



RFID Forum



AGENDA

Tuesday, October 12, 2010

Hands-on demonstrations and tours are available at the University of Arkansas (UARK) RFID Lab. You must be registered to attend. For those who would like to learn RFID basics or refresh their RFID skills, an optional RFID primer is available a half an hour before each tour. You can register for a tour upon checkout.

- 1:00 pm-3:00 pm 1st RFID Lab Tour (Optional Primer begins at 12:30 pm)
- 3:00 pm-5:00 pm 2nd RFID Lab Tour (Optional Primer begins at 2:30 pm)
- 5:30 pm-7:00 pm Welcome Reception, *sponsored by ADT*

RFID Forum 2010 is made possible by our sponsors:



Wednesday, October 13, 2010

6:00 am-7:00 am Registration

7:00 am-8:00 am Breakfast, *sponsored by Motorola*

8:00 am-8:30 am Welcome

Joe Andraski, President and CEO, Voluntary Interindustry Commerce Solutions (VICS)
Rick Blasgen, President and CEO, Council of Supply Chain Management Professionals (CSCMP)

Cindy DiPietrantonio, Chief Operations Officer, Jones Apparel Group, Inc.
Peter Longo, President, Macy's Logistics and Operations

Hear insights on the item-level RFID value proposition from representatives of two leading organizations—Jones Apparel Group and Macy's. These industry leaders will also share their views on the framework and strategy for industry engagement.

8:30 am-9:15 am **Keynote: Retailers and Digital Inventory Accuracy**

Sahir Anand, Vice President & Principal Analyst, Retail & Banking, Aberdeen Group

According to Aberdeen data from June of this year, 68% of retailers do not possess the capability to fully track and trace inventory in the supply chain (warehouse, transportation, distribution center) and store-level in near real time. Inventory accuracy and inventory visibility enabled by item-level RFID provide retailers and their trading partners with powerful new capabilities. In the coming era of retail, living with traditional levels of inventory distortion will not be acceptable. From improving on-shelf availability to in-store fulfillment of promises made to digital customers, knowing with certainty what inventory you have and where it's at has never been more important. Hear how the benefits associated with inventory accuracy and visibility can help you improve store performance, serve your customers better, and transform your retail value chain.

9:15 am-10:00 am Supplier RFID Efforts

VF—Our Journey

Terry Brown, Director of Distribution Delivery Systems, VF Services

The VF Corporation is only at the beginning of integrating RFID. Discover where the company stands on the implementation of electronic product code (EPC). What are its future plans to dive deeper into the supply chain? And where do company leaders see value from the supplier's perspective?

Supplier ROI: From Source to Shelf

David Cromhout, RFID Lab Director, University of Arkansas

The University of Arkansas is currently conducting a major research project investigating the ROI for apparel suppliers. The research team is looking at potential uses of RFID from source (e.g., Asia, Central and South America) to shelf. In this session, David Cromhout will update the audience on the current status of the project and its future directions.

10:00 am-10:15 am Break

10:15 am-11:15 am Panel Discussion: Offshore Source Tagging and In-Store Testing

Moderated by Bill Hardgrave, Dean and Wells Fargo Professor, College of Business

Bill Toney, Global Sales Manager – RFID, Avery Dennison

Raj Jayaraman, Director of Market Development, Merchandise Visibility, Checkpoint Systems

Chris Schaeffer, Director of Product Marketing, Motorola

Kris Barton, Business Development Manager – RFID, UPM Raflatac

Larry Arnstein, Sr. Director of Business Development, Impinj

To fully capture the benefits of RFID, tagging should occur as close to the point of manufacture as possible. But, how does a company decide where/when/how to tag? The panel will address these issues and will explore, specifically, questions such as:

1. Where in the supply chain should tagging occur?
2. What are the options for tagging?
3. If tagging internally, what are the technology considerations?

11:15 am-11:45 am How to Jumpstart a Discussion with Your Customers and Connect Them to the Overall RFID Technology Experience

Dick Lockard, Founder and Director of Consumer Experience Design, The Big Space

A lot has been made about the impact that item-level RFID can have on inventory accuracy and visibility. But the benefits don't stop there. Item-level RFID has the ability to help you engage with your customers and create experiences unlike anything you've been able to do before. Dick Lockard from The Big Space will share his experiences on how innovative retailers are capitalizing on this revolutionary technology to greatly improve the way they interact with customers.

11:45 am-1:00 pm Lunch, sponsored by Motorola

1:00 pm – 2:00 pm Retailer Lessons Learned Panel Discussion

Jim Lee, Account Lead, Tyco

Rose De Poe, Global Director, RFID Strategic Solutions and Alliances, Avery Dennison

Susan Flake, Sr. Manager, RFID Business Development, Retail, Motorola

Chris Riemann, Logistics Practice, IBM Global Business Services

A major west coast retailer is currently in the process of implementing item-level RFID at scale. Moderated by Dr. Bill Hardgrave, panelists from the solution provider team will discuss key lessons learned as a result of delivering this groundbreaking project. From source tagging in Asia to managing in-store business process change, team members experienced—first hand—the real world challenges of deploying item-level RFID. Hear what they discovered so you can benefit from their learning.

2:00 pm-2:30 pm RFID Issues and “How Are We Going to Get There?”

Myron Burke, Director, Store Innovation, Operations and EPC, Wal-Mart Stores, Inc.

Paul Arguin, Director of Technology and Engineering, Conair, USA

What are the issues facing retailers and suppliers readying to implement RFID in their organizations? What are the roadblocks and pain points that they are likely to face and how do they work around these? What benefits and use cases can be expected when using RFID? Listen to Myron Burke from Wal-Mart Corporation and Paul Arguin from Conair Corporation describe their lessons learned from both the retailer and the supplier perspective. Learn how to get started, what worked for them, and what didn't work. Get a jumpstart on your RFID implementation.

2:30 pm-3:00 pm The Future of RFID

Chris Riemann, Logistics Practice, IBM Global Business Services

What is the future of RFID for retail? And how will item-level RFID impact the industry? Review the item-level RFID value proposition for both retailers and suppliers, and what some of the hurdles are to obtaining these benefits. Also learn what product lines are best for item-level tagging and what the best approaches are for analyzing and implementing item-level RFID.

3:00 pm-3:30 pm Wrap-Up

N. Arthur Smith, CEO and President, GS1 Canada

Bill Connell, Senior Vice President of Logistics, Macy's, Inc.

Learn the industry engagement next steps for evaluating the retail supply change state of readiness and organization for item-level RFID deployment strategy.