

MIELOO & ALEXANDER

RFID powered merchandise visibility for Fashion retail



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RFID business drivers for Fashion & Apparel retail

More and more, Fashion & Apparel retailers look at UHF RFID technology to:

- Drive sales: 1st objective is to deliver improvements in inventory visibility which are turned into higher in-store and online sales through improved replenishment and restocking.

Optimize stock holding: allocating

- web-orders against store and DC inventory at significantly low stock

safety levels to mitigate inaccuracies.



- Reduce markdowns: increased sales results in faster stock turns so less stock has to be offered at discounted prices.
- Increased efficiency and productivity: RFID enables faster and more accurate handling of increasingly granular and complex logistics goods flows: B2B, store to store transfers, click and buy,

click and collect as well as a variety of returns processes (consumer to store, consumer to other store, consumer to DC, etc.).

- Supporting Omni Channel: RFID offers retailers the capacity to deliver a profitable omni-channel consumer experience – the organizational ‘glue’ holding together the architecture of 21st Century retailing.

RFID powered Merchandise Visibility – Solution map

Mieloo & Alexander provides all components for the global deployment of RFID powered Merchandise Visibility solutions:

Manufacturers	Global Logistics	Stores
 <ul style="list-style-type: none"> ■ Source tagging: <ul style="list-style-type: none"> ■ Bulk printing/coding ■ Centralized bulk pre-production ■ Tag Quality Control ■ Shipping validation ■ Vendor compliance management (M&A) <p>■ = Through partners</p>	 <ul style="list-style-type: none"> ■ DC tagging: <ul style="list-style-type: none"> ■ Printing/coding on demand ■ Bulk coding (hard tags on single pack items) ■ Tag Quality Control ■ Receiving validation – FP and GoH: <ul style="list-style-type: none"> ■ Packing table ■ Tunnel reader ■ Shipping validation – FP and GoH: <ul style="list-style-type: none"> ■ Packing table ■ Tunnel reader ■ RFID enabled picking trolley ■ Single SKU shelf and pallet picking solutions 	 <ul style="list-style-type: none"> ■ Store tagging: <ul style="list-style-type: none"> ■ Scan/scan, Scan/scan/write ■ Printing/coding on demand ■ Tag Quality Control ■ Handheld based solutions: <ul style="list-style-type: none"> ■ Receiving ■ Counting ■ Finding (misplaced items, web-orders, mark-down) ■ Chokepoint readers: <ul style="list-style-type: none"> ■ Receiving ■ Stockroom discrimination (restocking/NOSBOS) ■ Overhead reader solutions/perpetual inventory ■ Point of Sale integration ■ Electronic Article Security ■ New solutions unlocked by RFID, big data and IoT technology



Manual RFID enabled counting



PoS integration



Supply chain RFID solutions

Innovative applications

New applications unlocked by RFID, big data analytics and IoT technology include

fitting room counters, active kiosks and magic mirrors, pick to LED tag to identify

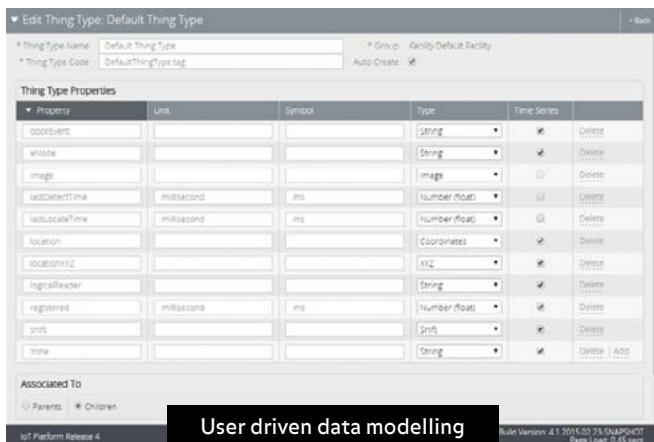
reservations at collection, a size application and on shelf availability displays.

