



# **AUTO-ID BUSINESS CASE ACTION GROUP**

## **UPDATE TO THE TECHNOLOGY BOARD AND BOARD OF OVERSEERS**

**JUNE 4TH - 5TH**

**JOYCE LO, PROGRAM MANAGER**

**CONFIDENTIAL - FOR AUTO-ID CENTER SPONSORS ONLY**



# BUSINESS CASE ACTION GROUP RECAP

- Last Board Meeting
  - Approval of Business Case White Paper Topics and Approach
  - Agreed on 22 Business Cases to be published this year
- Since then
  - Modified workplan to reflect adjustments in topics and timing
  - Three published white papers:
    - Value Chain Overview - Accenture
    - Product Availability (Out Of Stocks) - PwC Consulting
    - Distribution and Warehouse - PwC Consulting

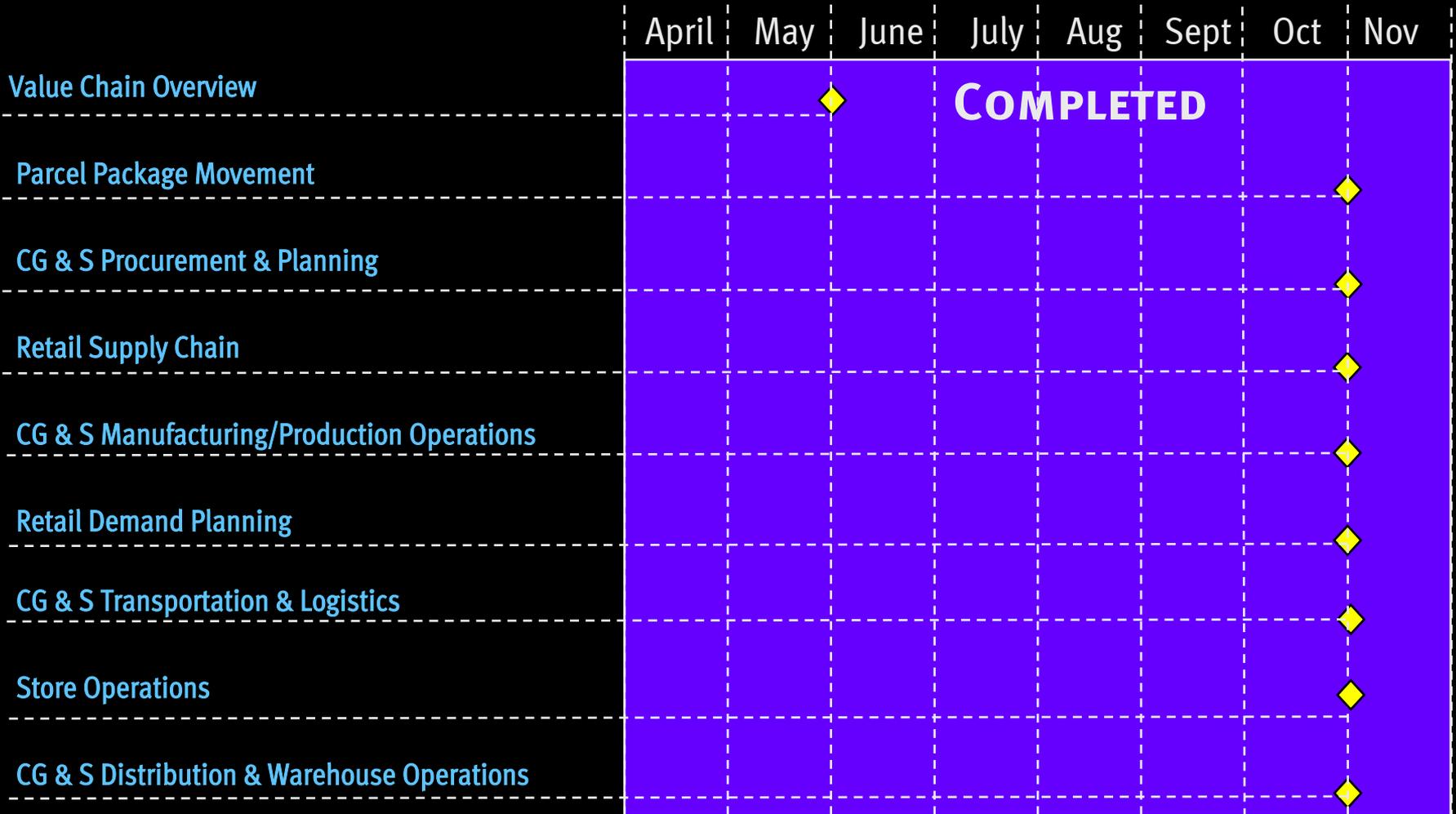


# PUBLISHED BUSINESS CASES

- Provide an introduction to Auto-ID technology and its potential applications
- Summarize the potential benefits across the value chain
- Use scenarios that demonstrate quantifiable benefits within specific applications
- Shows value of Auto-ID technology at today's costs



# INDUSTRY BASED BUSINESS CASE PUBLISHING SCHEDULE





# INDUSTRY BASED END-TO-END BUSINESSES CASES

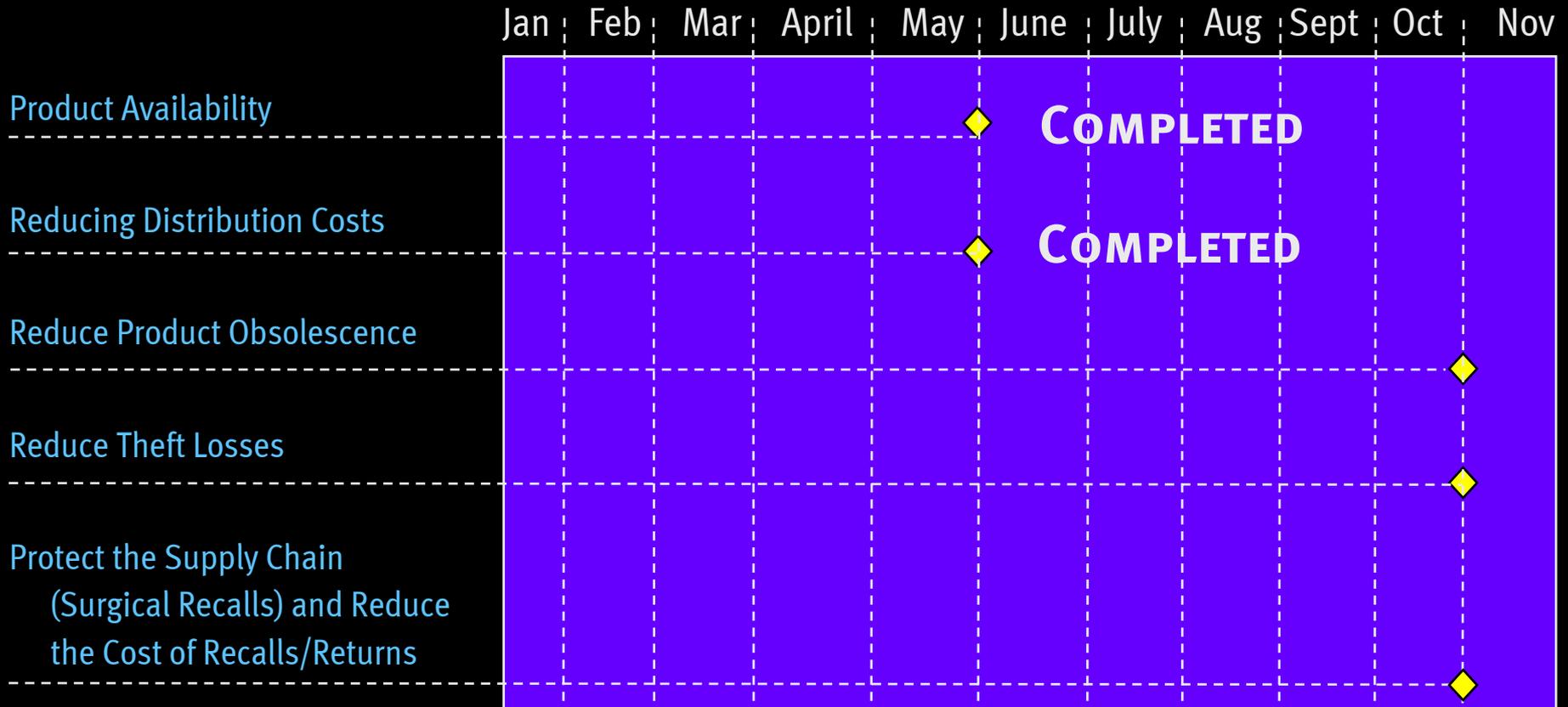
- Cross Industry - 1 completed
- Consumer Packaged Goods - 4 papers
- Retail - 3 papers
- Transportation Services - 1 paper
- Pharmaceuticals - New

