

RFID

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RAIN RFID: Getting to Mass Adoption

Strategies the RFID community can adopt to accelerate the widespread use of RFID

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RFID Journal

What Will Be Covered

- The state of adoption globally today
- The technology adoption lifecycle
- Issues hampering adoption
- Five strategies the RFID community can adopt to grow adoption

State of Adoption

No industry has reached mass adoption of RFID

- Less than a dozen retailers have RFID in all stores
- Less than 5% of hospitals globally use an RTLS
- Less than 5% of manufacturers globally use RFID
- Less than 2% of logistics companies use RFID
- Less than 1% of mid-size companies use RFID

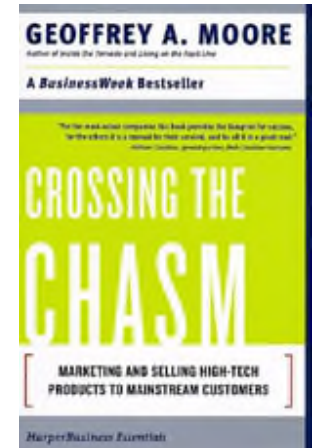
Grow Adoption, Grow Your Business

- If we can double the amount of companies using RFID, we can double the size of the RFID industry
- If we can double the size of the RFID industry, we can double the revenue of most companies in the industry
- How can we do that?



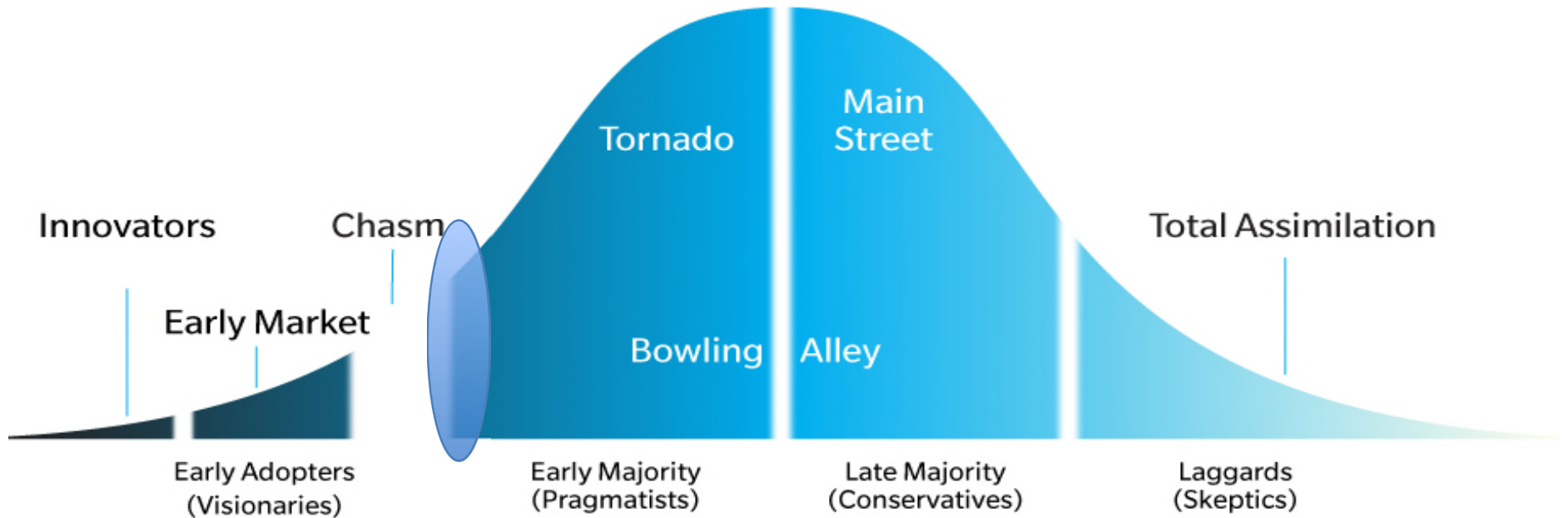
Look to Geoffrey Moore

- Selling new technologies is not the same as selling cars, desks, or even new versions of existing technologies
- Most companies are skeptical of new technologies
- Reference customers help overcome skepticism



Technology Adoption Life Cycle

Diagnose and Adapt as Markets Evolve



SOURCE: MOORE (2002), *CROSSING THE CHASM*; WIEFELS (2002), *THE CHASM COMPANION*

Conditions Needed for Mass Adoption

- A problem no other technology can solve
- A global standard
- The “whole” product (integrated solution)
- Critical mass of end users
- A gorilla the market can embrace

Retail Apparel Is Closest

Some of these conditions exist or will soon:

- ✓ A problem no other technology can solve
- ✓ A global standard
- ✓ The “whole” product
- Critical mass
- A technology gorilla



Health Care ~~Is~~ Was Also Close

Some of these conditions exist or will soon:

- ✓ A problem no other technology can solve
- A global standard
- ✓ The “whole” product
- Critical mass
- A technology gorilla



Manufacturing? Not so much

Some of these conditions exist or will soon:

- ✓ A problem no other technology can solve
- ✓ A global standard
- The “whole” product
- Critical mass
- A technology gorilla



Some Technologies Are Too Complex for Mass Adoption

- Computer-aided design software
- High-end Sun workstations
- Jetpacks
- Flying cars



Is RFID Destined to be a Niche Technology?

