



This is an invitation to attend the (6th) **RFID Solutions conference**, on **4-5th October, in Toronto, Canada** produced by SoftMatch.com

SoftMatch, (estab 1982) can say, "Discover the Truth about RFID", because it does NOT sell any conflict-of-interest products or services.

RFID Solutions 2006 is the premier conference in Canada for Decision Makers who need the best **independent advice** to understand RFID technology, standards and mandates so that they can make **the right choices** about adopting this technology for their organizations. Register at www.softmatch.com

This document provides an overview of the state-of-the-art agenda. The conference is presented by a rich mixture of executive speakers from end-user, expert advisory and vendor organizations. *Agenda & speakers subject to change.*

The RFID Proposition:

RFID is promising to revolutionize the way in which organizations identify, count and track products. These changes will lead to greater efficiencies in supply chain management, fewer trading problems or penalties and opportunities for new customers and new business.

The Challenge:

In 2006 many organizations evaluating the business case for RFID or starting plans for pilot or full-scale deployment **face a wide array of choices** - including **competing standards**, emerging applications and product offerings from startups and established vendors.

Making the wrong choices can increase costs, create delays and force adoption of technologies that may not remain compatible long enough to deliver adequate return on investment.

The Solution:

RFID Solutions conference provides clear strategic direction by addressing the impacts of RFID technologies, standards and mandates and discusses how organizations should:

- assess their need to adopt RFID;
- how to measure its ROI;
- evaluate, select, implement & integrate RFID with existing systems; &
- manage the Security, Authentication, Privacy & Trust challenges.

Our Partners and sponsors include:



CANADIAN ASSOCIATION FOR PHARMACY DISTRIBUTION MANAGEMENT
ASSOCIATION CANADIENNE DE LA GESTION DE L'APPROVISIONNEMENT PHARMACEUTIQUE

CAPDM



Do you want to know the truth? SoftMatch.com is a technology conference producer (established 1982) that does **NOT** sell **conflict-of-interest** products or services.

Your Quality Assurance Guarantee: our conferences provide the most independent, impartial advice possible.

If truth matters to you, attend SoftMatch conferences – register at <http://www.softmatch.com/>

4th October: DAY 1: SoftMatch University

NEW half-day Workshop #1: 8:30am - 12:00pm:

RFID: it's not Just the Tags. [Register](#)

Workshop Leader: *Carla Reed, VP ChainLink Research*

Get up to speed quickly about RFID with this **NEW half-day Introduction to RFID workshop plus 'hands-on' demonstrations** and education that will enable you to learn the basics about Radio Frequency Identification Technology (RFID); find out about the whole solution, including hardware as well as software.

This workshop has been **specially designed for busy professionals** who have a responsibility to know yet very limited time available. Get your knowledge about RFID 'up to speed' quickly with this introductory Workshop – led by Carla Reed, 20-year industry veteran from Cambridge, Mass. based ChainLink Research, with RFID demonstrations by Shaun Ricci of N4 Systems of Toronto - to find out what you need to know about this revolutionary technology trend which is transforming the way we identify and track products, livestock - and people.

What new data will RFID create for your organization (to allow both improvement of today's processes and unlock new business capabilities)? What are the applications that could benefit from RFID; why do frequencies matter and how is RFID data collected and processed? You will get the answers to these important questions and you will have a hands-on opportunity to understand RFID and discuss it with reference to:-

- **Cold Chain Warehousing** and Distribution for the Food, Healthcare and Pharmaceutical industries;
- **Warehouse impact** and changes to receiving, slotting and shipment processes based on RFID;
- **Virtual shelf / virtual warehouse** – total supply chain visibility through RFID deployment; plus,
- **Asset Security** and Asset Management and (container) tracking.

Get the answers to all of your basic questions about RFID including:
How does Radio Frequency Identification work?
How do you determine if RFID applies to your organization, rather than RTLS or printed electronics / smart labels?
How will RFID affect your organization?
How will RFID affect your relationships with your customers?
What RFID solutions are available today and how can they work with existing systems?
Should you take action to adopt RFID? If so, when and how should you proceed? (see *Workshop 2 below*).

