



The E-Business  
Research Center

ATHENS UNIVERSITY OF ECONOMICS & BUSINESS  
DEPARTMENT OF MANAGEMENT SCIENCE & TECHNOLOGY

# Trends and Investment Opportunities for RFID in Europe

## European Survey Results

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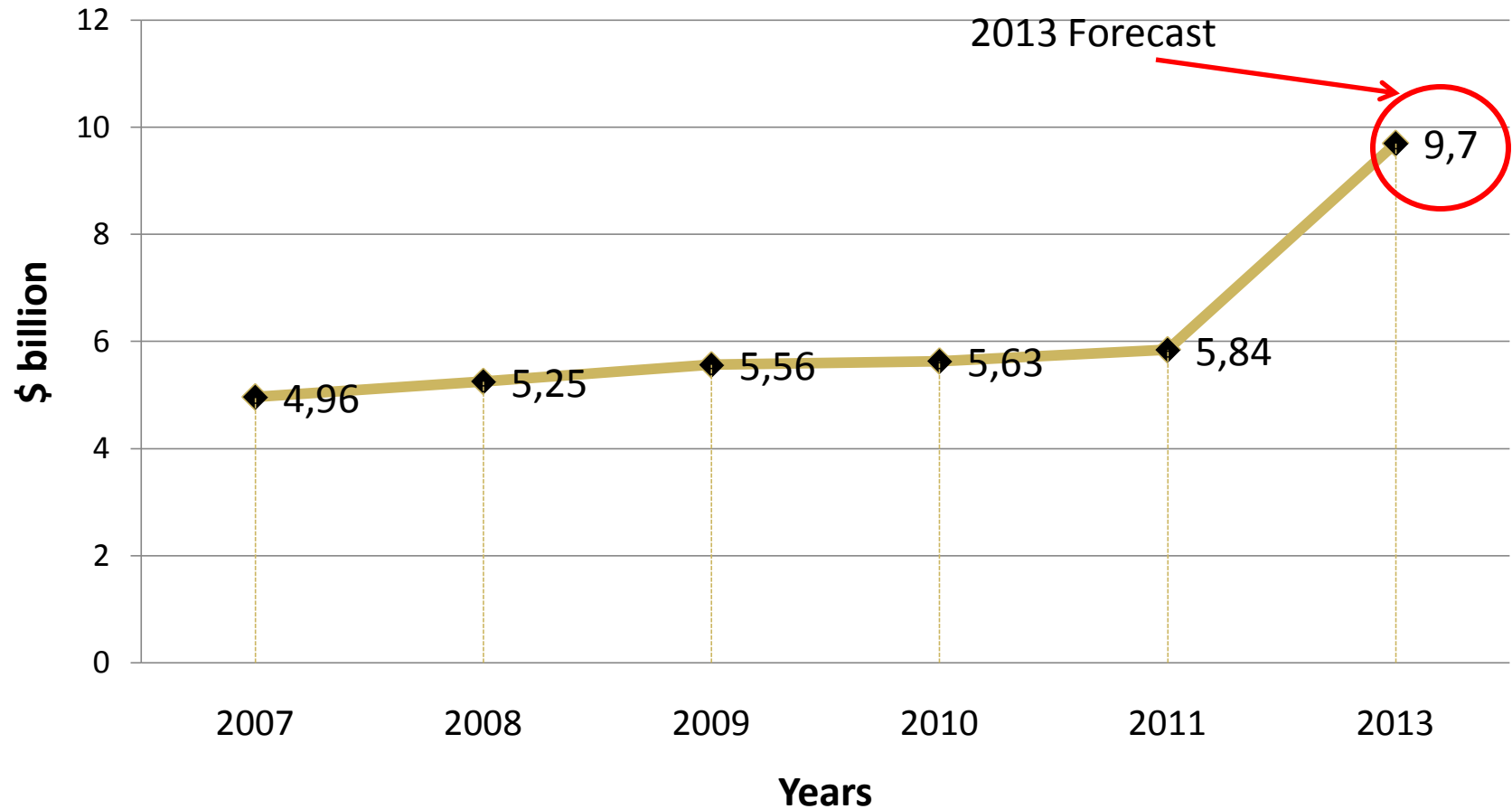
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# Global RFID market- A developing market?



