COMPANIES ARE USING RFID TECHNOLOGY TO ADDRESS REAL BUSINESS CHALLENGES

FIND THE BEST RFID TECHNOLOGY FOR YOUR NEEDS

LEARN BEST PRACTICES FOR EARLY ADOPTERS

MEET THE RIGHT TECHNOLOGY TO HELP YOU MOVE FORWARD

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www.rfidjournaalevents.com/europe
RFID technologies are now being deployed at large, midsize and small companies to improve efficiencies, enhance visibility, reduce shrinkage and achieve other significant business benefits. This one-day event is designed to help companies considering using RFID technologies to address real business challenges, determine the best RFID technology for their needs, learn best practices from early adopters, find the right technology partners and move forward with deployment.

The conference will open with three general sessions, and will then divide into two tracks. The Retail Track will include case studies by retailers currently benefiting from the use of RFID. The Main Track will cover a wide variety of applications relevant to companies in manufacturing, logistics and other industries. Among the topics speakers will cover are:

› Tracking work-in-progress
› How IoT technologies create business value
› Enhancing supply chain visibility with RFID
› Improving efficiency with RFID
› And much more

There will be several breaks in the conference program during which attendees can network and visit the exhibit area. Exhibitors participating in the event will likely be displaying the following types of RFID technologies:

› Passive ultrahigh-frequency (UHF)
› Passive high-frequency (HF)
› Passive low-frequency (LF)
› Ultra-wideband (UWB)
› 802.11x
› Active UHF
› ZigBee
› Hybrid tags
› And others

“Epic event. RFID Journal LIVE! Europe was the perfect mix between conference topics and exhibitors. It inspired me to go back to my company and challenge the leadership team on its outlook on RFID.”
—Lyle Montgomery, Product Support Engineer, Bombardier

“Seeing is believing, and your events prove the value of the technology and make them successful.”
—Roy Noepe, Enterprise Sales Manager, OATSystems

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GENERAL SESSIONS | 10 NOV.

Creating Business Value by Enabling the Internet of Things
Radio frequency identification and RF sensors are one way in which companies can link things—assets, products, inventories and environments—to the internet. Learn how RFID technologies are being added to products to enhance their functionality by connecting them to the internet, and how RFID and sensors are being employed to make environments smarter and more responsive. In addition, hear what strategies leading-edge companies are employing to take advantage of the emerging Internet of Things.
Speaker: Mark Roberti, Founder and Editor, RFID Journal

Laying the Foundation for an Omnichannel Strategy With RFID
Using the analogy of building a house, Dr. Bill Hardgrave will discuss the key components of omnichannel retail and how each component is integral to having a successful and sustainable initiative. Critical to any house is a proper foundation— in this case, the foundation of omnichannel retail is high inventory accuracy, enabled by RFID. With each of the omnichannel components, key metrics will be discussed and insight into how to evaluate the success of an omnichannel initiative will be given. Pitfalls to avoid will be provided to ensure your omnichannel house is built on solid ground.
Speaker: Dr. Bill Hardgrave, Dean, Harbert College of Business, Auburn University

DePuy Synthes Improves Efficiency With RFID
The DePuy Synthes Companies, part of Johnson & Johnson, provides orthopaedic and neurological products and services. An early adopter of UHF RFID technology, the firm has used the technology to efficiently manage its large-scale loaner processes, as well as within its distribution centers for shipping, receiving, auditing and replenishment. Learn how RFID is currently being used, and how DePuy Synthes plans to move toward cloud computing and big-data analytics to help improve operational visibility in the future.
Speaker: John Eck, Senior Network Engineer, DePuy Synthes

MAIN TRACK | 10 NOV.

Enabling Transparency and Control in the Automotive Supply Chain With Passive UHF RFID
BCA Marketplace is the United Kingdom’s and Europe’s largest outsource service provider operating in the automotive sector to deliver remarketing, vehicle preparation and logistics services to major OEMs. The company is employing a passive RFID solution to track vehicles and control processes at the Port of Immingham, on England’s east coast. This is a key part of the automotive supply chain as vehicles are imported, prepared and delivered to retail locations. The firm deployed the RFID system to enhance the visibility of vehicle inventory, as well as increase efficiency and control daily transactions worth more than £10 million. Learn how the solution helps BCA ensure that processes remain error-free and transparent throughout every stage of the automotive supply chain, while unlocking labor savings through automated inventory counts and vehicle tracking.
Speaker: Chris Higgins, Head of IT, BCA Marketplace
Automating Asset Information in Construction Using RFID and the Internet of Things
Speedy Services, a leading provider of tools and equipment in the U.K. construction and industrial services industry, is using the latest innovations in RFID to track assets onsite with its ePod. The automated rental solution provides tools and equipment 24-7-365, improving asset efficiency while reducing cost and environmental impact to its customers. Learn how, with the rapid expansion of the IoT and new sensor technologies, construction will change thanks to the ability to know not only where assets are, but how well they are working onsite. Hear how RFID will work with building information modelling to help manage a building’s lifecycle.
Speaker: Glyn Matthews, Head of Transformation (Operate), Speedy Services

How Malibu Rum Executed the CPG World’s Largest Trial of NFC
Malibu Rum recently deployed 40,000 Near Field Communication (NFC)-enabled bottles across the United Kingdom at Tesco stores. Cameron Worth, the founder of IoT agency SharpEnd, will provide a detailed case study of how his company supported Malibu Rum across all elements of this project, to deliver a unique and exciting trial of emerging technology at scale.
Speaker: Cameron Worth, Founder, SharpEnd Agency

