

How the NFL's Latest Technology Can Help You Operate More Efficiently



"In the NFL, knowledge is power."
—Steve Sabol, Cofounder of NFL Films

There may be no league more competitive or more profitable than the NFL.
Average NFL franchise value: **\$1.43 billion**
League revenue, 2015: **\$11.2 billion**



One key to the NFL's success? Data-driven decisions.

From fantasy fanatics to head coaches, the NFL ensures that all relevant parties have access to all sorts of performance data.

Now, they're taking these metrics to the next level.

In 2015, NFL teams will use RFID technology to analyze the play of their stars. RFID tags located in player equipment will transmit instantaneous, precise performance information.



RFID Technology uses radio waves to collect a broad range of information. RFID has applications in sports, retail, manufacturing, and more...

HOW IT WORKS:



Like the NFL, leading companies are embracing RFID, including:



Automotive Manufacturing



General Merchandise Retail



HVAC Contracting



Warehousing and Logistics

By 2016

76.3% of retailers will implement RFID

By 2020

35 million passive RFID sensors will be in use

What can RFID do for you?

- **Increase inventory accuracy** 63% → 95%
- **Improve shipping/picking accuracy** 80%

Just like in the NFL, RFID technology can help your decision-makers make confident decisions. Accurate information provides insight into future needs, helping you solve problems before they happen.

"They call it coaching but it is teaching. You do not just tell them...you show them reasons."
—Vince Lombardi, Hall of Fame NFL coach



Looking to determine if RFID is right for your company?

Consider contacting The SMS Group. Our experts have spent over 25 years helping businesses around the world make the most of data collection technology. The SMS Group can support your RFID deployment project from start to finish, including hardware sales and leasing, installation and support, and designing and developing purpose-built apps for your company.

Contact us on our [website](#) or call **937-498-2700**.



Sources:
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