ZEBRA
Frontline AI Suite

Built for your business challenges, designed for their reality

Frontline AI helps solve today's biggest business challenges—high labor churn, rising customer expectations, and costly inventory errors—by empowering the workers who are on the ground every day.

But AI for the office is not built for the frontline. Frontline work is different. It's mobile, it's fast-paced, and it involves a world of data beyond just text and spreadsheets.

Zebra's Frontline AI suite is built for your frontline.

Purpose-built UX

- **Fast & effortless:** Designed for quick, low-friction interactions.
- **Adapts to any environment:** Uses voice, vision, and text.
- **Globally ready:** Multilingual support for your entire workforce.

Integrated with frontline operations

- **Directs work:** Uses a conversational UI to control other workforce apps.
- **Frees up focus:** Automates low-value tasks so workers can focus on what matters.
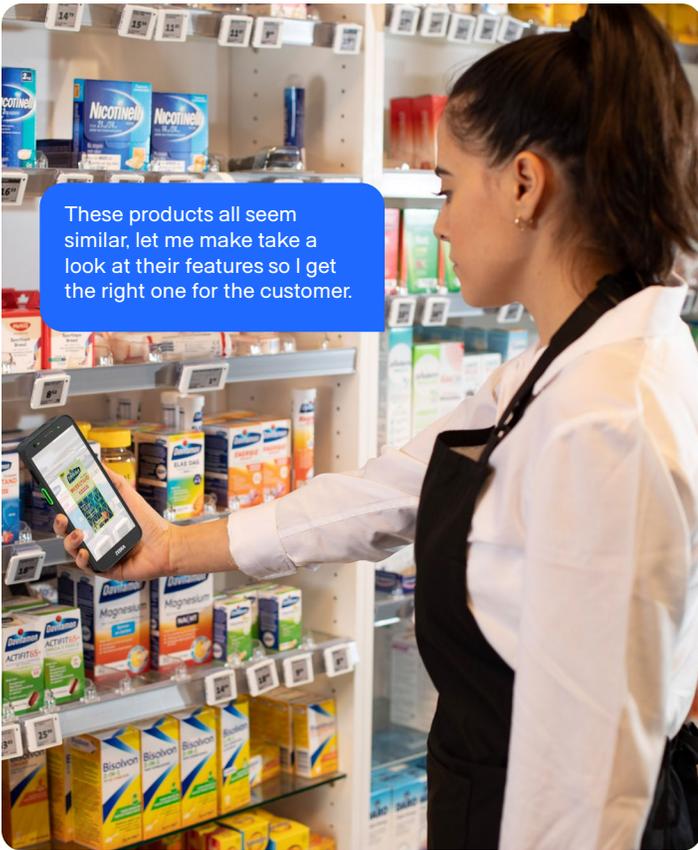- **Connects systems:** Integrates with 3rd-party apps and other AI agents.

Operational improvement

- **Simplifies procedures:** Turns complex instructions into simple prompts.
- **Real-time guidance:** Embeds training directly into the workflow.
- **Empowers teams:** Builds user confidence and standardizes execution.
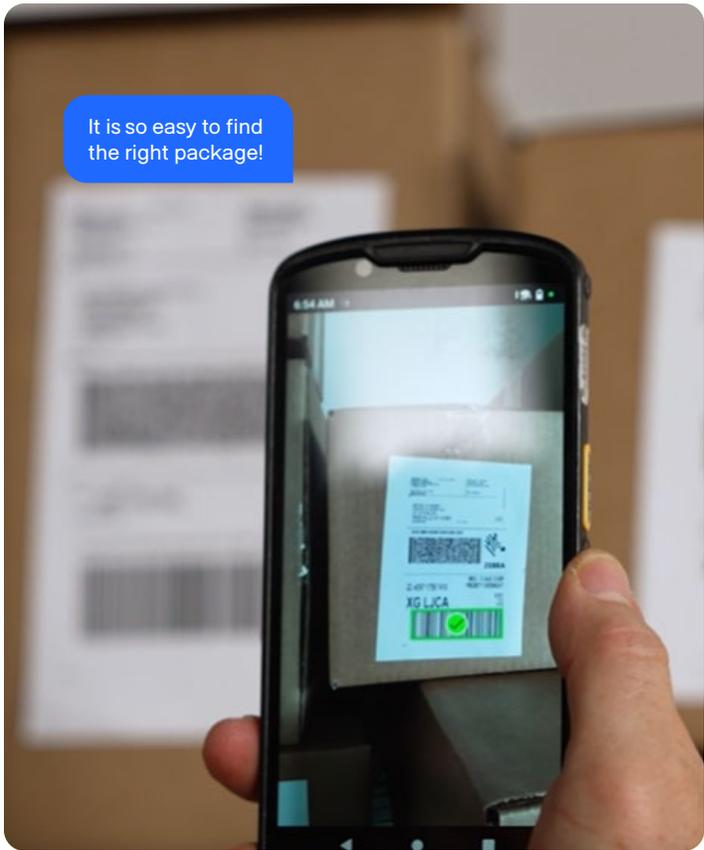
Scalable & trustworthy data

- **Trustworthy:** Delivers high-quality, reliable answers from your own data.
- **Governed:** Operates on a controlled and secure dataset.
- **Manageable:** Allows for easy and streamlined data ingestion.

