RFID Strategic Implementation and ROI: A Practical Roadmap to Success

Charles C. Poirier & Duncan McCollum

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With Wal-Mart, the US Department of Defense and other large organizations putting their collective endorsement on the benefits of Radio Frequency Identification (RFID), their suppliers are challenged to find real business value in compliance and adoption of RFID. This book helps readers comprehend the basics of RFID, the fundamental technology and components, the various applications, business issues and potential benefits. It then presents a clear roadmap for RFID implementation and successful adoption by manufacturers, distributors, and retailers.

Key Features:
• Shows where RFID technology is evolving and what that evolution will mean to business leaders within these industries in terms of potential benefits and costs
• Describes how current marketplace forces, from mandates to standards development, should be evaluated and incorporated into a strategic roadmap of RFID execution
• Illustrates how to set up an RFID pilot system to determine actual costs and benefits and explains the links with supply chain management
• Presents a step-by-step roadmap for RFID implementation and success, and includes real case studies and insights based on interviews with market leaders
• Offers free downloadable slides explaining RFID fundamentals and implementation strategy and an RFID roadmap poster — available from the Web Added Value™ Download Resource Center at www.jrosspub.com/wav

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