



Your guide to improved retail operations

A four-stage path retailers follow on the way to connected, circular RAIN-enabled retail — the shape is shared; the business case is yours.

	Exploration →	Deployment →	Optimization →	Mastery
	Pilot RAIN RFID in a defined scope to prove a business case and build the internal learnings and processes you'll need to scale. Set KPIs up front, validate them in the field, and capture what works for the broader rollout.	Efficiency gains proved and core processes identified. Tag all relevant products, roll out RAIN readers, and establish ERP/WMS connections through middleware. Value creation begins to flow.	With interconnected IT systems, capture logistical value and address omnichannel. Real-time visibility from RAIN read points feeds AI/ML applications and lays the foundations of traceability.	Use unique product data in compliance with new regulations, including the European Digital Product Passport. With embedded RAIN tagging, deploy new business models at scale, and share product information with total transparency.
TECHNOLOGY	Tags Detachable hangtags, removed after purchase Readers Handheld readers only Software Standalone counting app or spreadsheet	Tags Detachable, across all in-scope categories Readers Handhelds + selective fixed portals + LP security gates Software Middleware filtering events into ERP / WMS	Tags Persistent tags introduced (sewn-in / source-tagged) Readers Full fixed portal coverage — DC docks, stockrooms, fitting rooms, POS Software AI / ML analytics layer on real-time visibility	Tags Embedded at manufacture; closed-loop item identity Readers Sensor fusion: RAIN + computer vision + edge AI; consumer smartphones Software DPP-ready data platform; item-level traceability
USE CASES & OUTCOMES	▪ Manual counts with RAIN RFID assist ▪ Test tag types, readability and read-zone requirements ▪ Cross-functional team & process readiness ▪ Initial shrinkage insights ▪ Business case validation	▪ Reduced manual count. frequency; staff redeployed to customer-facing roles ▪ Automated replenishment triggers ▪ On-shelf availability improves ▪ Loss prevention at store exits ▪ Reduced staff turnover	▪ Markdown discipline improves with accurate inventory visibility ▪ Pick to the last unit — sell every unit visible to the system ▪ Omnichannel fulfilment confidence ▪ Returns & refund integrity at scale ▪ Frictionless self checkout	▪ Authenticated resale & recommerce; rental, repair, take-back & recycling ▪ Anti-counterfeit & brand protection ▪ Indirect value from improved sustainability operations ▪ Consumer engagement via smartphone ▪ DPP compliance & ESG reporting confidence
MEASURABLE IMPACT	85–92% Inventory accuracy (pilot) 3–6 mo Typical pilot duration	92–96% Inventory accuracy 1–3% Sales lift from availability 25x Faster cycle counts	97–99% Inventory accuracy 3–7% Sales lift (omnichannel) 13–15% Returns-fraud reduction	99+% Inventory accuracy sustained 10–20% Resale margin capture Item-level Authenticated provenance
	Business case validated • first ROI signals captured	2–4% EBITDA impact	5–8% EBITDA impact	8–12% EBITDA at mature deployers

The compounding effect of RAIN

As retailers deepen RAIN data into operational decisions, each new pillar is cumulatively unlocked — compounding value at every stage.



Whether you're scoping a pilot, evaluating vendors, or scaling to enterprise, the RAIN Alliance can connect you to the people, standards and members making it work.

Get in touch → therainalliance.org/contact-us