Potential Industry Based Topics include:

- Material Tracking
- Environmental Monitoring
- Clinical Trials
- Product Sampling
- Product Returns



# QUICK WINS BUSINESS CASE PUBLISHING SCHEDULE





# MARKET DEVELOPMENT TOPICS AND RESOURCES

- Market Development Team
  - Stan Drobac - Auto-ID Center, Team Coordinator
  - Martin Strassner - M-Lab
  - Xin Ye - Judge Institute
  - Roger Maybury - Judge Institute
  - Humberto Moran- Judge Institute
- Initial Topics
  - Automotive
  - Transit and Ticketing
  - Hospitals/Healthcare
- Estimated Completion Date: November 1st, 2002



## OTHER POTENTIAL QUICK WIN TOPICS

- Benefits of Pay on Scan
- Streamline goods transfer processes/proof of delivery
- Case for efficient pallets
- Benefits for Direct Store Delivery
- Reduce impact of counterfeiting
- Enhance product lifecycle feedback



# MARKET DEVELOPMENT OVERVIEW

- Purpose: Identify other (than CPG/Retail) markets that might adopt sooner/ at higher prices
- Goals:
  - Highlight opportunities for suppliers
  - Cases to support adoption by users
- Approach
  - Consider many applications
  - Prioritize among candidates for detailed cases
  - Develop full cases for most attractive candidates
  - Adjust plans based on resources available



# AUTO-ID CALCULATOR OVERVIEW

- Purpose: To create a user friendly, web-enabled tool where users can calculate the benefit of applying Auto-ID Technology
- Initial view of the potential impact of applying Auto-ID Technology
- After using this model, individuals can conduct further individual analysis
- Model will initially reflect the CPG/Retail environment
  - May be adjusted for other industries
  - Reflect today's cost assumptions to determine NPV
- Resources: Joyce Lo, Team Coordinator
  - Christian Tellkamp - M-Lab
  - TBD - MIT Sloan Student
- Estimated Completion Date: November 1st, 2002



# BUSINESS CASE DISTRIBUTION

- Current Auto-ID Policy
  - As a benefit for becoming a sponsor to the Auto-ID Center, all papers are distributed 3 months to sponsors prior to public release
  - Non-sponsor companies who have participated in the development of the papers will also receive complimentary copies in return for their participation
- Proposed Exception
  - Extend early distribution to selected companies
  - Selected companies defined as companies who have potential to be an early adopter of Auto-ID and/or sponsor to the Center



# PUBLISHING AND DISTRIBUTION SCHEDULE

June 1st, 2000

July 1, 2002

Aug. 1, 2002

Sept. 1, 2002

Month 1

Month 2

Month 3

BCAG  
Presentation

Board Presentations  
& Hard Copy Distribution  
to the Sponsors

Posted to Non-  
published research  
section of Web-site

Hard Copy  
Distribution to  
Trade Bodies  
within the EPC  
Alliance

Ready for  
Public  
Distribution

Posted to Public  
Web-site



# BUSINESS CASE ACTION GROUP MOVING FORWARD - NOVEMBER 2002

- 14 Business Cases
- Web-Enabled Financial Calculator
- Phase II Plan completed by November 2002
  - Field Test Phase III (item level data) will be incorporated into BC Phase II
  - Initial recommendation for European Business Cases to complement European Field Test