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NP

NP Collection

NP Collection brings RFID to consumers

Markus Rosendahl
on behalf of NP Collection

Company background

- Founded in 1919 by Aino Rosendahl
- Main market areas: Scandinavia, Russia, Netherlands, Belgium and Germany
- Manufacturing is outsourced to Eastern Europe and China
- Design, marketing and DC operations are located in Finland
- 11 stores in Finland
2 stores in St Petersburg, Russia



RFID Project background

- NP has interest in
 - tracking the supply chain
 - trying new sales and marketing tools
 - learning more about consumer behaviour
 - planning more efficient store environments
- NP has willingness and courage to be a pioneer



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Project phases

- Project started in September 2007
- Since the beginning of 2008 all the items have been tagged (RFID UHF Gen 2 tag)
- Reading of tags at the DC and at the Itella fashion logistics (3rd party logistics provider)
- Senso Retail Environment was launched in the first NP Store in October 2008



Senso Retail Environment

- **NP Shops**
 - > Adopting RFID to the NP Shops
 - RFID goods receiving
 - Smart Shelves, Fitting Rooms and RFID POS system
 - Anti-theft protection with UHF Gen 2
 - Hand held inventory
- **NP Shop in shops**
 - > Adopting RFID to the NP Shop in shop -concept
 - Smart Shelves and Fitting rooms in retail shops
 - Automatic replenishment process



Solutions

- Automated shipment receiving
- Intelligent dressing spaces
- Interaction points in stores
- Self-service POS
- Anti-theft system
- Inventory with a handheld reader



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Information usage in different channels

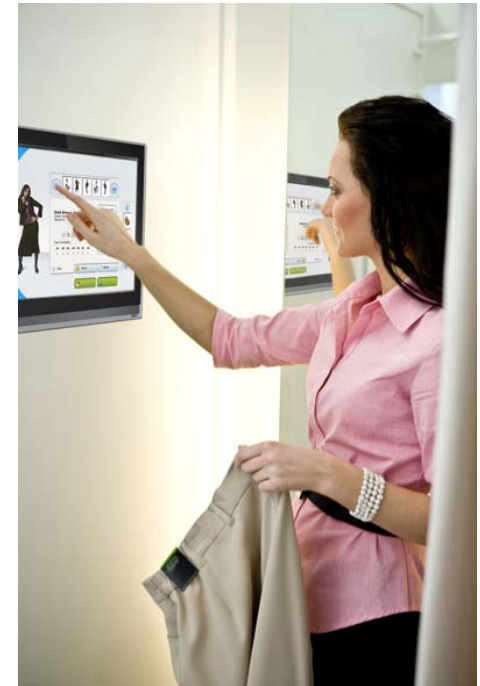
- The data from Supply Chain and Stores will be used widely in the organization
- Unsold product data is utilised as well
- Eventually the data is shown as descriptive statistics
- Full integration to RDN's world leading sales tool



Senso Info Kiosk

in fitting rooms and as an information post

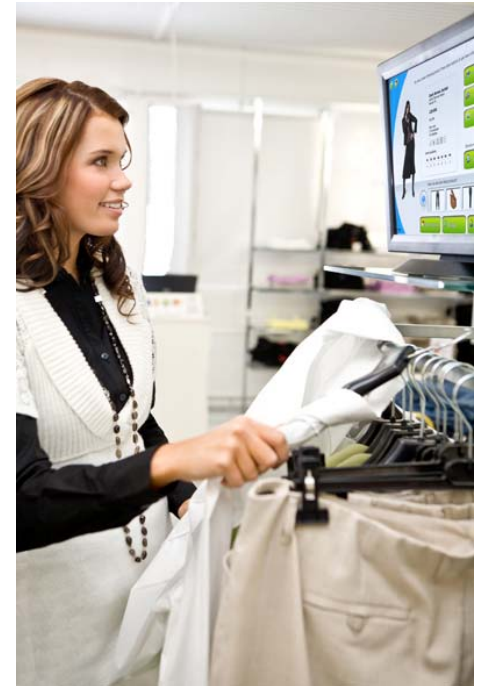
- Recognises the items brought into the fitting room / taken to the post showing product information and pictures on the touch screen display
- Realtime information on prices and offers as well as realtime stock information - all sizes and colors available in the shop



Senso Info Kiosk

in fitting rooms and as an information post

- Service request from the display to a sales person
- Suggesting garment ensembles
- Direct feedback can be given easily via the display
- Tracking valuable customer behaviour data
- Possibility to create targeted marketing



POS's and Anti-theft system

- All the tags are read simultaneously
- After the item is paid the tag will be set in dormant state in order to omit the anti-theft
- Returning of goods will be faster and way more easier as the tag can be set in active state once again
- Self-service POS's
- Anti-theft system is very cost effective and it saves sales staff time



Senso Web

- A new customer service portal
- Supplementary services for loyal customers, for example tried out clothes can be stored to a personal Senso fitting room history
- The buying decision can be completed at home
- Regular customer program in 2009



Information usage by consumers

- Information can be provided to consumers inside the Senso Shop
- Consumers can see what other consumers like to buy and order these products directly
- VIP consumers can see their own history online
- Cross sales and intelligence suggestions will boost the sales



Results

(piloted and expected)

- Noted reduction of out-of-stock and out-of-shelf situations
- Increased sales, marketing value, customer service and customer satisfaction
- Higher accuracy in inventory process
- Effective replenishment process
- Expected very high ROI based on the increased sales



Key factors of the success

- Effective partner co-operation to deliver the complete solution
- Customer is willing to test new innovations
- Rollout capable solution
- Clear business cases are driving the implementation
- RFID is utilized through the supply chain

“ For us the RFID is a strategic choice. Discovering the business value of new technologies can have significant results to your business ”

Risto Rosendahl, Managing Director, NP Collection



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Partners



- Warehouse and store applications

UPM RAFLATAC

- RFID UHF Gen 2 inlays



- RFID chips and hardware



- Automated RFID hangtag solution



- Security gates



- Handheld devices



- Fashion logistics, warehouse management



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Thank You