

# RFID in Retail Logistics

*Expectations of the 3PL*

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A unique analysis of RFID integration issues across the supply chain

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**About this Report:**

This report sets out to identify the key RFID issues, trends and developments that influence the operations and profitability of manufacturers, retailers and logistics providers. Logistics providers, the supply chain facilitators, will play an instrumental role in the success of the new technology - but what does RFID mean to them in practice?

Analytiqa surveyed supply chain managers and RFID project managers at leading manufacturers/distributors, logistics providers (3PLs) and retailers across Europe to better understand the perceived role of 3PLs in RFID implementation and determine key requirements across sectors. The research also explores views on key issues including the future for RFID; the importance of standards, and the potential business models and cost structures likely to impact RFID implementations moving forward.

RFID in Retail Logistics – Expectations of the 3PL is a unique piece of research from Analytiqa. The quotes and opinions stated in this report are all reproduced with permission of the interviewees.

Many respondents were happy to be quoted and Analytiqa thanks them for contributing to the research. At the same time, several companies were willing to provide their valued opinions, but asked to remain anonymous, a request with which Analytiqa is happy to comply.

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In addition to publishing research reports, Analytiqa works with logistics and other companies on tailored research. Analytiqa has worked with some of the world's leading global logistics companies, supporting their need for information on business development, market and competitor issues. Examples include lead generation, market entry and detailed competitor profiling.

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