



AUTO-ID BUSINESS CASE ACTION GROUP

UPDATE TO THE TECHNOLOGY BOARD AND BOARD OF OVERSEERS

JUNE 4TH - 5TH

JOYCE LO, PROGRAM MANAGER

CONFIDENTIAL - FOR AUTO-ID CENTER SPONSORS ONLY



BUSINESS CASE ACTION GROUP RECAP

- Last Board Meeting
 - ✱ Approval of Business Case White Paper Topics and Approach
 - ✱ Agreed on 22 Business Cases to be published this year
- Since then
 - ✱ Modified workplan to reflect adjustments in topics and timing
 - ✱ Three published white papers:
 - ✱ Value Chain Overview - Accenture
 - ✱ Product Availability (Out Of Stocks) - PwC Consulting
 - ✱ Distribution and Warehouse - PwC Consulting

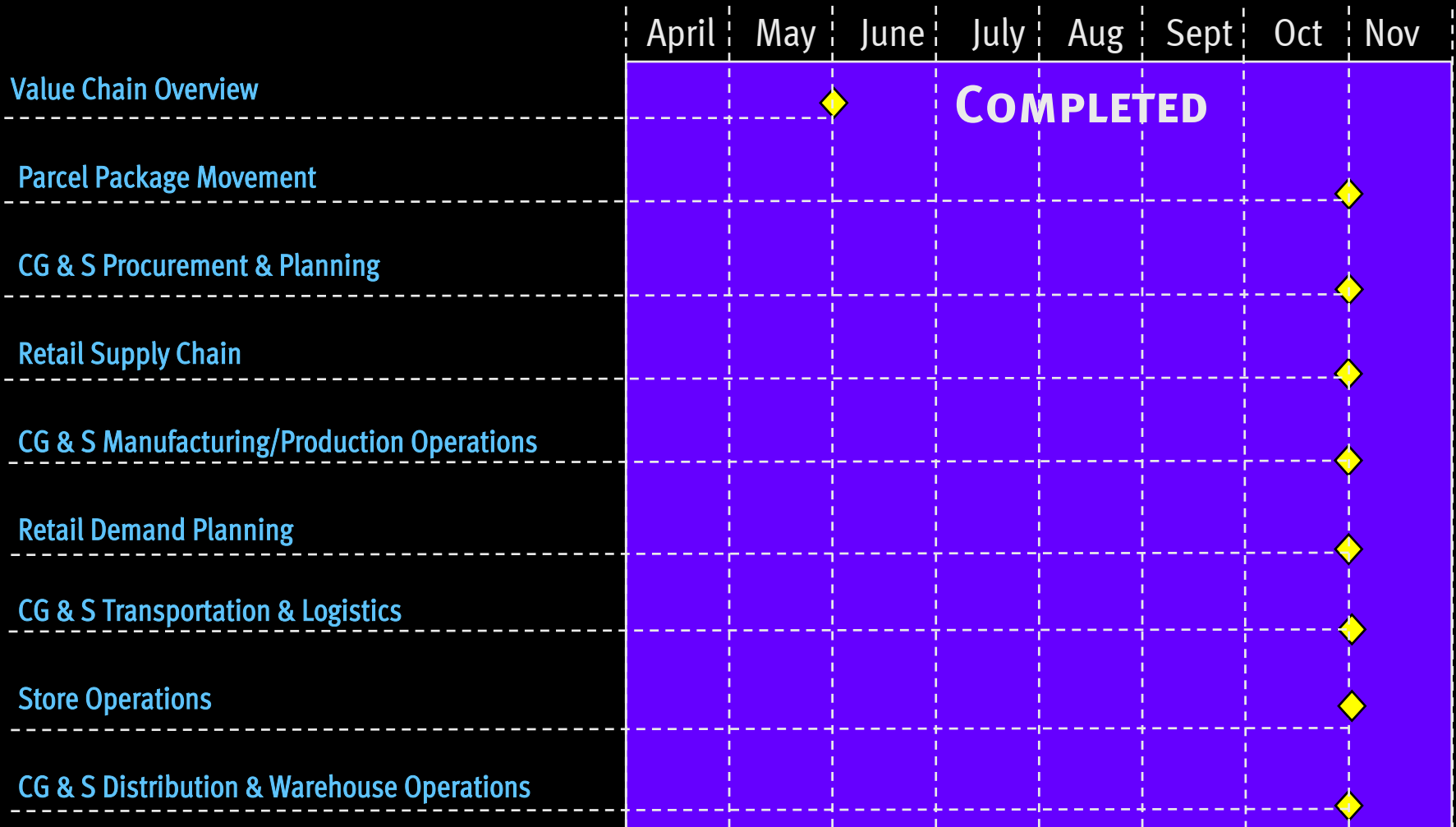


PUBLISHED BUSINESS CASES

- Provide an introduction to Auto-ID technology and its potential applications
- Summarize the potential benefits across the value chain
- Use scenarios that demonstrate quantifiable benefits within specific applications
- Shows value of Auto-ID technology at today's costs



INDUSTRY BASED BUSINESS CASE PUBLISHING SCHEDULE





INDUSTRY BASED END-TO-END BUSINESSES CASES

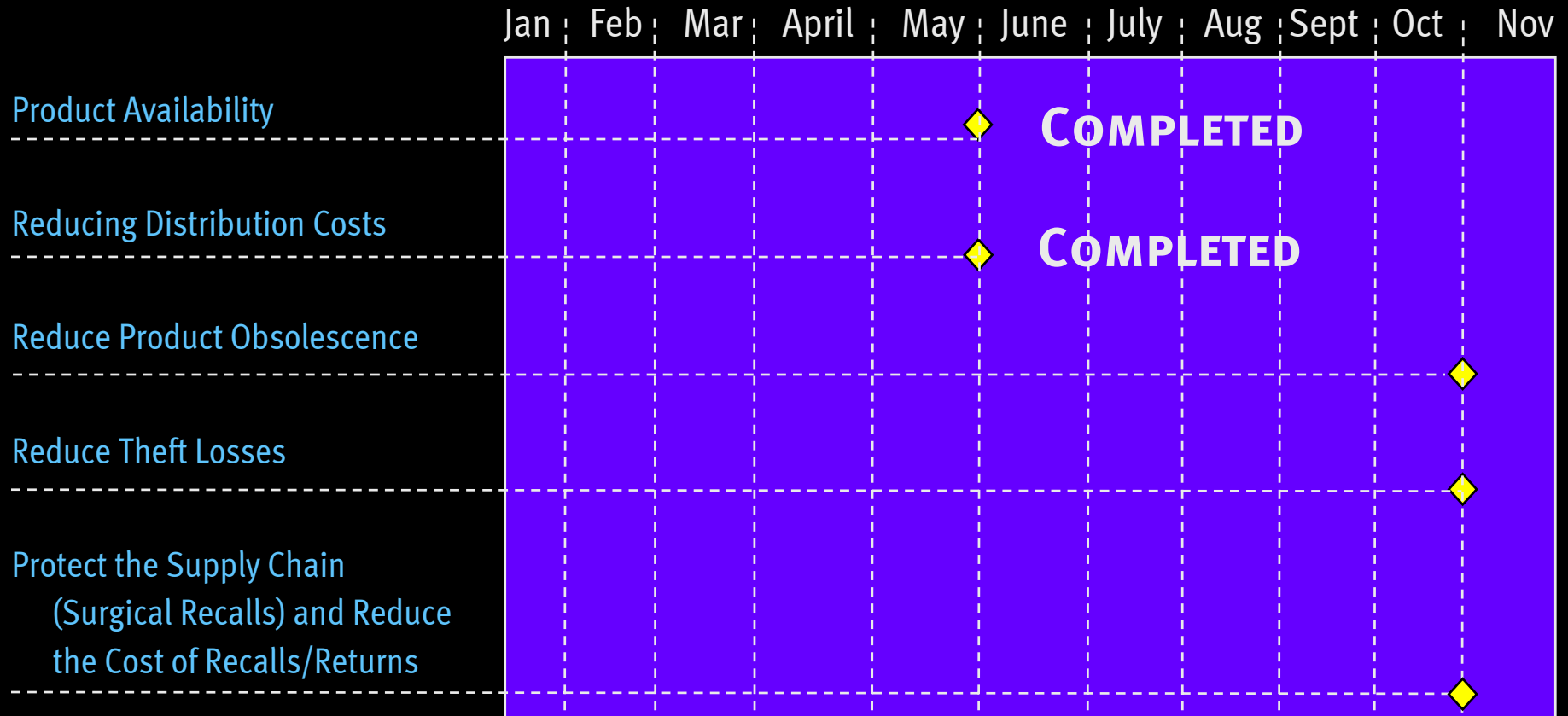
- Cross Industry - 1 completed
- Consumer Packaged Goods - 4 papers
- Retail - 3 papers
- Transportation Services - 1 paper
- Pharmaceuticals - New

