

LABEL
ACADEMY

WORKSHOP

RFID IN LABELS AND PACKAGE PRINTING

THE ROLE OF A SYSTEMS INTEGRATOR

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SURGERE[®]

SUPPLY CHAIN VISIBILITY PARTNER

PROVIDE



Real-time **Visibility**

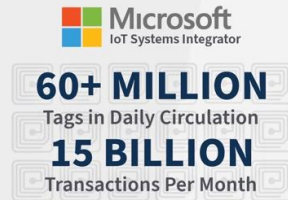


Actionable **Insights**



Supply Chain **Optimization**

MARKET LEADER



Over
2,000
Client Locations in
North America &
31 COUNTRIES



EXPERTISE

INTERIUS[™]
Proprietary Software



IoT Systems **Integrator**



Identification & Location **Certainty**



Technology **Confluence**



Artificial **Intelligence**



Machine **Learning**

SYSTEM COMPATIBILITY

Business Ecosystem **Integration**



Globally **Scalable**



Data **Security**

The Problem



Solve The Problem: Let's Discuss Systems Integration

Integrator's Role

Selecting Tools

Connecting + Solving



Our Role... Avoid Pitfalls

Predefined solutions

Predefined technology

No plan for governance



Selecting Tools

Engineer, don't adapt

Hardware

What fits the environment

Tags

Watch the process, mix and match

Software

Monitoring, maintenance, scale



Choosing IoT Technology

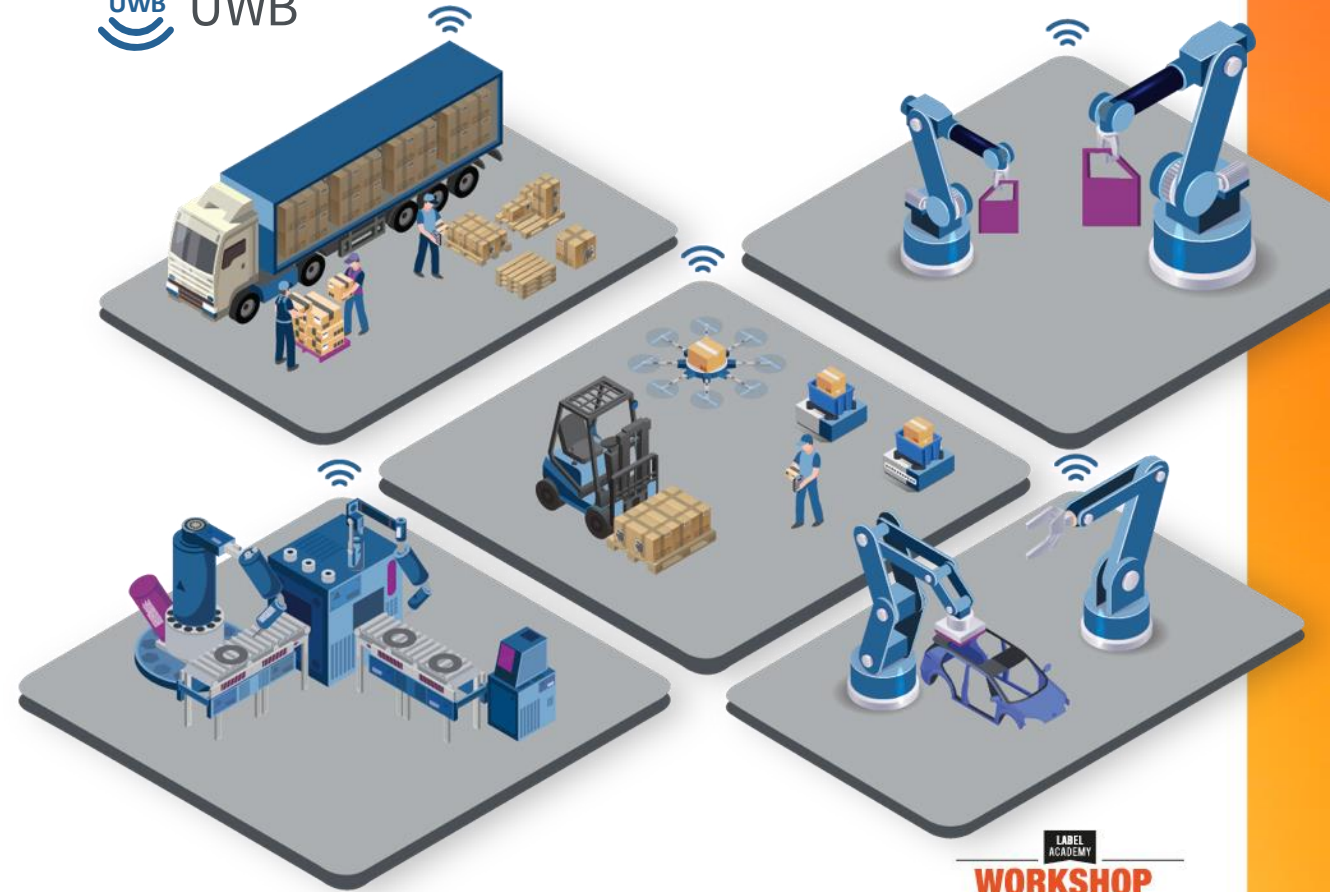


Where – Inside, Outside

What – Plastic, Metal

How Often – Frequency of Data

Integration of Data



Solving The Problem: Connecting + Finding Success

Sell more tags, own each ecosystem...

Integrator:

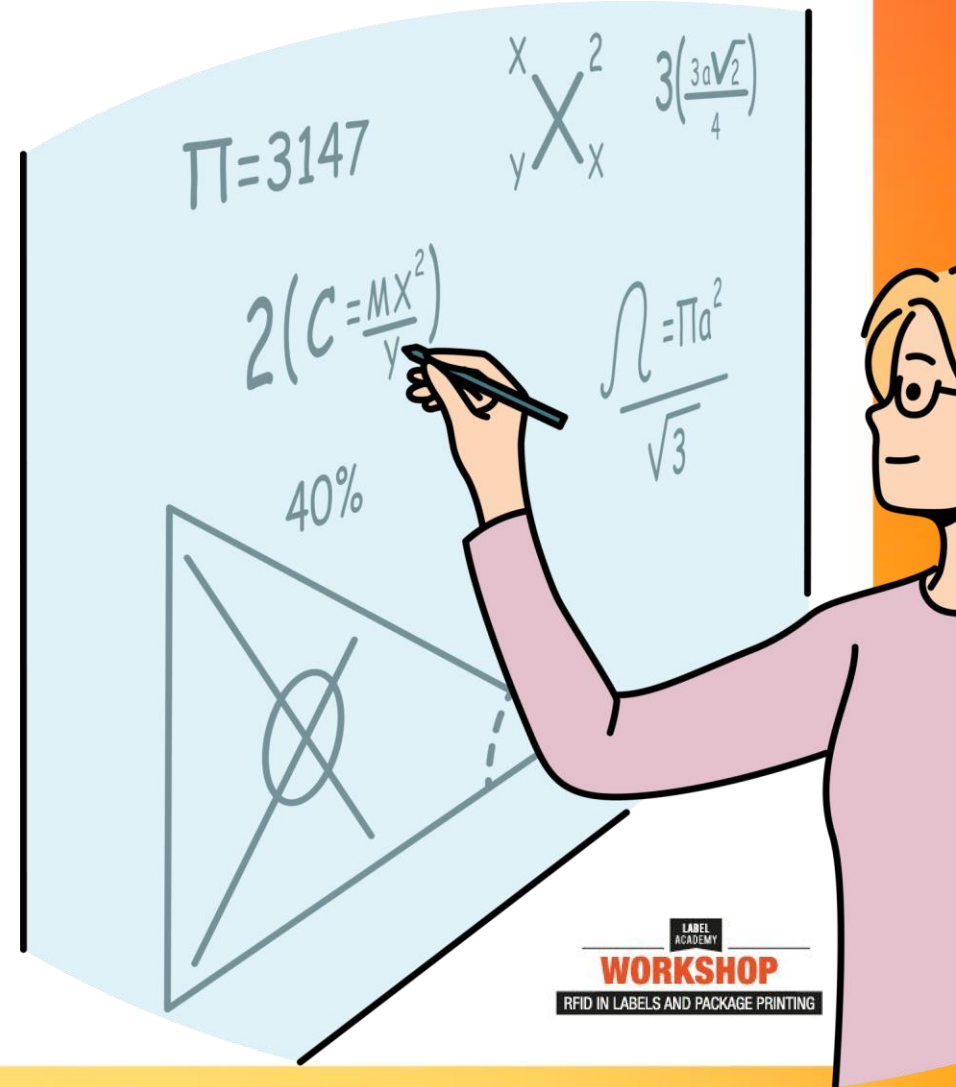
Tag is more than a tag – what is the application

