



Make It Obvious. Make It Automatic. Make It Scalable.

Drive Retail Profit through
Course-Corrective Actions



Zebra Prescriptive Analytics™

Zebra's Prescription for Retail Pain

Your team has plenty to do. That's why we designed Zebra Prescriptive Analytics (ZPA) to get you past the daily dilemma of knowing which high-value tasks to tackle and in what order.

ZPA automatically translates your data into prioritized actions, automatically verifying execution for you. No need to leave money on the table. Now, you can combat total retail loss and gain complete control of your inventory from vendor to shelf to omni-channel customers, across your stores.



**Advanced analytics
make it possible.**

**Automation
makes it practical.**

**Zebra's deep
understanding of retail
workflows makes it easy
to deploy and manage.**

Gain a single source of truth:

Consolidate all your siloed data streams (from POS to e-commerce to inventory data) to create an accurate, actionable view of everything.



Scour siloed data streams:

Find profit potential automatically and continuously with the span and speed of AI technology.



Uncover hidden opportunities:

Discover profit potential beyond what's humanly detectable.



Reduce false positives:

Increase success rates and respect workers' time and roles.



Value and prioritize actions:

Assign impactful tasks without additional burdens on management.



Ensure execution:

Confirm, track and monetize corrective actions automatically.

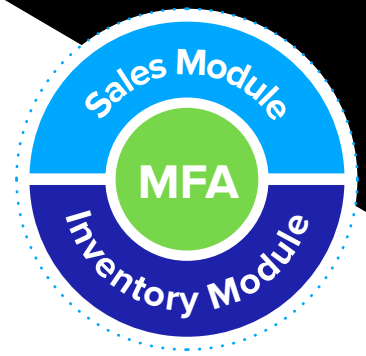


Improve 24/7/365:

Enhance your business with this AI-powered, closed-loop system that relentlessly pursues anomalies and opportunities.

Close the Loop between Potential and Execution

Harness the power of data to move from opportunity to outcome



Make it Obvious

Continually surface complex anomalies using a consolidated view of deep, disparate data sets to uncover undetectable opportunities

Make it Timely

Automatically assign the right corrective actions to the individuals best able to address the opportunity in real time

Make it Automatic

Improve the directives you provide associates by automating data analysis, task assignment and action verification

Make it Scalable

Dynamically act on retail opportunities at scale, whether from AP/LP, inventory or supply chains, across all combinations of stores, geographies, product lines and organizational goals

Make it Quantifiable

Achieve credible ROI using an AI-based system that tracks and confirms the value of actions, as you go





Less Shrink. More Results. Same Team.

If you're in asset protection or loss prevention, you're under pressure to do more with less. What if you could leverage automation to put your investigative know-how to even greater use?

There's a practical way to decipher big data and power timely corrective actions, at scale. With ZPA's Sales Module, you won't even need to place additional burdens on your teams or IT.

Close more investigations faster with fewer false positives. Increase your span of control and gain a built-in way to monitor tasks all the way through to completion.



Uncover Root Causes

Fast, Accurate Identification of

- Bad actors
- Honest mistakes at POS
- Online fraud
- Returns/refund issues
- Credit card chargebacks
- Promotional mis-execution
- Negative reviews and ratings
- Excessive / suspicious voids
- Price overrides
- Unnecessary damages / waste
- Vendor-related issues
- Inventory / sales mismatch



Become a Valued Strategist

Elevate Your Role:

- Expand surveillance activity with your same staff
- Move your focus beyond EBR fraud and theft
- Uncover and aggregate pockets of opportunity from across your enterprise
- Monetize the value of your expertise



Impact the Business

Power Internal Stakeholders' Success

- Reduce shrink
- Discourage crime and abuse
- Raise compliance rates
- Uncover and address POS training gaps

Increase Your Financial Impact with a Focus on Total Retail Loss

- Lift sales
- Increase basket size
- Improve margins
- Maximize labor efficiency
- Elevate customer satisfaction



Optimize Inventory from Vendor to Shelf to Customer

Optimizing inventory in your stores is just not enough. Omni-channel fulfillment at scale requires staying on top of countless threats and opportunities throughout your supply chain. But how can you, when there's so much to cover?

It's possible with ZPA's Inventory Module. This field-proven system automatically identify anomalies anywhere along your inventory's journey — from manufacturer to distribution centers, from stores to customers. It continuously works behind the scenes and in real time, directly assigning simple, prioritized tasks to the right team member. Then, it tracks and values completion as part of a closed-loop system of AI-enabled, inventory optimization.