- RF properties are well understood, and tags exist for most products now
- But environments are infinitely complex, making it hard to create a plug-and-play system that achieves 99% or 98% read accuracy anywhere
- Can this issue be resolved?
- I believe you can resolve it

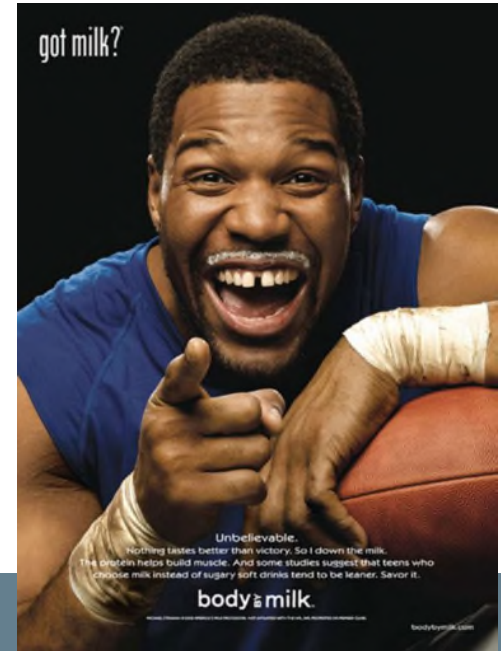
Issues Hampering RFID Adoption

- Few integrated solutions
- We are good at creating solution components
- Not so good at creating easily deployable solutions
- This might not be an issue that can be resolved



Issues Hampering RFID Adoption

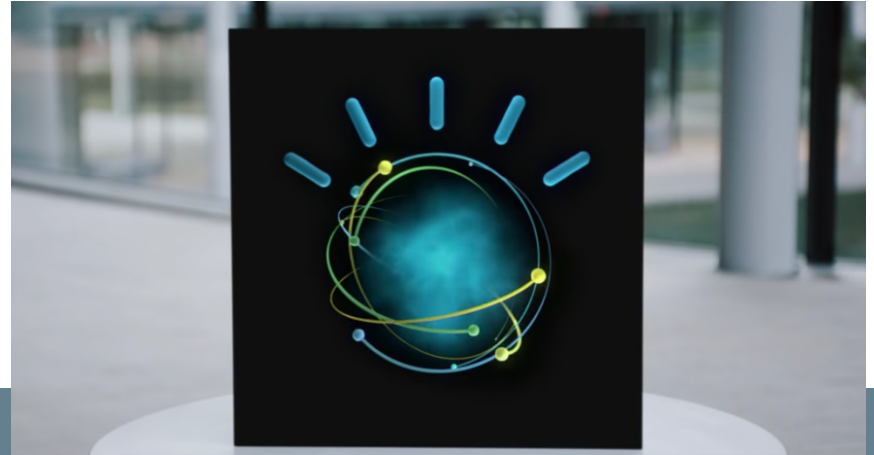
- Associations could be doing more:
 - More government lobbying
 - More industry promotion
 - More education to foster adoption



Issues Hampering RFID Adoption

Big tech companies not promoting RFID

- Who promotes RFID in TV ads?
- Cisco promotes IoT
- IBM promotes AI
- Microsoft promotes cloud computing



Issues Hampering RFID Adoption

Most RFID companies struggle with marketing

- Most have no product strategy
- Most have no marketing strategy
- Most don't even have a good product image



RFID Companies Run Away from RFID

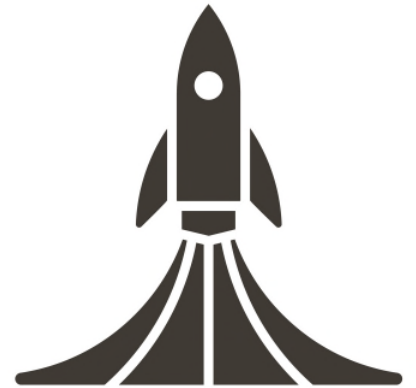
Instead of countering negative views of RFID, companies often say they sell Internet of Things technology or sensor networks

- True, it is those things, but it's RFID



Issues Hampering RFID Adoption

- Geoffrey Moore says in his book *Escape Velocity* that if a company spends \$250,000 on product development, it should spend \$250,000 on the product launch
- No RFID company has ever done anything like this



How Can We Speed Up Adoption?

How Can We Make RAIN RFID Ubiquitous?

Work Together to Deliver Whole Products

- Partnering to deliver tags, readers, software and services reduces risk for users
- The complete solution needs to be industry-specific (at least at this stage)



Sell the Technology, Then Your Solution

- Bashing competing RFID companies and solutions slows adoption and hurts your company in the long term



Get End Users to Speak About the Benefits

- End users sell other end users on RFID
- More end users speaking at events or being quoted in press articles means more competitors focused on RFID



Make RFID Easier to Deploy

- Solutions don't need more features or capabilities
- Making them easy to deploy will speed adoption
- Reduce the cost, complexity of deployments
- Help the executive who gets RFID sell it internally (without betting his/her career on it)



Focus on Those Most Likely to Deploy RFID

- Marketing to laggards is a waste of time, money, energy and resources
- Companies not actively researching RFID will not deploy a solutions until their competitors force them to

Focus on Those Likely to Deploy

- Those who have a problem *no other technology can solve*
- These people will invest
- They become reference customers
- Focus on competitors of your existing customers
- Competition drives adoption

Market More, Market Wisely

- Most buyers don't know what solutions exist
- Most sellers have no brand recognition
- That makes it hard to connect buyers and sellers
- More can be achieved without spending huge amounts of money
- We can — and will — get to RAIN RFID ubiquity

Consider the RFID Industry

- Think about your organization, but consider also what is in the interests of the industry
- Promoting RFID – giving RFID a good name – helps us all
- We can — and will — get to ubiquitous RAIN RFID



Any Questions?

Feel free to contact me privately

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