

RFID Buyers Journey

Steps for success in Enterprise deployment

Types of RFID
 data-centric RFID;
 model-centric RFID;
 applications-centric RFID; and
 human-centric RFID.

Factors to access
 Scale of operational impact
 Asset tracking needs
 Environmental considerations
 Existing system compatibility
 Reporting

Objectives
 Optimal performance
 Compatibility
 Application
 Impact metrics

Technical Specification
 Frequency
 Tag-type
 Application

RFID Solution Providers
Lock vendors
Identification Solutions
Procurement Services
RFID, NFC, BLE and Hardware vendors
RFID Software vendors

RFID Data
 Unique Identifiers
 Item-specific data
 Read-only or write only
 Data capacity
 Data Encoding
 Data Security
 Data Integration

Chip selection
 Frequency
 Read range
 Data Storage Capacity
 Data security
 Cost
 Application Environment
 Standards and compatibility

Chip Sourcing
 Directly from RFID Chip Manufacturers
 Authorised Resellers and Distributors
 Online Marketplaces
 Industry Trade Shows and Events
 RFID System Integrators and Solution Providers

Software integration
 Build, API or Custom

Plug Ins
 Partner Relations Manager

Cyber Security Risk Assessment
 Air gap or Integrate, warranties, technical support,

Define Application
 Access Control
 IOT tracking
 Loyalty & Promotion
 Identification
 Contactless payments

Motives & Needs Identification
 Speed & Cost
 Security
 Communications
 Technical support



PROBLEM IDENTIFICATION



SOLUTION EXPLORATION

Spring



REQUIREMENTS BUILDING



SUPPLIER SELECTION



Industry Experts

Trade bodies, Management consultants, Specialist procurement companies.

Conferences

Partner Relations Manager

Online research

Independent reviews, customer references and peer reviews

Download whitepaper

Partner Relations Manager

Web search terms

RFID Solutions + Country + Access control + industry+ accreditation

AI Prompts

Write RFP for RFID
 List accreditations for RFID + application

Supplier website visit

Case studies, client base, sales volume, social proof

Source Demand

What does our industry tend to require of RFID? Are our needs custom or off the shelf? Is it a commodity or do we need an integration partner?

RFP RESPONSE ANALYSIS

Buying Group Consensus

Learnings from pilot delivering adaptations from pilot. Give supplier input and voice to align requirements and challenges. Adjust timings, pricing and solution process.

Price Negotiations

Comparison of value including long-term value, return on investment (ROI), and any potential hidden costs.

Total Cost of Ownership

Hardware, software licenses, implementation services, support fees, and ongoing maintenance costs

Accreditations

Certifications & Regulations

Scalability

Unit economics and ROI on volume. Do we want to yield revenue, productivity or other impact metric.

Operator input

Parties who will manage the live project included in discussions and pilot planning.

End User Input

Do you require data input outside of central management. Use iPads or Existing Software.

Pilot

Small scale implementation to unlock possibilities, blockages, collaborative.

Supply Chain Forecasting

Risk management, Secure materials at the right price, shelf life,

Supplier Sales Process

Business development
 Discovery materials
 Product Education
 Technical Specifications
 Statement of work
 Objection Management
 NEW Supplier onboarding

Alignment on problem

Objective and criteria setting

RFP mapping

RFP creation

RFP or Project Brief

Buying consultant advice

RFP approval from leadership

Board buy in

Project overview, organisational impact, process changes, objectives, financial input, metrics, analysis, pilot commitment.



TEAM REQUIREMENTS



PROJECT LEAD
CTO



OPERATIONS
Quality Assurance Manager



PROCUREMENT
Procurement Director



TECHNICAL
Digital Infrastructure Manager



DESIGN
Product Innovation Manager