



# Resetting retail: A better experience with technology

Exceeding customer expectations in an on-demand economy



## Harnessing your retail edge

Customers demand an omnichannel world and experiences that are convenient and differentiated. Not to mention, technology is evolving at breakneck speeds, commanding retail operations to heighten efficiency.

The key is to focus on the retail principles that have always led to success, but with the right technologies innovatively woven in everywhere to drive better performance.

**Technology is at the heart of better retail and it's what will help you harness your powerful retail edge.**

### Elevate the Customer Experience

Put performance in associates' hands. Enable them to create customer loyalty through better interactions in real time. Give your customers the convenience and value they expect both in the store and beyond.

### Automate for Inventory Optimization

Create a data-powered environment in real time with technology at the edge. See inventory as it moves and orders as they happen. Analyze that data to optimize the power of your inventory and deliver the next best action at the front line of your business.

### Build a Smarter Operation

Your business runs on the front lines. Capturing real-time data and acting smartly upon it gives your operation a true edge. From product lookup to collaboration to order fulfillment to loss prevention and more—enable your front line to work better, smarter, faster.

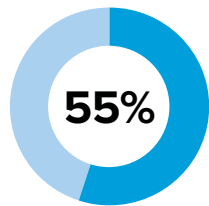


## End-to-end solutions that put performance in their hands

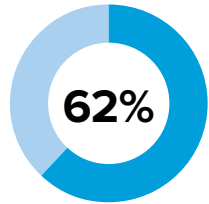
### Success starts at the front line

We know that when teams are connected to the data, the people and the assets that they need, they drive productivity and efficiency. We design retail solutions with your workers, your workflows, your business and your customers in mind—create and deliver the experience customers expect.

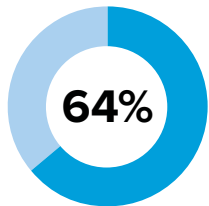
### The demand for connected associates



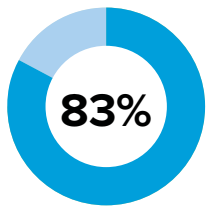
Shoppers said associates equipped with the latest technology provide a better in-store experience



Shoppers are more likely to make an in-store purchase if an associate offers to order an out-of-stock item for delivery



Retail associates say they save customers time when using a mobile device



Retail decision makers say tech-equipped sales associates would improve customer service



## Zebra retail solutions

Create optimal efficiency and a better customer experience with Zebra's hardware and software

### Customer experience

Providing the customer the convenience they demand and the experience they desire is what will make them come back again. Zebra solutions give you the tools to enable that customer journey in the store, whether it's in the aisles or at checkout. Elevating the customer experience will improve conversion, traffic and voice-of-the customer, driving increased sales.



Customer self-service



Self checkout



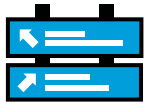
Mobile POS



Staff enablement



Personal shopping



Wayfinding



Product lookup



Assisted checkout



Alternate inventory



Easy pick up and return

### Inventory optimization

Ensure your customers can always get the product they want when and how they prefer. Zebra solutions help you ensure accurate inventory counts and visibility so that your merchandising and selling solutions never miss a beat in making a customer happy. Automating your inventory optimization will reduce out-of-stocks and increase turns, driving improved sales and profitability.



Actionable analytics



Inventory management



Distribution center management



Cross docking



Receiving and put-away



Picking and sorting/  
assisted picking

### Smarter operations

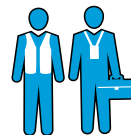
See into every corner of your operations and always be driving the next best action. Zebra's retail solutions help you streamline your processes so your front line workers can focus on what matters most. A smarter operation turns into better labor utilization and higher expense leverage, driving greater profitability.



Staff enablement and communications



Order Picking



Training



Planogram compliance



Employee Tools



Task management



Returns Processing



Price management



# Integrated solutions purpose built for retail

It's in our DNA

## Zebra DNA

Zebra DNA is a portfolio of software, apps and utilities that integrates your enterprise devices and customer data for a performance edge.

- Mobile device management
- Voice and messaging connectivity
- Android™ or Windows®



### Mobile Computers

Enable workers to access the information, applications and people they need to deliver the best customer service possible. Every time.

