

Reach the Next Level in Retail Inventory Accuracy

Elevate inventory accuracy as high as 99% with Zebra RFID solutions for retail.

Retailers who commit to item-level RFID tagging see a big improvement in inventory accuracy. And there's a clear path to leverage investments in source tagging to boost in-store inventory accuracy even higher.

Zebra SmartLens for Retail uses fixed RFID readers and other technologies to automate item-level inventory tracking. Every time a product moves in any area of the store—in the backroom, on the sales floor, to the POS—inventory data updates existing information systems in real time to deliver maximum visibility with up to 99% accuracy.

The Facts:



66% of customers rank out-of-stocks their biggest retail concern.¹



56% of retailers say inventory accuracy is a problem for their omnichannel.²



\$94.5B lost in product shrink was lost in 2021.³

5 Ways Zebra RFID Solutions Optimize Retail Operations

Gain Real-Time Visibility

Enable up to 99% real-time inventory accuracy to drive leaner inventory management.

Enhance Omnichannel

Track store-level inventory with greater confidence to lower your safety stock while reducing the chance of inventory-not-found.

Fix Inventory Distortion

Get a true picture of inbound and outbound inventory and your supply chain from manufacturing to the POS.

Streamline Productivity

Reduce labor costs time by tracking and locating inventory, verifying picks, detecting shrink and auditing returns in real time.

Improve Customer Experiences

Increase satisfaction with the ability to locate products no matter where an item moves in the store.

Actual performance may vary.

Discover how Zebra RFID solutions for retail can take store-level inventory accuracy to the next level. Visit [Zebra SmartLens for Retail](#) to learn more.

SOURCES:

1. 15th Annual Global Shopper Study, Zebra Technologies, 2022
2. How Inventory Visibility Will Dramatically Impact Customer Experience, IBM
3. National Retail Security Survey, NRF, 2022



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