Source: IDTechEx and ABI Research



## What do European managers believe?

# European Survey on RFID

## PHASE 1: Greek Survey

- November 2010
- 98 Respondents



## PHASE 2: European Survey

- Feb-March 2011
- 82 Respondents



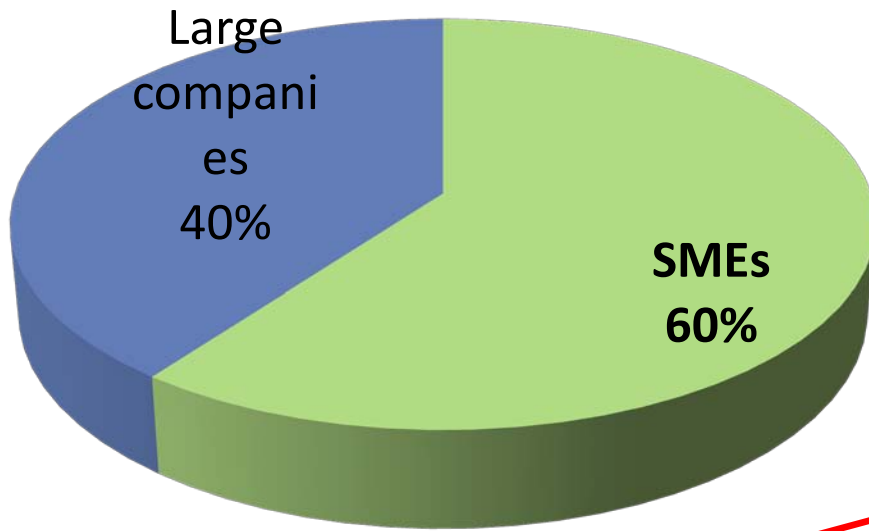
**180 responses in total**

# Survey in Greece, Nov 2010

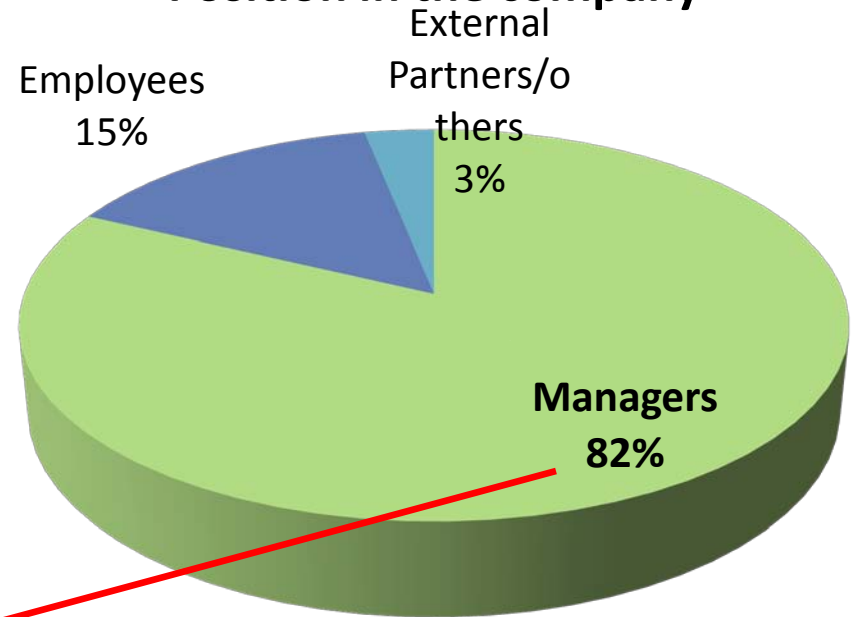


# Respondents – Greek Survey

## Size of organisations in the survey

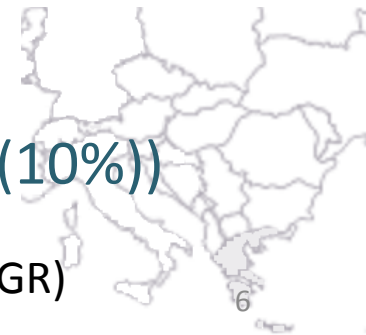


## Position in the company



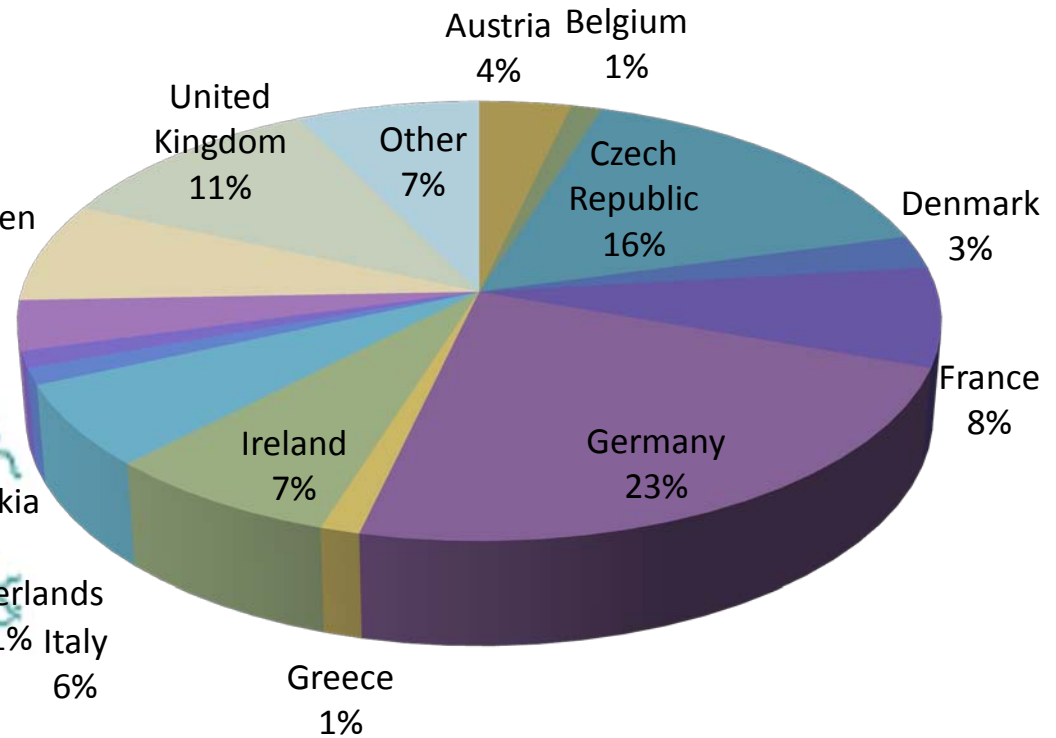
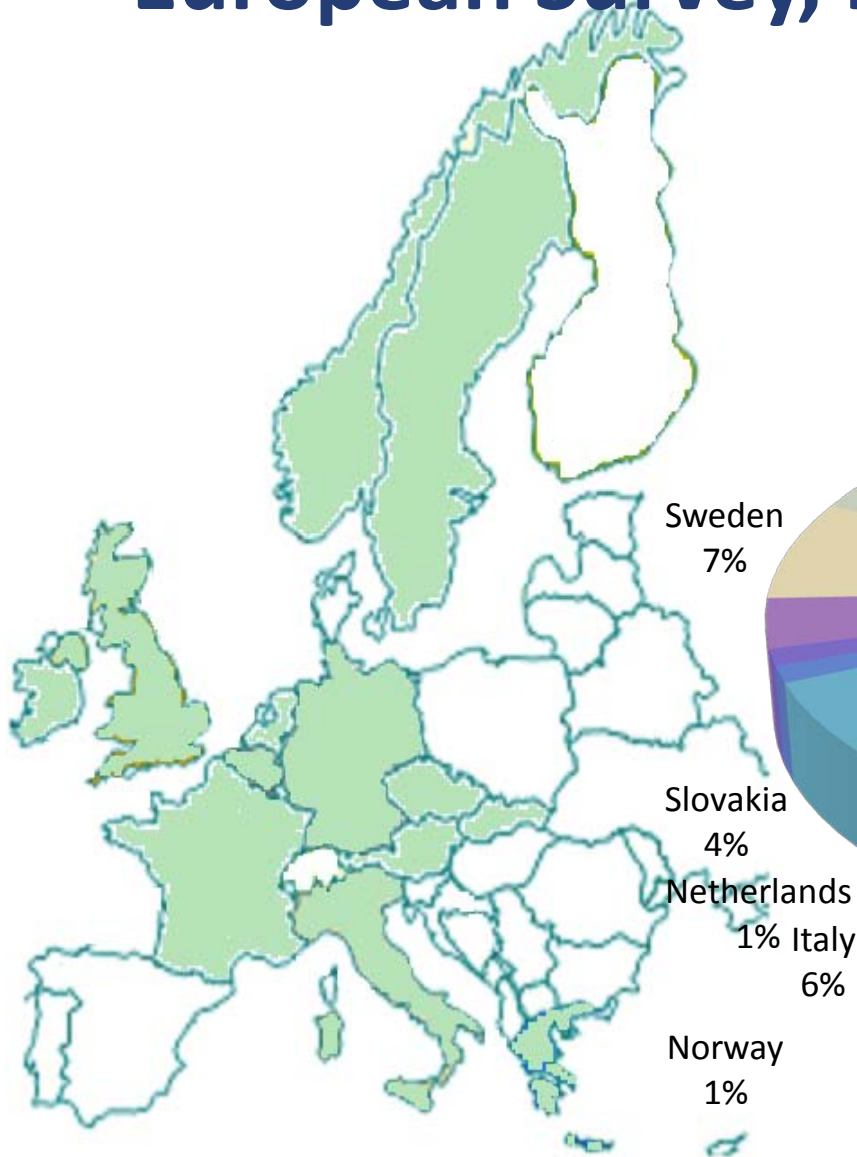
- 46% CEOs/Owners/Directors
- Various industries (logistics (20%), and retailing (10%))

(N=98, GR)



