

RFID tracking offers benefits for all book industry supply chain parties

Tracking in the book selling industry paper presents RFID tracking system development as a postponement problem offering wider perspectives on the consequences of alternative ways for different RFID implementation. The case is Finnish book industry, but the cost and operational considerations are applicable also for other industries.

According to the interviews and other research done in this project, **supply chain wide implementation of RFID tracking is economically justified**. Attaching RFID tags already in the manufacturing phase is likely to be cheaper than in later parts of supply chain and offers benefits for more companies. However, early placement requires a threshold share of end customers, who are able to exploit the tag in their operations.

RFID technology offers benefits for all supply chain parties, even if the retailers get the biggest benefits. However, changing the place of tracking in the supply chain changes also the cost structure in RFID technology implementation.

The biggest benefits for the bookstores are increased sale, faster receiving of shipments, which also decreases the backroom space needed in bookstores, and faster inventory.

RFID tagging offers publishers better visibility of their product movements and stock levels. Printing houses get benefits from item-level RFID tagging, if some mistakes that require calling books back are revealed.

The benefits of book logistics service provider (LSP) depend on the amount of RFID tagged books that arrive to their facilities. If the books already have an RFID tag when they arrive, the receiving process is considerably faster than with books without RFID tags, also making an inventory is faster. When RFID tags are in every book of shipments to RFID technology using bookstore, the LSP has a possibility to automatically check if there has happened an error when picking the shipment.

Tracking in the book selling industry: Where to attach RFID tags in the supply chain?

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