RFID Coalition
Launch Event

Working together to improve visibility and inventory accuracy in the Australian retail marketplace

Thursday 22\textsuperscript{nd} March 2018
Agenda

Registrations & Welcome tea / coffee
RFID Coalition Launch
Myer Case Study w’ Q&A
RFID Expo
What is the RFID Coalition about?

This group of companies meets with the aim to:

- Network (amongst the 80+ members)
- Be informed (by local / global vendors & guests)
- Educate (be guided by what is best practice and standards based)
- Support (local activities; share experiences)
Why have a RFID Coalition?

• Australia is well behind comparative markets

• Many new global entrants are well versed and therefore have a distinct advantage over local businesses Eg. Uniglo

• GS1 is a well respected and neutral advocate and runs many workgroups of a similar nature

• Brands and retailers can benefit from accessing a wide range of resources as they learn and get started
What is driving the uptake of RFID now?

- Poor instore inventory accuracy (industry ave. ~70%)
- Impact of this on online orders where retailer uses stores (high online order bounce rates)
- Carrying too much inventory (to allow buffer stock)
- Seeking improved productivity across business
- Tie into omni channel strategy
- Improved customer experience / NPS scores
- Better appreciation of RFID benefits and use cases Eg. Incr GP %
- Lower start up costs (by vendors)
What is supporting this drive?

- Proven results from many retailers like Macy’s (US), River Island (UK), Lululemon (Ca) and Zara (EU)
- Tools that can provide indicative ROI
- Significant increase in global RFID sales ($11.2B industry)
  - 8.7B Tags in 2017
  - Only 20% of market
- Large stepped improvements in tagging options Eg. Cosmetics
- Significant forums to help educate executives
- Solution maturity / documented outcomes
Who is supporting this drive (locally)?

COMPANIES SUPPORTING THE WORK OF THE RFID COALITION
What have we covered so far?

Sept 2016
Tag Selection

Sept 2016
RFID in DCs

Sept 2016
Supplier Benefits

Sept 2016
Retailer use cases

Feb 2017
Business Case Devel’t

March 2017
POC to pilot

May 2017
Procurement

July 2017
IT Architecture

Nov 2017
Google – What’s the link?

Nov 2017
RFID & IoT

All resources are on www.rfidcoalition.org
What is the RFID Coalition doing to help?

- Promote & endorse the use of open standards (EPC RFID)
- Share stories on what has worked (or not)
- Provide 1:many discussions for brands and retailers alike
- Provide access to all of Australia’s key vendors in this space
- Bring in experts to discuss various related themes Eg. Bulk procurement
- Network within an open LinkedIn group
- Provide central resource location
A group resource.

RFID COALITION

Working Together.

MEETING SCHEDULE
RFID Coalition LinkedIn Group

RFID Coalition
43 members

Start a conversation with your group

Enter a conversation title...

Conversations

Linda Holmes AMAMI · Group Owner
Strategic Marketing | Corporate Communications | Public Relations | So...

RFID Coalition launch and expo
Less than three weeks until the RFID Coalition launch and expo at GS1 Australia in Melbourne on Thursday 22nd March. This event is a must attend for anyone wanting to learn more about RFID and what the RFID Coalition is all about. If you haven’t yet ... Show more

RFID Coalition launch and expo
The RFID Coalition will begin 2018 with a free major event to be held at GS1’s offices in Melbourne (only) with dial in capability for the...
RFID Coalition resources

Website (WIP)
- https://www.rfidcoalition.org/resources

Email
contact@rfidcoalition.org

LinkedIn (60 members so far)
- https://www.linkedin.com/groups/13573463

Phone
- Gary Stones (Myer / Chairperson)
  - 0408 528 340
- Sean Sloan (GS1)
  - 0407 567 240
Myer Case Study

Mr. Gary Stones
National Retail Operations Manager, Myer
Case Study Video

• The video shown was removed from this slide deck due to size issues

• This video will be added to the RFID Coalition website at a date in the future

• If you are interested in seeing this site in person, please contact Gary Stones directly
The Challenge

- Myer Melbourne City – Apple Merchandise
- High Shrinkage / Stock Loss
- High Labor Costs to maintain inventory Stocktakes
- Poor Inventory Accuracy
- Impacted Fulfilment Pick Success
- Impacted In Store Customer Shopping Experience
The Solution

- Partnered with Checkpoint Systems
- Application of RFID labels to all Apple Merchandise
- Retire RFID labels as the Apple Merchandise is sold
- Twice Daily Stocktakes to identify any missing merchandise and investigate immediately
The Results / Business Benefits

- Manageable implementation costs
- No IT integration required to deliver business benefit
- Significant inventory loss reduction with Shrinkage reducing by over 80%
- Reduced cycle count time and associated labour costs by over 80%
- Daily inventory accuracy close to 100%
- Fulfilment Pick accuracy 100%
- Simplified reporting on stock movement
- Increased item availability to support sales
The Future

- Plans to continue further RFID business benefits testing in other store locations across other merchandise categories

- Categories being considered include
  - Further Apple Stores
  - Apparel (Womens Designer and Mens Youth)
  - Soft Home (Bed Linen and Towelling)

- Device Testing (Zebra TC56)
RFID Expo time