



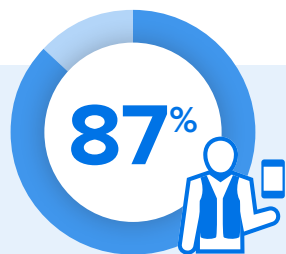
Unlock the Power of Inventory Accuracy

No longer a back-office concern, inventory visibility is now a frontline driver of speed, service and profitability

Shoppers have never been more informed—or less patient. They expect to know what's in stock, where to find it and when it will be ready. When that expectation breaks, so does momentum on the floor, in fulfillment and across the brand.

Even with significant investments in inventory systems, disconnects persist. Associates can't locate items that the system shows as available. Orders miss their promised windows. Shelf conditions are lagging behind plan. The result is slower service, lower confidence and a growing cost to the bottom line.

Many retailers are reevaluating how inventory is tracked and managed throughout stores, distribution centers and warehouses. They're also focusing on how to better equip associates and ensure products are positioned to meet real-time demand. It's a shift toward precision: the right inventory, in the right place, at the right time, with profitability depending on how well that balance is managed. Even minor improvements in how inventory is managed—how it's shared, accessed and used—can lead to meaningful gains in efficiency and profitability.



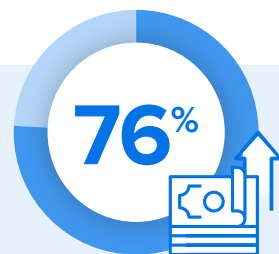
Make Service Smarter

87% of associates say they can provide a better shopper experience with real-time inventory visibility.*



Drive Profitability

Decision-makers agree automating for real-time inventory visibility is the #1 driver of profitability across channels.*



Prioritize Investments in Visibility

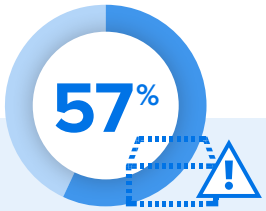
76% of decision-makers plan to increase investment in inventory visibility and loss prevention.*



Explore six essential steps retailers are taking to improve inventory accuracy, accelerate decision-making and strengthen execution in store and online. >

1

Eliminate Stock Gaps That Frustrate Shoppers



of shoppers left stores without everything they wanted. The #1 reason? Items were out of stock.*

- Don't rely on system counts alone—equip associates with the right tools to confirm availability in real time.

CHALLENGE

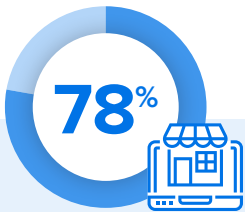
Out-of-stocks remain one of the most visible breakdowns in the retail experience. Shoppers expect quick answers, not a long search or an empty shelf. When associates can't locate the right item, sales are lost and satisfaction slips.

SOLUTION

Advanced inventory systems now use real-time data and predictive analytics to identify potential out-of-stocks before they occur, enabling smarter allocation and replenishment decisions. With Zebra, retailers gain highly accurate inventory counts and timely visibility into the location of virtually every SKU, from shelf to backroom to nearby stores. Associates can scan barcodes to verify availability on the spot. And in high-value categories, RFID adds even more precision. So, when the shopper in Aisle 7 asks about those size 10 sneakers, your team knows exactly how many are in stock—and where to find them.

2

Increase Visibility Across Every Channel



of shoppers prefer a blended shopping experience, making cross-channel alignment a retail imperative.*

- Align inventory data across channels—so every system reflects what's actually available.

CHALLENGE

Inconsistent inventory data across store and digital channels slows fulfillment, disappoints customers and increases costs. It all starts with inaccurate counts.

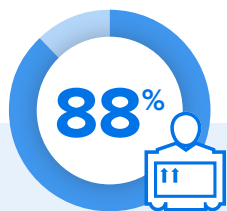
SOLUTION

Shoppers expect a seamless experience—whether they buy online, in-store or both. Zebra helps retailers improve cross-channel operations by providing real-time inventory visibility that keeps systems in sync and inventory accurate everywhere. Exception-based analytics flag discrepancies between sales, shipments and shelf data, so teams can address issues before they impact execution. Associates can verify availability on the floor, while RFID speeds up cycle counts in categories that require tighter control, such as apparel or electronics. The result: smarter planning, fewer broken promises and better execution across every channel.



3

Strengthen Pickup Performance



of retail decision-makers and associates say rising e-commerce is **driving investment in in-store pick/pack solutions.***

- **Scan items as you pick to keep inventory accurate and orders on track.**

CHALLENGE

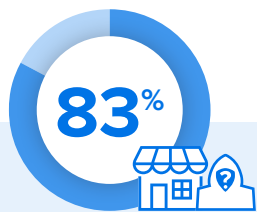
Missed items and delayed pickups aggravate customers and create extra work for store teams. These breakdowns affect both customer service and operational efficiency.