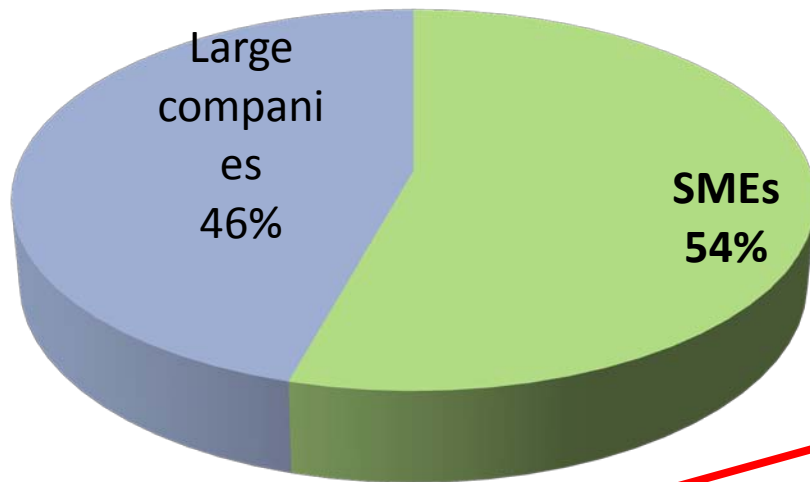
# European Survey, Feb – Mar 2011

Countries participated in the survey

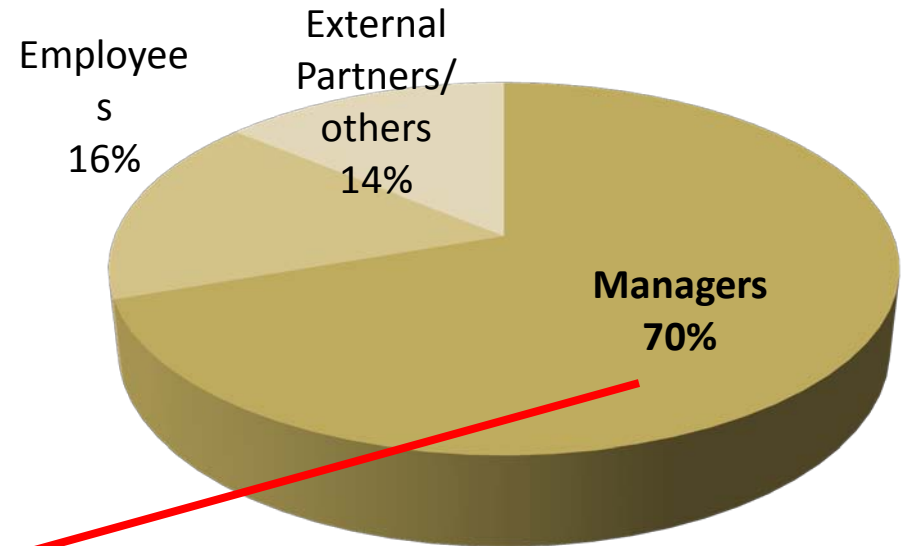


# Respondents – European Survey (%)

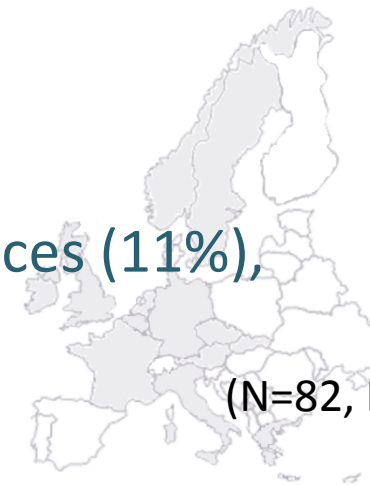
## Size of the organisation



## Position in the company

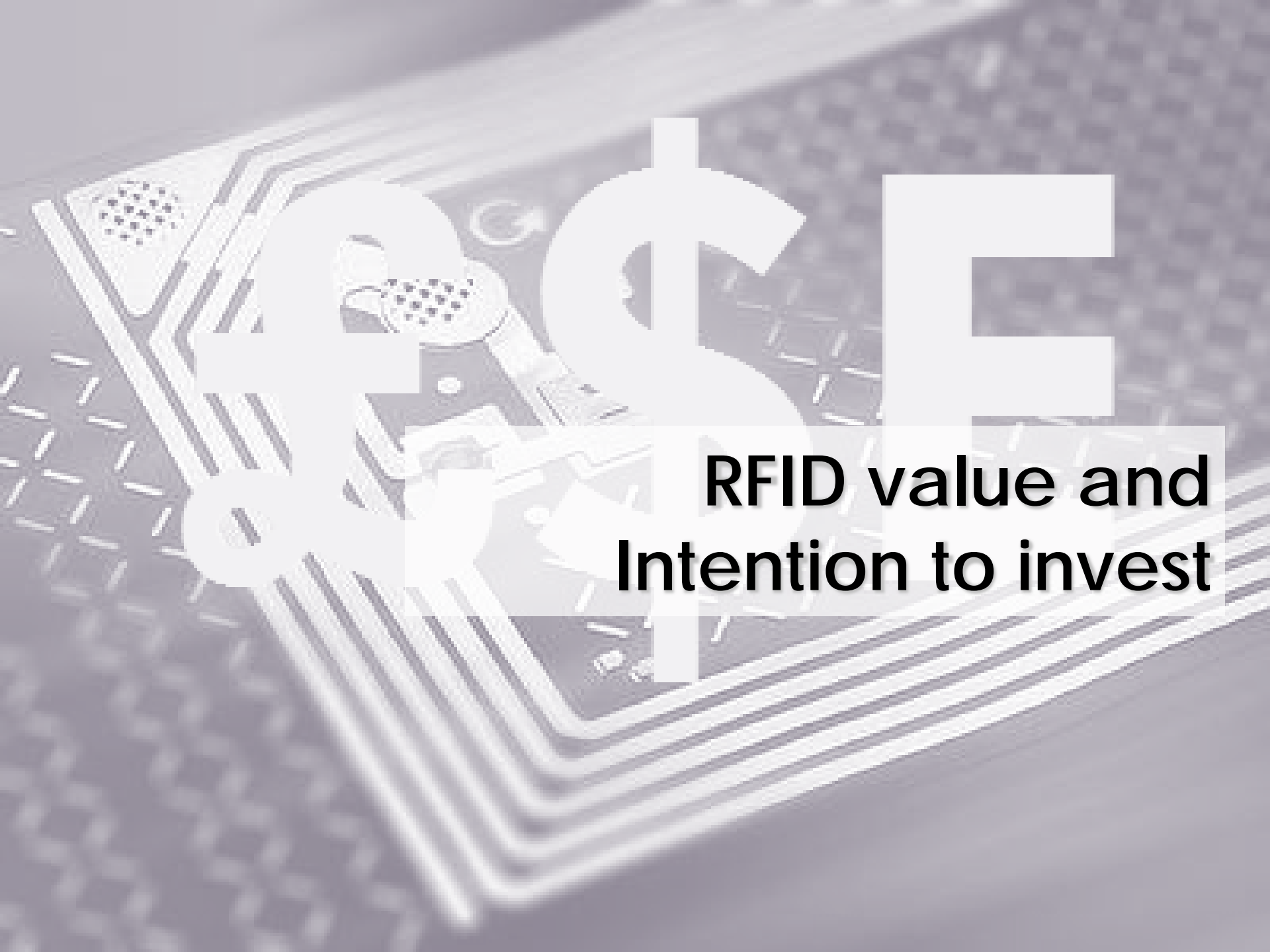


- 20% CEOs/Owners/Directors
- Various industries (IT sector (19%), services (11%), logistics (9%), and retailing (6%))



(N=82, EU)