Potential Industry Based Topics include:

- Material Tracking
- Environmental Monitoring
- Clinical Trials
- Product Sampling
- Product Returns



QUICK WINS BUSINESS CASE PUBLISHING SCHEDULE





MARKET DEVELOPMENT TOPICS AND RESOURCES

- Market Development Team
 - Stan Drobac - Auto-ID Center, Team Coordinator
 - Martin Strassner - M-Lab
 - Xin Ye - Judge Institute
 - Roger Maybury - Judge Institute
 - Humberto Moran- Judge Institute
- Initial Topics
 - Automotive
 - Transit and Ticketing
 - Hospitals/Healthcare
- Estimated Completion Date: November 1st, 2002



OTHER POTENTIAL QUICK WIN TOPICS

- Benefits of Pay on Scan
- Streamline goods transfer processes/proof of delivery
- Case for efficient pallets
- Benefits for Direct Store Delivery
- Reduce impact of counterfeiting
- Enhance product lifecycle feedback



MARKET DEVELOPMENT OVERVIEW

- Purpose: Identify other (than CPG/Retail) markets that might adopt sooner/ at higher prices
- Goals:
 - ✳ Highlight opportunities for suppliers
 - ✳ Cases to support adoption by users
- Approach
 - ✳ Consider many applications
 - ✳ Prioritize among candidates for detailed cases
 - ✳ Develop full cases for most attractive candidates
 - ✳ Adjust plans based on resources available



AUTO-ID CALCULATOR OVERVIEW

- Purpose: To create a user friendly, web-enabled tool where users can calculate the benefit of applying Auto-ID Technology
- Initial view of the potential impact of applying Auto-ID Technology
- After using this model, individuals can conduct further individual analysis
- Model will initially reflect the CPG/Retail environment
 - May be adjusted for other industries
 - Reflect today's cost assumptions to determine NPV
- Resources: Joyce Lo, Team Coordinator
 - Christian Tellkamp - M-Lab
 - TBD - MIT Sloan Student
- Estimated Completion Date: November 1st, 2002



BUSINESS CASE DISTRIBUTION

- Current Auto-ID Policy
 - ✳ As a benefit for becoming a sponsor to the Auto-ID Center, all papers are distributed 3 months to sponsors prior to public release
 - ✳ Non-sponsor companies who have participated in the development of the papers will also receive complimentary copies in return for their participation
- Proposed Exception
 - ✳ Extend early distribution to selected companies
 - ✳ Selected companies defined as companies who have potential to be an early adopter of Auto-ID and/or sponsor to the Center



PUBLISHING AND DISTRIBUTION SCHEDULE

June 1st, 2000

July 1, 2002

Aug. 1, 2002

Sept. 1, 2002

Month 1

Month 2

Month 3

BCAG
Presentation

Board Presentations
& Hard Copy Distribution
to the Sponsors

Posted to Non-
published research
section of Web-site

Hard Copy
Distribution to
Trade Bodies
within the EPC
Alliance

Ready for
Public
Distribution

Posted to Public
Web-site



BUSINESS CASE ACTION GROUP MOVING FORWARD - NOVEMBER 2002

- 14 Business Cases
- Web-Enabled Financial Calculator
- Phase II Plan completed by November 2002
 - Field Test Phase III (item level data) will be incorporated into BC Phase II
 - Initial recommendation for European Business Cases to complement European Field Test