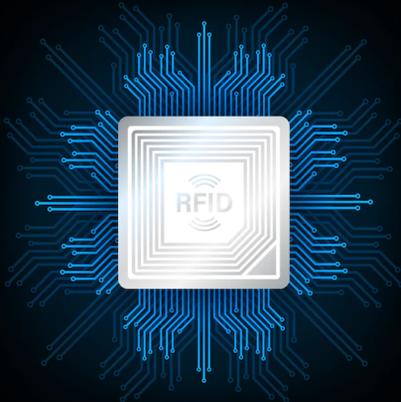




7 Ways Companies Can Accelerate Their Digital Transformation Initiatives With RFID



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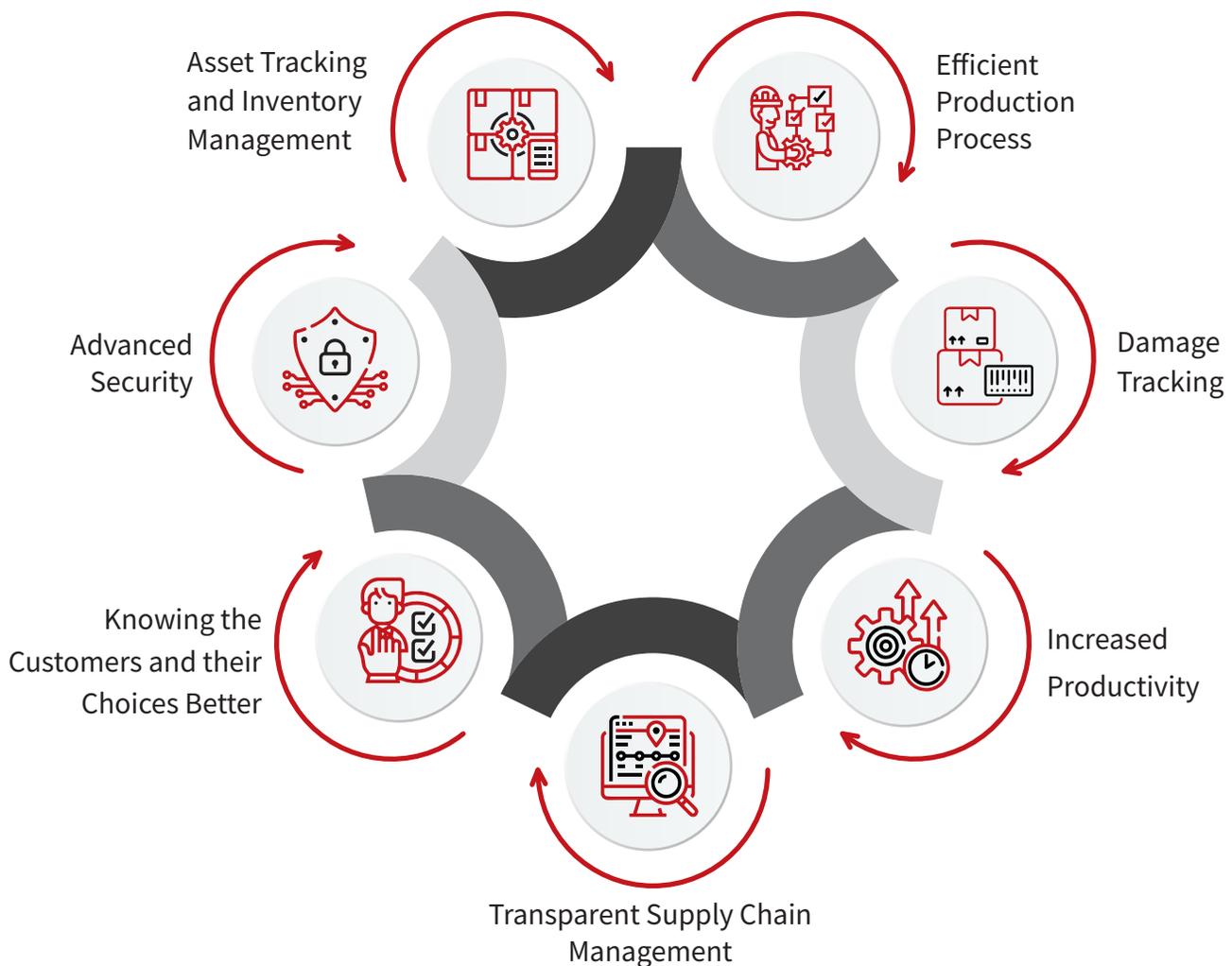


