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Market Research Proposal

RFID BUSINESS PLANNING SERVICE:

2010-2014 OPPORTUNITY AND REQUIREMENTS ANALYSIS

AutoID & Transaction Automation Practice

August 2010

VDC Market Brief:***RFID Business Planning Service
2010-2014 Opportunity and Requirements Analysis***

The RFID market did not contract despite the recession. And while growth slowed materially, it is expected to return to its strong, recent historical growth rates within a few years – perhaps as early as 2012.

In fact, the next 3-5 years is expected to provide some of the most exciting opportunities for a market that has continually underperformed. VDC recognizes that suppliers are struggling to develop and maintain a solid, profitable base of business in the evolving RFID markets.

VDC's *RFID Business Planning Service* provides validated quantitative and qualitative data to support suppliers' efforts to identify their best fit technical, vertical, application and account type market opportunities. This service provides objective insight into the direction of all of the important RFID market segments and serves as a valuable planning tool for companies to make sound, well-informed investment decisions, including:

- Discovering real opportunities for green and brown-field markets as well as the now- and near-term strategies for accessing and securing these opportunities.
- Insuring immediate and persistent alignment of product and service portfolios with rapidly changing market requirements and preferences.
- Developing accurate, detailed, actionable understanding of their position in key technical and commercial value chains – and enabling clients to partner with the right enabling technology, integration, distribution and support providers.

RESEARCH SUMMARY

Clients of the *RFID Business Planning Service* are provided with information and insights through an extensive and robust schedule of research, including:

- In-depth analysis of global market demand for RFID and related solutions (hardware, software and professional services) with detailed market definitions and segmentations including: core technologies, applications, and vertical markets.
- Conservative, granular market estimates and forecasts for RFID and related solutions (hardware, software and professional services).
- Customers' and evaluators' technical and commercial requirements and preferences from enterprise and government end-users and evaluators from a broad range of vertical markets and account size tiers.
- Detailed channel analysis of the structure of the global RFID and related solution supplier community, including leading and emerging supplier market share, position, direction and profiles.
- Industry structure and analysis of RFID and related solutions (hardware, software and professional services), suppliers, including market share, position and profiles.
- Discussion of key issues, forces and trends driving and restraining market growth and development, including opportunities and requirements for suppliers to grow share and profit.

RESEARCH CONTENTS

MARKET COVERAGE

The *RFID Business Planning Service* provides coverage of the following products, vertical markets, applications and geographic regions below:

TECHNOLOGIES

- RFID TRANSPONDERS (transponder ICs, inlets/inlays, finished transponders)
- RFID READERS (finished reader/interrogators, Modules, reader ICs/DSPs)
- RFID PRINTER/ENCODERS AND APPLICATORS
- RFID Middleware and Edgware (data/device monitoring and mgmt., application development)
- RFID Professional Service (integration/ installation, support/ maintenance, training, other)
- Contactless Smartcard and RFID Ticketing Systems (Contactless smartcards and tickets, ISO segmentations, primary applications)

VERTICAL MARKETS

- Automotive
- Commercial Services
- CPG Supply Chain
- Electronics
- Government
- Health Care
- Pharmaceutical
- Retail
- Transportation/Distribution

APPLICATION MARKETS

- Animal Tracking
- Baggage Handling
- POS
- Rental Item Tracking
- RTLS and Asset Management
- Security/Access Control
- Sensing and Monitoring
- Shop-Floor Automation
- Supply Chain Management
- Ticketing
- Toll Collection
- Other

GEOGRAPHIC REGIONS

- Americas (*North and South America*)
- EMEA (*Europe, Middle East and Africa*)
- Asia-Pacific

RESEARCH CONTENTS

A summary of each volume's coverage is listed below.

