Lights, Fans, Action: How RFID enhances retail operations and experiences in live sport venues

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Introducing Legends Global Merchandising

Fully customized, customer-centric, omnichannel shopping premium experiences for fans worldwide.



- Retail & Merchandising Strategy
- Live Events & In Venue Retail Operations
- Brick & Mortar Operations
- Ecommerce Development, Management & Logistics

Introducing Frequentiel

The premier RFID software and services provider for retail, logistics, and supply chain.



- RFID retail leader in EMEA
- Publisher of Octo+, the scalable product inventory and traceability SaaS
- Consulting Services and end-to-end business transformation
- 5,000+ sites deployed


Frequentiel
LEGENDS
GLOBAL MERCHANDISE
ZEBRA
Realmadrid
Realmadrid
ESTADIO SANTIAGO BERNABÉU

What happens when stock data is unreliable, especially during high-peak selling periods?



The merchandising industry challenges

Massive crowds, surges in peak sales, and logistical hurdles

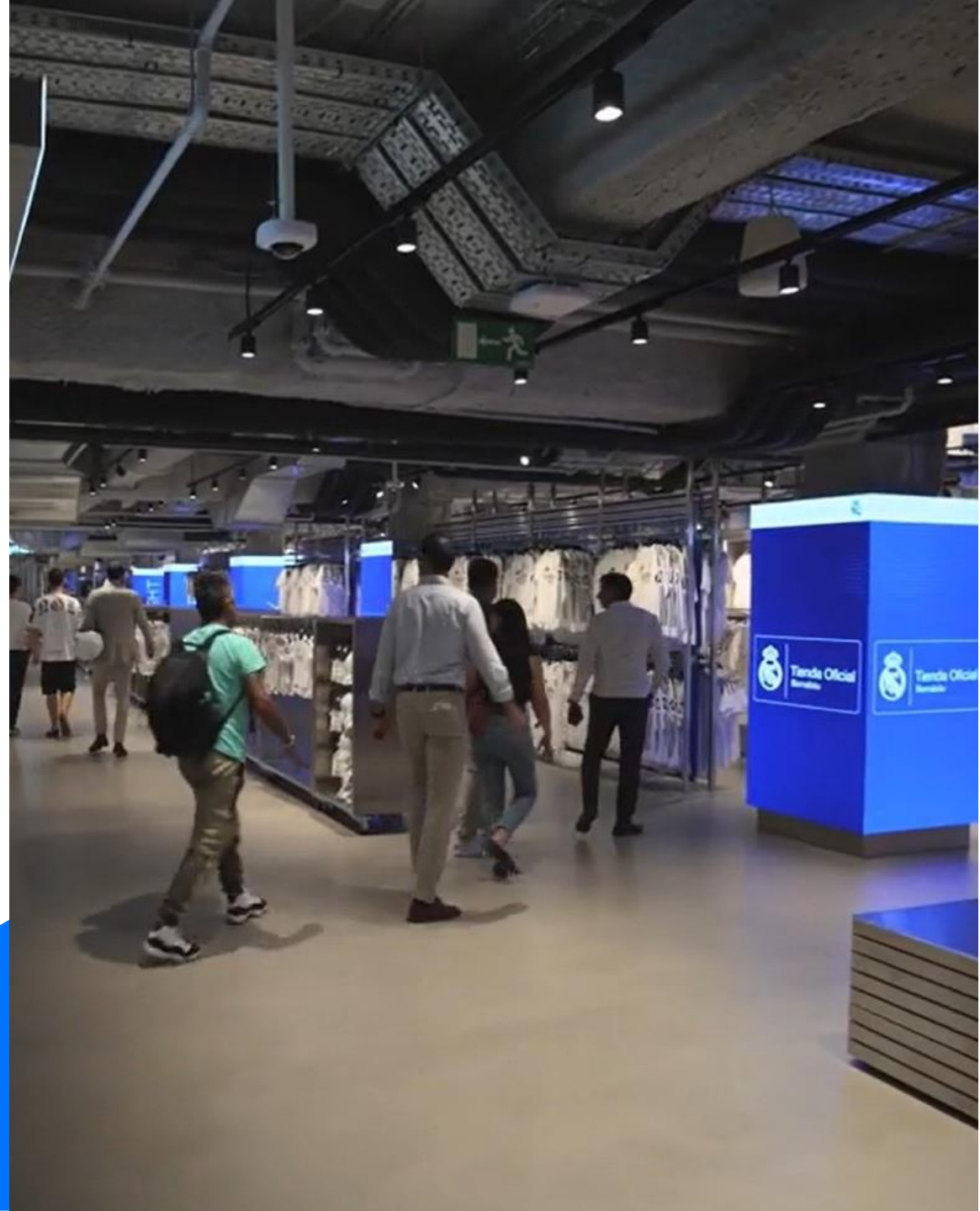
Legends is the official merchandising retailer for Global Sport Brands in Premium Venues worldwide

