**How to Use the EPC Adoption Roadmap**

GS1 US™ has created the EPC Adoption Roadmap for Item Level Readiness Program members to support your implementation of Electronic Product Code™/Radio Frequency Identification (EPC/RFID) solutions in your business. This Roadmap outlines activities that are essential for your EPC/RFID Implementation Program. Below you will find a listing of each activity along with frequently asked questions which are addressed in the activity. The Roadmap includes guidance for tagging products, as well as cases and pallets.

Each step in the EPC Adoption Roadmap is a live web link that will take you to additional tools and resources you can use at each step in the process. Just click on each icon to go to the live content supporting that step.

Remember – You’ll need your Item Level Readiness Program User Name and Password to log in to the EPC Adoption Roadmap!

<table>
<thead>
<tr>
<th>Roadmap Activity</th>
<th>Questions Answered</th>
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</table>
| **Build your Business Case**            | ✓ What’s in it for us?  
✓ How do we find opportunities to impact sales or control costs using EPC/RFID?  
✓ How do we justify this expense to our management? |
| **Build Your Project Team**             | ✓ How will EPC/RFID adoption affect my company?  
✓ Which departments should participate in our EPC/RFID Implementation Program? |
| **Tagging Your Product**                | ✓ How do we meet our trading partners’ tagging requirements?  
✓ Are our products “RFID friendly”?  
✓ Where should we put the RFID tag on our products? |
| **Define and Purchase Equipment and Secure Service** | ✓ How do we find Solution Providers for tags, readers, software, and integration services?  
✓ What do we need to tell our Solution Providers about our EPC/RFID implementation?  
✓ How do we evaluate different vendors? |
| **Moving From U.P.C. to EPC**           | ✓ How do we transition from the U.P.C. we put on the product today to the Electronic Product Code (EPC)?  
✓ How does serialization factor into the EPC?  
✓ How do we know we’re programming RFID tags correctly? |
| **Manage Serialization Plan**           | ✓ What is serialization management?  
✓ How do we match a serial number management plan to the way our company operates?  
✓ Where can we find help? |
| **Consumer Notice and Privacy**         | ✓ What is the GS1/EPCglobal Consumer Privacy Guideline?  
✓ How can we implement EPC/RFID in a way that protects the trust relationship we have with our customers?  
✓ Where can we find tools and sample communications?  
✓ How do we get the artwork for the EPC Symbol? |
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| **It's All About the Data**      | ✓ How do we take advantage of the data from all those RFID “reads”?  
✓ How can we use RFID “read” data to communicate with our trading partners?  
✓ How can we integrate this new RFID “read” data into our existing IT systems? |
| **Bringing It All Together**     | ✓ We made the investment in EPC/RFID – How can we put this new technology to work for our own benefit?  
✓ How can we use this new source of visibility data to improve our business processes?  
✓ How can we apply the use of EPC/RFID to our assets, locations, documents and service relationships? |