

# RFID services for aeronautics, railways, automotive and maritime sectors



Toulouse International RFID Congress  
14-15 September 2010



Business  
Services



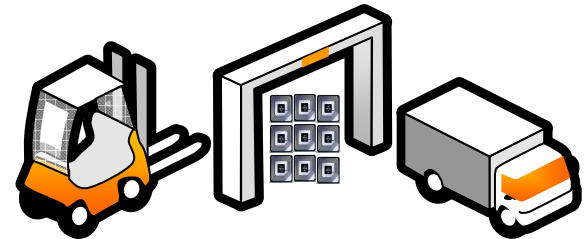
# today's customers requests for auto-identification & traceability



1

**enhanced security**

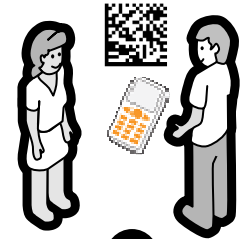
- theft
- identification
- counterfeiting & fraud



2

**logistics efficiency**

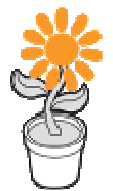
- real-time track & trace
- stocks & inventory
- transport & handling
- return / recall



3

**customer & mobile services**

- availability & product information
- services on mobile
- after sales



4

**sustainable development**

- life cycle management
- recycling
- regulatory compliance

**productivity gains  
sales benefits  
customer satisfaction  
image : innovation & « Green »**



## our value proposition



with technical & business partners, **Orange Business Services** designs, integrates, implements and operates

### RFID infrastructures & services

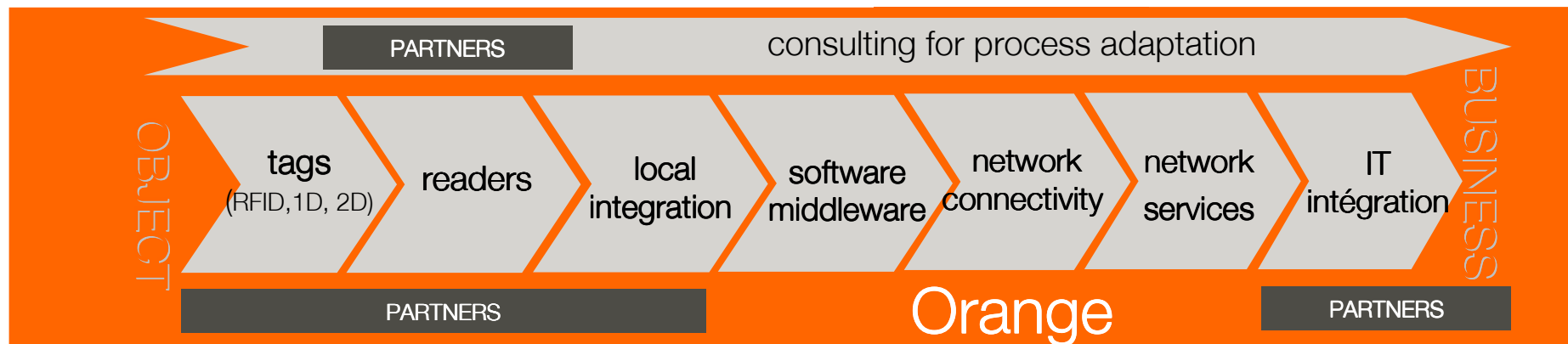
- of containers, assets, packing, or products anywhere, anytime
- for tracking & tracing, in real-time, automatically

#### particularly :

- to federate, value and share information : « simple, secure, open »
- with a business model adapted to different players & a customized support
- with an international coverage

# our positioning

## integrator & operator of traceability data solutions in IaaS « Infrastructure as a Service » mode



- |               |                     |                       |                                    |                            |                             |  |
|---------------|---------------------|-----------------------|------------------------------------|----------------------------|-----------------------------|--|
| qualification | benchmark           | site survey           | middleware :                       | landline or                | data storage, EPCIS         | business rules                                       |
| certification | compatibility tests | embedded developments | data collection, filtering, buffer | mobile data transport      | access management           | integration in customer applications (WMS, SCM, ERP) |
|               |                     |                       |                                    | network quality of service | security, webservices       |  |
|               |                     |                       |                                    |                            | supervision, administration |  |
|               |                     |                       |                                    |                            | SLA, trusted manager        |  |

