



An ECR Community Shrinkage and On-shelf Availability Group
Interactive Workshop Supported by Checkpoint Systems

Getting Ready For RFID: How to Build a Roadmap for its Use in Retailing

Date: 4th July 2018

Location: Fulmar House, Votec Centre, Hambridge Ln, Newbury, RG14 5TN

Background

A newly published report commissioned by the ECR Community Shrinkage and On-shelf Availability Group Workshop and GS1 has highlighted not only the significant benefits some retailers are now accruing through the use of RFID technologies, but also the way in which they developed their business cases, undertook trials and subsequently rolled out their programmes across their businesses. It provides a unique and detailed review of both the opportunities that RFID can now bring, but also the key steps and challenges that need to be addressed if the technology is to be used successfully. Based upon the experiences of 10 of the most significant users of RFID technologies in retailing it is already widely regarded as one of the most comprehensive reviews of the technology ever produced to date.

This workshop will provide attendees with the opportunity to not only hear first-hand from the report's author, Professor Adrian Beck, but also learn from the experiences of retailers who have embarked upon their own RFID journeys. In addition, the workshop will provide ample opportunity to discuss in detail what the findings may mean for those thinking about utilising this technology and how to go about building a business case, undertaking trials and the key steps to follow when rolling it out across retail businesses.

WORKSHOP FLOW

09.30 REGISTRATION & COFFEE

10.00 Introductions, the ECR Shrinkage and OSA Group and Workshop Expectations
Colin Peacock, Group Strategy Co-ordinator, ECR Community

10.30 Planning for RFID and Building a Business Case
Professor Adrian Beck, University of Leicester

- What are the reasons why these retailers invested in RFID?
- How did they go about building a persuasive business case for investing in RFID?
 - What role can RFID play in managing loss prevention?
 - What approaches are available and what are their limitations?
- Who needs to lead an RFID project and which parts of the business need to be involved?

11.00 Planning for RFID and Building a Business Case: Round Table

- How relevant are these findings to your approach and current plan, what are the similarities and differences, what are the new questions these findings open up?

11.30 BREAK

11.50 Measuring Impact and Undertaking Trials

- What were the typical KPIs used to measure the impact of RFID?
 - How do you measure the underlying Impact Mechanisms?
 - What are the most frequent ways in which the effectiveness of RFID can be monitored?
- How did they go about undertaking their RFID trials?
- What were the considerations they used for designing and running trials?

12.20 Measuring Impact and Undertaking Trials: Round Table

- How are you thinking about measuring the impact of RFID, what plans have you in place for undertaking trials and how does this differ to the case-study experiences?

12.50 LUNCH

13.30 Deploying RFID

- What key lessons can be learnt from retailers when rolling out RFID?
- What are some of the mistakes made and what does a good deployment look like?

14.00 Deploying RFID: Round Table

- What are your thoughts on deployment, what is the scope, and how are you planning to ensure good execution and adoption?

14.30 BREAK

14.45 Key Lessons from Current Case Studies and Potential Future Uses

- What are the key lessons to developing a successful RFID system?
- How are current users thinking about developing their RFID programme in the future?

15.15 Making Sense of RFID Technologies and the Challenges of Integration

Alan Tamny, Director of Global Product Management, Checkpoint Systems

- How have and will RFID technologies evolve?
- Understanding RFID integration with existing systems and known pitfalls

15.45 Expectations Review & Next Steps

Colin Peacock, Group Strategy Co-ordinator, ECR Community

16.00 WRAP UP AND CLOSE