

RFID GLOBAL



RFID Global Solution, Inc.
Diana Hage, President and CEO
www.rfidglobalsolution.com

SOLUTION, INC.

WHAT DOES YOUR COMPANY DO?

RFID Global is an application software provider and solutions integrator, providing real-time asset visibility solutions with immediate impact and high ROI. Visi-Trac, our flagship software product, handles inventory management, IT asset tracking, work-in-process and chain of custody applications.

Founded in 2005, RFID Global Solution was established by seasoned RFID veterans to provide supply chain tracking solutions to the Defense and Retail markets. RFID Global's management team are pioneers of the RFID industry from IBM, Matrics, Motorola, Savi and Symbol Technologies, and leaders of some of the world's largest RFID initiatives, including the US Department of Defense's In-Transit Visibility (ITV) network, with more than 4,500 read stations in 50 countries. RFID Global team members have led RFID deployments across the US DoD, as well as for the world's largest aerospace, financial services and network communications companies and retailers.

WHO IS YOUR TARGET CUSTOMER?

Large enterprises and small-to-medium businesses interested in cost savings and operational efficiency in managing their fixed assets, IT assets, accountable property and production lines. We focus on industries who are early adopters of new automation technologies, such as the telecommunications, financial services and aerospace manufacturing industries. Our customers tend to be Data Center operations managers, Directors of Supply Chain, Logistics or IT, or financial managers within the CFO function.

WHAT NEW TECHNOLOGIES ARE YOU MOST EXCITED ABOUT?

The growing RFID application software market, real time locating technologies with high precision and location accuracy such as UltraWideBand (UWB), and emerging phased array technologies, which may be the next disruptive RFID technology.

HOW CAN THESE NEW TECHNOLOGIES HELP A BUSINESS OWNER?

RFID technology can help a business owner identify what assets he has and where they are located, speed up routine inventory processes by up to 90 percent; and dramatically shorten production cycle times. From a financial perspective, RFID tracking systems enhance asset utilization, reduce expenditures on unneeded equipment and can lessen corporate tax payments by better tracking the end-of-depreciable life of fixed assets.

HOW DOES THIS TECHNOLOGY DIFFER FROM WHAT CEOs CURRENTLY USE?

Most companies today use barcode or Excel spreadsheets to manage their inventory and track assets. RFID is a next-generation automation technology that allows for immediate, hands-free counting of hundreds of items as they pass an entryway or move within a facility. That information then flows into asset management and order replenishment systems, providing real-time, accurate views of a company's accountable property and work orders.

HOW IS TECHNOLOGY CONTRIBUTING TO YOUR COMPANY'S COMPETITIVE ADVANTAGE?

We designed our software platform to be technology and frequency-agnostic, with a robust set of interfaces, so we could easily capture data inputs from a wide array of rapidly changing RFID hardware devices and tags, and integrate seamlessly to large-scale Asset Management Systems from IBM, Oracle and SAP. Visi-Trac is highly scalable and capable of processing hundreds of millions of transactions daily. Our software provides a wide range of standard features such as real-time mapping and alerts, web-based reporting, geo-fencing and mobile application support. In April 2010, we announced the launch of Visi-Trac Cloud Services, bringing a SaaS subscription model to clients interested in a web-based view of their data, without having to manage the complexity of a software installation.

DESCRIBE HOW YOUR COMPANY'S TECHNOLOGY IS ALLOWING YOU TO BETTER SERVE YOUR CUSTOMERS.

We are continually enhancing our software platform, concentrating on building the functionality, screens and reports that meet our clients' unique industry application requirements. This allows us to offer solutions that meet our clients' needs from the outset, and enables us to build packaged solutions.

WHAT LONG-TERM ADVICE WOULD YOU GIVE ANOTHER CEO REGARDING TECHNOLOGY?

Embrace it and incorporate it into all facets of your business. I've spent my career in technology companies, and the pace of innovation and introduction of new web-based, collaborative applications that make running a global business simpler than ever continues to impress me. I run a small business with resources around the world, and can't imagine how we would operate as efficiently as we do without Skype, Salesforce, Sharepoint and our shared development environment to keep us all interconnected. We use technology in our marketing, project management and customer support, as well as our own Visi-Trac application for in-house inventory management.

ABOUT DIANA HAGE

Diana has a proven track record for growing businesses into large, revenue-generating industry leaders. With over twenty years at IBM, Diana was the executive responsible for the strategy and growth of IBM's global wireless services business. She also held executive positions in Global Business Services and Corporate Strategy, where she worked in IBM's startup incubator founded by Lou Gerstner, and helped launch IBM's RFID and Sensor business unit. Now leading her own firm, Diana is one of the pioneers of the industry, helping drive the emerging RFID market into hyper-growth by creating and deploying turnkey industry solutions. Ms. Hage holds an MBA from the Darden School of Business, a BA from the University of Virginia, and attended the Institute for European Studies in Vienna, Austria. She serves on the Board of the Strategic Security Alliance, a consortium of small businesses focused on improving national security through technology innovation, and SeaKay, a SmartGrid and wireless services provider in the Bay Area, CA.

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