Look at who has attended SoftMatch RFID conferences (by Job Title):

Chief Executive Officer;
Chief Financial Officer;
Senior VP & Chief Financial Officer;
Vice President of Supply Chain;
VP, Procurement & Logistics Group;
Director Information Systems;
Vice President & General Manager;
V.P Operations;
Vice President Finance;
National Manager;
Director of Direct Marketing;
Director Inventory Control;
General Manager;
Director of Supply Chain;
Director Information Systems;
VP Distribution;
Business Analyst;
Manager of Applications & Development;
Manager of Program Governance;
Technical Manager;
Principal Consultant;
Senior IT Consultant;
Systems Analyst;
Manager Electronic Commerce;
Project Leader;
GTIN Project Manager;
Process Manager;
Director of Business Development;
Director of Direct Marketing;
Director of Industry Issues;
Customer Service Manager;
IT Data Services Manager;
Director Retail Sales;
Manager Warehouse & Distribution;
Director Supply Chain Strategies;
Inventory Control Manager;
Warehouse Manager;
Director, Packaging Technology;
ERP Specialist and many more... at www.softmatch.com - click 'Visitors'



4th October: DAY 1: SoftMatch University

NEW half-day Workshop #2: 1:00pm - 4:30pm
RFID Road Map - Where will it take me? [Register](#)

Pre-Requisite: Workshop # 1 or equivalent knowledge.
Workshop Leader: Ann Grackin, *CEO ChainLink Research,*
who is also Conference Chair and Moderator on Day 2.

Learn the do's and don't of RFID implementation for your business. This half-day workshop will explain, and illustrate **using case study examples as well as Value-based methods**, how firms can create a value based approach to rolling out RFID and related technologies. Current research from several key industries, including data, benchmarks and case studies will be presented regarding plans by Manufacturer's, Retailers and Healthcare industries for RFID projects and the results, including successes and lessons learned, that have been obtained by these businesses and industries.

Hear about the experiences of organizations including:

- Kimberly Clarke,
- P&G (Procter & Gamble),
- Ford,
- Johnson Controls,
- US Department of Defense,
- British Defense,
- NATO,
- Marks and Spencer,
- Ports of Los Angeles, Rotterdam and Singapore;
- Purdue Pharma; and
- Ross Laboratories, among others.

Who Should Attend Workshops #1 and #2?

C-level Executives, Directors, Vice Presidents, Information Technology and Supply Chain / Logistics professionals, IT Solution providers, Packaging Engineers, Wholesalers, Distributors, Re-Packagers; Supply Chain Consultants, Project Managers, Pharmacists; and anyone who needs to know, or is interested in what the experts are predicting for this exciting technology and how it will affect business.

Partial list of Companies that have already attended SoftMatch.com RFID conferences:

Advanced Manufacturing Magazine
Alcon Canada Inc.
Alexandria Moulding
Allstream Corporation
Antarctica Systems Inc.
Apex Enterprises Corp.
APICS, Toronto Chapter
Apotex Inc.
AstraZeneca Canada Inc.
Atlas Cold Logistics
Aventis Pasteur
Bata Ltd.
BearingPoint
Bell Canada
Bell Distribution Inc.
Big Chief Partners
Biovail Corporation International
BMW Canada Inc.
Boehringer-Ingelheim
bTrade
Cadbury Schweppes
Canada Life Assurance Company
Canadian Grocery Magazine
Canadian Tire Corporation, Limited
Catalyst International Inc.
Canpar Transport Ltd.
Casio Canada Ltd.
Celestica Inc.
CGI Group Inc.
Cisco Systems
CMS Manufacturing Systems Inc.
Colgate-Palmolive Canada Inc.
Commport Communications
ConAgra Foodservice
Consulate General of The Netherlands
COSS Systems Inc.
Dahl Brothers Canada Ltd.
Danby Products Ltd.
Datavision, Inc.
Diamond Products Company
Distributed Services Group Inc.
Dofasco Inc.
Dufferin Billiards
e-NET



5th October: DAY 2 Conference Presentations

Morning: RFID Opportunities and Deployments [Register](#)

8:30 - 9:00 **Welcome and RFID opportunities and potential.**
Presented by: *Conference Chair and Moderator, Ann Grackin*

9:00 - 9:30 **RFID standards and Update on RFID mandates**
Presented by: *Ann Grackin, CEO, Chainlink Research*
 Synopsis: This session will provide an update on the major mandates, including requirements and adoption progress. Will cover Wal-Mart, Loblaws, DoD, FDA and others.

