

# 2024 SCL IMC Blog Abstracts

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## Blog 1: Labor shortages and competition

**Objective:** To create FOMO and ascertain the level of interest in the topic of “tackling labor shortages” as a focus for the first phase of the SCL IMC.

**Expected length:** 4-5 paragraphs

**Working headline:** RFID Can Relieve Labor Shortages in Supply Chain and Logistics

**Abstract:** Labor shortage is a critical challenge that businesses face today, particularly in supply chain and logistics. RAIN RFID addresses the issue by automating manual tasks, streamlining workflows, and simplifying onboarding and training. By deploying a RAIN RFID solution, organizations can keep up with industry leaders and remain competitive.

**CTA:** Get the Supply Chain Dive report

## Blog 2: Inefficient processes and ROI

**Objective:** To create FOMO and ascertain the level of interest in the topic of “simplifying inefficient processes” as a focus for the first phase of the SCL IMC.

**Expected length:** 4-5 paragraphs

**Working headline:** RFID Can Fix Inefficient Processes in Supply Chain and Logistics

**Abstract:** Logistics companies can achieve high accuracy in their operations, but often at the cost of inefficient and labor-intensive processes. RAIN RFID automates and streamlines processes while delivering high accuracy standards. With sustained improvements in efficiency and visibility, along with reductions in errors and manual processes, organizations that adopt RAIN RFID quickly see returns on their investments.

**CTA:** Get the Supply Chain Dive report