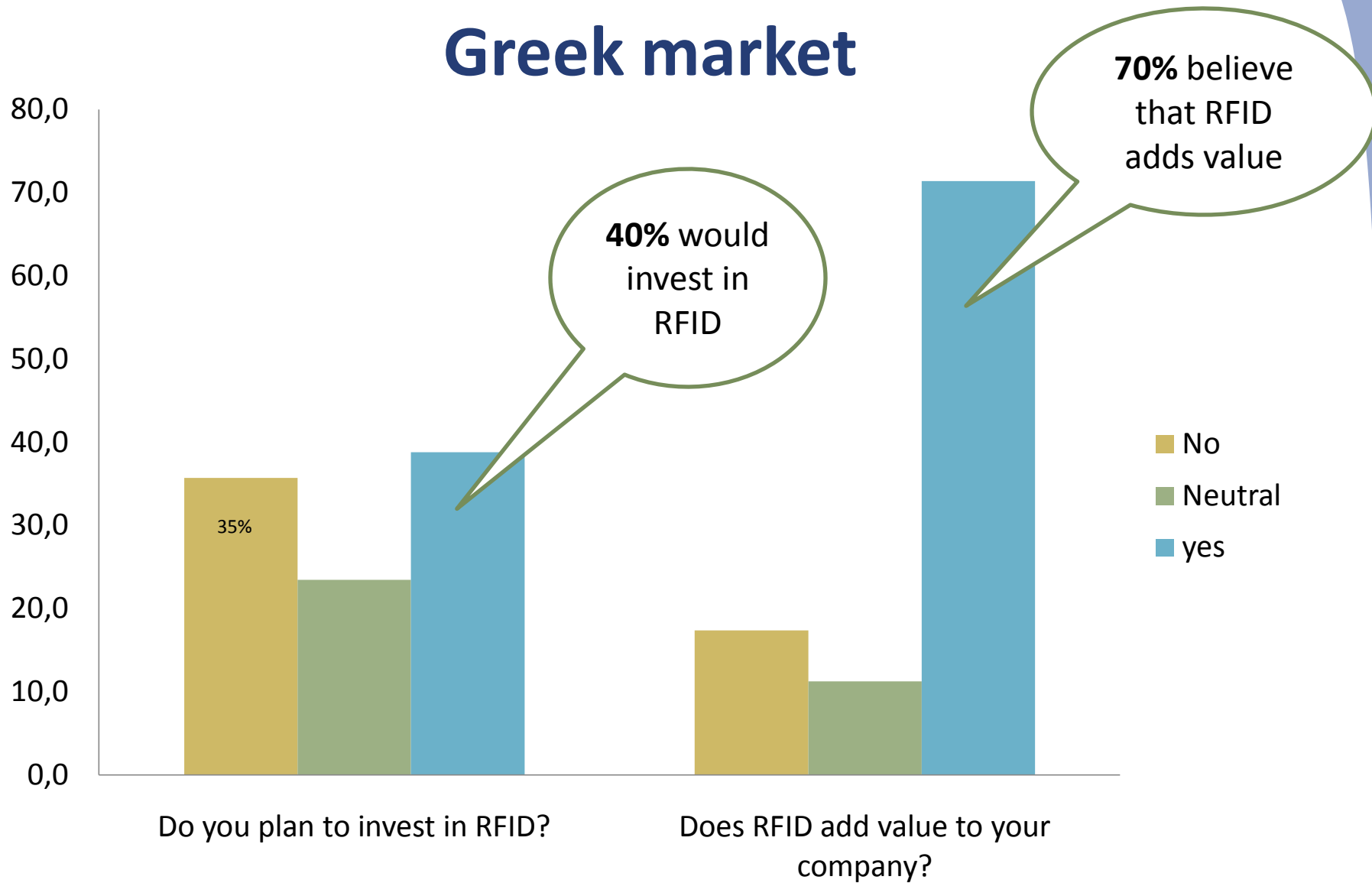




# RFID

**RFID value and  
Intention to invest**

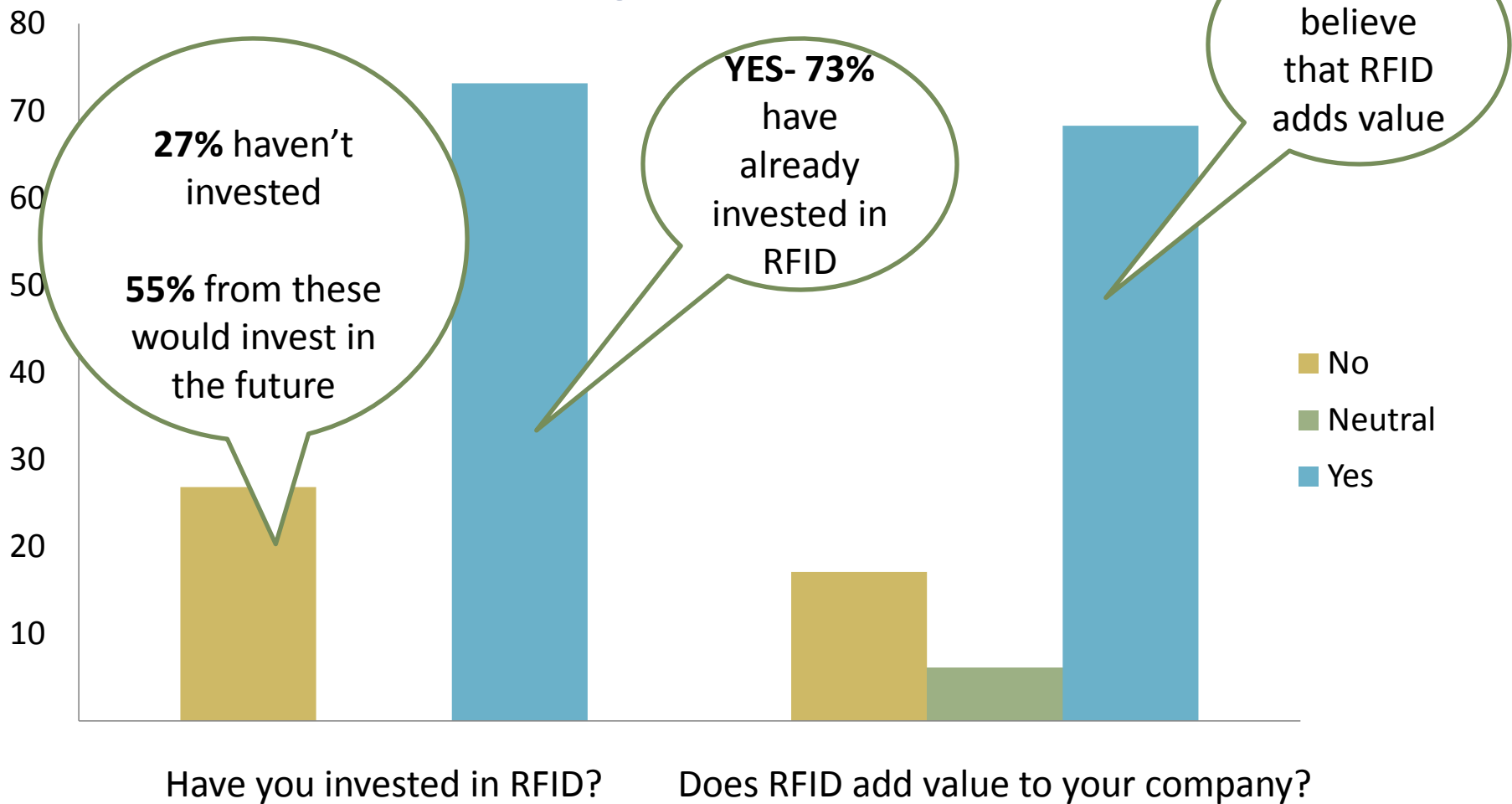
# Intention to invest Greek market



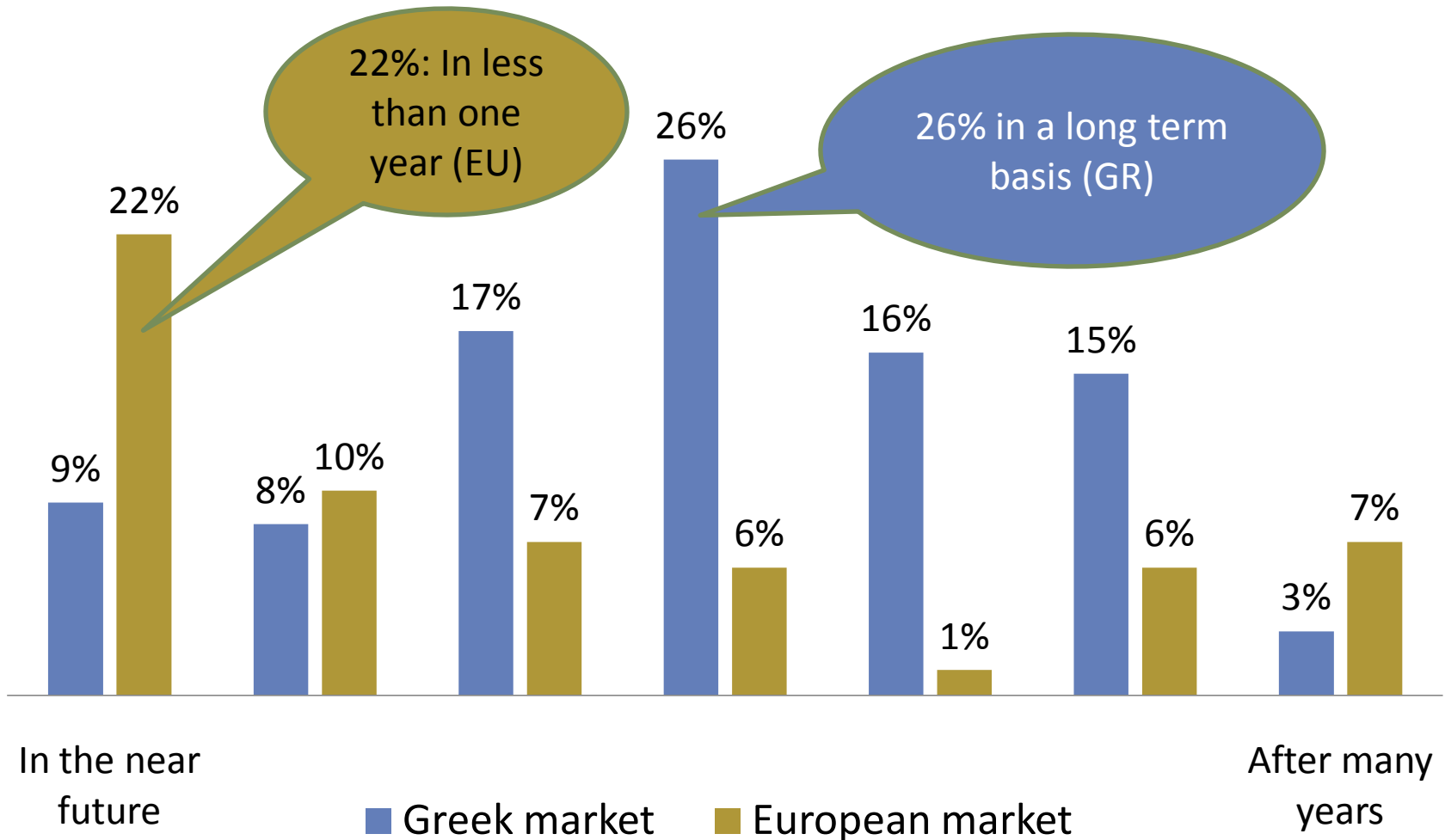
(N=98, GR)

# Investment and intention to invest

## European market



# When do you plan to invest in RFID?





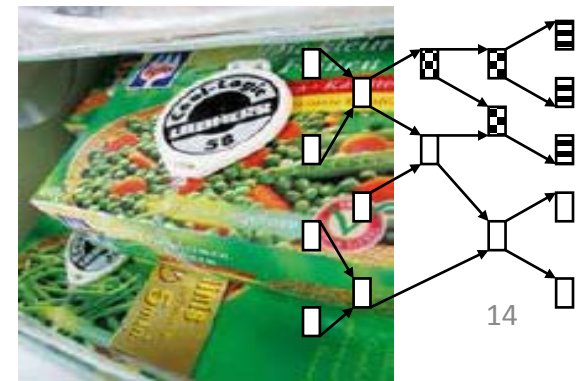
# Investment Status

# Investment status

Has your company deployed or considered to deploy an RFID project? (Please select the application area of the project(s) and the status of deployment)