9:30 - 10:15 **How to build the Business Case for RFID**
Presented by: *Anuj Rikhye, Deloitte*
 Synopsis: This session will discuss how to build the Business Case for RFID. It will also discuss some future benefits that might be available in the future and the advances necessary to achieve them. This session will also outline the obvious and hidden costs of implementing RFID. By combining this with potential benefits, a complete method for measuring ROI will be provided.

10:15 - 10:30 *Morning Break*

10:30 - 11:00 **Phases and costs of RFID deployment**
Presented by: *Carla Reed, VP, ChainLink Research, Inc.*
 Synopsis: This session will discuss how to adopt effective RFID solutions and applications by integrating IP, Wireless, RFID technology together with the involvement of appropriate partners. The audience should get a clear picture of what it takes to implement RFID, both solely for compliance and beyond.

11:00 - 11:30 **Use of RFID to Secure Supply Chains**
Presented by: *Jeffrey C. Irland, Practice Director, Global Visible Commerce, RFID & Wireless Solution Delivery, Unisys*
 Synopsis: This presentation will review how RFID and other visibility technologies can be used to provide security to supply chains. Existing application and future opportunities will be discussed, along with their business drivers. Specifically, Unisys solutions for the United States DoD, Department of Homeland Security, and solutions for the private sectors pharmaceutical and financial industries will be discussed.

11:30 - 12:00 **RFID networks and middleware**
Presented by: *Ann Grackin, CEO, Chainlink Research*
 Synopsis: This session will explain the structure of deployed RFID systems and explain how the networks and middleware receive & analyze RFID-generated information from the edge of the network.

12:00 - 1:00 *Networking Lunch and visit [sponsors](#) displays*

Partial list of Companies that have already attended SoftMatch.com RFID conferences (cont.):

ECCC Electronic Commerce Council of Canada
 EQUATION Technologies
 Escort Memory Systems
 ETRI Electronics and Telecommunications Research Institute
 Excel Canada
 Federal Express Canada Ltd.
 Ferrero Canada Ltd.
 Frito-Lay, Inc.
 Galderma Canada Inc.
 Gay Lea Foods Ltd.
 Gentec International Inc.
 George C. Eyre, Law Offices
 GlaxoSmithKline Inc.
 Gourmet Settings Inc.
 Great A & P Company of Canada
 Hartz Mountain Corporation
 Hoffman-La Roche Limited
 Home Hardware Stores Ltd.
 Hubbell Canada, Inc.
 IBM Canada Ltd.
 IBM Corporation
 Imperial Oil Limited
 Intermec Technologies Canada Ltd.
 IRI Infores.com Information Resources Inc.
 IT Business Group
 IT World Canada
 Janes Family Foods Ltd.
 JK Solution Consulting
 Johnson & Johnson - Janssen-Ortho Division
 Johnson & Johnson Medical Products
 Kash Computer Systems
 Kraft General Foods Canada Inc
 La Cie McCormick Canada Co.
 Labatt Breweries of Canada
 LifeScan Canada (a Johnson and Johnson Company)
 Liquor Control Board of Ontario



Afternoon: Perspectives & the Future beyond EPC

1:00 -2:00 RFID Solutions End-User Perspectives Panel

This panel of end users from a range of different types of organizations will explain how they decided to adopt RFID and will discuss their experiences as RFID users. Moderator: Ann Grackin; panel includes:

- **Paul Dennis, Vice President Business Integration & Effectiveness**, from **Atlas Cold Storage**, an innovative Canadian provider of Warehousing and Distribution services to the refrigerated food industry;

- **Scott Fleming, V.P. Sales**, from **Unirope**, an Ontario Distribution company that inventories, supplies, tests and re-certifies the safety of its wire rope for (crane) lifting and rigging applications for customers in many industries including Automotive, Steel, Power, Manufacturing, Construction, Ship-building, Cargo Handling, Recovery, Rail and Military;

- **Paul Sadler, IT Manager**, from **Action Trailer Sales**, a Mississauga semi-trailer dealership selling new and used equipment, along with parts, service, rentals and leasing for the Transportation industry. RFID has recently been implemented to help manage their trailer inventory;

- **Earl Rothery, Vice President of Manufacturing**, from **Schleese**, an Ontario Manufacturing company that supplies top quality saddlery to customers all over the world.

- **John Avgeris, Financial Services Commission of Ontario**, where RFID is used to track and trace Government case files.

