply chain management also means reducing labor, increasing productivity, and improving visibility. Fortunately, with the emergence of RFID technology and other mobile solutions, not only can managers establish an automated, adaptive supply chain, but they can achieve quick return on investment (ROI).

While many SAP companies are already using RFID and mobile technology to improve their supply chain processes, mobile-enabling applications present a challenge for many IT organizations. When mobile devices first became available, the focus was on making existing transactions usable by simply resizing the user interfaces to fit a reduced screen format. What works for a user at his desktop, however, is not necessarily optimal for use on a mobile device. Creating a truly efficient mobile business process involves revisiting the application design with mobility in mind.

Advanced Supply Chain Solutions

Advanced Logistics Systems is a supply chain solutions provider that leverages its experience implementing SAP Logistics Execution System (SAP LES), SAP Warehouse Management (SAP WM), and mySAP Supply Chain Management (mySAP SCM) to create services that enable and extend SAP's mobile

and RFID offerings to achieve faster return on companies' technology investment.

One such service is our *Advance Start* offering, a program that helps customers implement a fixed-cost SAP mobile solution quickly and cost-effectively.¹ Through our Advance Start program, we deliver a standard application set, provide in-house training, and implement the SAPConsole mobile infrastructure onto mobile computers. We currently use WiFi-based mobile units that support SAPConsole and WebSAPConsole with the ability to support SAP NetWeaver Mobile in the future. This ensures that you are ready to take advantage of the existing functionality now but are not locked in when we release support for SAP Netweaver Mobile applications.

As supply chains expand and become more and more automated, it's not enough just to track inventory — successful supply chain management also means reducing labor, increasing productivity, and improving visibility. Fortunately, with the emergence of RFID technology and other mobile solutions, not only can managers establish an automated, adaptive supply chain, but they can achieve quick return on investment (ROI).

¹ We expect to provide an RFID-specific solution later this year.



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Advanced Logistics
Systems, Inc.

Implementing Best Practices

We also developed the *Advanced Solution Library*, a collection of custom-developed best practices, to help our customers implement mobile processes in as short a period of time as possible. Developed from the ground up as object-oriented modules allowing simple adaptations without losing overall efficiency, the library's applications are designed to mobilize and develop best practices for the supply chain in areas such as distribution, transportation, shop floor, and service management.

Summary

Mobile and RFID technology is already available to help you run your supply chain processes more efficiently. Advanced Logistics provides the know-how to help SAP customers implement and achieve the ROI and supply chain visibility they are seeking. We are a global provider of supply chain solutions that have helped companies worldwide realize the benefits of mobile applications through our library of applications and consulting services.

To learn more about supply chain solutions from Advanced Logistics Systems, call us at + 1 800 209-0980 or visit www.adv-logistics.com. ■

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Most RFID applications can be divided into two categories — those requiring tags that carry minimal information and those that require tags with more extensive and dynamic memory:

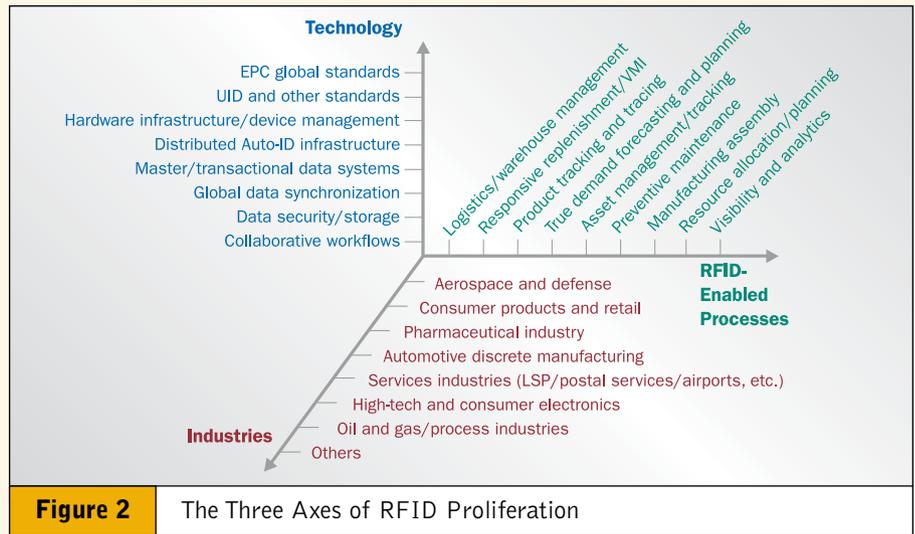
- Tags with limited memory are applied to objects moving through a supply chain to enhance and optimize manufacturing, warehouse management, and inventory management
- Tags with extensive memory and the ability to rewrite information generally support asset-management activities such as service-parts handling, field services, and maintenance, repair, and overhaul (MRO)

Data security and storage requirements, for example, vary depending on the tag category, which is ultimately driven by application and industry requirements.

Business Processes

While the consumer products industry might use RFID to optimize logistics, another industry may emphasize a different business process — maintenance, for example. Fraport, the company that manages Frankfurt Airport, uses SAP’s RFID technology to track and manage the maintenance of their critical assets.

One such asset? The 22,000 fire shutters that seal windows and doorways in case of an emergency, located throughout Frankfurt Airport. A few years ago, a fire in a different airport in Germany was the result of faulty shutter maintenance. In Frankfurt, they have installed RFID tags on all the shutters; these tags carry all the information required for maintenance: the history of the asset, repair record, and all service orders. The only way a service person can access this information is to physically go to the shutter, scan the RFID tag with their mobile device, and download the order and maintenance information. Once they



complete the maintenance work, they upload the updated service information right then and there. Fraport has made maintenance more reliable not only because people have to physically show up to learn about and repair the products, but also because all associated paperwork is eliminated — everything’s online.

Industries

Industries have unique requirements. Each of the industries mentioned above — consumer products, pharmaceuticals, airports — all approach RFID in a manner specific to their vertical.

Recognizing this fact, SAP has designed its RFID infrastructure to be highly scalable, flexible, and configurable, allowing us to satisfy the needs of most of our customers, regardless of what industry they are in. This RFID infrastructure is then connected to a platform or to process rules that are specific to a business process. These business process elements are further refined with industry-specific scenarios, which apply the technology and process rules in a manner tailored to a particular industry.

RFID: Beyond Compliance

According to leading analysts, SAP is the recognized leader in successful RFID

deployments. We believe this is because we can offer our customers solutions that will quickly provide them with a competitive advantage. We also work closely with our partners to ensure our RFID systems work — and work well — with both SAP and non-SAP systems.

When considering RFID, you cannot afford to focus only on compliance. Think long term. SAP is available to help you do that. We offer a quick analysis, free of charge to our customers, in which SAP consultants will spend a couple of days reviewing your landscape and business processes, and will suggest where you can leverage RFID.

SAP is working with many companies across industries in each of the phases outlined above, and some of them are already achieving significant savings and process improvements. Every company should investigate the potential benefits of RFID across many business processes and develop a realistic roadmap of how to capitalize on this innovative technology.

For more information on SAP’s RFID strategy, please visit www.sap.com/rfid and see the article “The Path to the RFID-Enabled Supply Chain for Immediate Compliance and Rapid ROI” in the July-September 2004 issue of *SAP Insider* (www.SAPinsider.com). ■