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These products all seem similar, let me make take a look at their features so I get the right one for the customer.

It is so easy to find the right package!

Frontline AI Enablers

Augment your Zebra mobile devices with advanced, on-device AI tools.

These are the foundational building blocks of our AI strategy. Delivered as API-based, on-device capabilities, they allow developers to infuse their applications with advanced features like optical character recognition, multi-barcode scanning, product recognition, and multimodal data capture—right where the work happens.

Barcode localizer

Detect and decode multiple 1D/2D barcodes in a single image capture, eliminating the need for workers to scan individual barcodes.

Text-OCR recognizer

Accurately detect, recognize, and decode text and characters from documents, labels, and assets in a wide variety of fonts and lighting conditions.

Shelf and product recognizer

Instantly detect all products, shelf labels, and facings in a single image to assist with restocking, identifying pricing errors, and locating items.

Feature extractor

Extracts and stores key descriptors of products in a database to enable the Product Recognizer model to identify products in an image.

Product recognizer

Find and recognize specific products on shelves to help locate an item or ring up items at Point of Sale (POS).

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Frontline AI Blueprints

Turn the promise of AI into practical, validated solutions.

These purpose-built templates automate critical, multi-step workflows by combining multiple enablers. Blueprints bring together multi-modal AI covering vision, voice, generative AI and sensor data into ready-to-integrate APIs that streamline complex tasks such as proof of delivery, material receiving, and real-time voice translation.

Picture proof of delivery

Enterprises lose millions annually due to inefficient, manual Proof of Delivery (POD) processes that are slow and error-prone. The Picture Proof of Delivery Blueprint uses AI to streamline the workflow into a single step.
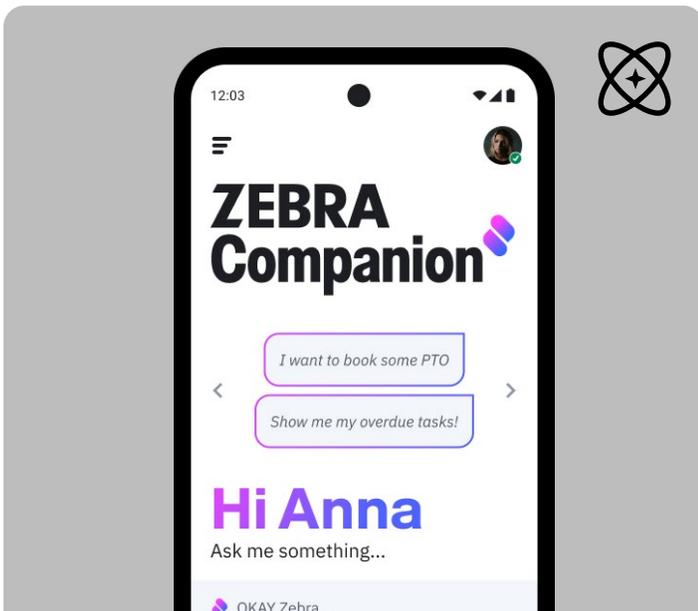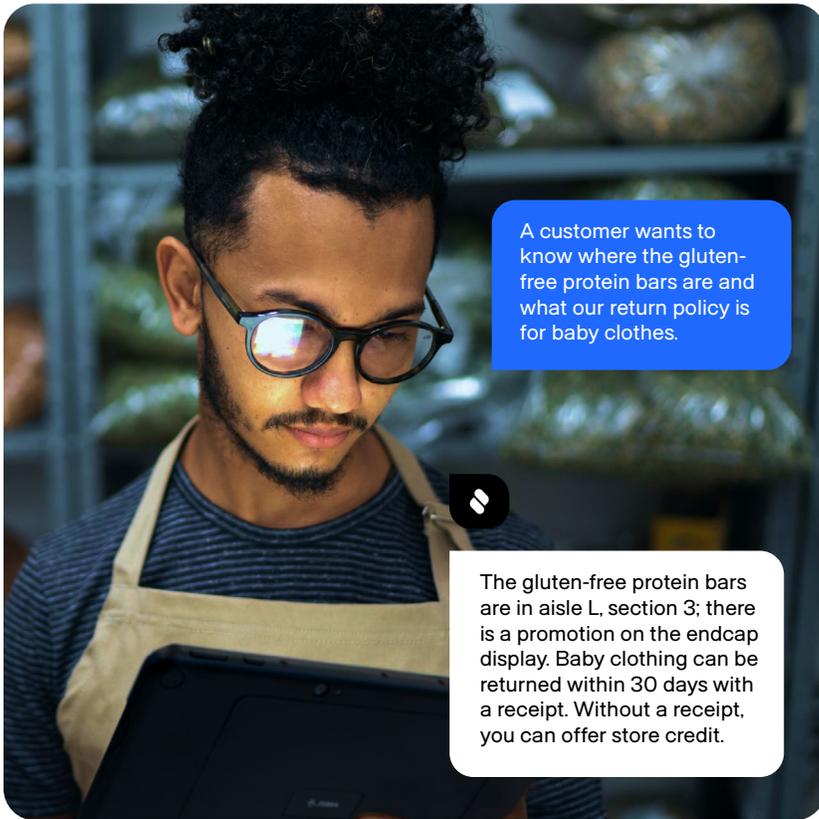
A driver simply takes one photo, which triggers an on-device AI to automatically capture all data, redact private information, and classify the delivery location. This automated system significantly reduces claims, speeds up processing time, and allows drivers to complete more deliveries daily.

