



Click Reply™ RFID Layer

@logistics Reply is the Reply group company which offers a complete range of advanced services and solutions in the field of Supply Chain Execution. The services and solutions range from the design and modelling of logistic processes to the planning of turnkey solutions as well as the introduction of the latest technologies in this field.

@logistics Reply has been a leading player in the European market for the last fifteen years, developing web-based warehouse management solutions for companies, large and small, and operating in the automotive, 3PL, grocery, fashion, retail, manufacturing and pharmaceutical industries.

@logistics Reply delivers solutions based on two product lines, Click Reply™ and SideUp Reply™, both are comprehensive products, built to meet the specific industry demands in warehouse management.

To date, more than 300 businesses and over 12.000 users are using and integrating @logistics Reply's solutions into their supply chain logistics to derive significant business value.



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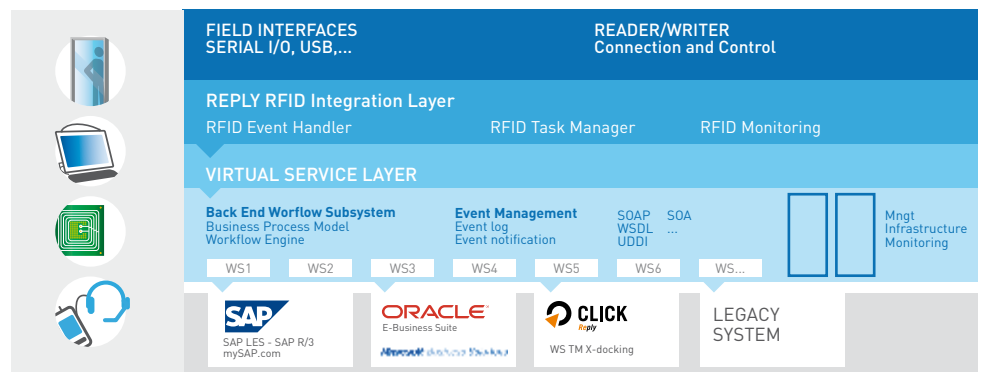
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Supply Chain Management's latest challenge is to integrate end-to-end solutions in order to remove the barriers between suppliers, companies and final customers by developing current models into real Collaborative Networks where the relevance of the correct planning and implementation of Execution components is continuously increasing.

In this scenario, among the Auto-ID (automatic identification) technologies, which include those systems capable of automatically acquiring data identifying objects and persons, the use of RFID (RFID: Radio Frequency IDentification) Labels or Tags is becoming more and more widespread.

The availability of an applications framework for the management of RFID allows for a further step forward: the combination of new wireless and mobile technologies in real-time management of the supply chain. This enables sharing and using RFID tag information on products, pallets or containers, in real-time.

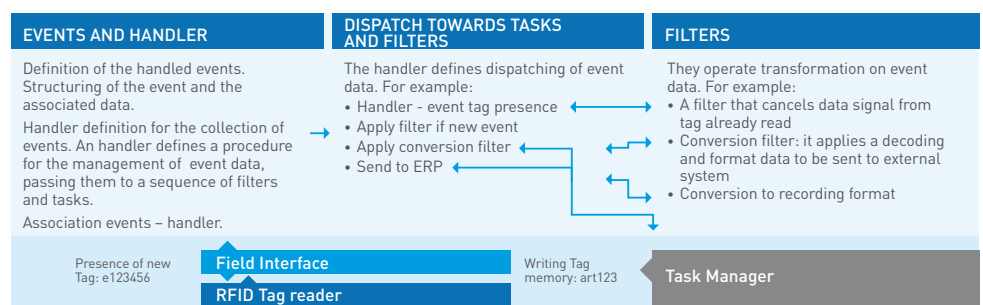
For this reason Click Reply™, Reply's suite for Supply Chain Execution, has been enriched with a new proprietary module called Click Reply™ RFID Layer, capable of managing and easily controlling a wide range of devices that read tags based on RFID technology. The solution architecture, entirely geared towards services and based on open standards, allows integration with both ERP systems and SCE and MES systems.



In particular, Click Reply™ RFID Layer is based on four main components, capable of managing the entire interaction with tag readers and RFID tags: Event Handler, Task Manager, Monitoring e Field Interface.