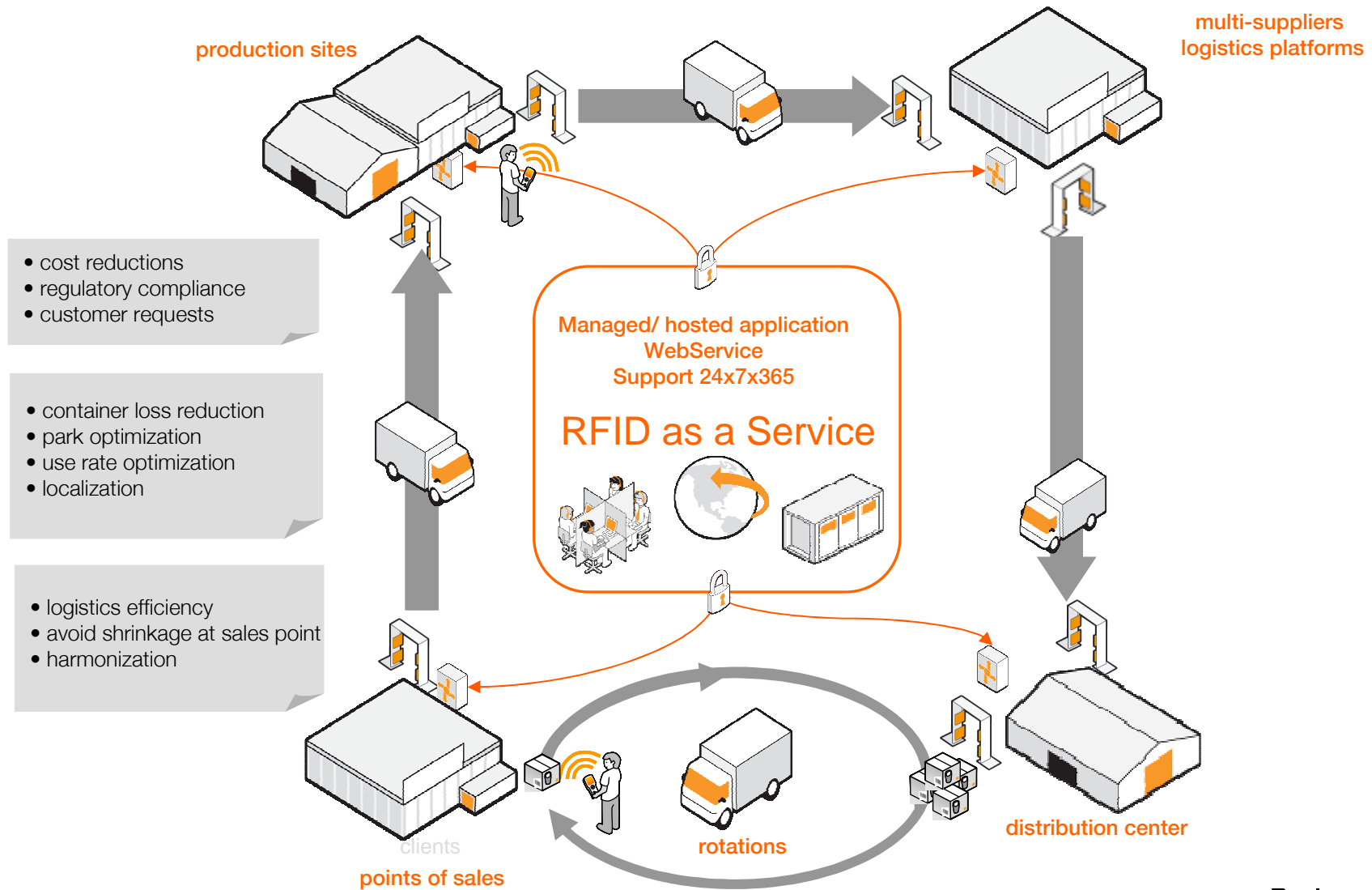


## our added value

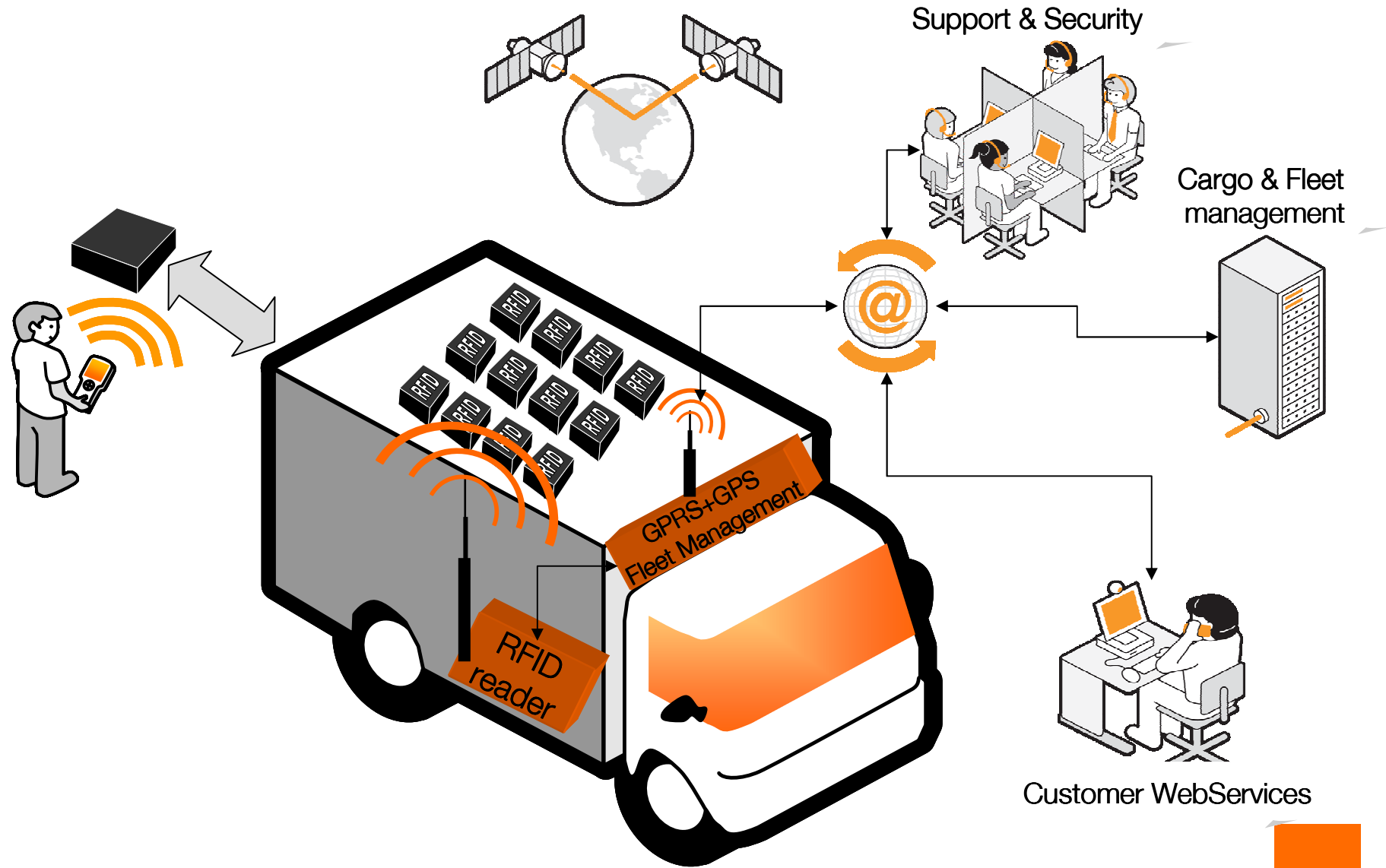
- adapt RFID to your physical and IT environment
- provide IaaS secured and scalable service
- ensure inter-operability and compliance to standards



# use case: real-time visibility of container movements to improve efficiency of logistics in supply chains



# end-to-end goods traceability



## open, simple and secure infrastructure for real time information along the supply chain

- logistics standard like EPC global
- interoperability with various sectors (aeronautics, automotive, maritime ...)
- an open base to integrate various actors of a supply chain
- high availability, reliability and security of sensitive data over the whole life cycle



## a few Orange Business Services references

### in the RFID domain

- collaborative project with Sita: interoperability between supply chain service providers and airlines for air cargo
- industrial deployment in Europe : track & trace service (over 1 million containers)
- pilot for sensitive products control over the whole supply chain, including trucks

### in the transportation sector

- embedded systems for critical applications (aerospace, PDA applications, TGV connection, fleet management...)
- IT architecture, application development, integration, hosting, securisation



## your contacts at Orange Business Services

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# thank you

