RFID Intelligence Services

RFID is an enabling technology allowing ubiquitous wireless tracking and sensing. In the form of passive RFID, it is widely deployed in billions of units each year on everything from cattle to apparel to being embedded in smart cards. Versions with their own power source (active RFID) enable sensing, real time location systems (RTLS) and machine to machine communication via wireless sensor networks (WSN) – extending the internet to objects by being able to communicate with them over the web – termed "The Internet of Things".

RFID has made significant impact in retail, transit, healthcare, payments, security and logistics applications, utilizing a wide range of enabling technologies with different price and performance points. There is at least as much value in the system and services as there is in the hardware, with the requirement to collect, filter and critically make profitable automated decisions with the information. The opportunity is just beginning, with the technology enabling visions such as "Smart Cities," to consumer goods companies and retailers increasing sales by reducing inefficiencies but more importantly adding clear value for consumers.

Companies that seek to profit in this sector need to:

- have clear quantification of the opportunity at each part of the supply chain and by market, with market sizing data
- understand proven use cases and paybacks in different verticals
- know the performance of each technology, development roadmaps and their applicable markets
- identify and assess companies throughout the value chain for potential partnership, acquisition and customer/client collaboration
- benchmark with successful (and failing) business models
- stay appraised of latest global trends, what is coming next, and what it means with impartial insight

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Topics covered in RFID area:

Enabling materials and manufacturing processes…
— UHF, HF, LF, 2.45GHz passive RFID
— Active RFID
— Real Time Locating Systems (RTLS)
— Ultra Wide Band (UWB)
— Near Field Communications (NFC)
— Cards, tickets, inlays, fobs
— Battery Assisted Passive (BAP)
— Printed RFID
— Chipless RFID
— Bluetooth, Zigbee, Wi-Fi

…creating these devices…
— Tags
— Interrogators
— Networking
— Middleware
— Enterprise Software
— System integrators
— Cellphone and telecoms
— Equipment providers
— Material suppliers
— Packagers
— Labelers

…being exploited by these industries
— Airlines and Airports
— Animals and Farming
— Books, Libraries, Archiving
— Financial, Security, Safety
— Healthcare
— Land and Sea Logistics, Postal
— Laundry
— Leisure, Sports

- Manufacturing
- Military
- Oil Gas Extraction, Mining, Research
- Passenger Transport, Automotive
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