

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