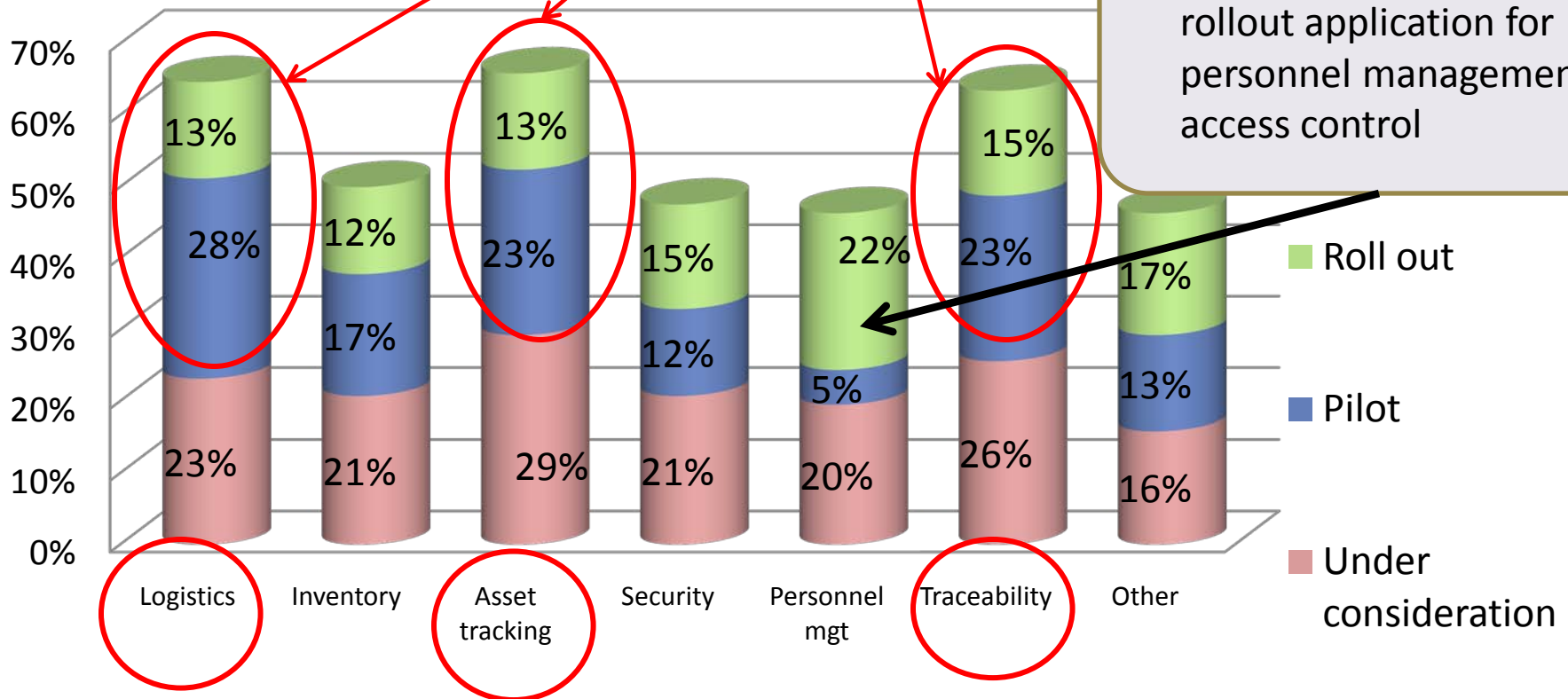
Not applicable      Under consideration      Pilot      Roll out

	Not applicable	Under consideration	Pilot	Roll out
Inbound/Outbound logistics	0	0	0	0
Inventory audit/count	0	0	0	0
Asset tracking	0	0	0	0
Anti-theft control / Security	0	0	0	0
Personnel management	0	0	0	0
Traceability	0	0	0	0
Other	0	0	0	0



# Investment status

At what stage is your company in adopting RFID?



**Supply-chain applications** (in-out bound logistics, asset tracking, traceability) show the **higher adoption**

**40% of the participants** have invested in these RFID applications (a pilot or roll out)

**22% of the participants** have already invested in a rollout application for personnel management/ access control

Roll out

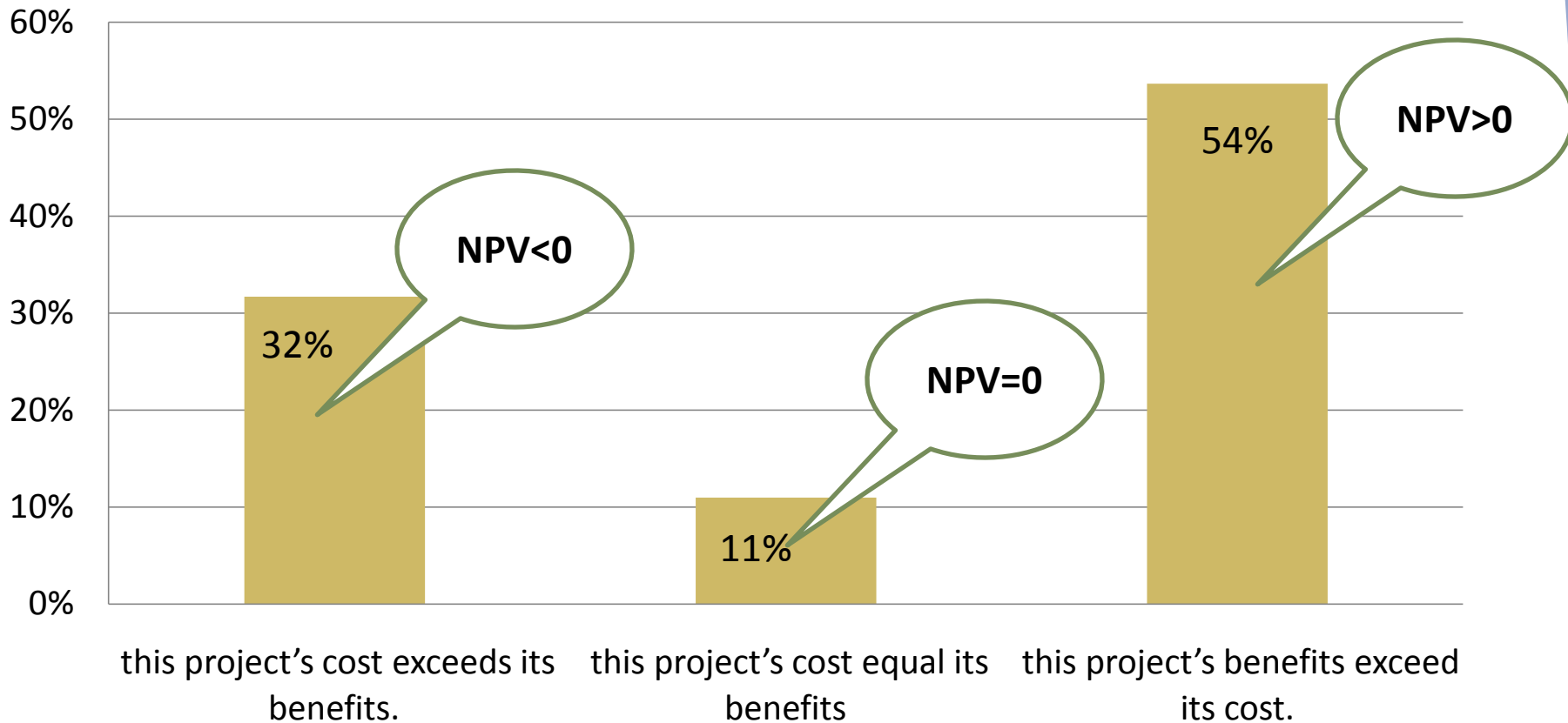
Pilot

Under consideration

(N=82, EU)

# Perceived benefits vs cost of RFID

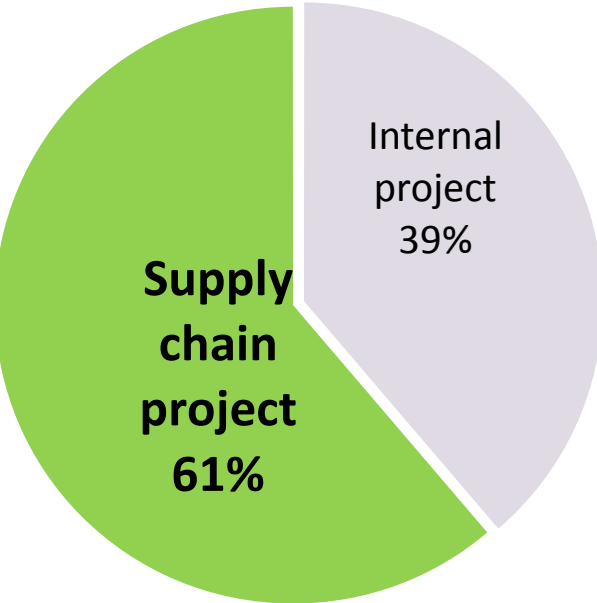
What is the NPV of the RFID project you consider to invest or have already invested?