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A customer wants to know where the gluten-free protein bars are and what our return policy is for baby clothes.

The gluten-free protein bars are in aisle L, section 3; there is a promotion on the endcap display. Baby clothing can be returned within 30 days with a receipt. Without a receipt, you can offer store credit.
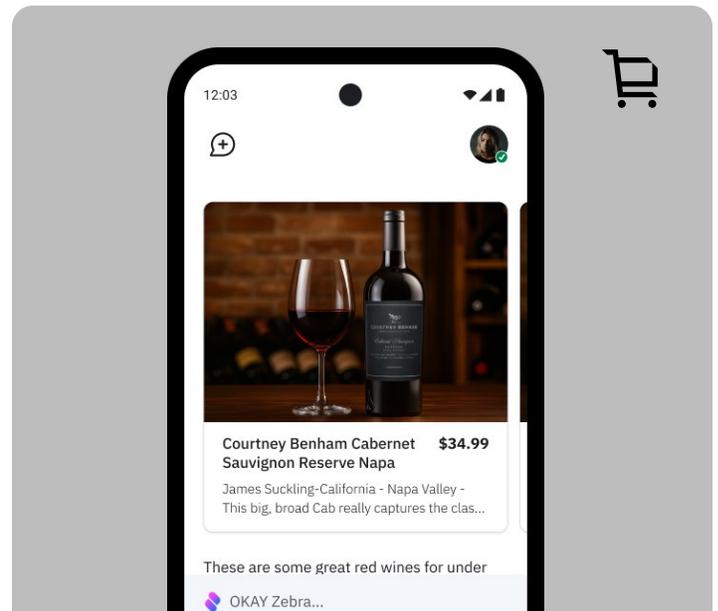
Zebra Companion

AI for your frontline.

Frontline work is complex. Zebra Companion makes it simple. We deliver AI that is grounded in your business—your inventory, your operating procedures, your product catalogs. This isn't generic AI; it's tailored intelligence that provides immediate, actionable guidance, empowering every employee to make the perfect recommendation and execute any task flawlessly.

12:03

ZEBRA Companion

I want to book some PTO

Show me my overdue tasks!

Hi Anna
Ask me something...

OKAY Zebra...

12:03

Courtney Benham Cabernet Sauvignon Reserve Napa   **$34.99**

James Suckling-California - Napa Valley - This big, broad Cab really captures the clas...

These are some great red wines for under

OKAY Zebra...

Knowledge agent

More than a knowledge base; it's an always-on coach in every employee's pocket. It delivers instant, context-aware guidance from your company's SOPs, ensuring every task is done right the first time. By turning procedural knowledge into accessible, actionable steps, we not only slash onboarding time but also lay the foundation for a proactive learning environment, empowering your team to master their roles faster than ever before.

Sales agent

empowers your team to increase basket size and sales conversion by providing recommendations they can trust, every time. It goes beyond simple product lookup by tapping directly into your store's live inventory and unique product assortment. Associates can confidently find the perfect up-sell or alternative, knowing the product is in that building, right now. This hyper-local awareness turns every customer question into an immediate sales opportunity and builds loyalty through consistently successful shopping experiences.

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An intelligent and open platform with partners in mind

By integrating AI with complementary technologies like RFID, enterprise software, and machine vision, Zebra provides comprehensive solutions that transform frontline operations. Our partnerships with industry leaders and our seamless integration with open-source models enable partners and customers to explore innovative solutions with ease and speed.

Developer enablement

Zebra works closely with developers to provide a full end-to-end AI pipeline. With our SDKs and pre-trained models, developers can collect data, train AI models, and deploy solutions across any Zebra device.

API-first collaboration

Our development of AI APIs for cloud, hybrid, or on-device solutions provides an easy-to-use ecosystem for partners to integrate powerful AI into any business application.

Co-innovation

We are taking a path of co-innovation with customers to develop best-in-class, GenAI-enabled solutions for the frontline. Partnering with Zebra as a lighthouse customer results in a more customized product that serves your unique business needs.

To learn more, visit us at zebra.com/ai