SOLUTION

Pickup is a moment of truth. Delays don't just slow pickup; they put customer trust at risk. Zebra helps retailers improve pickup execution, both in-store (BOPIS) and at the curb (BOPAC). Real-time tools connect inventory data, task management and associate workflows to keep everything moving smoothly. Mobile devices guide teams through prioritized pick lists and live order updates, reducing delays and errors. Associates can efficiently locate, verify and stage orders. Managers can track progress and quickly resolve issues. With better task flow and real-time coordination, pickup becomes faster, more reliable and easier to manage across shifts and locations.

4

Reduce Shrink and Minimize Theft Across the Store



of retailers say **shrink is one of their most pressing inventory challenges.***

- **Don't just track shrink, understand it. Rely on prescriptive analytics to spot patterns early and prevent repeat losses.**

CHALLENGE

Shrink impacts more than margins. Inventory accuracy declines, planning and fulfillment are disrupted, and product availability becomes less certain. Undetected losses lead to bad data and worse decisions.

SOLUTION

Shrink can't be managed if it isn't measured. Zebra helps retailers detect and respond to hidden losses across the store. Analytics and alerting tools flag patterns, pinpoint weak spots and stop loss at the source. Employee theft, shoplifting, operational errors and even misplaced items can all erode inventory accuracy. With heightened visibility, retailers can act quickly to protect stock and improve reporting. As a result, more products stay where they belong: on the shelf and ready to sell.



* Zebra Technologies, "17th Annual Global Shopper Study," 2024.

5

Keep Displays Shoppable and Profitable

#2



#2 reason shoppers leave stores without buying? Items not found on the shelf or display.*

› **Bring planograms to life with real-time inventory data and timely action on the floor.**

CHALLENGE

When displays don't align with planograms or aren't backed by accurate stock and pricing, shoppers hesitate and sales are lost. Associates can't see what needs restocking, replacing, or correcting. As a result, even high-demand products can be left off the shelf.

SOLUTION

A display is only as effective as the data behind it. When inventory accuracy and planogram execution work together, associates know exactly what to replenish and what needs correcting on the shelf. Zebra enables task management that responds to real-time conditions, like fast-moving items, pricing errors or missed placements. Tasks are prioritized based on movement and planogram triggers. Barcode checks and guided prompts confirm updates, helping to maintain floor consistency across shifts. The result: better availability, stronger margins and fewer missed opportunities.

6

Empower Associates with Inventory Insights

85%



of associates say they need better tools to improve inventory accuracy and product availability.*

› **Put trusted devices and inventory data in associates' hands to boost speed, confidence and service.**

CHALLENGE

Associates can't make smart inventory decisions if the data is inaccurate. When they're left guessing what's in stock or where it's located, service slows and shopper confidence slips.

SOLUTION

When inventory data is current and easy to access, associates can act with speed and confidence. Zebra equips frontline teams with mobile devices that deliver real-time visibility into availability, location and status across the store. Whether they're restocking, answering questions or fulfilling requests, associates get the answers they need without delay—often without leaving the shopper's side. With fewer delays between data and decision, shoppers get faster answers and stronger service.



STRATEGIC VIEWPOINT

Smarter Inventory Decisions Start Before the Shelf

Inventory planning is just as crucial as on-floor execution. Zebra's Workcloud Inventory Planning helps retailers align product allocation and pricing with real-time demand. AI-driven tools forecast local needs, optimize product placement, and guide lifecycle pricing decisions—helping retailers protect margins, minimize waste and boost sell-through. It's strategic visibility that supports smarter decisions, store to supply chain.

* Zebra Technologies, "17th Annual Global Shopper Study," 2024.

See What's Possible When Inventory Comes Into Focus

Getting inventory right means faster execution, stronger margins and a better experience in the aisle and online. Discover how two forward-looking retailers teamed with Zebra to simplify inventory, boost speed and deliver results.

CASE STUDY

Havan, Brazil

Havan, the well-known Brazilian retailer with more than 350,000 SKUs, was looking for ways to improve efficiencies, empower their associates and elevate the customer experience for their 100 million customers. They turned to Zebra's RFID portfolio and almost immediately transformed their operations. Havan tracked inventory faster and with less effort, enabling them to fulfill more orders at a much faster rate and keep pace with accelerating customer expectations.

Havan reimagined its inventory workflows, reducing the effort behind each count and accelerating fulfillment decisions. Zebra's RFID solution makes cycle counting 97% faster and boosts order accuracy to 99%. This ensures the right products are delivered when and where customers want them—both online and in store.

