

# Case Study: Hassle Free RFID Compliance with 100% Read Rates

Major process change was not an option, declared the Bell Sports RFID team. An RFID solution had to fit within the existing workflow. To come up with a solution, Bell needed an objective and proven approach to solution and process design and RFID hardware, software selection. This would require a partner with deep expertise in RF physics, process engineering, software architecture and Wal\*Mart compliance. Bell Sports RFID project manager Alan Fang commented, "Wal\*Mart is a key customer of ours, and our warehouse operations are quite lean. We needed to get the RFID implementation running quickly and on the first try. Quake Global was the partner we entrusted to design a flexible solution at a lower cost than if we used an out of the box package. QUAKE's proven track record with other Wal\*Mart and Target suppliers gave me confidence that they were the right team for the job."



**"The Quake Global team allowed us to reduce the cost of implementation by selecting and working with a software partner that made sense for us."**

**Alan Fang, Bell Sports**

## Selecting a Partner

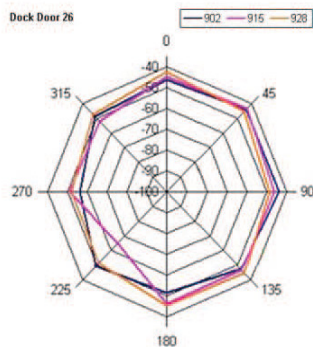
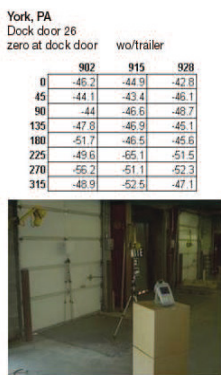
Bell Sports had a number of unique challenges. To meet these challenges, they went through an extensive process evaluating more than 10 systems integrators and software vendors. Quake Global was selected because of its in-depth expertise in RFID physics, process and software and its detailed project approach. "The QUAKE team simply knew more about RFID compliance and implementation than any other company," noted Fang.

## Finding a Switzerland

In RFID one-size does not fit all. Bell Sports required a solution that would not slow down their efficient operations. Pre-canned solutions that many vendors push was not suitable. By using QUAKE's seven step approach to select middleware, the appropriate software was selected. QUAKE's expertise in RF physics, ensured that an accurate system that was best for the client was deployed - not simply pre-pack-aged reader-software combination that was easy to sell.

## Accuracy

Bell Sports ships hundreds of products from its 250,000 square foot facility in high volume to Wal\*Mart and other retailers. Ensuring 100% read rates was a key concern. Depalletizing and repalletizing every case was not an option. The QUAKE team was able to design a system that read all of the cases on a pallet with 100% accuracy. By leveraging the physics of RFID and choosing the right middleware, the Bell Sports business process could proceed virtually uninterrupted. The QUAKE team also designed a seamless printing system. The RFID labels are printed in the same place as non-RFID labels, and the staff apply RFID labels the same way they apply non-RFID labels. By customizing the printing and verification, the incremental time for RFID in the business process was reduced to near zero.



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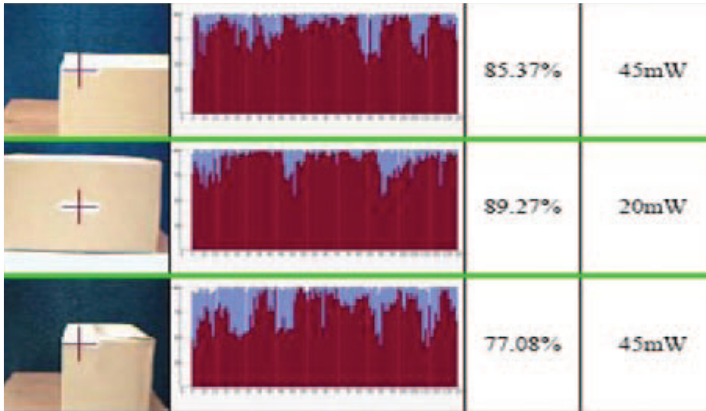
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## The key to making RFID hassle free

A “physics first” approach to compliance allows for hassle free deployments. The QUAKE methodology ensures that the physics of the product, the site and the business process all work in harmony so that rework is unnecessary. At Bell Sports, the entire hardware installation, software installation and acceptance testing was completed in under a week.



## Speeding Deployment with tools

Using specialized RFID tools developed over dozens of de-ployments, the QUAKE engineering team is able to install fixed portals 80% faster and more accurately than manual methods. No longer is there a need to shut down dock doors or other read areas for long periods of time and have return trips to re-tune. By using the Quake Global tools and method-ology, full portals can be set up and tuned in a matter of hours rather than days. QUAKE’s approach is automated from ear-ly stages of tag testing through post installation support and maintenance. By using the RFID Deployer, the accuracy of a deployment can be measured and any changes made quickly.

## QUAKE’s Seven Step Software Selection Approach

Quake Global employed its seven step approach to selecting RFID software. The approach helped Bell Sports quickly narrow down the field of dozens of middleware vendors to two finalists. “The vendor neutral and process intense approach led to a solution that fit our needs appropriately. The process made us confident in our software decision and saved us in cost over what we were originally looking at.”



## About Quake Global

Quake Global is the leader in the physics of RFID solution design, deployment, and installation optimization software. RFID is a big part of what we do. Global corporations on four continents leverage Quake Global’s expert engineers and patent-pending RFID optimization tools to achieve accuracy, visibility and speed in RFID deployments. In addition to client deployment services, Quake Global is also the publisher of the RFID Benchmark Series, the industry’s first and most referenced head to head performance analysis of leading RFID tags and readers. Quake Global is also author of RFID for Dummies published by John Wiley & Sons.

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