Brand/Client:

Cost expectations, cross-department involvement

Converter:

Performance characteristics of tag, inlay, chip



A Case Study – Lots of Variables

Company:

Top 5 global food and beverage manufacturer

Requirements:

- Inventory visibility and optimization – production to store shelf
- Recyclable (6 to 8 uses)

Environment:

- Cardboard, plastic, foil product, metallic manufacturing environment
- Data integrations with ERP

Volume:

Initial – 200+ million tags annually for chips/snacks division

A Case Study – Lots of Variables

1

WAREHOUSE

Inbound | Outbound | Production
AGV | Storage | Inventory Tracking



2

DISTRIBUTION CENTER

Inbound | Outbound | Inventory Tracking



3

RETAIL

Inbound | Storage | Shelf



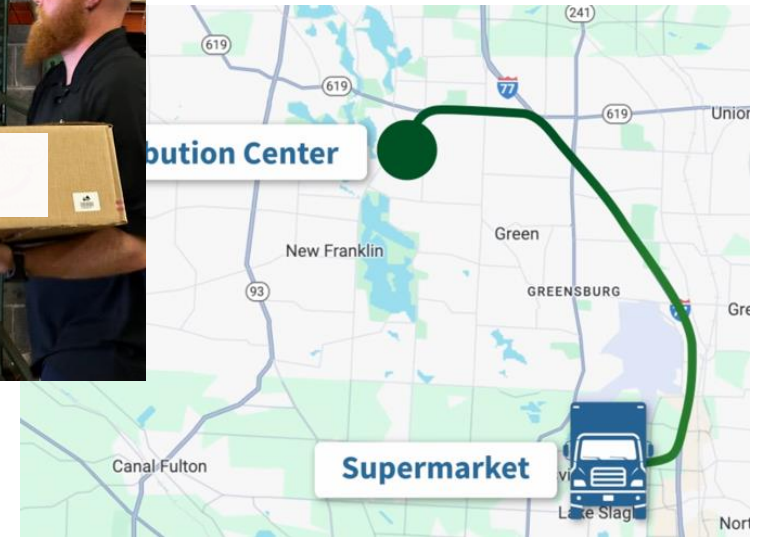
A Case Study – Lots of Variables

Manufacturing + Storage

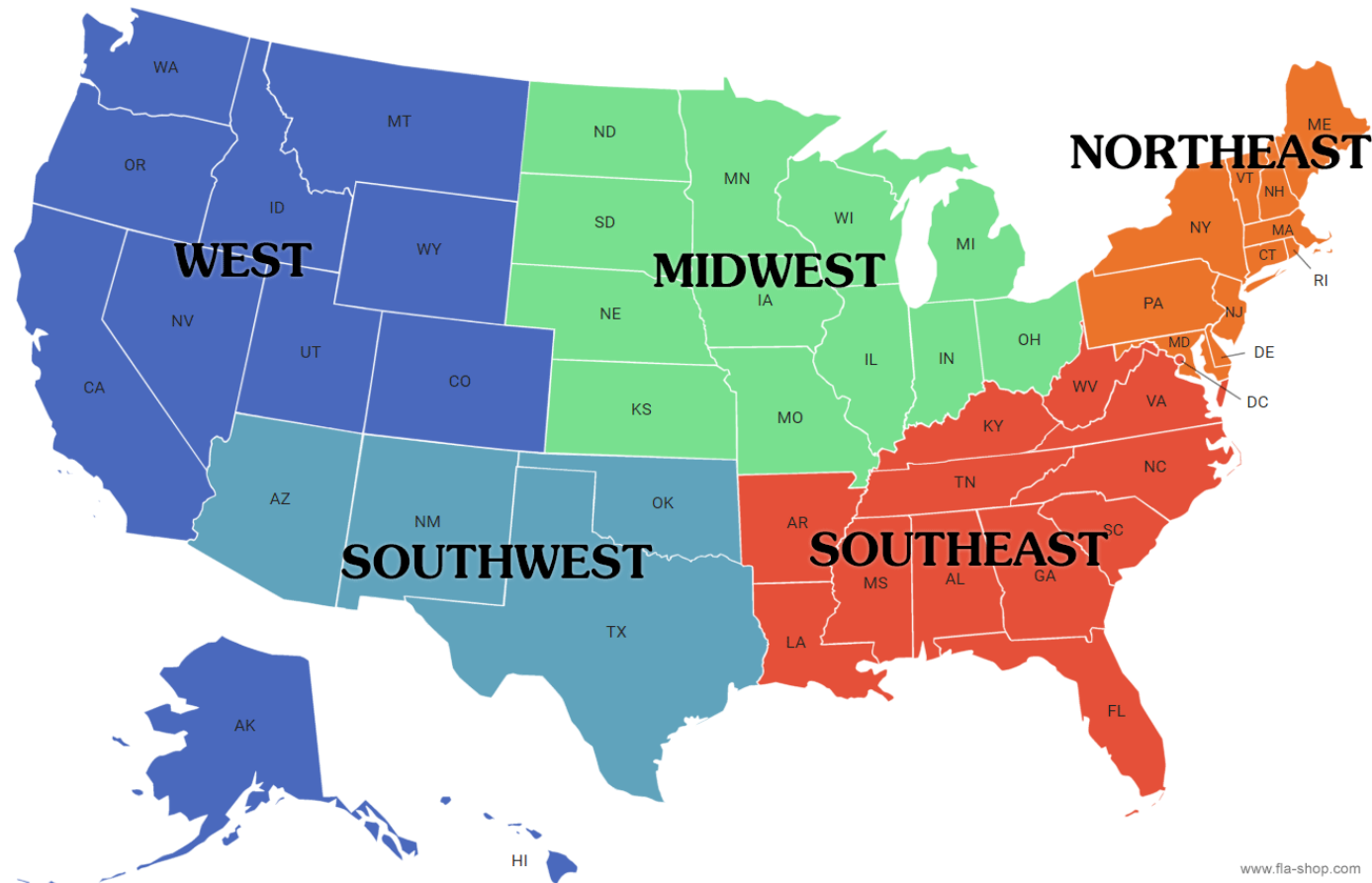


A Case Study – Lots of Variables

Loading, Transportation, Retail



A Case Study – Lots of Variables



Regional Variations

- Temperature
- Humidity

Technology Considerations

- Inlay complexity + cost

Solving The Problem:

Case Study Brings It To Life

Integrator:

