

## Case Studies & ROI for RFID

RFID CoE – Training Center

### Description

**Case Studies & ROI for RFID** was designed to offer a detailed evaluation of the potentials of RFID technology, focusing from the requirements to its adoption to its huge potential in a wide variety of applications and consequent profit to the organizations. In this opportunity teachers and experts will be focused on the development of the technology and innovations that are molding the future of automatic identification industry, showing how it is possible to obtain competitive edge and ROI with RFID.

### Purposes

To present concepts and practices related to the use of the RFID technology, an opportunity of discussion on how such concepts and theories apply to problems and situations currently faced by organizations, and to offer a strategic orientation so the participants can manage the challenges of using the RFID technology in a productive manner, helping them to manage and make decisions during the process of adoption and usage of this technology.

### Target Audience

Professional in the area of business, leaders, managers, coordinators, and responsible for projects, that occupy positions in segments directly or indirectly related to Logistics, Distribution, Supply Chain, Retail, Quality, Engineering, Products, Technological Processes and Projects,

Information Technology, Research, Development, Innovation, and other professional interested in deepen their knowledge on the area.

### Topics Covered

By means of many-sided content lectures, given by teachers and experts, the course will cover themes related to the scenarios and application of RFID in the industry and retail, in Brazil and in the world, with the purpose to help the participant to better understand the RFID technology, identifying where its use can, or cannot, help them to improve conducting business, detecting gains, exploring the benefits, and verifying the factors that must be analyzed.

### Methodology

**Case Studies & ROI for RFID** is composed of sessions with presentations and dynamics to discuss the concepts presented. It includes a tour in the RFID Center of Excellence and a manufacturing plant with RFID implementation, in order to provide a solid contact with the technology, enabling a better understanding of the actual concept application. It is expected from the participants an active involvement, both in presenting concepts and practices and in the dynamics.

## Why to join?

- RFID CoE is the only lab in Brazil certified by EPCglobal, a regulating agency of international standards to adopt and develop the RFID technology worldwide;
- RFID CoE is the only center in Brazil focused exclusively on the study of the RFID technology, being able to share the most recent global initiatives related to the RFID technology;
- To know the tools and solutions available in the area of RFID, and understand the infrastructure required to your business;
- To understand the applicability of the RFID technology;
- To be able to anticipate, react, and make decisions related to the variables of the supply chain;
- To obtain strategic orientation well suited to your project.

## Local

Course offered in RFID CoE (Sorocaba/SP) or *in company*.

## Information and registration

Information and registration can be obtained by e-mail [hp.rfid@hp.com](mailto:hp.rfid@hp.com) or through the site [www.rfid-coe.com](http://www.rfid-coe.com).

## Program

<b>Case Studies &amp; ROI for RFID</b>	
8:30	Coffee
8:45	
9:00	<b>RFID Technology - Introduction and Concepts</b> <b>EPC (Electronic Product Code)</b> <b>RFID/EPC Applications</b> <b>Progress in the Main Segments</b> <b>1:00h</b>
9:15	
9:30	
9:45	
10:00	Break
10:15	<b>Success Implementations:</b> <b>Pilot RFID/EPC Brazil – The Supply Chain of the Future</b> <b>Case P&amp;G/Gillette</b> <b>Case HP Brazil</b> <b>2:00h</b>
10:30	
10:45	
11:00	
11:15	
11:30	
11:45	
12:00	Lunch
13:00	<b>Implementation Strategies and Business Case</b> <b>2:00h</b>
13:15	
13:30	
13:45	
14:00	
14:15	
14:30	Break
14:45	
15:00	<b>Real Cases Study : Best Practices, Processes, ROI and Results Analysis</b> <b>1:30h</b>
15:15	
15:30	
15:45	
16:00	
16:15	
16:30	<b>Final Considerations</b> <b>0:30h</b>
16:45	
17:00	End of Training
17:15	

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