[LEARN MORE >](#)

CASE STUDY

The Works, UK

The Works, a price disruptor with more than 500 stores, set out to raise the bar on inventory accuracy to better meet rising shopper expectations. With Zebra's Workcloud Inventory Visibility and mobile devices in every store, teams gained the tools to complete full stock counts with speed and consistency, creating a stronger foundation for replenishment and in-store availability.

Stores now complete full counts regularly, with high-variance locations recounted twice per year. With more accurate data in place—and the ability to run targeted cycle counts tailored to store needs—The Works is delivering a more dependable experience for shoppers. In high-variance locations, they expect to improve inventory accuracy by at least 25%.

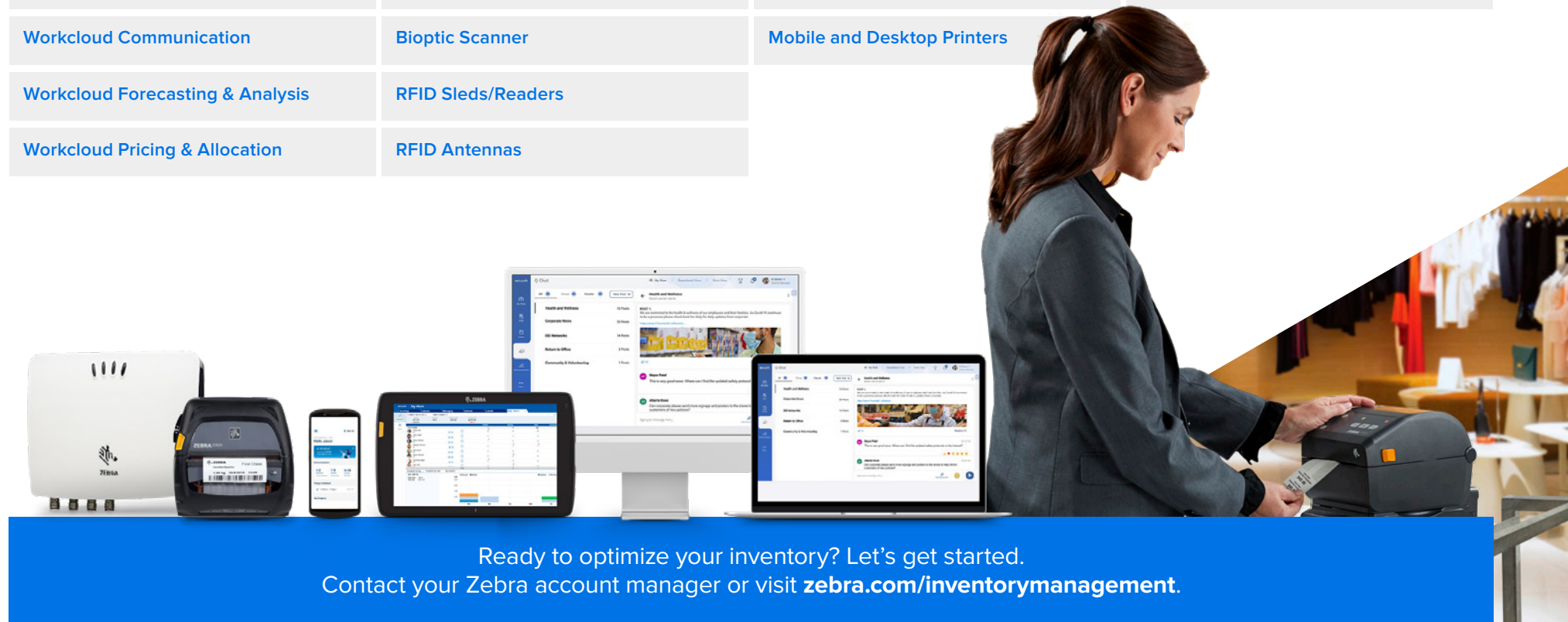
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Everything You Need to Optimize Inventory

Zebra's portfolio helps you bring inventory into focus—from frontline visibility to intelligent decision-making.

Software and Intelligence	Scanning and Data Capture	Mobility and Execution Tools	Retail-Ready Enhancements
Workcloud Inventory Visibility	General Purpose Scanners	Mobile Computers	Tags and Shelf Labels
Workcloud Task Management	Ultra-Rugged Scanners	Tablets	Environmental Sensors
Workcloud Actionable Intelligence	Handsfree Scanners	Device Tracker	Zebra Pay
Workcloud Communication	Bioptic Scanner	Mobile and Desktop Printers	
Workcloud Forecasting & Analysis	RFID Sleds/Readers		
Workcloud Pricing & Allocation	RFID Antennas		



Ready to optimize your inventory? Let's get started.
Contact your Zebra account manager or visit zebra.com/inventorymanagement.

Some solutions may not be available in your region. Contact your local Zebra account manager or partner for details.



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