No more sifting through reports or guessing which items to tackle first. The Zebra Prescriptive Analytics Inventory Module automatically course-corrects your team's actions to drive increased sales, customer satisfaction and savings.



Put It Together

Aggregate your most diverse data sets

- Vendor Data
- 3PL Data
- WMS Data
- Store Inventory Data
- Transactional Data

Gain Control

Automatically flag the following issues

- Availability
- Quality
- Markdowns
- Expirations
- Damages
- Shrink
- Restocking
- Scanning inaccuracies
- Unit miscounts
- Misidentified inventory
- Missed sales
- Unexpected demand
- Direct store delivery inaccuracies

Get Results

Elevate the impact of inventory management

- Ensure product availability and freshness
- Eliminate pricing errors
- Improve shrink forecasting
- Optimize merchandising
- Limit markdowns
- Increase BOPIS fulfillment
- Minimize mass returns due to poor quality
- Reduce recall risk
- Match inventory to forecasted demand
- Identify training and upsell opportunities
- Keep customers coming back

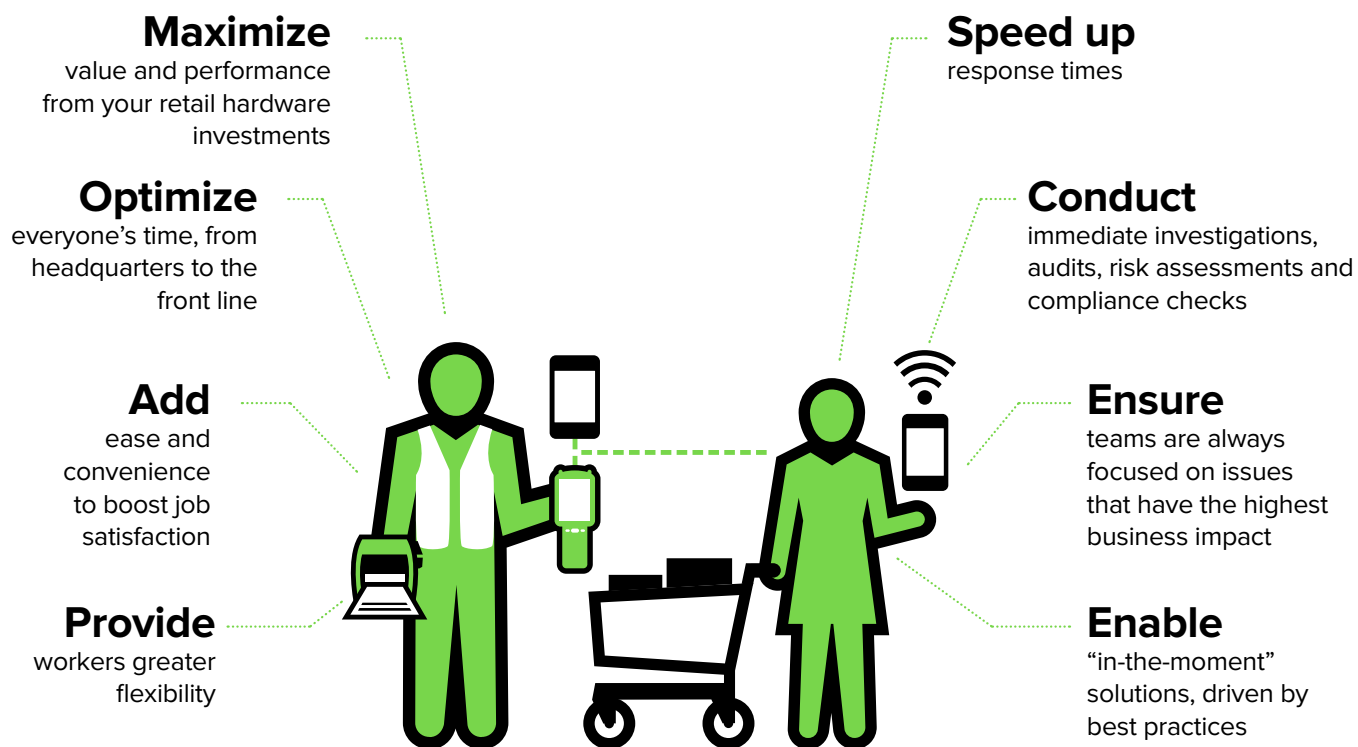


Mobilize Your Collective Best Performance

Leading retailers are giving workers mobile-first solutions that bring a new level of confidence and convenience to their work.