Holistic, big data and IoT driven RFID software

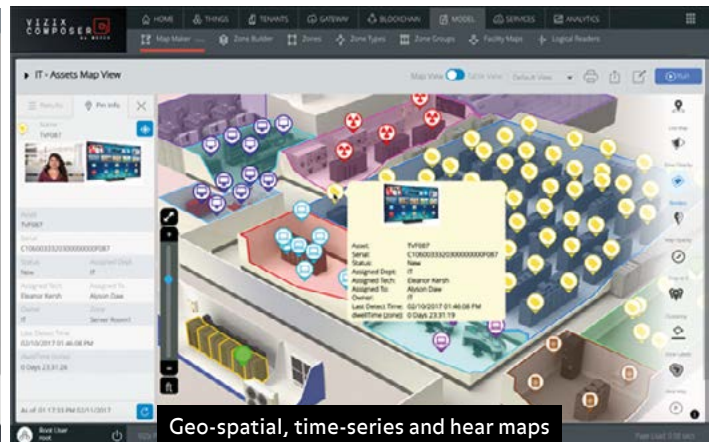
To realize the ambitions that RFID offers to the retail supply chain and stores, classic "transaction oriented" RFID middleware solutions won't do. Instead

holistic, big data, timeseries and IoT driven software solutions are required. Mieloo & Alexander offers cloud or on premise IoT solutions to fully leverage

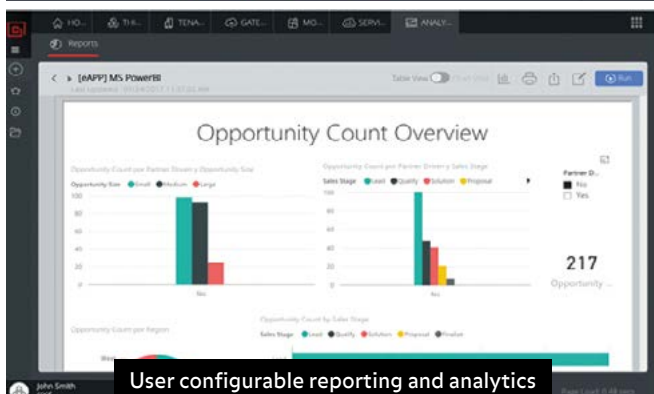
RFID deployments to the Fashion & Apparel retailers:



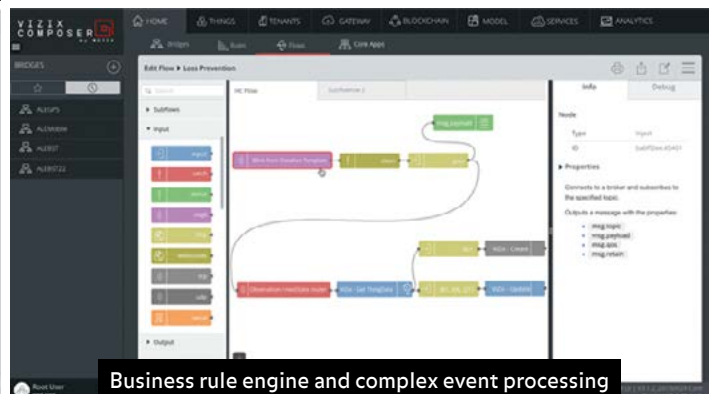
User driven data modelling



Geo-spatial, time-series and heat maps



User configurable reporting and analytics



Business rule engine and complex event processing

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About Mieloo & Alexander Business Integrators

Mieloo & Alexander Business Integrators is specialised in technology enabled business improvement. As supply chain and logistics consultants we support re-design of processes, organisations and systems, and planning and management of the transformation. And as AutoID integrators specialised in UHF RFID technology, we design, build and implement modular standard solutions for Retail, Manufacturing and Logistics and Returnable Asset Management.

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