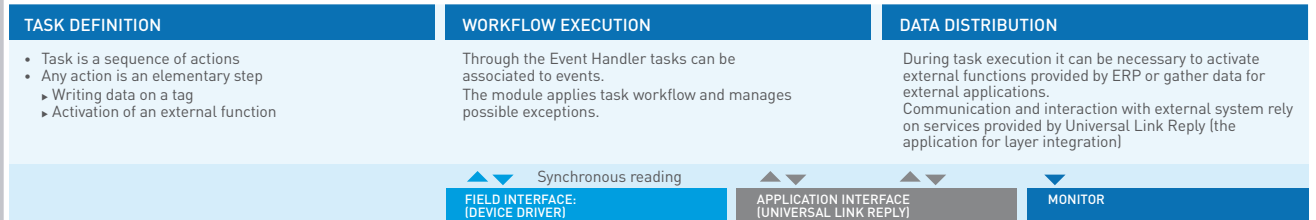
Event Handler - For the management, collection and dispatching of events.

- Defines the events to be managed and the management rules
- Defines the applicable filters on events data
- Dispatches towards tasks and filters



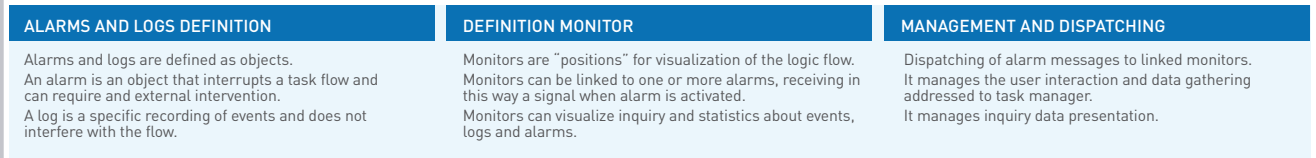
Task Manager – Allows modeling of operational processes, activates and controls the integrated transactional systems.

- Defines the tasks
- Controls the workflow
- Collects data and executes transactions of external systems



Monitoring – Allows the monitoring and management of exceptions and warning alerts.

- Alarms and logs definition
- Monitor definition
- Management and dispatching



Field Interface – Provides the possibility of connecting different tag readers and handles data cleaning.

RFID – Best References

Reply has been among the first companies investing in RFID technology. The target was to present to potential clients a complete and integrated offer ranging from consulting for operational processes improvement, to development of a specific project methodology, up to the definition of an application framework - **Click Reply™ RFID Layer** - able to simplify system integration activities.

Automotive // Spare Parts Management

The Italian branch of one of the main world automotive groups, together with @logistics Reply specialists, has decided to evaluate the introduction of RFID technology into its spare parts management processes. By putting RFID tags on the metal cages used to handle the materials inside the central warehouse, a significant improvement in efficiency and in the tracking of spare parts has been accomplished. After a complete field test aimed at verifying in practice the scenario and the best tag mounting modalities (use of insulating separators for the metal cages, most appropriate positioning), the project has involved the configuration of the new RFID devices and its subsequent integration, based on **Click Reply™ RFID Layer**, with the existing warehouse management system.

Fashion // Product Tracing and Campaign Inventory Management

An Italian fashion group, world leader in the production of jeans, casual clothing and accessories, has decided to implement an RFID pilot system to track product handling, with the aim of guaranteeing its originality and making the process of sample items preparation and shipping safer and more efficient. The project has seen the **Click Reply™ RFID Layer** framework as the engine of the new system: Reply has worked closely with the client to identify the solution that best respond to the client's specific needs in terms of tags (resistance to several subsequent washing and ironing cycles, compatibility with product design and removability after sale), RFID tag readers and to define the right technological and application component capable of guaranteeing the control of 100% of sample items through single item reading during the packing phase of products before shipping.

Healthcare // Installed Base Management

For a multinational company operating in the bio-medical field, Reply has developed a solution based on **Click Reply™ RFID Layer**, for the management of sophisticated sanitary equipment rental to hospitals and nursing homes. In order to guarantee high service quality, complete safety, efficiency and rapidity, the company needs to follow the entire life-cycle of each piece of equipment, certifying the inspections and the sanitary cleaning cycles the appliance is subject to. Reply has developed a value added logistics system, putting on every product a different RFID tag, depending on the treatment carried out. The process progression is constantly monitored, thus reducing the possible errors. The integration with the CRM system also allows real-time updating of the warehouse availability status.

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