2:00 - 2:30 RFID Solutions Vendor Perspectives panel

Moderated by Ann Grackin, in this panel session, software vendors and service providers will describe their products, explain how they fit into RFID system architectures and how they achieve results for their customers. Panel members include **Jeff Irland, Unisys; Anuj Rikhye, Deloitte; Brian Sterling, IBM; Sam Falsafi, Ship2Save** and **Shaun Ricci, N4 Systems**.

2:30 - 2:45 Afternoon Break

2:45 - 3:15 Capabilities beyond EPC

Presented by: Daniel Adirim, Senior Manager, Accenture

Synopsis: There's more to RFID than tags and readers. How will you move beyond a pilot or a mandate? How will you move beyond the EPC towards integrating data into your organization?

Partial list of Companies that have already attended SoftMatch.com RFID conferences (cont.):

Management Board Secretariat
 Maple Leaf Consumer Foods
 Mark's Work Warehouse Ltd.
 Markem Products Limited
 Materials Management and Distribution Magazine
 Mayne Pharma Canada
 McKesson Canada
 MDL - Mfg / Dist Logistics
 Merchant Master Solutions
 Microsoft Canada Co.
 Moore Wallace North America
 Murase Enterprises Inc.
 National Post
 Norbord Industries Inc.
 Novopharm Ltd.
 Oracle Corporation Canada Inc.
 Playtex Products, Inc.
 PCL Packaging Corporation
 Pfizer Canada Inc.
 PFSweb Canada
 Pizza Pizza Limited
 Point Of Sale People, The
 PointForce Inc.
 Procter & Gamble
 Purchasing B2B
 RCM Technologies Canada
 Radcliffe Systems Inc
 Regal Greetings & Gifts Inc.
 Relizon Canada Inc.
 RJ Thompson Data Systems Inc.
 Rogers Media -Publications
 Rogers Wireless
 Saviour
 Scotiabank
 Sears Canada
 Shire LLC
 Shoppers Drug Mart
 Silicon Valley North Newspaper
 SoftBrands, Inc.



3:15 - 3:45 **Automatic Digital Identity, Privacy & Trust.**

Presented by: Dr. Ann Cavoukian,

Ontario's Information and Privacy Commissioner.

Synopsis: What risks to privacy does RFID really pose? Does RFID threaten groups and individuals with additional risks to privacy and increase the possibility of digital identity theft?

3:45 - 4:15 **The Future of Supply Chain visibility.**

Presented by: Brian Sterling, IBM Canada

Synopsis: This session describes future applications for RFID and Sense & Respond enterprises and you will hear some preliminary results from the Canadian RFID Retail Pilot now underway.

4:15 **The "Any RFID Questions?" Panel**

Synopsis: Here's your chance to ask "The SoftMatch RFID Guru Panel" any lingering questions you may have about RFID and auto-ID technology. This session is especially relevant for those wanting to understand the implications of this technology and where it is leading.

Wrap up of the conference.

[Register to attend](#)

Conference Faculty Biographies in alphabetical order:

Conference Chair:

Ann Grackin, Chief Executive Officer, ChainLink Research is responsible for leading the firm's Supply Chain strategy. She comes to this position with a parallax view from seeing all angles of the supply chain problem—as an end-user implementer in a global fortune 100 firm, a technologist, a global consultant, an executive in a Supply Chain software firm, a columnist in the leading Supply Chain magazines, and one of the leading analysts in RFID and the Supply Chain! Before coming to ChainLink Research, Ms. Grackin served as the Vice President of Supply Chain Strategy at AMR Research.

Leaders / Presenters:

Daniel Adirim, Senior Manager in Accenture's Consumer Goods vertical, joined Accenture after graduating from Engineering Chemistry at Queen's University, in 1997. He has spent over five years implementing RFID-based solutions at industrial, consumer and manufacturing clients. In the process of working with clients to deliver RFID prototypes, pilots and projects, Dan has obtained first-hand experience in all aspects of these solutions including: conceptual design, vendor selection, project management, application development, ERP integration, usability, scale-up and roll-out.

Partial list of Companies that have already attended SoftMatch.com RFID conferences (cont.):

Solucom Inc.
 Source ID Inc.
 Staples - Business Depot Inc.
 St. Michael's Hospital
 Sundex Information Systems Inc.
 Tecsys Inc.
 Toronto 1 News
 Toshiba of Canada Ltd
 Unilever Canada Limited
 Unisource Canada, Inc.
 UNISYS Canada Inc.
 UPS Supply Chain Solutions
 UPS United Parcel Service Canada
 US Army
 Western Inventory Service
 Wipro Technologies e Enabling Practice
 Wrigley Canada Ltd.

