



MAKING RFID A SUSTAINABLE PART OF YOUR BUSINESS

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SCENARIO

- You had a successful trial
- You have a positive business case
- Now what?



How do we deploy across a multi-door chain?

The Approach – Stealth D³ Sustainability Model

- **Define**

- Strategic Plan
- Tactical Plan
- Model ROI for key decision points, continuous improvement and measurement over business life cycle

- **Design**

- Core model by lines of business/family of business based on people, process and technology
- Reduction/Exit Strategy
- Align People, Process and Technology to the Business - leverage technology

- **Deliver**

- Defined plan, measureable results
- Recognize Risk
- On-time, within budget



How do we deploy across a multi-door chain?

Stealth D³ Sustainability Model

- **DEFINE**

- Strategy to Tactical Plan
 - What is your plan?
 - Project Definition Design
 - Stakeholder - Sponsor
 - Critical Successes Factors - Measurable Results – KPI
 - » Risk Assessment Plan
 - RFID revolution vs evolution
 - Rollout Strategies/choices
 - Cost/benefits
 - Store-by-store
 - Who drives the vision?



How do we deploy across a multi-door chain?

Stealth D³ Sustainability Model

- **DESIGN**

- What is your core model
 - People
 - Usability
 - Efficiency Gains
 - Culture
 - Line of Business SME
 - Process
 - Current Workflow vs New
 - » RFID Tagging - Source/In-house
 - » What impacts does RFID have to current process?
 - » Financial Adjustment Impacts
 - Technology
 - Site Survey
 - Enable the Business Technology retrofit/augmentation

