

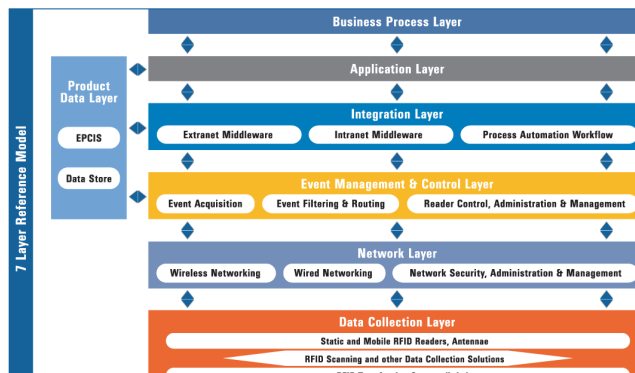
## RFID - Adoption to Competitive Advantage

The key to realizing the benefits of RFID lies in ensuring that enterprises do the right things and do them right. Infosys helps you get more out of your RFID program by ensuring that you do both. We start by helping you identify strategic benefits of employing RFID within your enterprise in the context of your organization's readiness to harness the technology's innovative potential. We identify additional value drivers with transformative potential leveraging complementary technology extensions. We then help you develop the business case and implementation blueprint – and then seamlessly move to the solution construction and implementation phase. The combination of our RFID experience, patent pending service stacks and software components, alliances and execution expertise helps you get more from your RFID investments.

The comfort of experience		Infosys' RFID Consulting and Systems Integration Expertise in Action																																																																																		
<p>Our work with successful RFID initiatives spans multiple industries. We have been involved across the RFID adoption chain, from upfront assessment of RFID potential to architecture and all the way through implementation. The first-hand insights we have gathered about the challenges, opportunities, solution approaches and best practices that ensure your RFID program delivers better and faster results.</p> <table border="1"> <thead> <tr> <th>Adoption Stages</th> <th>Strategy Consulting*</th> <th>Mandate Compliance</th> <th>Information Visibility</th> <th>Process Optimization</th> <th>Competitive Differentiation</th> </tr> </thead> <tbody> <tr> <td>Consumer Electronics OEM</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Photography and Optical Equipment/Supplies Major</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Kids Apparel Supplier</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>Global 3PL Services Major</td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Global Express Cargo and Logistics Major</td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>World's Largest Video Rental Provider</td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>Fresh Produce Producer and Supplier</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Grocery and Pharmacy Retailer</td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td>Discount and Variety Retailer</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>Commercial Aircraft Manufacturing Major</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>European Wholesaler and Retailer</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Global CPG/Pharmacy Company</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table> <p><small>* Includes Technology and Business Strategies</small></p>		Adoption Stages	Strategy Consulting*	Mandate Compliance	Information Visibility	Process Optimization	Competitive Differentiation	Consumer Electronics OEM	✓	✓				Photography and Optical Equipment/Supplies Major		✓	✓	✓		Kids Apparel Supplier	✓	✓		✓		Global 3PL Services Major	✓			✓	✓	Global Express Cargo and Logistics Major	✓			✓		World's Largest Video Rental Provider	✓			✓		Fresh Produce Producer and Supplier		✓	✓	✓		Grocery and Pharmacy Retailer	✓				✓	Discount and Variety Retailer	✓		✓			Commercial Aircraft Manufacturing Major	✓		✓	✓		European Wholesaler and Retailer	✓					Global CPG/Pharmacy Company	✓		✓	✓	✓	<ul style="list-style-type: none"> <li>Infosys conceptualized and deployed an integrated RFID solution for Inbound Logistics Automation and Supplier Integration for a European Aerospace Major. With built in support for SAP AII, our solution stack for device management enabled easy integration with SAP and other legacy enterprise systems. In addition to operational efficiency benefits, enhanced visibility enabled by partner integration is expected to increase predictability in the overall process.</li> <li>To alleviate a supply chain visibility challenge with significant financial implications, Infosys developed a convergent technology solution providing anytime anywhere real time visibility for a Fortune 50 CPG/ Pharma company. With innovative wireless smart cabinets deployed in points of consumption, the client's replenishment planning and logistics process in its medical devices division was enhanced multi-fold.</li> <li>A leading Grocery Chain in North America relied on Infosys RFID strategy consulting services for business value discovery, technology assessment and the development of an adoption strategy. Leveraging the solution's service stacks and frameworks, key opportunities for RFID enabled value creation were identified and business process improvements were detailed leading to the development of a comprehensive adoption roadmap.</li> <li>Infosys automated operations in a large multi-level vehicle parking lot with a complex yet cost-effective solution that leverages UHF RFID and a sensor network. The solution's device management and decision making engine seamlessly orchestrates process interactions amongst UHF RFID readers, HID proximity readers, magnetic/optical sensors and electromechanical devices.</li> </ul>				
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<p><i>“When considering RFID solutions, Infosys’ approach is a great match. The Infosys RFID solution helps us look beyond the current mandate for compliance and creates a roadmap for the company. We are confident that this customized solution will not only help us to comply with Wal-Mart’s directive, but it will also help us transform a cost driven initiative into a competitive differentiator”</i></p> <p>Kevin Downs, Chief Technology Officer, Kids HQ</p>																																																																																				

## Big picture approach improves alignment between business and technology

The success of your RFID program depends as much on selecting the right processes within your value chain as on effective technology selection and efficient implementation. Our phased approach is specifically designed to help you in identifying and mitigating risk around process, technology adoption and implementation that could derail your RFID program. Infosys' RFID reference model illustrates how various component "layers" need to come together to realize the benefits that RFID can deliver and is a useful lexicon for communication between business and technology stakeholders.



Infosys Predictability	Infosys' RFID Solutions Practice
<p>The cost of unpredictability in IT enabled business solutions is very high. Infosys Predictability ensures that you sleep well at night by giving you:</p> <ul style="list-style-type: none"> <li>• Predictability of transparency</li> <li>• Predictability of delivery</li> <li>• Predictability of commitment</li> <li>• Predictability of performance</li> </ul> <p>By combining technology, tools, methodologies, processes, knowledge management, business insights and deep-rooted organizational values, we deliver not just solutions, but also peace of mind.</p>	<p>Infosys has a dedicated solutions practice for RFID with a team of technology and industry experts. Serving multiple industry verticals globally, the practice has established leadership through innovative solutions for marquee customers. An early member of EPC Global Inc, Infosys fosters industry adoption through participation in standards development, thought leadership and extensive R&amp;D in our labs in Plano TX and Bangalore India. The comprehensive solution combined with global systems integration capabilities and a strong ecosystem of hardware and software partners enables an end-to-end service offering. The unique combination of technology innovation and industry expertise helps maximise your returns on RFID investments</p>

When combined with our RFID offering, the following services can help your enterprise realize greater competitive benefits.

<h3>Business Consulting</h3> <p>Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses &amp; projects structured around beating the competition.</p>	<h3>Business Intelligence</h3> <p>As data volumes grow, extracting knowledge from the data will be a challenge. Our business intelligence solution is designed to deliver that power to you enhancing your customers' experiences, by designing real-time data warehouses</p>	<h3>Technology Consulting</h3> <p>We work with you to architect, develop and implement solutions that help you leverage technology to enable business strategy. Our solutions help you make your IT more effective and better aligned to your business.</p>	<h3>Enterprise Application Integration</h3> <p>Make the whole of your IT applications much greater than the sum of its parts. Infosys can leverage the Global Delivery Model (GDM) to deliver immediate and dramatic productivity growth like no one else can.</p>
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For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

### About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit [www.infosys.com](http://www.infosys.com).