Case Study: Scalable RFID Compliance with 24 x 7 Onsite Support

There's no value to a "Slap and Ship" solution, determined Thomasville Furniture's Creative Interiors Division. The RFID team concluded the deployment had to do more than simply meet Target and Wal-Mart's mandates, but there were plenty of challenges facing them before they could realize any value. The first challenge was a facility lacking network connectivity and other common utilities. The second challenge was finding a partner to provide an end-to end solution with 24x7 on-site support in a remote Mid-Atlantic location. Finally, Thomasville wanted to deploy a system that could become more efficient over time and scale as a platform for future value.

Thomasville Vice President and CIO Terry Bargy commented, "We knew from the beginning we had tough requirements. Target is a strategic customer for the Creative Interiors Division and we had no choice but to get the deployment right the first time. Thomasville found a partner in Quake Global. The team and I were confident Quake Global had the experience and expertise to deploy a sophisticated RFID solution under a tight deadline.

Selecting a Partner

To meet its demanding RFID project criteria, Thomasville embarked on an exhaustive vendor evaluation of over 20 companies via an extensive request for proposal (RFP) and rigourous in-person interviews. Quake Global quickly rose to the top of the short list because of its impressive customer references, physics expertise, detailed project approach and commitment to supremely satisfied customers. "You could tell Quake Global had been there before," noted Bargy.

Innovating to Meet Requirements

Thomasville's Creative Interiors Division required a scalable RFID solution to serve its biggest customers. An RFID issue delaying shipments was simply not an option. Our engineers had to develop an innovative solution that maximized flexibility, enabled tag verification without de-palletization, and was designed for ongoing support. Like most successful deployments today there was no out-of the-box answer.

Flexibility

The Creative Interior Division's primary distribution center is a series of five buildings connected by tunnels. An order requiring RFID might be picked from any building. As a result an economical tagging, verification and exception processing system required mo-

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bility. Lack of mobility would mean the costly outfitting of all five buildings from the start. To address this requirement, Quake Global designed in an Accu-sort mobile tagging solution into the RFID network. The mobile tagging station allows for product to be tagged anywhere in the facility and provides an efficient method to move RFID capabilities to manufacturing in the future. The mobile solution would be integrated into the RFID network via 802.11 connectivity.

The Leader in Remote Asset Tracking

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Verification

Thomasville's products are typically considered non-conveyable due to their bulk and weight. It was critical for cost and business process that cases could be tagged without breaking down pallets. To do so would have been logistically difficult and would have made current service levels unachievable. Quake Global engineers were able to develop a tag verification and order association solution that did not require de-palletization through scientific tag selection and innovative reader deployment at a stretch wrapper.

24x7 Support Remote / Onsite Support

Finally, Thomasville required a support mechanism that would ensure its RFID shipping capability would be operational seven days a week and could be repaired immediately if broken. Quake Global developed an approach that blended onsite training with remote help desk and onsite support. Quake Global's training and hardware agnostic RFID support approach is the most sophisticated in the industry. The training for Thomasville administrators and operators was conducted side by side with field support personnel brought in from Unisys to provide four hour onsite break-fix services. This allows the specialized RFID expertise of Quake Global to be seamlessly partnered with the one of the world's largest technical field support organizations.

About Quake Global

QUAKE's 4 P's Approach for RFID

Quake Global employed its physics and process based 4 P's methodo ogy for RFID adoption. The approach led Thomasville step-by-step through Planning, Physics, Pilot and Production project phases that ensured a robust RFID solution was designed that fit their specific needs. "The vendor neutral process and physics-oriented approach led to an effective, scalable solution. Quake Global's team made the process much easier than we anticipated. Frankly, it was one of the best run technology deployments we have experienced." Comented Bargy after the system was certified and put online.

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 Benc mark 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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