

T3Ci

**If Not Wal-Mart Then Who?  
WCA RFID Sig  
Richard Swan – T3Ci CTO  
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## T3Ci's Mission

- **Advancing Customer Operations**
  - Accurate, Actionable, Integrated path for competitive advantage at Retail
- Enterprise Suite of unique algorithmic based applications for customer teams – The Customers Operations Portal
  - Highest value areas: OOS, Promotions, Short Term Forecasting, Retailer Simulation Models
  - Leveraging massive data sets – RFID to POS
- Customers: 30+ Mostly Category Captains – 6 of 8 Early Adopters, 5 of 7 Largest CPG Companies, \$700B total revenues
  - Leaders in CPG, Food and Bev, Consumer Health, Electronics, Toys


 Johnson & Johnson

 Bayer

 KRAFT

 The Gillette Company

 Spectrum BRANDS

 Schering-Plough

 gsk GlaxoSmithKline

 kao

 Unilever

 P&G

 hp invent

 CLOROX

 NOVARTIS

# RFID and ROI



- T3Ci has processed several billion RFID reads
  - Wal-Mart
  - Sam's Club
  - Target
- Much of data exchange is done via public standards – EPCIS
- Current value to suppliers is from insights into retail operations
  - Promotion compliance
  - Restocking activity
- Drive for value for retailer is to improve backroom operations and improve store inventory accuracy

# Technology Introduction Guidelines



- Introduce new technology first in niche applications where benefits are clearly defined, and consistent with buyer needs.
- Be aggressive about dealing with technology failures that affect main benefit claims.
- Performance is more important than appearance
- Know and admit technology limitations.
- Manufacturers and industry groups should coordinate to establish minimum performance requirements.

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**Department Of Energy Study 2006 (slightly edited)**  
**Compact Fluorescent light bulbs invented in late 1970s**  
**1990 - Worldwide sales of CFLs = 83 million**  
**Promoted by numerous utilities, energy groups**  
**Big boos from California energy crisis**  
**2002: 1.2% – 5% of market**

**Apple Newton 1993**



# Status of RFID



- Hardware and software standards are in place
- Technology “works” and is improving, still immature
- Down side of hype cycle
- Plateau in adoption
- Future lies in better match between business practices and technology