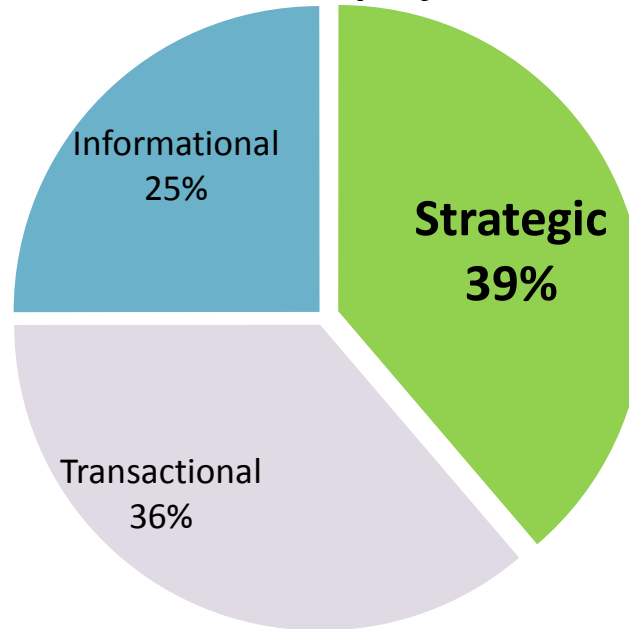


# Scope and Span of RFID Projects

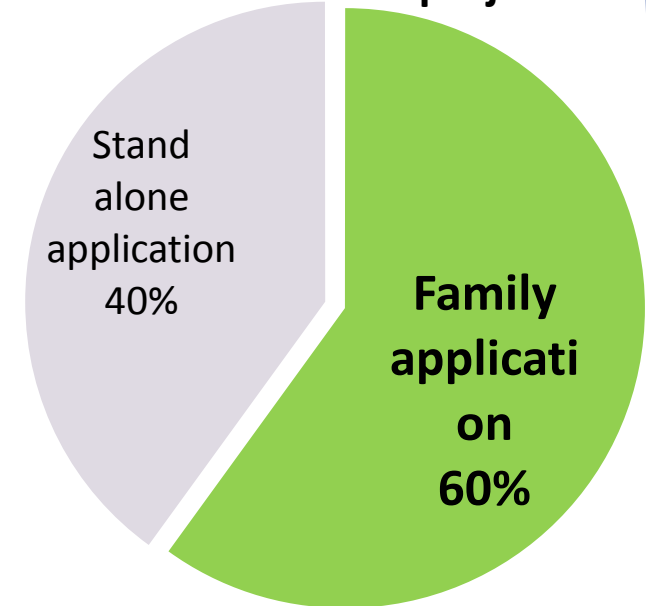
What is the span of the RFID project?



What is the purpose of the RFID project?



What is the scope of the RFID project?

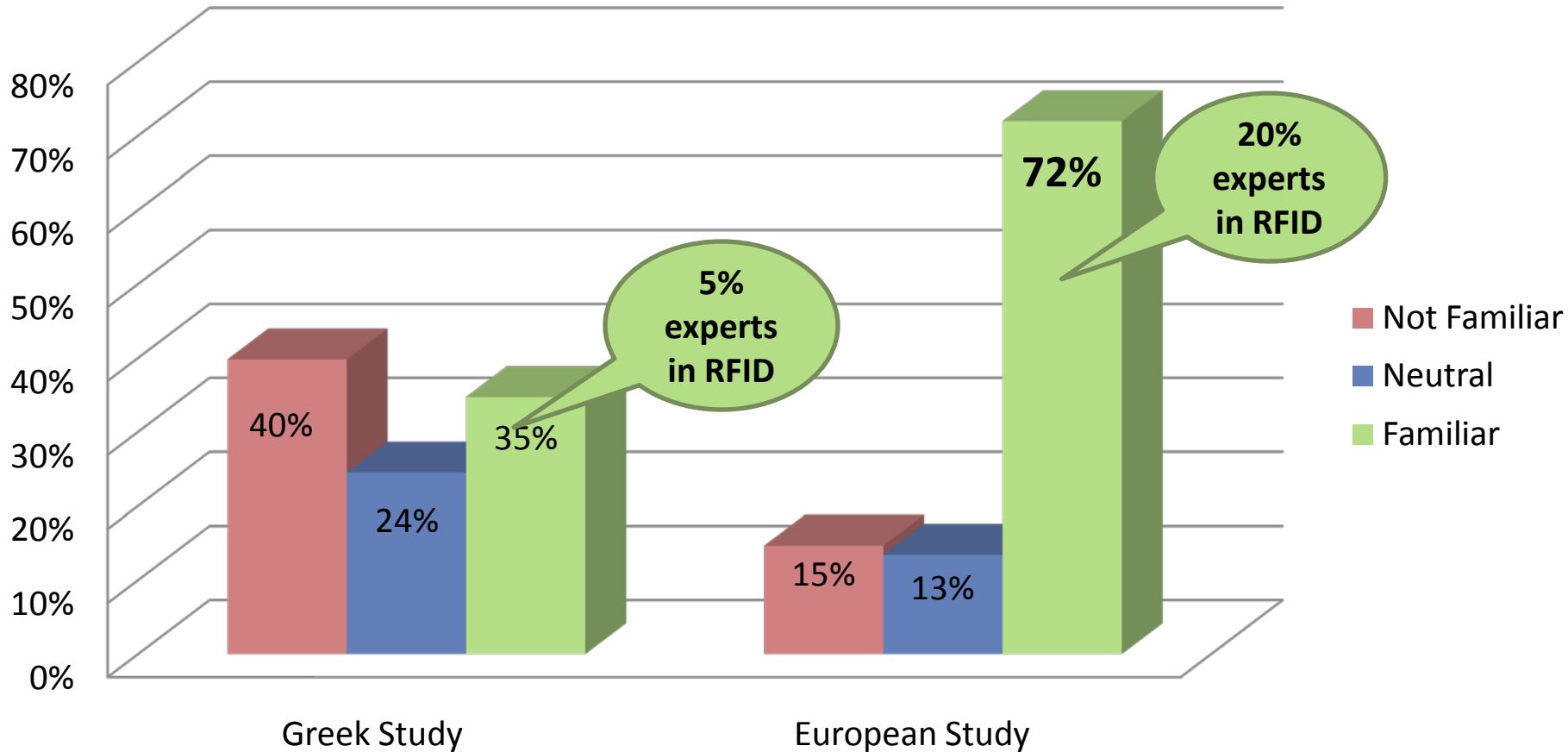




**RFID benefits /barriers**  
**Differences between**  
**Regions**

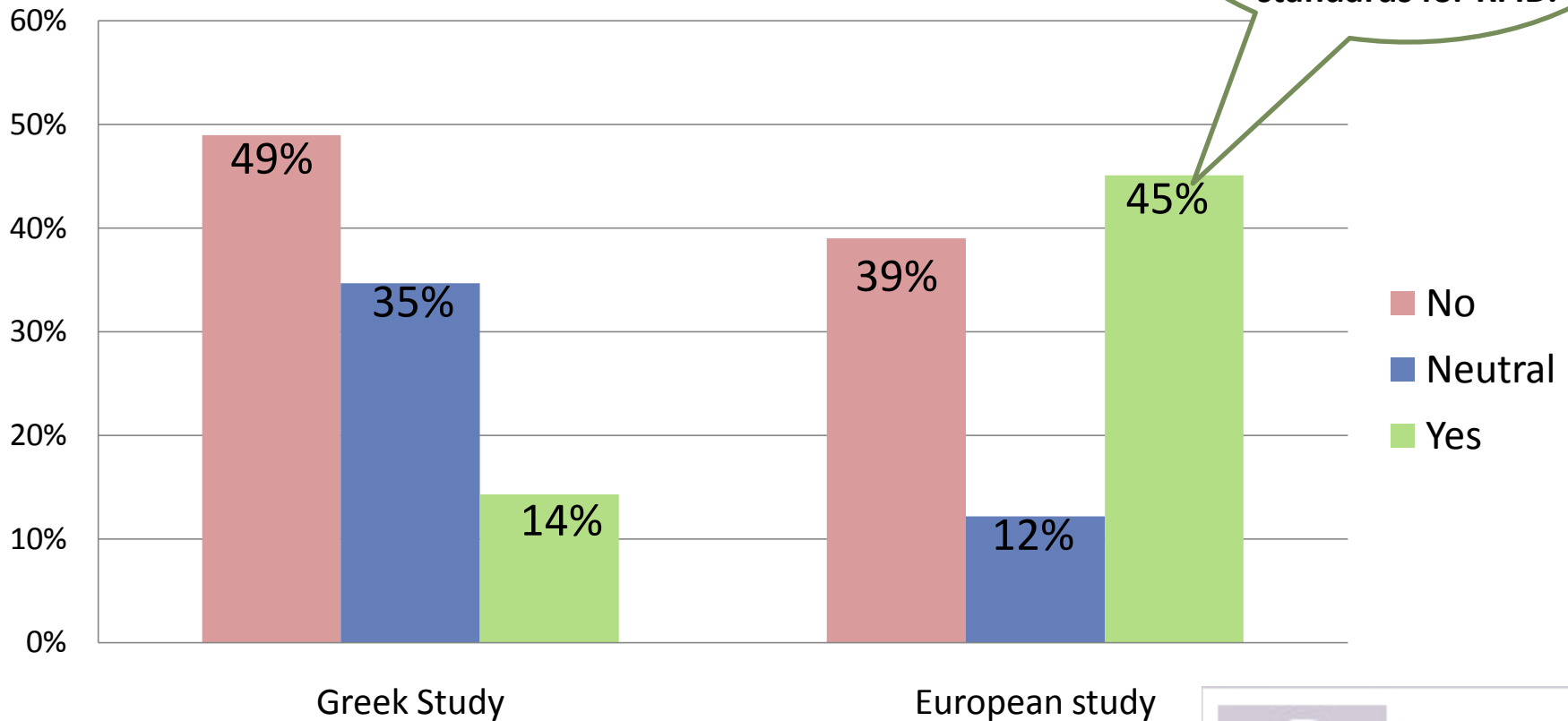
# Familiarity with RFID Technology

How familiar are you with RFID Technology?

