

## Case Study:

# Enhancing Supply Chain Integrity with Bluetooth Tagging

### Introduction

RAS Supply Chain Integrity has embarked on an innovative trial with a major food retailer, leveraging existing technology in a novel way to enhance track and trace capabilities. This case study explores the implementation of Bluetooth tagging on delivery units (DUs) and its impact on tracking product whereabouts and supporting store shrinkage reduction.

### The Concept

The trial involves attaching Bluetooth tags to delivery units, such as cages or totes, before dispatch. These tags are scanned upon delivery to the store, enabling real-time tracking of the products. This method has proven effective in capturing the location and dates of products, providing valuable data for the retailer.

### Benefits of Bluetooth Tagging

- **Enhanced Tracking Capabilities**
  - **Product Assignment:** Each product is assigned to a specific DU, allowing for precise tracking from the warehouse to the store.
  - **Staging Location Monitoring:** The staging location of each DU is recorded, ensuring that products are correctly positioned before dispatch.
  - **Real-Time Location Updates:** The whereabouts of each DU are tracked in real-time, confirming arrival at the store and reducing the risk of lost or misplaced items.
  - **Shopfloor Integration:** The system verifies if the stock has been moved to the shopfloor or further into the marshalling lane, ensuring timely availability for loading and customers.
- **Cost-Effectiveness**
  - **Affordable Technology:** Bluetooth tagging is a cost-effective alternative to other modern track and trace technologies, offering significant savings without compromising on functionality.
  - **Reduced Shrinkage:** By accurately tracking products, the retailer can reduce shrinkage, leading to lower losses and higher profitability.

### Why Bluetooth Tagging is the Way Forward

Bluetooth tagging offers several advantages over traditional tracking methods:

- **Scalability:** The technology can be easily scaled to accommodate varying sizes of operations, making it suitable for both small and large retailers.
- **Ease of Implementation:** Existing infrastructure can be utilized, minimizing the need for extensive modifications or investments.
- **Data Accuracy:** The precise tracking data helps in making informed decisions, improving overall supply chain efficiency.

## **Conclusion**

The trial conducted by RAS Supply Chain Integrity demonstrates the potential of Bluetooth tagging in revolutionizing supply chain management. By providing accurate, real-time tracking and reducing costs, this innovative approach supports retailers in enhancing their operational efficiency and reducing shrinkage. As the technology continues to evolve, Bluetooth tagging is poised to become a cornerstone of modern supply chain strategies.