



REPLACE THE BEEP.

How RFID Integrators Win Adoption Through
Experience, Not Technology

AIM RFID Community Connect – May 19th @ 12:40 p.m. ET | Sonaria



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THE PROBLEM

RFID Adoption Is Struggling — And It's Not a Technology Problem

**“Up to
70%**

of digital initiatives underperform —
RFID included when adoption is
not addressed” - *McKinsey*

Operators resist change

Workflows feel foreign; training takes weeks

Technology-first approach

EPCs, read rates, and RF jargon dominate the conversation

No measurable outcome defined

Projects shipped without a KPI to declare success

The technology works. The experience doesn't.

We Built RFID on Top of a Barcode Mindset

BARCODE WORLD

- Scan each item individually
- Operator gets a beep → confirms action
- Linear, sequential workflow
- Training = 'scan until it beeps'
- Single-item visibility



RFID — DONE WRONG

- Same scan → same beep expectation
- EPC data exposed to operators
- Barcode workflow with RFID hardware
- Operators confused by new UI
- Adoption fails at the dock door

"We gave operators a Ferrari and told them to drive it like a golf cart."

Integrators Are Experts at Technology. Not Experience.



Hardware Mastery

Readers, antennas, placements — nailed it



Integration Skills

API connections, middleware, data flows — solid



UX Design Gap

Who designs the operator screen? Usually nobody.



Outcome Ownership

What KPI are we improving? Rarely defined upfront.

The integration gap isn't technical. It's experiential.

Stop Selling Technology. Start Delivering Outcomes.

OLD WAY · Technology-First

- Feature-focused demos
- Read rate discussions
- EPC and protocol details
- "The system will show you the data"
- Operator training plans



NEW WAY · Experience-First

- Workflow-first design
- Exception-driven alerts
- Outcomes operators can act on
- "Here's what you do next"
- Zero training required

Know More. Do More.

Replace the Beep: A Design Philosophy for RFID

01

Hide the Complexity

Operators never see EPCs, read rates, or RF jargon. The system abstracts RFID entirely.

02

Tell Me What To Do

The UI answers one question: what should I do right now? Not what happened — what's next.

03

Catch Errors Before They Ship

Wrong pallet. Wrong truck. Wrong temperature zone. Stop exceptions at the source — before they cascade.

Fisher-Price simple. Enterprise-grade powerful.

Three Screens. One Story. Zero Complexity.

STEP 1



RFID Armed & Loading In Progress

Pallets auto-verified as forklift moves

STEP 2



WRONG TRUCK Exception Triggered

Operator stops — before the truck rolls

STEP 3



Outbound Verified — 100%

All pallets accounted for. Evidence posted.

NO EPCs

Operators see pallets, trucks, and outcomes — nothing else

REAL-TIME

Exceptions fire the instant a wrong pallet enters the portal

EVIDENCE

Automated audit trail posted without operator data entry

This Is the Moment That Pays for the Entire System



1 Wrong Truck — Instantly

Pallet PLT-01011 belongs to Door 10, not Door 12. The system knows before the forklift sets it down.

2 STOP — Do Not Load

The operator doesn't need to read a report. The screen turns red. The message is one line. Action is obvious.

3 Loading Progress Uninterrupted

18/24 pallets verified. The exception doesn't halt the workflow — it flags one item and keeps going.

4 Evidence Captured Automatically

Every scan, every exception, every timestamp — logged without operator data entry. Audit-ready from day one.

One wrong pallet caught here saves a return shipment, a customer complaint, and your reputation.

Experience-First RFID Delivers Measurable ROI

↓ **60-90%**

Mis-shipments

Errors caught at the dock — not in the field

↑ **20-30%**

Loading throughput

No manual scanning; RFID validates on movement

< 1 hr

Operator onboarding

Intuitive UI reduces training from days/weeks to hours

Day 1

Immediate operational visibility

Exceptions identified in real time from day one

ROI isn't a slide. It's a dock door that never ships the wrong pallet.

Experience-First Is Your Competitive Moat

Win deals hardware-alone can't win

When integrators runs different readers / antennas, your UX is the differentiator. Clients buy outcomes, not antennas.

Reduce support burden

Operator-first UX means fewer "how do I use this" calls. Fewer returns. Faster adoption cycles.

Expand the deal

A dock door win opens the warehouse. A warehouse win opens the enterprise. Experience drives expansion.

Customers that stick

When operators love the workflow, they advocate upward. You go from vendor to trusted partner.

The integrators who win the next decade design for humans, not hardware.

The Market Is Already Demanding This Shift

Warehouse automation is accelerating

Labor shortages are forcing faster operator adoption cycles. There's no time for 3-week onboarding.

Operators expect consumer-grade UX

The Amazon effect has set the bar. If the app is harder than a smartphone, operators won't use it.

Buyers are asking 'show me the workflow'

Decision-makers are skipping the tech demo and asking to see operator screens. UX is now a buying criterion.

Faster ROI windows

C-suite buyers want 90-day payback. That's only possible if operators adopt immediately.

The window to differentiate on experience is open — but not forever.

YOUR NEXT STEP

Three Things You Can Do This Week

1 Audit your last 3 deployments — did you define a UX before coding the integration?

2 Ask your next prospect to show you the operator's daily workflow before spec'ing hardware.

3 Pilot a workflow-first design on your next opportunity — measure operator adoption in week one.

Questions? Let's connect. | [Sonaria](#)



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"Know More, Do More"

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