RFID ROI for Brands and Manufacturers: Fulfillment Center and Distribution Center Operations and Data Exchange
RFID technology is rapidly moving up the supply chain to distribution centers and fulfillment centers. Some users have found a variety of ways in which to leverage RFID, from operational changes to the earliest emergence of item-level data exchange between supply chain partners, focusing on such high-cost issues as claims and electronic proof of delivery. The presenter will share four key points throughout a DC at which RFID can apply the most leverage, including potential hardware setups, data-capture accuracy and the real business value of increased visibility.
Speaker: Justin Patton, Director, RFID Center, Auburn University

EPC RFID Along the Supply Chain: A GS1 UK Update
The existence and promotion of the GS1 EPC RFID standard has, in no small way, contributed to the wider adoption of RFID since 2005, particularly in the retail industry’s apparel and general-merchandise sectors. In this presentation, GS1 UK’s Markus Mueller will give an update on source tagging for apparel, as well as an outlook on what to expect from EPC RFID in the shoe sector. He will also provide an introduction to the Tagged Item Performance Protocol (TIPP) grading system.
Speaker: Markus Mueller, Director of Industry Engagement, Apparel and General Merchandise, GS1 UK

Jack Wills Deploys RFID to Drive Stock Accuracy
British retailer Jack Wills is using RFID to improve visibility into its stock movements. After a successful proof-of-concept at two of its stores, the chain—which operates more than 300 locations in the United Kingdom, Ireland, Asia, the United States and the Middle East—is expanding the deployment. The firm is utilizing a plug-and-play solution that has enabled employees to count stock on a weekly or daily basis, allowing it to immediately experience the benefits of a highly accurate stock inventory. Learn how the plug-and-play system enables the chain to deploy the technology quickly.
Speaker: Gary Tattersall, Head of Asset Protection and Risk Management, Jack Wills

SOLUTION-PROVIDER SESSIONS:
Checkpoint Systems (UK) Ltd. and PervasID
Speakers:
Sabesan Sithamparanathan, Founder and CEO, PervasID; TBA, Checkpoint Systems

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Decathlon Uses RFID to Increase Sales and Reduce Shrinkage

Decathlon, one of the largest sporting goods and sportswear retailers worldwide, increased sales last year. The company attributes part of that growth to the use of RFID at all of its 951 stores worldwide, as well as at its warehouses. During the same time period, Decathlon experienced a 9 percent reduction in shrinkage. Most of the stores are now using RFID for inventory checks at the point of sale and at security gates. Learn how the technology has not only improved stores’ inventory accuracy, but also reduced labor for inventory tracking. Most stores can now conduct inventory checks five times faster than they did manually, and these locations are performing checks about twice as often.

Speaker: Jean-Marc Lieby, RFID Project Leader, Decathlon

Marks & Spencer Broadens and Deepens Its RFID Use

Marks & Spencer is one of the United Kingdom’s leading retailers, with some 760 stores. In 2001, M&S began using RFID to track deliveries of fresh food into distribution centers. In 2004, the company launched its RFID effort, deploying a solution to tag and track some clothing items at several locations. From 2012 to 2014, M&S saw a massive expansion in its deployment, to include 380 of its largest U.K. stores and more than 95 percent of its apparel and homeware. Since then, M&S has been busy investigating and trialing new uses of the technology across the entire scope of its operations. Learn why the firm expects the technology’s future benefits to provide even greater merchandise visibility and accuracy, from suppliers through DCs and into stores, to support their omnichannel efforts.

Speaker: Richard Jenkins, Head of RFID Strategic Development, Marks & Spencer

Sport Zone Uses RFID for Higher Stock Accuracy

Sport Zone, a prominent sporting goods retailer with more than 100 stores throughout Portugal and Spain, is using RFID to reduce out-of-stocks and improve sales. The firm successfully implemented the program at two pilot stores, resulting in increased sales and higher stock accuracy. Learn how the sales floor replenishment process has been improved, and how Sport Zone plans to use item-level RFID inventory management to support its future omnichannel supply chain initiatives.

Speaker: Miguel Teles, Head of Supply Chain and E-Commerce, Sport Zone

Successfully Deploying RFID at John Lewis

John Lewis is a leading department store retailer in the United Kingdom, owned by The John Lewis Partnership, which also operates Waitrose supermarkets. In May 2016, the company concluded its RFID pilot and signed off on an aggressive plan to roll out RFID technology in selected fashion assortments across all of its branches during a three-month period. Hear how the firm engaged with 16,000 staff members to successfully deploy the system. Gain an understanding of the challenges John Lewis faced in embedding RFID and delivering the solution’s benefits.

Speaker: Rob Mitchell, Manager, Selling Support, John Lewis

The Business Case for RFID in Retail and Apparel

RFID Journal has conducted extensive research to understand the business case for RFID in apparel retail, and to create metrics that companies in that sector can use to determine the likely return on investment they could achieve by employing the technology to manage store inventory. In this session, we will explain the data used, and walk attendees through the financial model. Those in attendance will receive a copy of the report on which the presentation will be based, as well as an interactive spreadsheet they can utilize to explore the benefits they can expect to receive, based on their own store size, number of units, margin, labor costs and other inputs.

Speaker: Mark Roberti, Founder and Editor, RFID Journal

See website for most up-to-date agenda information: rfidjournalevents.com/europe/agenda
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