Attendees by Function / Department:

These issues affect:

- Investors;
- Executive Management;
- Supply Chain / Logistics;
- Information Technology;
- Purchasing / Procurement/ Importing;
- Manufacturing;
- Distribution / Shipping / Transportation;
- Warehousing;
- EDI / eCommerce / eBusiness;
- Sales / Marketing / Merchandising &
- IT Solutions Professionals.



Dr. Ann Cavoukian, Ontario's first Information and Privacy Commissioner was initially appointed in 1997 to oversee the operations of the freedom of information and privacy laws in Canada's most populous province. She has been reappointed to 2009. She is recognized as one of the leading privacy experts in the world.

Sam Falsafi, Director of Business Development & RFID Strategy, Ship2Save, Inc. is a 10 year veteran of the IT industry and an expert in the field of RF Data collection integration into ERP systems, working mainly with large and medium sized companies developing RFID strategies. Before Ship2save, Sam was responsible for day-to-day IT operations at Future Electronics. He holds a Computer Science degree from the University of Quebec in Montreal.

Jeffrey Irland is a practice director at Unisys, responsible for secure supply chain solutions. His emphasis is on defining, developing and delivering solutions that increase security and visibility using RFID, wireless, and sensor technologies. Jeff is presently engaged in using wireless technologies for Operation Safe Commerce Phase 3 (OSC III), security & visibility for the pharmaceutical supply chain, air cargo security, and other similar areas. These projects involve tracking and securing cargo around the world over a multimodal supply chain using location technologies for tracking (based on GPS and RFID) and security device (cargo intrusion detection devices). Jeff has a BS in Electrical Engineering from Clarkson University and a MS in Electrical Engineering from Purdue University.

Bob Matson (see RFID Questions & Answers at www.softmatch.com) attended several electronics schools while in the Navy, (1961 to 1967) and entered college when discharged, earning a BS in electrical engineering in 1971. He has continually worked in the field as a radio frequency (RF) designer for over 30 years. He had his amateur radio license since 1959, and has been an RF design consultant since 1979.

Carla Reid, ChainLink Research's Thought Leader in Logistics Management and RFID Lead. Ms. Reid brings to ChainLink deep hands-on experience particularly in the design and management of warehouses and distribution networks.

Shaun Ricci, is the Co-CEO and founder of N4 Systems Inc., a Toronto based RFID solution provider. Shaun has real world, hands on experience with RFID providing services in supply chain, field data gathering and manufacturing verticals with a focus on system integration and high quality software. Shaun holds a Bachelor of Computing degree from the University of Guelph, Ontario Canada.

Attendees by Sector / Industry:

- Retailers
- Manufacturers
- Distributors / Wholesalers
- Raw Material Suppliers
- Scanner / POS Equipment Providers
- Bar Code Printer / Film Master Provider
- Packaging Designers
- Management and Accounting Companies.
- Logistics / Transportation Providers
- Software Providers
- System Integrators
- Coupon Clearing Houses
- Market Research Firms
- Trade Exchanges
- Inventory Services (3PL's)
- Public Sector organizations (which use UPC bar code data).

Detailed demographics charts are available at www.softmatch.com click 'Visitors' on the left side navigation bar.



Anuj Rikhye is a Manager with Deloitte's Consulting practice and works in the Toronto office with over seven years of experience in consulting and in supply chain management including supply chain strategy, supply chain system implementation, and sourcing and procurement. He specializes in the use of advanced planning tools and new technologies to get supply chain excellence. Anuj has helped clients such as Nissan, Celestica, LCBO and Parmalat improve their supply chain performance.

Brian Sterling, P.Eng. Director, Business Development, IBM Canada has national responsibility for business development of RFID at IBM Canada. Prior to joining IBM, he was V.P./General Manager of RCM Technologies, where he envisioned and developed a new business market in food product traceability, developing the business case for whole-chain traceability for Canadian agrifood businesses.

“Discover the Truth about RFID”

Register until 30th September at:

www.softmatch.com

Questions? Call (416) 756-3221

Or email

info@softmatch.com