

RFID-Cluster Project – Project acronym: SMART

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**Project title:** Intelligent Integration of Supply Chain Processes and Consumer Services based on Unique Product Identification in a Networked Business Environment

**Start date** : 01.11.2006  
**End date** : 30.04.2009  
**Duration** : 30 months  
**# of Partners** : 10

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**Partners (Industrial, SME, Institutes):**

Intrasoft International (BE) as project coordinator, Cambridge University -Auto-ID Lab (UK), Athens University of Economics & Business -ELTRUN/SCORE Research Group (GR), Trinity College Dublin (IE) in collaboration with Massachusetts Institute of Technology, Planning (CY), Alpha-Mega Super Markets - C.A.Papaellinas Trading (CY), Hellas-Spar Veropoulos Super Markets (GR), Superquinn Supermarkets (IE), WHU -Otto Beisheim School of Management (DE), Rilken- Schwarzkopf-Henkel (GR) .

**Project objectives:**

The SMART research project aims to support intelligent business networking and consumer services based on efficient information sharing and collaboration across supply chain partners. This can be realised because products are uniquely and automatically identified with the use of RFID technology. In this context processes like collaborative planning and replenishment, product tracking and traceability, promotions management and consumer in-store support can be improved.

**Project description:**

The SMART project will provide the infrastructure, electronic services and software applications to enable supply chain collaboration and innovative consumer services. These services will be based on a scalable-distributed-architecture and building on the possibilities provided by peer-to-peer networks, web-service orchestration and choreography, data-stream systems and smart tagging technologies.

The SMART collaboration infrastructure shall be in close integration with the EPCglobal Network information infrastructures. It will provide a complete and solid collaboration framework offering innovation to specific supply chain processes and consumer services.

**Field of Application:**

Data stream management, real time analytics, tracking and tracing, web services