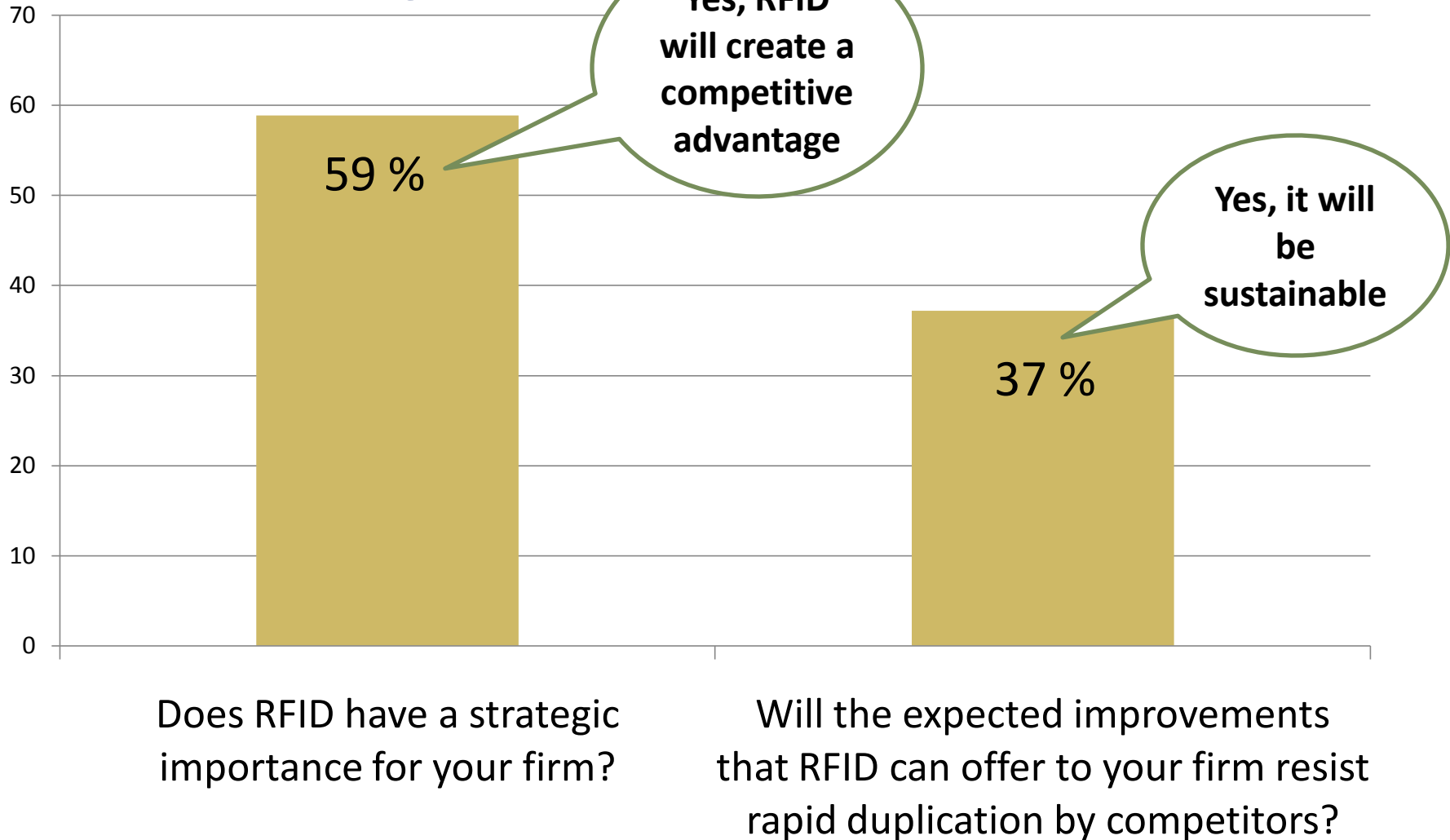


# RFID standards

## Have any standards been established relating to the RFID implementation?

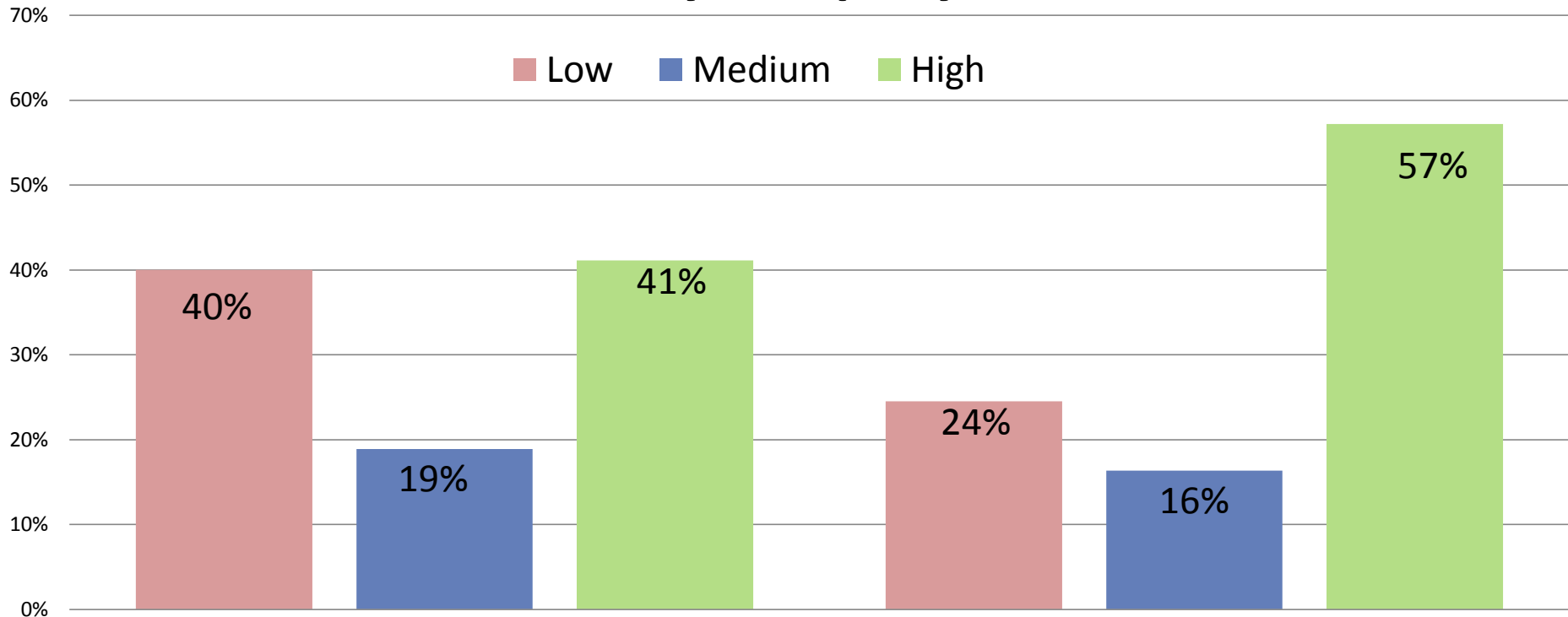


# RFID for competitive advantage and sustainability



# RFID adoption barriers

For my company.....



