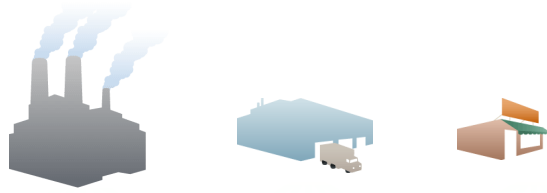


IBM Information Management software

RFID Information Center



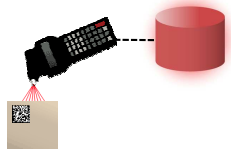


In some industries, supply chain operations accounts for over 10% of cost of goods.

Do you have visibility across your total supply chain?

Controlling operational costs is possible through visibility of product movement. In some industries, supply chain operations accounts for over 10% of cost of goods. At IBM, we want to help control costs which can impact the bottom line.

Do you have visibility across your total supply chain?



In some industries, counterfeit products make up in excess of 8% of the total market.

Are you able to control the threat of counterfeits?

Counterfeit product can impact consumer health and safety as well as company brand image and profits. In some industries, counterfeit products make up in excess of 8% of the total market. At IBM, we think one counterfeit product is one too many.

Are you able to control the threat of counterfeits?



How can IBM help you?

WebSphere RFID Information Center

How can IBM help you?

IBM's WebSphere RFID Information Center is a standards-based EPCIS solution developed to enable real-time visibility of product movement across the total supply chain. By uniquely identifying and tracking product, business use cases such as product traceability, inventory visibility and counterfeit detection can be enabled.

Let us show you how IBM can help improve your supply chain operations.

Product Traceability and ePedigree

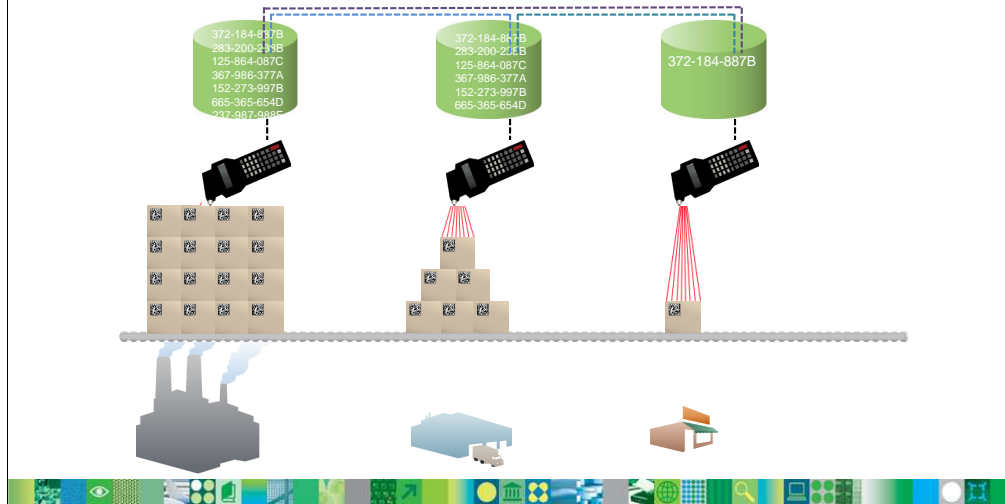
IBM's WebSphere RFID Information Center can enable traceability of products, assemblies and information. As a product moves through the supply chain, a full trace history of its movement can be maintained via electronic pedigree.



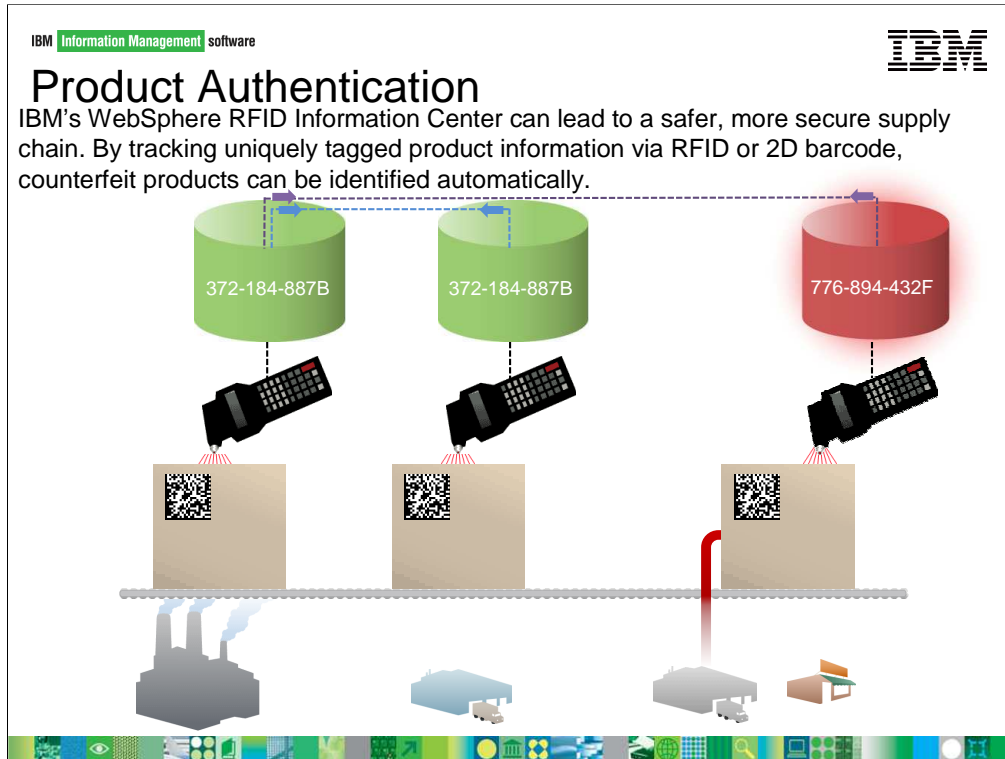
As you can see here, IBM's RFID Information Center can track product via 2D Barcode or RFID technology. A unique number is associated with the product and information about the product's movement product can be tracked through each step in the supply chain. Once that product reaches its destination, a full trace history, or electronic pedigree, can be created. A pedigree can ensure authenticity of a product to a buyer.

Inventory Visibility

IBM's WebSphere RFID Information Center can lead to better inventory within your own enterprise and improved visibility throughout your supply chain. By enabling secure data sharing with trading partners, suppliers can react more efficiently to demand and retail outlets can reduce out of stock scenarios.



Managing inventory within your own four walls is everyday business. Being able to securely share that information with trading partners is now possible with IBM's RFID Information Center. Sharing information can enable lower inventory levels and safety stock thus reducing costs. Demand planning can also be made more accurate which can increase sales by reducing out of stocks and shortages.



As product moves from trading partner to trading partner, product movement information is captured and stored in IBM's RFID Information Center data repository. If at anytime an unrecognized product is introduced into the supply chain RFID Information Center will recognize that product as an error. A notification or alert can be generated and the unrecognized product can be identified immediately reducing both risk to consumers and to company brand image.

For more information on IBM's
WebSphere RFID Information Center,
please visit:

[ibm.com/software/
data/masterdata/rfid](http://ibm.com/software/data/masterdata/rfid)

IBM's RFID Information Center can track your products and enable multiple business use cases. To learn more about IBM's RFID Information Center or other solutions around product traceability please visit www.ibm.com/software/data/masterdata/rfid

IBM Information Management software

RFID Information Center