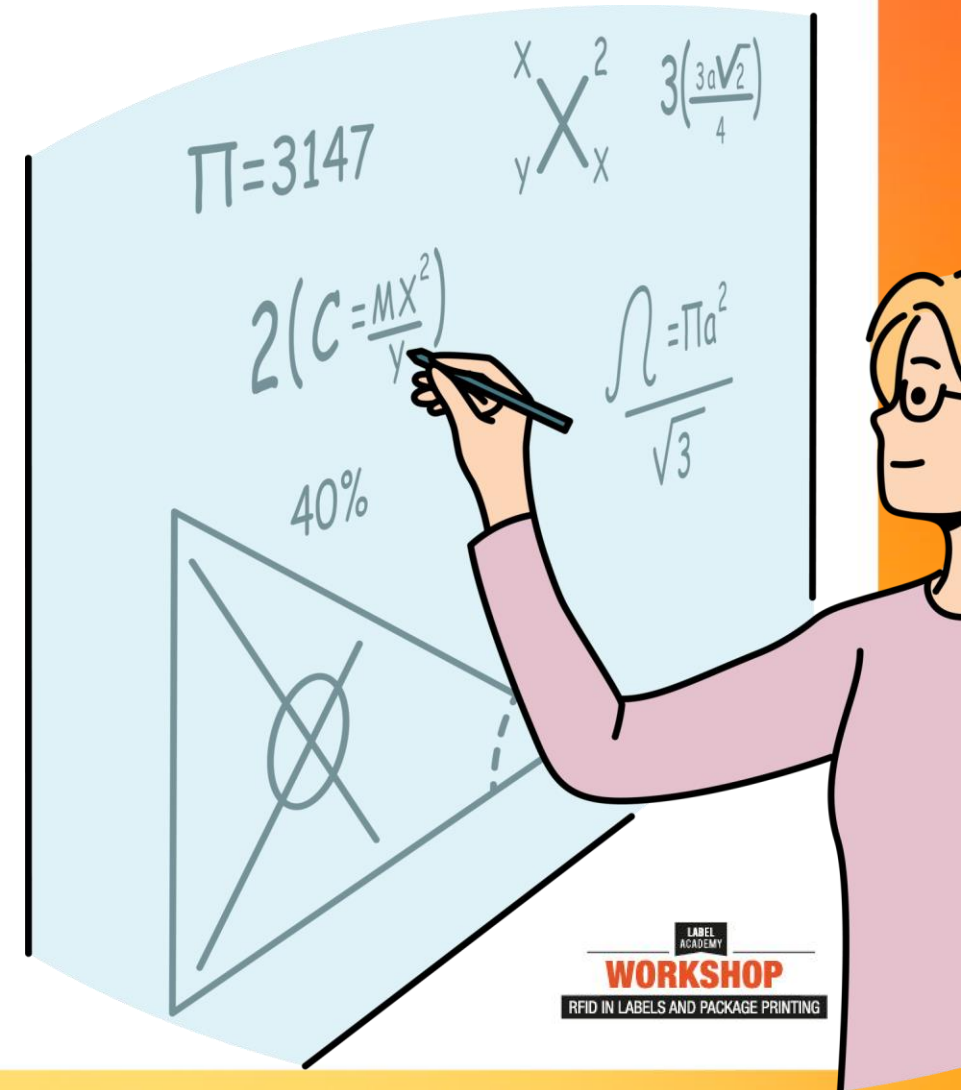
Consider each use, plan for environmental factors

Brand/Client:

Define needs and expectations – collection frequency and uses

Converter:

Work with defined parameters, provide options that scale



Wrap It Up

Clients see value in holistic solution and want the data.

Solutions must include software, hardware, tags.

Engineer a solution – every environment is different.

Hardware and tags are just hardware and tags without a plan.

**Align brand/client and converter with facts and outcomes –
custom isn't bad, but not always the solution.**