TRACK 1: RFID TECHNICAL VOLUMES

VOLUME 1: Transponders, Transponder ICs and Inlays

VOLUME 2: Readers and Reader Modules

VOLUME 3: Printer/Encoders

VOLUME 4: Contactless Smartcard Solutions

VOLUME 5: EPC UHF Solutions

VOLUME 6: RFID Software and Services

TRACK 2: RFID VERTICAL MARKETS & APPLICATIONS VOLUMES

VOLUME 1: RFID Market Drivers and Customer Requirements, End-User Analysis

VOLUME 2: RFID Vertical Markets Databook

VOLUME 3: RFID Applications Databook

VOLUME 4: Asset Management Market Opportunity Assessment

VOLUME 5: Supply Chain Management Market Opportunity Assessment

RFID INDUSTRY OVERVIEW

TRACK 1: RFID TECHNICAL VOLUMES

This track is designed to provide a comprehensive analysis of the RFID solutions markets for all primary RFID hardware, software, and services.

Volumes 1-4: RFID Technologies

Volumes 1-4 will provide detailed market definitions, segmentations, estimates and forecasts, competitive shares, and in-depth profiles for the technology under study. Each technical volume is provided in PowerPoint with accompanying estimates and forecasts in Excel. Below is an outline of the PowerPoint presentation:

EXECUTIVE SUMMARY

SCOPE AND METHODOLOGY

MARKET ESTIMATES AND FORECASTS

- Base year/forecast period:
 - 2009 Estimated Revenue, Units and AFSPs
 - 2010-2014 forecasted Supplier Revenue, Unit and AFSPs
- Market estimates and forecasts segmented (where appropriate) by product types, geographic region, vertical markets, and application.

COMPETITIVE LANDSCAPE

- Global 2009 market share estimates by product category with additional segmentation by region. (Note: Supplier shares are not provided for vertical markets and applications).
- Market trends driving opportunities and differentiation.
- Profiles of share and emerging leaders. Vendor profiles include revenue segmented by product segment, geographic region, and vertical markets, as well as base year activities, strategies, and outlook. Profiles are included with each technical volume and are not provided with Track 2 volumes.

SUMMARY OBSERVATIONS AND RECOMMENDATIONS

Each supply-side volume will include Summary Observations and Recommendations in which VDC explores the implications of its analysis, highlighting growth opportunities for suppliers to consider.

Volume 5: EPC UHF Solutions

Volume 5 will provide detailed market definitions, segmentations, estimates and forecasts, competitive shares and profiles, and end user requirements and preferences for EPC UHF RFID solutions. The volume is provided in PowerPoint with accompanying estimates and forecasts in Excel. Below is an outline of the PowerPoint presentation:

EXECUTIVE SUMMARY

SCOPE AND METHODOLOGY

MARKET ESTIMATES AND FORECASTS

- Base year/forecast period:
 - 2009 Estimated Revenue, Units and AFSPs
 - 2010-2014 forecasted Supplier Revenue, Unit and AFSPs
- Market estimates and forecasts segmented (where appropriate) by product types, geographic region, vertical markets, and application.

COMPETITIVE LANDSCAPE

- Global 2009 market share estimates by product category with additional segmentation by region. (Note: Supplier shares are not provided for vertical markets and applications).
- Market trends driving opportunities and differentiation.
- Profiles of share and emerging leaders. Vendor profiles include revenue segmented by product segment, geographic region, and vertical markets, as well as base year activities, strategies, and outlook.

END USER REQUIREMENTS AND PREFERENCES

- Adoption and deployment trends
- ROI and benefit metrics
- Growth drivers/threats
- Current and planned expenditures

SUMMARY OBSERVATIONS AND RECOMMENDATIONS

This volume will include Summary Observations and Recommendations in which VDC explores the implications of its analysis, highlighting growth opportunities for suppliers to consider.

Volume 6: RFID Software & Services

Volume 6 will provide a summary of all primary RFID hardware, and a focused view of primary RFID software, and services, including market definitions, segmentations, estimates and forecasts, competitive analysis and market trending shaping demand for RFID solutions across all major market segments. The volume is provided in PowerPoint with accompanying estimates and forecasts in Excel. Below is an outline of the PowerPoint presentation:

*EXECUTIVE SUMMARY**SCOPE AND METHODOLOGY**MARKET ESTIMATES AND FORECASTS*

- Base year/forecast period:
 - 2009 Estimated Revenue, Units and AFSPs
 - 2010-2014 forecasted Supplier Revenue, Unit and AFSPs
- Market estimates and forecasts segmented (where appropriate) by offering categories, geographic region, vertical markets, and application.

