



RFID: What Congress Needs to Know

The RFID Challenge

While still in the very early stages of adoption and rollout, radio frequency identification RFID systems hold great promise for retailers, manufacturers, pharmaceutical, and government sectors. Analysis of RFID data can help these organizations reduce inventory uncertainty and increase efficiency in their supply chains, make better use of corporate resources, improve customer service and get a broader and more complete view of their internal operations.

Yet a major challenge remains. The amount of data that will eventually be generated by RFID systems is truly staggering. As RFID technology becomes more and more widespread, companies adopting it will face the challenge of bringing together and managing huge volumes of RFID data. These companies will need to differentiate between meaningful data and vast amounts of “noise” in very large databases.

BENEFITS OF RFID

Adoption of RFID technologies brings benefits by improving efficiencies throughout the supply chain, reducing costs for manufacturers, retailers and ultimately consumers. Just some of the ways that RFID can do this include:

- Streamlining inventory control
- Fighting theft and counterfeiting
- Keeping retailers stocked to meet consumer demand
- Improving the process for removal of expired items
- Facilitating warranty processes

Some benefits may be found in particular sectors. For example, in the pharmaceutical sector RFID could help facilitate warnings about drug interactions/expiration dates or recalls of defective drugs. In agricultural sectors, RFID holds promise for improving biological safety through, for example, tracking individual livestock that may have become diseased.

How SAS Can Help

SAS, the leader in business intelligence, is uniquely equipped to help companies organize, harness, analyze and understand RFID data, as well as data from any other external or internal source. With technology from SAS, including the new SAS®9 technology platform, SAS solutions are built on a solid framework of data management and analytic technology that can scale to any size database – even those containing the expected massive amounts of RFID data.

RFID will provide mountains of data. The problems are the silos of data. SAS’ data management offerings, including software for ETL (extraction, transformation and load) and data quality help companies bring together, organize and cleanse RFID and other data providing one version of truth. This will enable credible forecasting and business reporting. By implementation this automated process, companies will reduce labor intensive functions and provide just in time delivery of information and intelligence. SAS’ powerful predictive analytics help these companies distinguish what’s important from what isn’t, uncover patterns and trends, and identify opportunities for improvement. Finally, SAS’ broad solution offerings can help organizations analyze RFID data as part of their performance management efforts. There is no limit to the possibilities.

About SAS

SAS is the market leader in providing a new generation of business intelligence software and services that create true enterprise intelligence. SAS solutions are used at more than 40,000 sites – including 96 of the top 100 companies on the FORTUNE Global 500® – to develop more profitable relationships with customers and suppliers; to enable better, more accurate and informed decisions; and to drive organizations forward. SAS is the only vendor that completely integrates leading data warehousing, analytics and traditional BI applications to create intelligence from massive amounts of data. For nearly three decades, SAS has been giving customers around the world *The Power to Know*®.