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Nota di contenuto	Contents -- Preface -- Foreword -- 1 Introduction -- 2 Vision, Reality, and Market Drivers -- 2.1 Process Drivers -- 2.2 Security as a Driver -- 2.3 Mandates, Mentors and Sponsors -- 2.4 Technology Drivers -- 3 The RFID Market -- 3.1 The RFID Value Chain -- 3.2 Trends in the RFID Market -- 3.3 Application-Specific Trends in the RFID Market -- 4 Business Process Structures -- 4.1 Evolution from Supply Chain to Supply Net -- 4.2 Strategies for Supply Chain Integration -- 4.3 Business Processes in the Retail and Consumer Goods Industry -- 4.4 Business Processes in the Packaging Industry -- 4.5 Business Processes for Container Systems and Returnable Transport Packaging Systems -- 4.6 Economic Viability Analysis Methods -- 5 Virtual Identities -- 5.1 Object Websites -- 5.2 The EPCglobal Network -- 5.3 RFID Standards -- 5.4 GS1 EANCOM EDI Standard -- 6 IT Architectures and Services -- 6.1 RFID and Higher-Level IT Architectures -- 6.2 Software Agents --

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Sommario/riassunto

RFID, complemented by other Auto-ID technologies such as Barcode, NFC and sensor technology, can unlock huge benefits for enterprises and users, creating successful businesses with the combination of technology and processes. It is important to have an understanding of all aspects and properties of the technology, in order to see its potential. This solution-oriented book contains a comprehensive overview of RFID, explaining which elements can be applied with respect to specific project environments, and how RFID systems can be integrated into existing IT systems. It includes chapters and project guidelines written by top experts in the industry, covering global privacy issues and the history of EPCglobal, as well as: . a discussion on current trends and developments in the RFID market, and the process-based and technological drivers behind it; . a chapter on RFID legislation with a global perspective; . descriptions of practical applications and twelve application scenarios, demonstrating the possibilities that have already been discovered with RFID. RFID for the Optimization of Business Process is a descriptive introduction to the technology for business and technical managers, IT consulting experts and business process designers, as well as marketers of RFID technologies. The text will also be of great use to technical experts interested in business processes and also students studying the subject.

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