

## Case Study: End-to-End Supply Chain Visibility Through RFID-Enabled Shipment Tracking

### Overview

A global consumer products company with a highly distributed supply chain sought to improve visibility and control over product shipments moving from manufacturing partners in Southeast Asia to retail and distribution locations across the United States and Europe. With production concentrated in Vietnam and fulfillment spanning multiple continents, the client faced growing challenges related to shipment tracking, exception management, and inventory confidence.

The supply chain client engaged **Guidacent** to lead the strategy, delivery, and execution of an RFID-enabled shipment tracking program designed to provide real-time visibility from factory departure through final destination. Guidacent served as a trusted delivery partner—aligning business, operations, and the technology teams to transform how the organization monitored and managed global supply chain movements.

---

### The Challenge / Opportunity

As the client's global footprint expanded, its existing shipment tracking processes could no longer keep pace with operational complexity. Key challenges included:

- **Limited In-Transit Visibility**  
Shipment status between overseas manufacturing facilities and downstream distribution centers was largely opaque, relying on manual updates, carrier data feeds, and delayed reporting.
- **Inconsistent Data Across Regions**  
Supply chain data varied by region and partner, making it difficult to reconcile shipment status across Asia-Pacific, North America, and Europe.
- **Delayed Exception Detection**  
Disruptions such as port congestion, missed handoffs, or misrouted shipments were often identified too late to proactively mitigate downstream impacts.
- **Inventory Confidence Gaps**  
Without reliable in-transit tracking, planners and retail teams lacked confidence in arrival dates and quantities—impacting allocation, store readiness, and the customer experience.

The opportunity was to leverage RFID not just at the item or store level, but as a **strategic enabler for end-to-end shipment visibility across the global supply chain.**

---

### **Guidacent's Solution**

Guidacent delivered a structured, phased approach to design and implement an RFID-enabled shipment tracking capability spanning manufacturing, logistics, and retail operations.

### **Program Leadership & Strategy**

Guidacent provided end-to-end program leadership, acting as the connective tissue between business stakeholders, supply chain operations, technology teams, and external partners. This included:

- Defining the **future-state vision** for RFID-based shipment visibility
- Establishing clear success metrics and governance
- Aligning regional teams around a common operating model

### **RFID Shipment Tracking Design**


Working closely with the client, Guidacent helped design an RFID architecture that enabled tracking at critical shipment milestones, including:

- Factory outbound in Vietnam
- Consolidation and handoff to logistics providers
- Port departure and arrival
- Distribution center receipt in the U.S. and Europe

This approach ensured consistent, event-based visibility without disrupting existing manufacturing or logistics workflows.

### **Systems Integration & Data Flow**

Guidacent coordinated the new technology integration across RFID platforms, supply chain systems, and reporting tools to ensure shipment events were:

- Captured reliably and consistently
  - Normalized across regions and partners
- 

- Made available to downstream planning, inventory, and operations teams in near real time

## Change Management & Enablement

Recognizing that technology alone would not drive adoption, Guidacent supported operational readiness through:

- Cross-functional workshops with supply chain, logistics, and retail teams
  - Clear communication of new data capabilities and use cases
  - Support for operational handoff and sustainment
- 


## The Result

The RFID-enabled shipment tracking program delivered measurable improvements in global supply chain visibility and operational confidence:

- **End-to-End Shipment Visibility**  
Stakeholders gained near real-time insight into shipments moving from manufacturing in Vietnam to U.S. and European destinations.
  - **Improved Exception Management**  
Teams were able to identify and respond to shipment delays and disruptions earlier, reducing downstream impact to inventory and store operations.
  - **Increased Inventory Confidence**  
More accurate in-transit data improved planning, allocation, and readiness across distribution centers and retail locations.
  - **Scalable Global Foundation**  
The solution established a repeatable, scalable model that could be extended to additional regions, partners, and use cases over time.
- 

## Why Guidacent

Guidacent brought a unique combination of **supply chain domain expertise, RFID experience, and delivery leadership** to the engagement. Rather than acting solely as a systems integrator, Guidacent served as an owner's representative—ensuring that technology decisions aligned with real operational needs and long-term business value.



By bridging strategy and execution, Guidacent helped this supply chain client move beyond siloed tracking solutions to a truly end-to-end, globally aligned capability.

---

## **Conclusion**

Through strategic leadership and disciplined execution, Guidacent enabled the supply chain client to transform how it tracked and managed global shipments. By leveraging RFID across the international supply chain—from manufacturing in Vietnam to retail destinations in the U.S. and Europe—the organization gained the visibility, confidence, and agility needed to operate at global scale.

## **Looking to modernize your supply chain visibility?**

Guidacent partners with organizations to deliver practical, scalable solutions that drive real operational impact. Reach out to us if you would like to explore where we can potentially help you.

