



Solution Profile

The following Solution Profile highlights an application of eiVia's Actionable Business Intelligence technology.

Company: The company develops and markets innovative, real-time, demand-driven solutions using RFID technology to survey inventory levels on smart shelves in retail and dealer locations.

Business Problem: The company was first to market with their unique RFID technology. However, as the technology became more available, the company was faced with competitive pressure and declining margins from other hardware manufacturers. The company needed to transition from a hardware provider to a solution provider.

Prior Application: The company collected and aggregated retail store transactional inventory data, via wireless technology, and provided essentially the raw data as a service to manufacturers.

Best Practices: The company determined that significant value could be generated for their customers if event intelligence such as out/near out of stock/missing displays and similar conditions could be monitored and alerts could be sent to their customers in real time. Additionally, based upon the event intelligence, powerful proprietary analytic models could immediately quantify the impact to the bottom line, revised forecasts, and recommend the best restocking scenario.

eiVia Application: The company used eiVia to build a SaaS application which it markets to its customers. The application leverages a link to customer's data warehouse, real-time RFID inventory data from their store shelf devices, analytic tools and forecasting techniques. The application sends alert notifications based on event thresholds. It also allows the customers to revise their forecasts based upon the current inventory conditions as well as confirm arrival of replenishment inventory.

Results: The company acknowledges that the ability to offer their customers a complete solution has significantly improved their competitiveness. The secure encapsulation of the IP around their solution moved the competition away from who has the cheapest RFID hardware to who has the best solution.