#### Applications

- Customer self-service
- Point of sale
- Price/inventory management
- Staff enablement
- Mobility DNA



### Mobile Printers

Improve inventory management and customer service from the warehouse to the sales floor. Associates print receipts and labels wherever they are—increasing efficiency and productivity.

#### Applications

- Shelf-edge labeling
- POS receipt printing
- Price labels & return tags
- Merchandise pick-up slips
- Promotional vouchers
- Print DNA



### Tablets

Tackle everyday tasks from inventory to deliveries to point of sale accurately and efficiently. Zebra's enterprise tablets combine sleek styling with rock-solid security, durability and performance.

#### Applications

- Staff enablement
- Inventory management
- Assisted selling
- Point of sale
- Mobility DNA



### General Purpose Scanners

Enable associates to maximize efficiency and take productivity to new levels. In-counter, on-counter and hands-free or handheld—our scanners are purpose-built with the latest technology that captures any barcode in any condition.

#### Applications

- Point of sale
- Mobile coupons
- Customer loyalty
- Receiving
- Picking & putaway
- DataCapture DNA

# Integrated solutions purpose built for retail

It's in our DNA



## Interactive Kiosks

Enhance customer experience so customers can skip lines and use self-service options. Intuitive and easy-to-use, Zebra kiosks help elevate the in-store experience.

### Applications

- Self-service
- Price/inventory check
- Staff enablement
- Click & collect
- Mobility DNA



## Card Printers

Print clear, sharp images every time. Our card printers are fast, efficient and cost-effective—delivering performance and quality you can see.

### Applications

- Loyalty card printing
- ID card printing
- Badge printing
- Gift card printing
- Print DNA



## Desktop & Industrial Printers

Quick, reliable and efficient. Whether you need something compact at the register or durable for the warehouse, Zebra printers are purpose-built for every environment.

### Applications

- Price labels & tags
- Inventory tags
- Assisted selling
- Receipt printing
- Shipping/receiving labels
- Print DNA



## Location Services & RFID

Maximize the benefits of real-time tracking with our RFID and Location Services. See what's in your store and in transit to better manage assets, streamline operations and create more efficient workflows.

### Applications

- Actionable analytics
- Inventory management
- DataCapture DNA
- Savanna™



## Supplies

Your printing supplies can impact everything from printhead lifespan to operational efficiency. That's why Zebra certified supplies are made with quality materials and pre-tested to ensure performance for reliability that keeps your operations running.

## Analytics and Services

### Actionable Analytics

Our analytic software enables you to sense and record asset location and movement in real-time—delivering insights for a performance edge.



### Zebra OneCare

Availability of your mobile devices and printers is key to the success of your operations. A broken display? Cracked casing? Damaged scanner exit window? Zebra OneCare coverage plans go above and beyond the manufacturer's warranty to cover it all, including normal wear and tear and accidental damage. Choose the level of service you need—Essential, Select or Premier. If it's broken, we'll fix it.



ZEBRA OneCare

### Visibility IQ Foresight

Zebra Visibility IQ Foresight combines data from multiple sources and transforms it into actionable insights in a single, cloud-based, color-coded view. Storing historical patterns over time, it provides predictive intelligence that can help staff anticipate recurring events and catch potential problems before they affect the bottom line—something MDMs alone cannot do. The clear, easy and comprehensive view on data and device performance enable you to make the decisions that help your business perform better, faster, smarter.



### Signature Services

Zebra Signature Services accelerates your ability to unlock intelligence from the edge of your network. It gives you the capability to act upon real-time data so you can run your business more reliably and productively. With Signature Services, you will save costs, improve customer engagement and speed time-to-market.



**Solution  
Validation**



**RFID Design**



**Program  
Management**



**MotionWorks  
Signature-Services**



**Solution  
JumpStart**



**Voice  
Enablement**



**Learning as  
a Service**



**Workflow and  
Design Consulting**



**Software  
Integration**



## About Zebra Technologies

Zebra offers you an entire ecosystem of solutions—hardware, software, supplies and services—that empower you to elevate the customer experience, optimize inventory and build a stronger retail operation. The roots of retail success remain—technology makes it better, helping you to harness the power of your retail edge.

Find out more about how we can customize a retail solution for you at  
[www.zebra.com/retail](http://www.zebra.com/retail)



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