When workers have ZPA's Mobile Field Application, they know what needs to get done in what order. On-the-spot access to information and team collaboration guide their actions and accelerate their productivity. That's how you ensure every role at every level can respond to opportunities in the moment.

Use the Mobile Field Application to augment other Zebra Prescriptive Analytics modules:



The Mobile Field Application is fully Android™-compatible and accessible through any Zebra retail device. Let it make every field visit a productive one.

Make Wins Automatic

Zebra Prescriptive Analytics Translates Your Data into Action

Look at some of the many ways leading retailers are using Zebra Prescriptive Analytics. You too can turn underutilized data into elevated associate and inventory performance, accruing millions in savings.

Inventory Module Success Stories



Fashion Retailer Remedies Wrongly Scanned “Damages”

ZPA identified store reporting 256 damaged units worth \$11,000 in a single day (units were sent to be destroyed)

- **Prescriptive Action:** Regional manager to interview employees, verify damage compliance
- **Root Cause:** Items were returns, mistakenly scanned as “damages” by new associates
- **Outcome:** Shipment worth thousands of dollars intercepted, and items returned to store shelves



Hardware Chain Finds Machine Malfunction at One Store

ZPA flagged a store marking down more custom-blended paint than average. Customers were rejecting their orders, forcing the store to mark down the paint down 70%

- **Prescriptive Action:** Paint department manager to verify blending machine working properly
- **Root Cause:** Blending machine’s red-paint dispenser partially blocked, affecting quality of customer orders
- **Outcome:** Machine fixed by vendor, customer rejects fell to normal range



Grocer Finds/Fixes Training Gap Via Online Reviews

ZPA identified a surge in negative Facebook and Yelp reviews for a specific store (poor reviews describing meat as “gray,” and “spoiled”)

- **Prescriptive Action:** District manager to visit store’s meat department and verify quality
- **Root Cause:** Associates routinely failing to heat-seal packages causing meat to oxidize
- **Outcome:** Grocer retrained all meat associates and corrected issue

Sales Module Success Stories



C-store Internal Theft Conspiracy

ZPA identified refund activity above average in frequency and value

- **Prescriptive Action:** Review CCTV footage and interview managers
- **Root Cause:** Assistant manager with financial knowledge and store manager conspiring to steal. Duo padded store inventory and returned non-existent merchandise to themselves
- **Outcome:** Both managers terminated and prosecuted, restitution of \$30,000 recovered



Associates Abusing Manager PINs

ZPA identified manager PIN codes were used for voids/refunds on managers’ days off

- **Prescriptive Action:** Review CCTV footage for days when managers not present
- **Root cause:** 30 manager PINs had been compromised

11 managers
knowingly shared PINs
(against policy)

19 managers
had PINs stolen
by cashiers

- **Outcome:** Managers who shared PINs written up/retrained and cashiers committing fraud terminated



Beauty Retailer Finds “Hidden Demand” Issues

ZPA identified sales decrease for a popular makeup brand at specific locations

- **Prescriptive Action:** Store operations managers to verify on-shelf availability
- **Root Cause:** Product being kept in back room until requested due to high theft rate. ZPA calculated this well-intended practice cost the retailer more in lost sales than the risk from theft.
- **Outcome:** Managers directed to place items back on display, sales returned to appropriate levels

Zebra **Prescriptive Analytics**™

Implement in Weeks. Stop the Leaks.

Zebra Prescriptive Analytics Implements Fast,
without Disruption

ZPA's automation enables you to finally overcome the time, labor and management challenges of stopping profit leaks, optimizing inventories and improving workflows at scale. It leverages Zebra's deep understanding of retail to deploy fast and without disruption. Expand it easily, at your own pace, across functional areas, workspaces and geographies.

In a matter of weeks, and with no additional staffing, you'll address a range of profit leaks from theft and fraud to recurring honest mistakes, from vendor-based issues to high-value opportunities for front-line guidance and training.

It's time to amplify retail profits with a complete solution that targets top priorities, empowers ideal actions and quantifies results across your operation.

Join the leading global retailers using ZPA.



Ready to uncover what's possible?

Visit www.zebra.com/zpa



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
zebra.com/locations
la.contactme@zebra.com

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners. ©2022 Zebra Technologies Corp. and/or its affiliates. 09/2022.

