

## 15.568 – Practical Information Technology Management – Spring 2005

### Class 11: RFID

Our guest will be Prof. Brian Subirana, MIT Sloan School and IESE Business School, Barcelona.

#### Questions and other assignment points:

Download and read the paper:

Subirana, Brian, *et al.* "Measuring the Impact of Information Technology on Value and Productivity using a Process-Based Approach: The case for RFID Technologies" (December 2003). MIT Sloan Working Paper No. 4450-03.

Also read, posted on MIT Server:

Lee, H. *et al.*, "Assessing the Value of RFID/EPC Technology and EPCglobal Standards for Manufacturers", draft EPCglobal, Inc., January 10, 2005

Come to class prepared to answer the following question:

How will the grocery distribution industry be transformed in the next 20 years because of RFID?

In particular, individuals should focus on the following specific questions:

(Janice, Ashvini, Harel):	How will the business model of Peapod.com change?
(John, Jennifer):	What does all this mean for Amazon?
(Jessica, Jose):	What does all this mean for Wal-mart?
(Susie, Adam):	What does all this mean for Fridge manufacturers?
(Armando, Tiffany):	What does all this mean for Wholesale distributors?

NOTE: There are two additional optional articles from CIO Magazine (available on MIT Server) which we recommend to those of you with particular interest in RFID, and particularly the implementation issues:

"The RFID Imperative".

<http://www.cio.com/archive/120103/retail.html>

"Tag, You're Late: Why Wal-Mart's Suppliers Won't Make the January Deadline"

<http://www.cio.com/archive/111504/rfid.html>