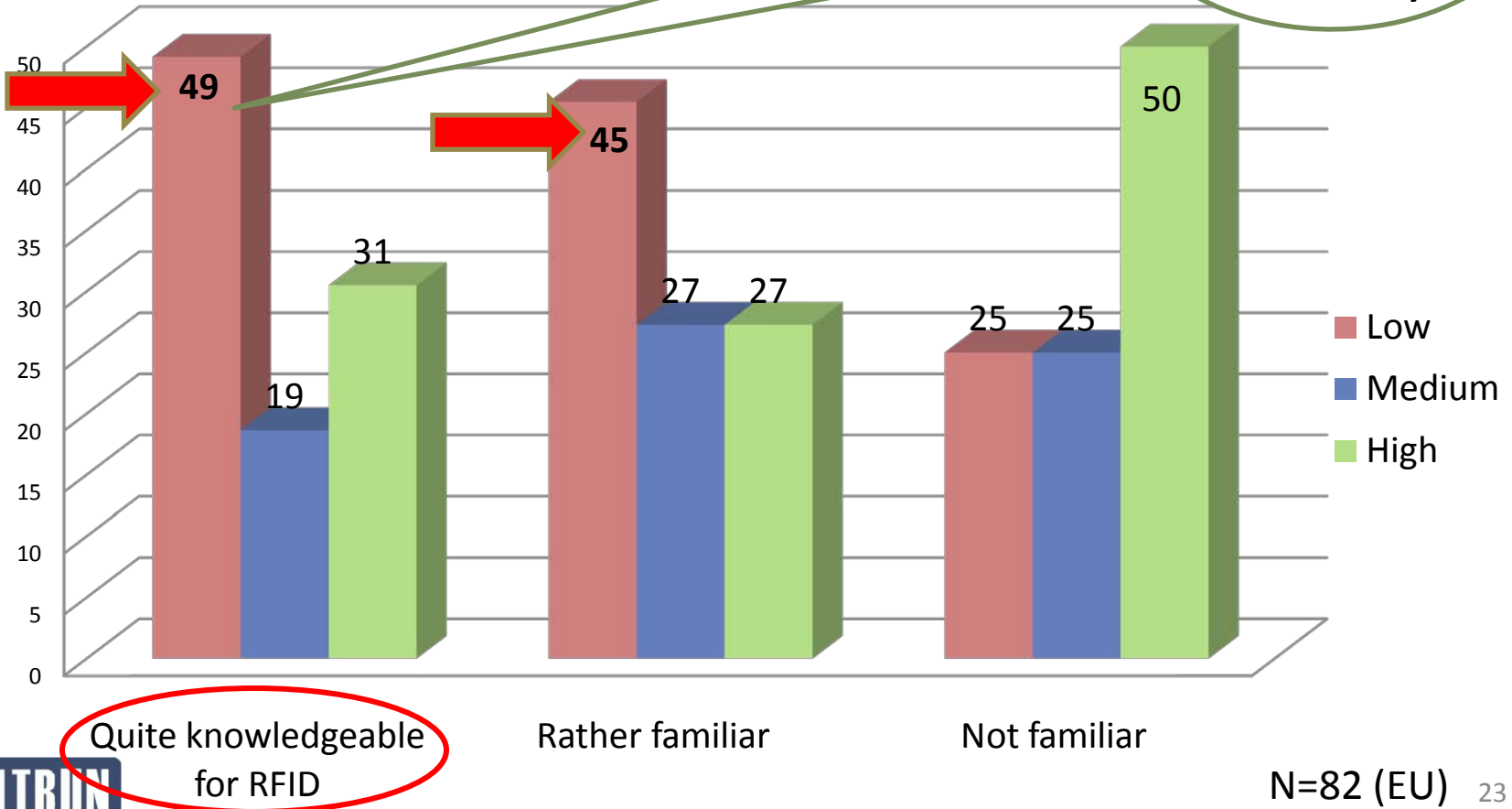
The burden of the required organizational learning and technical knowledge for the adoption of RFID is:

The cost of RFID is:

# Technical uncertainty based on the level of familiarity

The uncertainty regarding how well RFID technology will work during its implementation is: (%)

Those who are quite or very familiar with RFID perceive a low level of uncertainty





# RFID adoption by the market

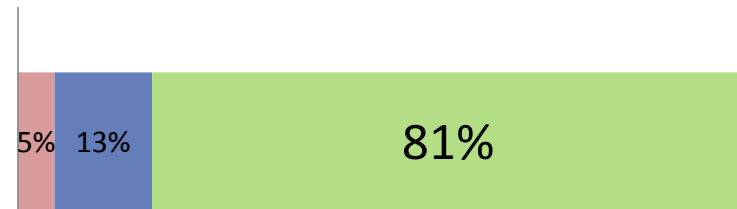


# What is the future of RFID?

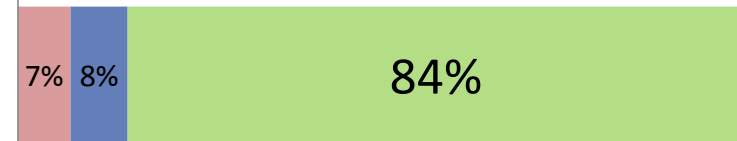
Indicate the degree you agree/disagree with the following sentences.

Disagree Neutral Agree

The potential long-term market demand for RFID is high:



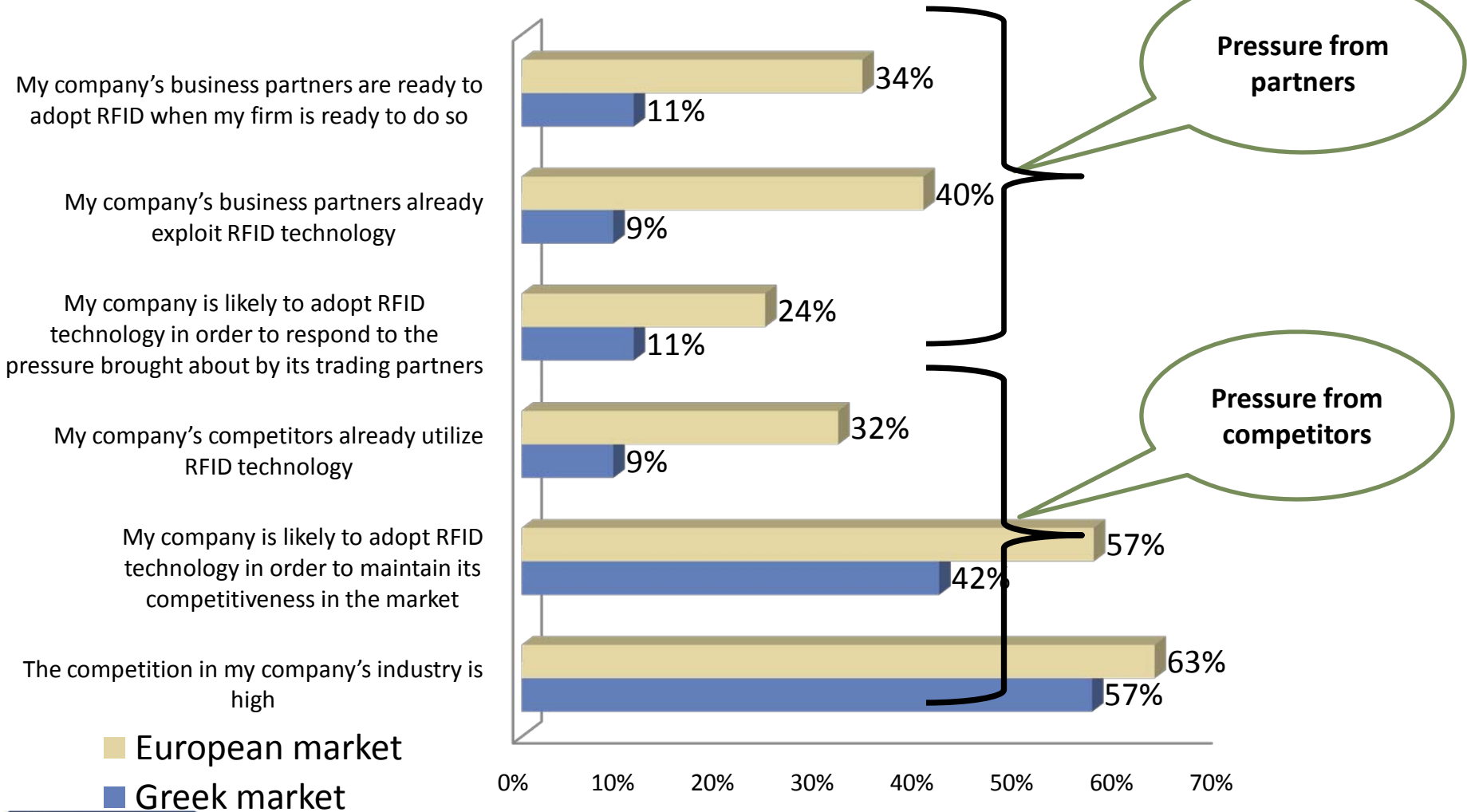
The value of RFID technology will increase as more companies adopt it.



RFID technology is likely to achieve a dominant position and offer substantial performance over other competing automatic identification technologies



# Pressure from competitors and trading partners





## In summary.....

- There is **high investment potential** in RFID technology
- A **high long-term market potential** is anticipated
- The European market is there
- Supply-chain applications (in-out bound logistics, asset tracking, traceability) show the higher adoption
- Less developed markets are also positive but move slower



## In summary.....

RFID trends follow the **same pattern** between the European and the Greek market regarding:

- RFID value and strategic importance
- RFID barriers
- RFID dominance and future demand

There are **differences** between the European and the Greek market regarding:

- Level of RFID familiarity,
- perceptions on the established standards,
- the pressure to implement RFID and
- time to invest



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