

The technology in the distribution of the future

INFORMÁTICA EL CORTE INGLÉS
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In general, the three basic operations of the Distribution Industry are: logistics, sales and security.

Logistical operation has two main functions that are the *planning* that consists on the elaboration of the plans to get that the articles are in the states adapted in certain times, and the control which supervises the state of those articles. These functions are not perceived from the end-user point of view but they have some costs for the involved organizations of hundred of millions of US Dollars a year.

Sale processes, on the other hand, affect the whole population and they are vital for the development of the daily activity of any society. Their costs ascend to billions of US Dollars a year.

Security has more and more relevance with the purchase formats based on surfaces opened up in those that one needs to control the merchandise in front of theft, fraud or expiration.

As it could not be in another way technology has a lot to say in the three areas. This conference is about the application from a concrete technical idea to the world of the distribution and of the repercussions in its three basic operations. The technology in question is the radiofrecuencia and the realization objective is to get a system that presents an unique solution in the one that to base the control of the three operations mentioned previously.

In the conference details will be exposed from a project to the maximum European level carried out with success and it has been lidering by Informática El Corte Inglés to get an radiofrecuency-based intelligent system of low usable cost in logistics, sale and security.

The sociological aspects and the impact in the topics related with the globalization are extraordinarily excellent since when preparing each article of an intelligent badge characteristic with memory dynamic many operative aspects of the global trade they will be affected by him.

In the conference in-deph details will be provided about how to the society will be impacted by these intelligent labels of radiofrecuencia.. Emphasis will be made in:

1. the impact on the logistics of the transport from a global point of view.
2. the Control of the product life-cycle. Modification of the relationships of the citizens with the products.
3. in general, the impact on the global trade will be examined. The intelligent labels will be instruments in favor of the globalization.