

Table of Contents

List of Figures and Tables	VII
Foreword	
Who Invented the EPC? <i>by Kevin Ashton</i>	XI
A Large-Scale Effort <i>by Sanjay Sarma</i>	XV
Preface	XXIII

Part I: Introduction

Chapter 1	The Emergence of a New Key Technology	3
Chapter 2	Hardware: RFID Tags and Readers	15
Chapter 3	Infrastructure: EPCglobal Network	29
Chapter 4	Data: What, When, and Where?	41

Part II: Leveraging the Supply Chain: Case Studies

Chapter 5	Warehousing: Improving Customer Service	49
Chapter 6	Maintenance: Service Parts Inventory Management	59
Chapter 7	Pharmaceuticals: Preventing Counterfeits	71
Chapter 8	Medical Devices: Smart Healthcare Infrastructure	109
Chapter 9	Agriculture: Animal Tracking	119
Chapter 10	Food: Dynamic Expiration Dates	127
Chapter 11	Retailing: Theft Prevention	135
Chapter 12	Defense: Improving Security and Efficiency	159

Part III: Creating Business Value

Chapter 13	The Role of Data in Enterprise Resource Planning	177
Chapter 14	Building a Business Case for the EPCglobal Network	187
Chapter 15	Enhancing Revenue Using the EPC	199
Chapter 16	Outlook: Navigating the Sea of Data	229

Notes	249
Glossary	283