

CASE STUDY

India Leadership Summit CXO / EXECUTIVE TRACKING for its event in India

NASSCOM®

One of India's most sought after annual events in the Information Technology space calls for a congregation of the world's most respected CXOs at Mumbai including John Chambers, CEO of Cisco Systems, Narayana Murthy of Infosys, Management Guru C.K Prahalad and Prof.Pankaj Ghemawat of the Harvard Business School. Playing host to 16 international delegations and over several thousand delegates, the event showcases best-of-breed technology solutions including RFID systems.

Company:

NASSCOM, Mumbai, India

Facility: Venue - Hotel Grand Hyatt (5-star deluxe hotel)

Challenge:

- Tracking of delegates in real time.
- Access delegates' individual/group preferences towards specific track events.



Panel Discussion

Proposed Solution:

- Specialised Personna™ tags were provided to several hundred delegates visiting the conference/exhibition hall.
- Each tag contained the unique id to be associated with the individual identity of the visitor, and RFID readers placed across various entry/exit points ensured that the visitor could be tracked in real time. Each tag interfaced with Microsoft's BizTalk RFID Middleware.

Realised Benefits:

- Helped track exact delegate location to facilitate business meetings
- Ensured added security cover to the VIPs
- Helped track and analyze delegate preferences towards certain programmes during the event

TECHNOLOGY

Solution:

EPC Gen2 compliant personnel tracking solution

Tag Type:

Personna™ UHF Passive

Reader/Antenna:

Xtenna™ Long Range,
Proximity Xtenna™ Short Range

Read Range:

17 metres (50 ft.), 7-30 cm (3-12 inch)

Method:

Multiple Tracking via Integrated Reader/Antenna modules

Number of modules: 6

Integration Platform:

RFID Middleware: Microsoft BizTalk

Application: Essen RFID's Delegate Tracking System

Database: SQL Server 2005 Exp. ed.

Tag Manufacturer/Supplier:

Essen RFID

Reader/Antenna Manufacturer:

Essen RFID

Systems Integrator:

Essen RFID

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