



RFIDAA
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newsletter

The potential of RFID related technology for Australia

An editorial update from RFIDAA

RFID technology will have a formative and comprehensive influence in automation of many different business processes. RFID is 'disruptive' as it can change the way people and processes work and therefore the way data is communicated, architected and managed.

The potential for RFID to influence the GDP of Australia is significant. Research documents are widely available in forecasting billions of dollars of value to all the stakeholders in RFID related systems, services and products. This is not about another 'tag', rather about economic competitiveness and viability.



The purpose of this document is to communicate the view of RFIDAA on why it is urgent that Australia take a more committed approach to understanding and facilitating adoption of this new technology. RFID is rapidly influencing many aspects of global trade, industry efficiency and government policy.

RFID technology is many things – it is tags on supply chain goods but more importantly it is the ability to trace, manage, sense, monitor and understand movement of people, things and products in ways never before possible. This will require the involvement of all components of computer architecture from top to bottom.

Through effective use of RFID expertise, companies such as Transurban have been able to create a \$7B public and global company.

With RFID expertise, Boeing can now make a plane in 3 days instead of 30. What if Australian expertise was focused on added value services in our plane maintenance processes and standards using the latest technology such as RFID

– would these services so easily be threatened to be displaced outside our country?



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The Role of Government

The Australian Government has selected areas of investment through which we can create value as a country. Examples include our leadership in providing leading web based services to our citizens – proudly presenting on a global stage the companies and know-how that made the government a web capability leader.

The Government has also subsidised broadband use by business for a similar effect. To make our economy more efficient and build on the value of knowledge based workers.

We are proud to have the support of the Victorian Government in the establishment of RFIDAA to date. The vision for industry collaboration in addressing development and growth is to be complimented.

But this is only a start. We now have to understand and embrace the transformational opportunities that this new technology enables to harness its potential and protect us from the risks of not participating.

Several governments around the world have been stymied by misunderstanding and confusion surrounding the capabilities of RFID technology. In particular, mis-information about consumer privacy is a major risk.

We must protect the individual rights of course but the fact is that today RFID is being used for theft protection across millions of products without concern. And the basis for concern is unfounded.

Continued and substantial government support and focus will allow us to leverage the potential of RFID to create new jobs and protect industries.

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Industry Value

RFID will influence many of the processes in work force activity across many industries. Already our primary industry markets are wide spread adopters but this is only the beginning. The demand for trace-ability of products from paddock to plate requires sophisticated systems for information accuracy.

RFID is here to stay. Effective use however requires communication, collaboration and facilitation to help IT suppliers, industry and business appreciate its potential.

We must work hard now to help IT suppliers and industries understand requirements for interoperable standards and data quality. This will impact manufacturers systems and follow through to data validation by end users.



The potential for Australia

Participation is not only just a tactical way of inducing involvement by overseas companies in our local market. Or to hope we can compete on a global scale with local manufacturing.

Already countries such as China, Korea, Japan and Taiwan are so far ahead of us in the production of chip sets, that we have no way of catching up on a global basis.

But what we do have is the expertise and knowledge to enable our local companies, and subsidiaries of global companies working here, to increase the value of skilled labor in our application of RFID principles, standards and capabilities.

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Specific Areas of High Potential

Increasing the value of our education services is a primary objective.

Incentives for companies, doing R&D in Australia, to build RFID readiness into their products.

Leading Asia Pacific in RFID related services such as consultancy, system design, interoperability standards and advanced systems based on the capabilities of RFID.

The export potential of these value added areas is tremendous and worthy of focus, investment and commitment.

Protecting Australian brand value is directly associated with RFID. What is the wheat shipments to Iraq could have been traced end to end with records of each transaction, who was responsible and what values transferred at each point? Would this have helped avoid the huge cost of misunderstanding the facts and dealing with confusing trails of responsibility?

This is exactly what the promise of RFID offers to government, business, industry and end users.

It will transform competitive capability and create competitive advantage.

But only if properly understood, analysed and implemented.

We have a once in a lifetime opportunity with this technology. We are currently 2 years behind in our positioning and understanding but Australians love a challenge.

If we miss this opportunity to harness the promise of a formative technology, we may miss the opportunity to play on a global scale in transforming business practices around the trade and shipment of every type of good around the world.

The US is close to implementing mandatory RFID requirements for food shipments into the US – are we ready to meet this challenge? Will industry efficiently be able to comply?

Or will it be another, somewhat expected, reactionary effort across many small growers, their distribution partners and similar companies.



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