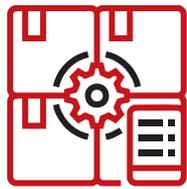
Ever since the pandemic, the digital transformation of sectors like manufacturing, retail, healthcare, and automotive has rapidly accelerated. The challenges with the pandemic kept piling on, and the latest innovations caught up to speed. As 2022 brings a unique combination of moving forward and remembering the past, companies are looking for ways to accelerate their digital transformation initiatives. One of the prominent technologies that they are leveraging is RFID.

RFID, or Radio-frequency Identification technology, uses electromagnetic fields to recognize tags attached to any object.

The global RFID market is estimated to be USD 17.4 billion by 2026! In 2021, Gartner named RFID as a key technology in retail digital transformation. The trend continues in other industries as well.

Let us take a look at how RFID can help organizations streamline their operations, reduce costs, and enhance customer satisfaction.





Asset Tracking and Inventory Management

In industries like manufacturing or retail, one of the important aspects of operations is accurate inventory management and asset tracking. But manual work can often lead to redundancies, time wastage, and human errors. By implementing RFID tags on the inventory, organizations can improve their inventory visibility and tracking.

Running out of raw materials? Real-time tracking can help enterprises stay up-to-date with their asset status so that they can predict their product needs and supply demands. RFID further limits wastage of resources and eliminates reordering of stock due to data discrepancy. Along with added accuracy, RFID reduces the time consumption of inventory management. These modifications may seem tiny but have a direct impact on customer experience enhancement.

From restocking racks to handling counterfeit goods, Zara is utilizing the RFID technology in one of the best possible ways. Their asset management and inventory tracking solution are currently in sync across hundreds of stores ensuring that the fast-fashion goods are always available.

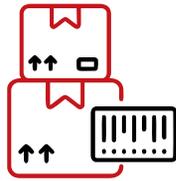


Efficient Production Process

In some manufacturing units, certain industrial equipment requires precise raw materials, tools, and labor to execute the production process. With RFID tracking, companies can send all relevant production and execution data in real-time to the operators. These tags can easily be modified as per the project requirements.

By collecting data on equipment health, RFID tags also ensure timely maintenance and repair to minimize damages. From usage history to cleaning records, the RFID tags can store detailed information to support modern, automated manufacturing plants. With RFID, it also gets easier to predict the upcoming steps in a production process. Predictability increases accuracy, thus facilitating smooth production.

This facilitates immersive consumer experience too, as Nike has started doing across its production process. Nike is leveraging RFID to enhance its production process, integrate the physical and digital experiences, and increase visibility across the supply chain. The company believes that RFID can improve its inventory holding cost and cut down on transportation expenses while enhancing the production quality.



Damage Tracking

Damages in the supply chain can turn out to be very expensive for companies. RFID systems can come to the rescue for damage tracking as well, by identifying products that require immediate attention. Packaging Digest reports that 10% of freight is found to be damaged upon arrival for distribution. From improper handling to unforeseen circumstances can cause damages, even concealed damages, that will not even be identifiable.

But when an RFID system is in place, it can collect data throughout the supply chain. With the help of usage history and cleaning data, it is very easy to point out the ones accountable for damage. RFID readers can scan a product or equipment for potential damages.

Many companies deal with sensitive products like medicinal stock and surgery tools. Damage tracking has become essential for these industries. For example, BJC Healthcare has implemented RFID technology in its hospitals across Illinois and Missouri. They use this technology to track the validity dates, damage, and accuracy of the medical products.