COMPETITIVE LANDSCAPE

- 2009 global and regional market share estimates by offering category. (Note: Supplier shares are not provided for vertical markets and applications).
- Market trends driving opportunities and differentiation.

END USER REQUIREMENTS AND PREFERENCES

- Adoption and deployment trends
- Growth drivers/threats
- Current and planned expenditures

SUMMARY OBSERVATIONS AND RECOMMENDATIONS

This volume will include Summary Observations and Recommendations in which VDC explores the implications of its analysis, highlighting growth opportunities for suppliers to consider.

TRACK 2: RFID VERTICAL MARKETS & APPLICATIONS VOLUMES

This track is designed to provide analyses on the primary RFID vertical markets and applications, providing perspectives on select applications as well as the overall industry.

Volume 1: RFID Market Drivers & Customer Requirements, End-User Analysis

Volume 1 focuses on critical issues facing enterprises deploying RFID solutions. This analysis will explore what current users have experienced, what potential users and thinking and how these perspectives are shaping demand in 2010 through 2014.

*MARKET DEFINITION AND SEGMENTATION**DEMOGRAPHICS OF END-USER RESPONDENTS**TECHNOLOGY USAGE TRENDS*

- Use requirements and satisfaction with currently deployed solutions
- Installation trends
- Emerging technology receptivity and adoption plans
- ROI requirements
- Growth drivers and threats
- Technology replacement cycles
- Solution proliferation

CURRENT AND PLANNED EQUIPMENT EXPENDITURES

- Vendor and product selection criteria
- Purchasing Trends
 - Current and planned expenditures by product type
 - Budget allocation by product type
 - Location and title of primary decision maker
 - Sources of information referenced

Volume 2: RFID Vertical Markets Databook, and Volume 3: RFID Applications Databook

Volumes 2-3 will provide an overview of market definitions, segmentations, estimates and forecasts, and end user requirements and preferences for major RFID applications and vertical markets. One volume presents findings in application contexts, the other in vertical market contexts. Each volume is provided in PowerPoint with accompanying estimates and forecasts in Excel. Below is an outline of the PowerPoint presentation:

*EXECUTIVE SUMMARY**SCOPE AND METHODOLOGY*

MARKET ESTIMATES AND FORECASTS

- Base year/forecast period:
 - 2009 Estimated Revenue, Units and AFSPs
 - 2010-2014 forecasted Supplier Revenue, Unit and AFSPs
- Market estimates and forecasts [revenues] segmented (where appropriate) by product types, geographic region, vertical markets, and application.

REQUIREMENTS, PREFERENCES AND PLANS

- Primary investment drivers and targeted pain points influencing RFID deployment
- Product and solution selection criteria
- Solution and source selection criteria

EXPECTATIONS

Each application/vertical market volume will include market expectations in which VDC explores the implications of its analysis, highlighting growth opportunities for suppliers to consider.

**Volume 4: Asset Management, and
Volume 5: Supply Chain Management
Market Opportunity Assessment**

RFID is increasingly being positioned as both a complimentary and a disruptive technology; however, two application markets continue to garner a significant amount of attention from the RFID community and related media – supply chain and asset management. Long considered to be a core opportunity for most RFID solution suppliers, these two markets are rapidly approaching adoption-related tipping points as RFID's value proposition continues to evolve and be proven and the technology becomes more core to the enterprise. Volume 4 (Asset Management) and Volume 5 (Supply Chain Management) provide a more focused application analysis.

In many ways, these volumes will take off where Volumes 2 and 3 end, and provide clients with detail assessments of these opportunities, with more granularity, strategic alternatives for consideration and tactical prescription.

In addition to the analyses above, these volumes will also include the following coverage:

- Market estimates and forecasts for all RFID technologies, products and services associated with the application.
- Segmentation by frequencies, regions and vertical markets
- End Users requirements and preferences, including adoption and deployment trends, ROI requirements, growth drivers/threats, and current and planned expenditures.
- Unique elements of the technical and commercial value chains serving these markets
- Key success criteria

RFID INDUSTRY OVERVIEW

This is an overview of all RFID technologies, products and services. The Overview will provide high-level market definitions, estimates and forecasts (where applicable) for RFID solutions by the following segments:

- Products & Services
- Frequencies
- Regions
- Vertical Markets
- Applications
- Channels

CUSTOM RESEARCH

VDC Research enables its customers the ability to customize their research packages, based on their specific needs and requirements.