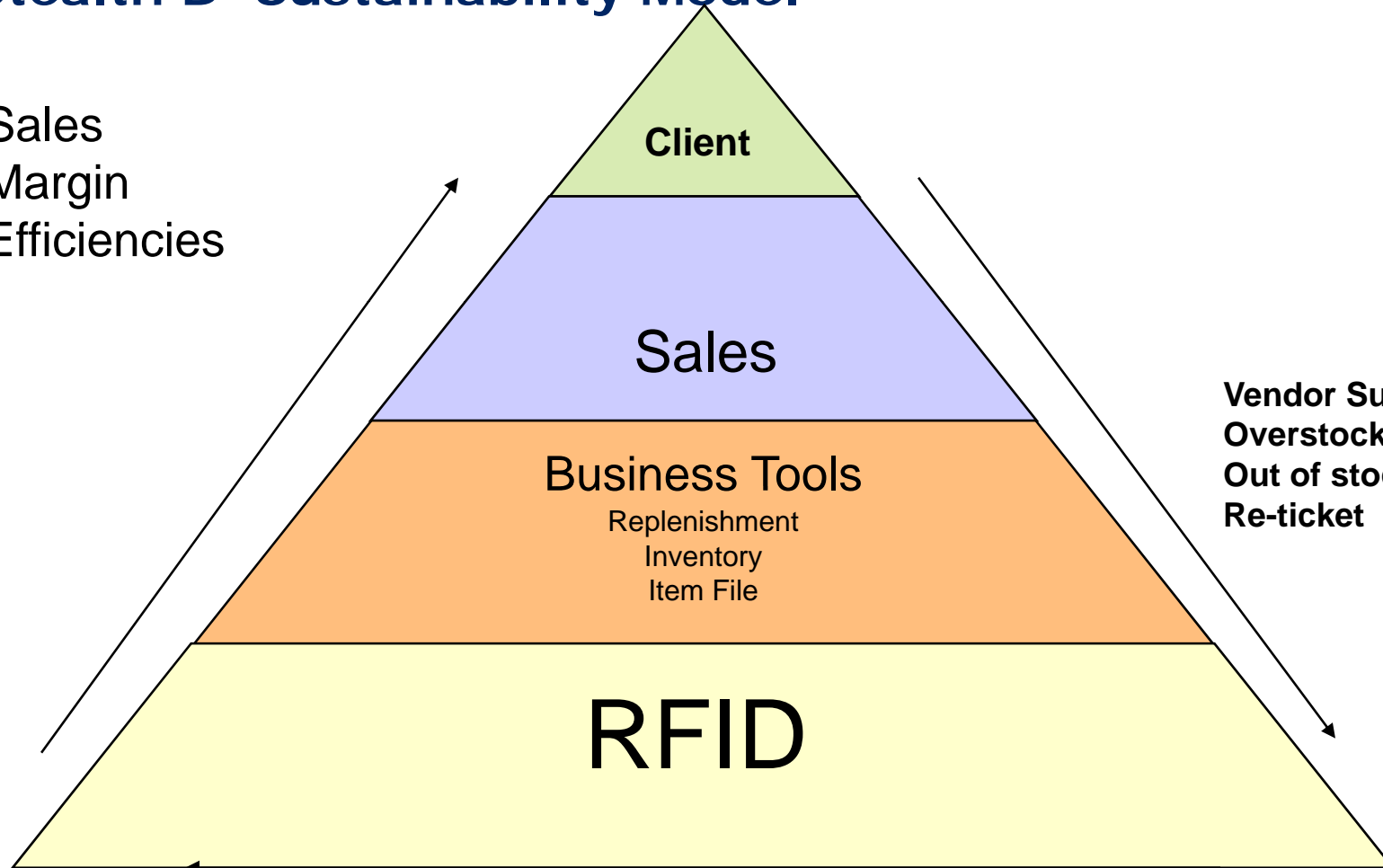
- **DELIVER**

- How would you evolve over a period of time or would you?
- Regionalized rollout teams - parallel
- Partner – Internally/Externally



Stealth D³ Sustainability Model

Sales
Margin
Efficiencies



Vendor Substitutions
Overstock
Out of stock
Re-ticket

Continual improvement, measurement



How do we integrate RFID into our existing IT environment?

- **Security**
 - Varying degrees- Associate to Systems
 - In house wireless
 - Network Management
- **Technology Infrastructure**
 - Reuse/Leverage Existing
 - Wireless
 - Cabling
- **End to End Integration**
 - Enterprise Level – Management
 - POS - Necessary or not? Best Value?
 - Test, Test, Test each “chunk” as part of the plan
- **Alignment**
 - Design aligns with same application models
 - Test, Development, Staging Environments
 - Business Continuity – automated and manual
- **Life Cycle Cost**
 - Technology Refresh
 - Total Cost of Ownership (TCO)
- **Time**
 - IT “See More” Syndrome
 - 8 Weeks from approval to production
- **High Availability**
 - Site Survey is key
 - Reuse/leverage existing resources

This is not a Technology Project....It is Business Intelligence



What do I do with all of this data?

- **Operational Metrics**

- Business Intelligence
- Agreement by lines of business, stakeholders metric targets
- CONTINUOUS MEASUREMENT, BENCHMARK – do not let it impeded the gains of the solution

- **Integration with Existing Systems**

- What are the Pros and Cons to integrate with current systems
- Is there value to running as an independent system
- What is the cost benefit to integrate with existing or remain standalone

- **Usability**

- RFID Scanners
- RFID Handhelds



What do we need to do to realize the benefits of RFID?

- **Business Process Change**
 - Baseline existing process
 - Process mapping
 - Buy-side/inventory management
 - Replenishment
 - Sales activities
 - Loss Prevention

- **Integrate into the Business**
 - People
 - Process
 - Technology



Summary:

- 3 Components for Successful Sustainable RFID Deployment
 - **People**
 - Training
 - Culture Change
 - Key Performance Indicators (KPI)
 - **Process**
 - Project Definition Plan - includes exits
 - Process Management/Change/alignment
 - Deliverables – Internal/External
 - **Technology**
 - Leverage Technology – part of the business process
- **Partner**
 - Internally with Stakeholder(s)
 - Externally – implementation, integration and migration to sustainability



Is your Model Sustainable to your Business? Seven Questions to Ask

- **Sustainability-** Is your model sustainable? Do you have a plan to change, strategic and tactical? “C” Level buy in from People, Process, Technology.
- **Technology-** Does it integrate with existing? Is it necessary to integrate for the cost/benefit/usability?
- **Evolution vs Revolution** -Would you evolve over a period of time or not?
- **Adaptability** – Are the business tools easy to use?
- **Lifecycle** – Does your business model include Total Cost of Ownership/Life Cycle Costs?
- **Team-** Do we have the right internal and external partners to make this a sustainable business tool?
- **High Availability** – To sustain this model, does it meet our high availability needs?



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THANK YOU!
TO A PROSPEROUS 2009