

Symbol Technologies

Implementating RFID in the Real World: Aiming for Success

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There is an Ancient RFID
Saying:

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To the man who goes near last in a
long day of presentations:

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Be Brief
Be Done
Be Gone

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RFID Systems: Where are we now

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PHASE 1



RFID Systems
that Work

Make it
WORK

PHASE 2



Deployable &
Manageable
RFID Systems

Make it
MANAGEABLE

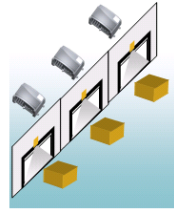
PHASE 3



RFID Systems
essential to
business flow

Make it
ESSENTIAL

PHASE 4



Ubiquitous
RFID Systems
across the
supply chain

Make it
UBQUITOUS

PHASE 5



RFID Systems
transparent to
IT and
Operations

Make it
TRANSPARENT

Obstacles we have all seen

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- **Customers Designing Solutions**
- **Extensively compressed implementation timeframes**
- **Underestimation of execution time**
- **Minimal equipment coverage requirements**
- **Force-fitting solutions**
- **Acceptance criteria**
- **Selling of support**

Challenges we have all seen

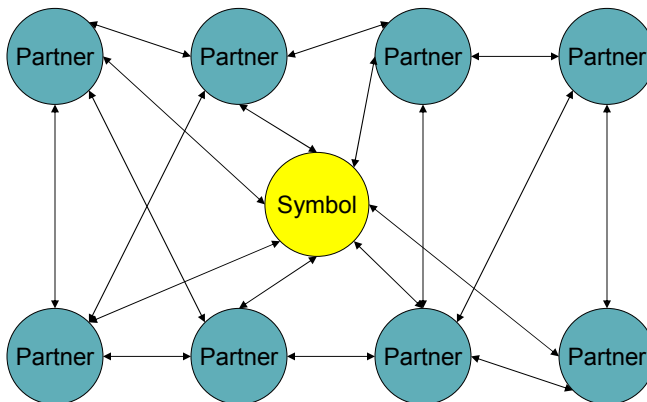


- **Designing for new systems and applications**
- **Integration to exceedingly complex systems**
- **Keeping up with the latest developments in RFID**
- **Making similar solutions work in different countries**

What To Remember



You are not an Island!



When Pursuing RFID



- **Don't unnecessarily reinvent the wheel**
 - Work smart, not hard
- **Keep Symbol in the loop early in the process**
- **Utilize Symbol resources to help you address solutions and customer requirements**
 - We are a common element
 - Let us help you get the solution delivered fast
- **Let us help you drive to centerline solutions**

- **Do not forget the services**
 - Professional services
 - Warrantee and coverage

And Finally....



- **Remember: Work the Plan when the opportunity presents itself**
 - Pre-sales discussions for understanding business needs, goals and expectations, timeframes and resources.
 - Business process reviews to verify and validate discussions
 - Be clear on acceptance criteria before implementation
 - Site Survey
 - Pilot/Verification
 - Include project management!

THANK YOU!
For Your Time & Attention

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