Customers can request specific data and analysis from any or all of the topics covered in the RFID Business Planning Service. Pricing for custom research will be provided on a case-by-case basis. Discounting is available when purchased with any volume of the service.

RESEARCH SCHEDULE AND DELIVERABLES

TRACK 1: RFID TECHNICAL VOLUMES

Volume 1: Transponders, Transponder ICs, and Inlays Available Now
 Volume 2: Readers and Reader Modules Available Now
 Volume 3: Printer/Encoders..... Call for details
 Volume 4: Contactless Smartcard Solutions Call for details
 Volume 5: EPC UHF Solutions.....September 2010
 Volume 6: RFID Software and Services Call for details

TRACK 2: RFID VERTICAL MARKETS & APPLICATIONS VOLUMES

Volume 1: RFID Market Drivers and Customer Requirements, End-User AnalysisSeptember 2010
 Volume 2: RFID Vertical Markets Databook.....September 2010
 Volume 3: RFID Applications DatabookSeptember 2010
 Volume 4: Asset Management Market Opportunity Assessment.....September 2010
 Volume 5: Supply Chain Management Market Opportunity AssessmentSeptember 2010

RFID INDUSTRY OVERVIEWNovember 2010

Vendor ProfilesDelivered with each of the Technical Volume reports

STUDY PUBLICATION DATE	ACTUAL MARKET SIZE/SUPPLIER SHARE	FORECAST MARKET SIZE
Service Year 2010	2009	2010-2014

Monthly status reportsBegin April 2010

Interim findings by volume One month prior to publication of each Technical Volume

<i>For More Information Contact:</i>	
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PROCESS AND METHODOLOGY

VDC Research strives to create valid and accurate primary market research using a structured approach, analytic tools, and proven analytic methods reinforced by information from secondary sources when appropriate.

METHODOLOGY

The rigor of VDC's research methodology yields data we translate into information and knowledge to create insights that lead to innovation and business results for our clients. This market research service includes a number of data collection and analytic methods:

ANALYSIS METHODS

- **Market Segmentation & Definition:** Definition of market segments, target customers, and competing solutions are critical to building accurate: sizing estimates, forecasts, supplier position and shares, and customer requirements.
- **Market Sizing & Forecasts:** Models based on supplier shipments, user budget analysis, recent installations, and future purchasing plans. Other key inputs include supplier forecasts of future growth rates, historical data, and economic outlook data.
- **Supplier Share & Position:** Derived directly from structured, in-depth interviews of leading and emerging suppliers, with specific emphasis placed on current and projected shipments in combination with VDC's data repository.
- **Data Verification:** Primary and secondary research on target communities and companies is used to validate our results and includes conducting supplemental interviews at target firms, crosschecking with channel partners, estimates from competing firms and checking historical performance.

STRUCTURED APPROACH AND TOOLS

- **Segmentation & Models:** Detailed analysis of market segments, customer class communities, products and technologies, and channels that comprise market opportunities.
- **Technical Solution Value Chain:** Definition of the hardware, software, and services that constitute the technical value-chain.
- **Commercial Value Chain:** Analysis of the relationships between suppliers, integrators, channel partners, and enterprise customers that participate in a specific market.
- **Data Collection Tools:** Include, but are not limited to in-depth telephone interviews, on-site interviews, and web-based studies of manufacturers, channel participants, and customers.
- **Research Databases:** Include VDC proprietary sources, research program sponsors, and industry-specific third parties (e.g., trade publications, web sites, and conferences).

