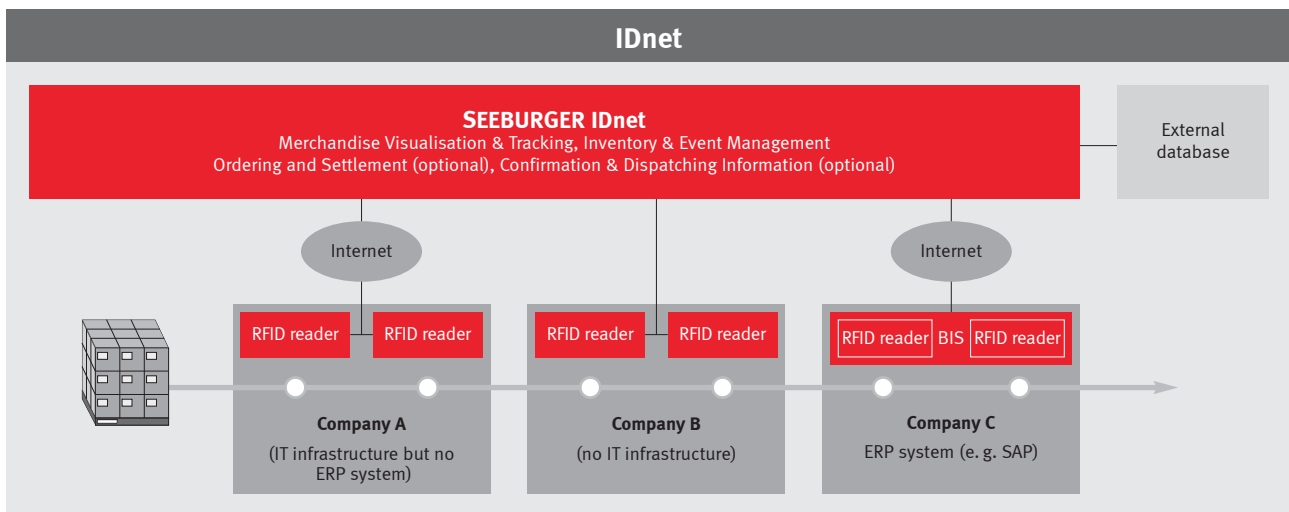


# IDnet:

## The RFID-based Logistics Solution



SEEBURGER AG, the sole vendor of business-integration solutions with full partner connectivity, offers a complete RFID (Radio Frequency IDentification) solution with minimal investment risk. In the past, the high cost of investing in infrastructure and transponders, and the complexity of integrating these components into companies' logistics chains, have often acted as barriers. Now, SEEBURGER's end-to-end solution, IDnet, secures companies cost-effective entry to the eLogistics arena while, at the same time, also supplying the necessary transponders free of charge.

### RFID technology

Industry experts are predicting that, as the successor of barcodes, demand for RFID technology in the logistics sector is going to take off in coming years. A central advantage of this technology is its ability to identify unambiguously individual items such as boxes and pallets by means of transponders. The benefit of this fast, contactless identification technique allows effective process automation, rigorous

real-time tracking and an exact localisation of the merchandise. Especially in the case of logistics-sector delivery chains, RFID offers substantial cost and storage savings, an exceptional level of process automation, rapid access to market information and a reduction in stock shrinkage rates.

### Status quo

Despite the unmistakable benefits and advantages of RFID over other technologies, the psychological barrier has nevertheless remained stubbornly high because:

- The full cost of investment in transponders was generally borne by the first player in the logistics chain
- The benefits offered by the transponders were generally enjoyed by all partners
- No logistics standards have been defined
- The companies in the logistics chain are extremely dissimilar and operate heterogeneous IT infrastructures
- The synchronisation and exchange of data between the companies proved problematical.

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### The SEEBURGER solution

SEEBURGER offers its IDnet Solution as a central logistics platform which significantly eases entry of interested newcomers to the eLogistics scene. The platform, which is hosted from SEEBURGER's data centres, offers participating organisations a plethora of services ranging from the exchanging of orders, invoices, delivery confirmation & information, to merchandise tracking and inventory and event management. The necessary transponders can be used free of charge and the RFID infrastructure utilised in the framework of a rental or leasing model.

With charges calculated on the number of requests for information, companies which had previously financed transponders to the benefit of downstream suppliers are no longer the sole cost bearers.

A billing model based on the number of transponder requests lowers the effective per-participant costs as the number of companies in the logistics chain grows. At the same time, it is irrelevant whether the company has an ERP (Enterprise Resource Planning) system or an Internet or fax connection.

SEEBURGER's many years' experience in the business integration sector allows it to integrate any enterprise, regardless of magnitude or the particulars of its IT infrastructure.

### Functions and benefits

- Delivery tracking and merchandise-movement reconstruction throughout the entire logistics chain
- Automatic sending of ASN, product and delivery information
- Selective recall actions possible
- Realtime stock control and warehouse operation
- Automatic inspection of incoming and outgoing merchandise

- Event management, e.g. triggering of specific actions when stocks fall below a certain level
- Access to realtime marketing information
- Process steering possible, even during the manufacturing process
- Manufacturing- and delivery-planning optimisation

#### Optional:

- User-defined and secured data access
- Automatic ordering and accounting between all partners/affiliated organisations

### About SEEBURGER

SEEBURGER AG is the only vendor to realise total partner integration based on a broad spectrum of integration technologies. Business partners can be linked up, regardless of their existing IT infrastructure and technologies. SEEBURGER also offers supplementary services such as e.g. outsourcing, consulting, roll-out, support and a 100 % partner integration program.

It lays the foundation for collaborative commerce, rendering B-to-B integration as easily accessible as electricity from the socket. Customers benefit from its extensive industry expertise and know-how from more than 6,500 projects for companies such as Beiersdorf, Coca Cola, Colgate Palmolive, DHL, Kraft Foods, Porsche, Siemens, Toys »R« us, Volkswagen and others.

SEEBURGER AG, which started business in 1986 in Bretten, Germany, has grown strongly and today has subsidiaries in ten countries around the Globe.