Increased Productivity

It is for the promise of enhanced productivity that brands like H&M also trust RFID tags to manage and track their inventory as a part of their digital transformation process. This implementation has reportedly helped H&M to improve its operational agility, demand predictions, and reduced costs.

In 2017, H&M faced a huge crisis, and clothes worth \$4 billion USD were left unsold. The top management of the company immediately focused on digital transformation and used RFID garment labeling to enhance productivity in their stores. The data collected from RFID systems also helped in better customer management and improving sales records.

With RFID tracking, companies can automate several processes to increase precision and accuracy, too. With leading RFID systems like the ones offered by ZEBRA, product identification gets easier in comparison to other scanning devices or manual code entry. By heightening productivity, RFID can truly cut costs and reduce the wastage of time and resources, further ensuring customer satisfaction.



Transparent Supply Chain Management

By encouraging real-time visibility of assets and equipment, RFID increases the reliability of supply chain operations. It reduces shipping errors, assures the quality of both raw materials and finished goods, and encourages transparency in the supply chain. Companies using RFID technology in their supply chain see a huge improvement in receiving time.

Accurate data can solve multiple issues. RFID tags provide all information to answer the 5Ws, offering further clarity on error-proof asset data. For companies looking for transparency and clarity across their supply chain, RFID can be a great proven solution.



Knowing the Customers and their Choices Better

RFID solutions can help organizations across the value chain – from manufacturing to sales. From unsold merchandise to customer preferences, RFID can also provide valuable information to companies that help improve their business.

For instance, fashion retailers are using this technology in innovative ways. Burberry is using RFID tags to offer product recommendations and styling guides to the customers. The dressing rooms at Rebecca Minkoff's stores in Tokyo, Los Angeles, New York, and San Francisco are equipped with RFID shields. These offer clothing recommendations to the customers by identifying the clothes that they bring to the dressing room. The Metro retail chain in Germany is also innovating with smart fitting rooms to provide virtual fitting details by scanning RFID tags. Innovations like these can accelerate customer satisfaction and drive growth.



Advanced Security

Using passwords to secure any processes is effective, but RFID takes the security measures a step ahead. To allow only authorized access to devices, RFID supports multiple user logins with different credentials. RFID systems can also maintain a log to identify and track the previous users, in case of any discrepancy. The RFID tags can also be embedded directly on the ID cards to increase the security of the company and prevent ID counterfeiting.

Amazon Go is one of the latest companies to implement this strategy. These stores are slowly opening up all across the world, and their tagline is 'just walk out.' Visitors have to show their smartphone for their Amazon account at the entry gate, and then they can shop, pay, and get the receipt right on the smartphone, using RFID technology.



These are some of the crucial ways in which companies can accelerate their digital transformation process by adopting RFID. However, they often think that digital transformation and RFID implementation can happen overnight. But this is far from the truth. Organizations must focus on improving the fundamental processes, train their workforce on using these innovative technologies, and slowly make way for RFID integration through reliable service providers.

Leading companies like ZEBRA offer a wide collection of RFID labels, cards, and tags to choose from, based on their application. Using these solutions, organizations can deploy RFID technology while maximizing the benefits. These solutions can work in extreme environmental conditions like high pressure, humidity, heat, or in the presence of hazardous fluids. Thus, they allow companies to track their products and manage operations under all circumstances.

ZEBRA is one of the oldest and most successful RFID implementation service providers, with decades of experience. From RFID antennas to handheld portals, the vast collection at ZEBRA can help organizations implement RFID cost-effectively, paving their path to the future.



About QodeNext

QodeNext is a leading supply chain traceability technology, consulting, and service company. We provide a single point of contact for all your traceability needs from technical consulting to implementation to support. We harness the power of Barcode, RFID, Vision, Cognitive Computing, IoT, Predictive Analysis, and emerging technologies to enable our clients to integrate their supply chains and facilitate end-to-end visibility and connectivity.

We create significant differentiation with the ability to address new customer demands with an unprecedented solution breadth, specialized domain expertise, and expansive support network. We are the largest Automatic Data Information Capture Solutions provider in India, with a dedicated team of over 200 employees.

Know more - <https://qodenext.com/RFID/>

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