- Stock accuracy
- e2e inventory visibility with the required granularity information
- Just-on-time replenishment



ZEBRA

How this tech partnership helped transform Legends' retail operations

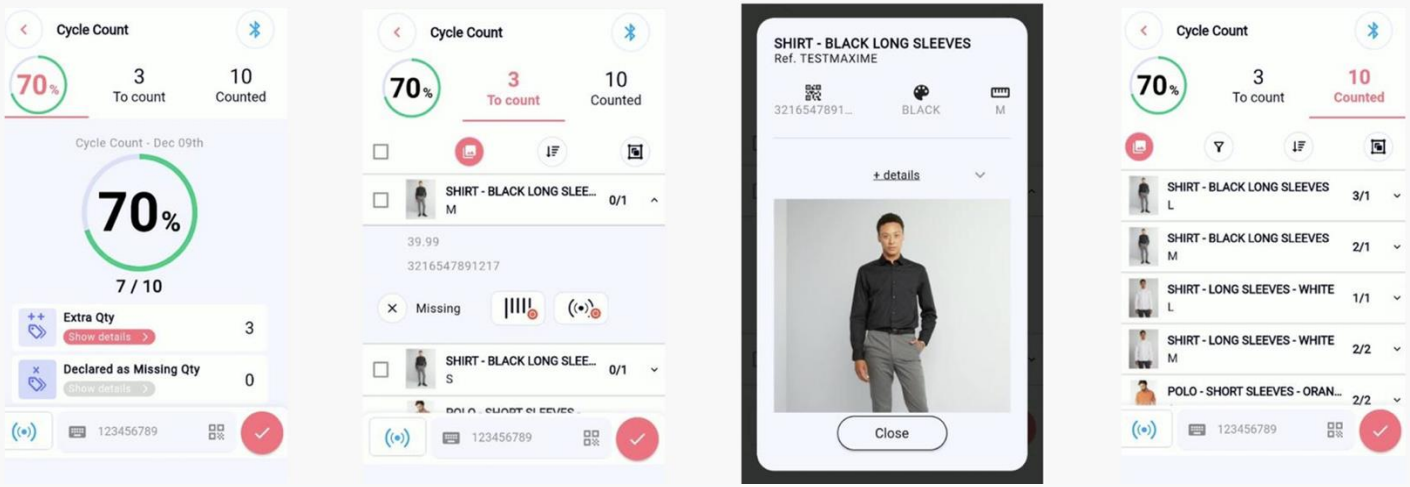


A fully integrated RFID project

Legends partnered with Frequentiel and Zebra to overhaul merchandising operations in their retail stores in Madrid

Key features implemented:

- RFID printing & encoding
- Receiving control and transfers
- Comprehensive stock visibility
- Cycle counting
- Transitioning from FOH and BOH stock
- Automatic replenishment



The technical advantage

From stock accuracy to real-time monitoring and automated replenishment.

Enhanced stock accuracy (EAN & EPC)

- Smart Inventory Management with Octo + by Frequentiel
- RFID readers Zebra RFD -40

Increased precision identifying stock movement

- Comprehensive stock visibility with Octo +
- Fixed readers Zebra FX-7500
- PDA Zebra TC-52

Maintaining stock levels, especially during high-traffic periods

- Automatic replenishment with Octo +



Operational efficiency and improved customer interactions

How is sports in-venue-retail setting trends for broader retailers?

Improvements in inventory accuracy and data reliability unlock opportunities

- Consistently maintaining stock levels
- Product visibility in an omnichannel context
- Real-time inventory
- Automated replenishments
- RFID at point of sales (self checkout)
- Loss prevention with RFID and EAS

Thank You



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