PRIMARY RESEARCH

	Target Communities	Approx. Sample Size
Phone Interviews	RFID Hardware & Systems Suppliers	50
	RFID IC Suppliers	10
	RFID Middleware Suppliers	15
	RFID Professional Service Providers	30
	Contactless Smartcard System Suppliers	10
Web-Based Interviews	Enterprise End-Users & Evaluators	Target Sample N~500

SECONDARY RESEARCH

- **Financial Reports:** Analysis of inverter supplier financial reports (e.g., 10Ks, 10Qs, annual reports, etc.) from public and private financial databases.
- **Due Diligence Searches:** Gather corporate background information on suppliers and resellers, core offering specifications, target market case studies, technical and commercial partnerships, and examine applicable periodicals.
- **Associations & Government Policies:** Analyze trends based on relevant industry association news, standards bodies, independent consultancies, academic institutions, government agencies, and consortia.
- **Proprietary Databases:** Use of VDC proprietary databases covering the markets related to the market under study.

RESEARCH TEAM

Auto ID & Transaction Automation Practice ([View Team Bios](#))

- **Thomas S. Wimmer**, *Practice Director, Auto ID & Transaction Automation*
- **Andrew Nathanson**, *Director of Research Operations*
- **Christopher J. Rezendes**, *Executive Vice President* ([View Bio](#))

ADDITIONAL SERVICE BENEFITS

- **Market Updates:** VDC may provide periodic coverage of critical trends and market events for clients during the subscription year. These updates may include (but are not limited to): emerging technologies and applications, event-driven market news, notable case studies, analysis of mergers, acquisitions, strategic partnerships and changes in the competitive landscape.
- **Analyst Access:** For no additional fee, VDC analysts answer questions on terms, definitions or methodologies; and engage in discussions about drivers of our findings and implications for our clients.
- **VDC Retainer Accounts:** Pre-established retainer accounts are especially valuable for time-sensitive projects. Retainer accounts allow both the client and VDC to expedite processing time spent on approval cycles. This commitment also enables VDC to efficiently prioritize and dedicate resources for retainer clients.

([View Additional Service Benefits' Details](#))



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RFID BUSINESS PLANNING SERVICE 2010-2014 OPPORTUNITY AND REQUIREMENTS ANALYSIS	STANDARD PUBLICATION FEE (TEAM LICENSE, 1-5 USERS)	TOTAL
TRACK 1: RFID TECHNICAL VOLUMES		
Volume 1: Transponders, Transponder ICs, and Inlays	\$5,400	
Volume 2: Readers and Reader Modules	\$5,400	
Volume 3: Printer/Encoders	\$5,400	
Volume 4: Contactless Smartcard Solutions	\$5,400	
Volume 5: EPC UHF Solutions	\$17,500	
Volume 6: RFID Software and Services	\$5,400	
TRACK 2: RFID VERTICAL MARKETS & APPLICATIONS VOLUMES		
Volume 1: RFID Market Drivers and Customer Requirements, End-User Analysis	\$7,500	
Volume 2: RFID Vertical Markets Databook	\$5,400	
Volume 3: RFID Applications Databook	\$5,400	
Volume 4: Asset Management Market Opportunity Assessment	\$5,400	
Volume 5: Supply Chain Management Market Opportunity Assessment	\$5,400	
RFID INDUSTRY OVERVIEW		
Package pricing available.	Please call for details.	
Enterprise License – Provides the right to post purchased research on portal/corporate network for sharing within organization.	25% of research fees	
Custom Data Cuts/ Retainer Account (Negotiated per client need)		
Subtotal		
MA Companies add 6.25% tax		
TOTAL		

All reports delivered as PDF and Excel files by E-Mail.

I want to purchase the *RFID Business Planning Service: 2010-2014 Opportunity and Requirements Analysis*. I have read the Contractual Provisions (which can be found [here](#)) of this proposal and agree to its terms.

Authorized Signature: _____

Name: _____ Title: _____ Company: _____ Street: _____ City: _____ State _____ Zip: _____ Country: _____ E-mail: _____ Telephone: _____ Fax: _____	<input type="checkbox"/> Check Enclosed Amount: _____ <input type="checkbox"/> Purchase Order Enclosed PO Number: _____ <input type="checkbox"/> VISA <input type="checkbox"/> Master Card <input type="checkbox"/> American Express Account Number: _____ Expiration Date: _____ Name on Card: _____ <input type="checkbox"/> Bill my company without a purchase order, but with my consent. Signature: _____
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New Accounts: Orders must be pre-paid.
Foreign Orders: Payable in U.S. Dollars drawn on a U.S. bank, wire transfer, or by credit card.