Supply Insight Inc. Announces the Availability of its RFID Platform — rPlatform(TM)

NEW HAVEN, CT — April 20 (SEND2PRESS NEWSWIRE) — Supply Insight Inc. announced today their flagship product rPlatform(TM) that offers a comprehensive foundation for integrating RFID technology with the core business of an enterprise. rPlatform is a collection of software, hardware and, services aimed at creating a unique, cost effective value for the customers. rPlatform can be customized to meet the mandates from Department of Defense and retailers such as Target, Best Buy, Home Depot and Wal-Mart. rPlatform(TM) supports EPCglobal standards and is designed to support other evolving standards.

"Supply Insight believes that RFID is a revolutionary technology that will take an evolutionary path," remarked Supply Insight CEO, Uday Shankar. "Our customers realize that RFID represents a significant, enterprise-wide data collection effort that will generate a massive amount of data. This data will need to be managed and integrated effectively for the organizations to realize any benefits."

In fact, Supply Insight believes that the data generated by new RFID systems could actually pose a threat to organizations that do not focus squarely on value. Supply Insight's CTO, Bikash Behera described it this way, "Most organizations are aligned around islands of automation.. Instead of creating another island of automation, rPlatform is designed to integrate easily with multiple systems and help create enterprise wide integrated value."

Based entirely on open standards, rPlatform focuses on one thing only: making RFID data available to the enterprise in a reliable, cost-efficient, and highly-scalable manner. "We offer our customers the capability to integrate in any manner it makes sense," says Behera. "This means that they can reduce their up-front risk without sacrificing the long-term benefits that RFID technology offers to the entire supply chain, not just the enterprise."

Using rPlatform(TM), businesses can build RFID capabilities incrementally in a phased approach creating value and leveraging ROI every step of the way. Supply Insight realized a year ago that the RFID industry is in its infancy and with all the hype, a clear strategic deployment roadmap is required to successfully reap the long term benefits of RFID. "A year later, we are glad that rPlatform developed with this vision have proven its value as a cost-effective customer-focused solution for all your RFID initiatives," concludes Shankar.

About Supply Insight Inc.

Founded in 2004, Supply Insight is a software and services company specializing in deploying cost-efficient, standards-based, highly-scalable

RFID and EPCglobal Network(TM) based solutions for enterprises of all sizes. Supply Insight is a privately held company located in Hamden, Connecticut, USA.

For more information, please visit the company's web site at www.supplyinsight.com.

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