



# 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 which order.

ZPA automatically translates your data into prioritised 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.



### **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 is humanly detectable.



### **Reduce false positives:**

Increase success rates and respect workers' time and roles.



### **Value and prioritise actions:**

Assign impactful tasks without additional burdens on management.



### **Ensure execution:**

Confirm, track and monetise corrective actions automatically.



### **Improve 24/7/365:**

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

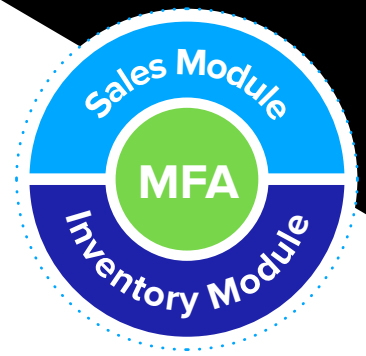
**Advanced analytics  
make it possible.**

**Automation  
makes it practical.**

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

# 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 for employees 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 organisational 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 are in asset protection or loss prevention, you are under pressure to do more with less. What if you could leverage automation to put your investigative know-how to even greater use?

There is 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 an inbuilt 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
- Monetise 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
- Maximise labour efficiency
- Elevate customer satisfaction



# Optimise Inventory from Vendor to Shelf to Customer

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

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

**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
- Optimise merchandising
- Limit markdowns
- Increase BOPIS fulfilment
- Minimise mass returns due to poor quality
- Reduce recall risk
- Match inventory to forecasted demand
- Identify training and upsell opportunities
- Keep customers coming back

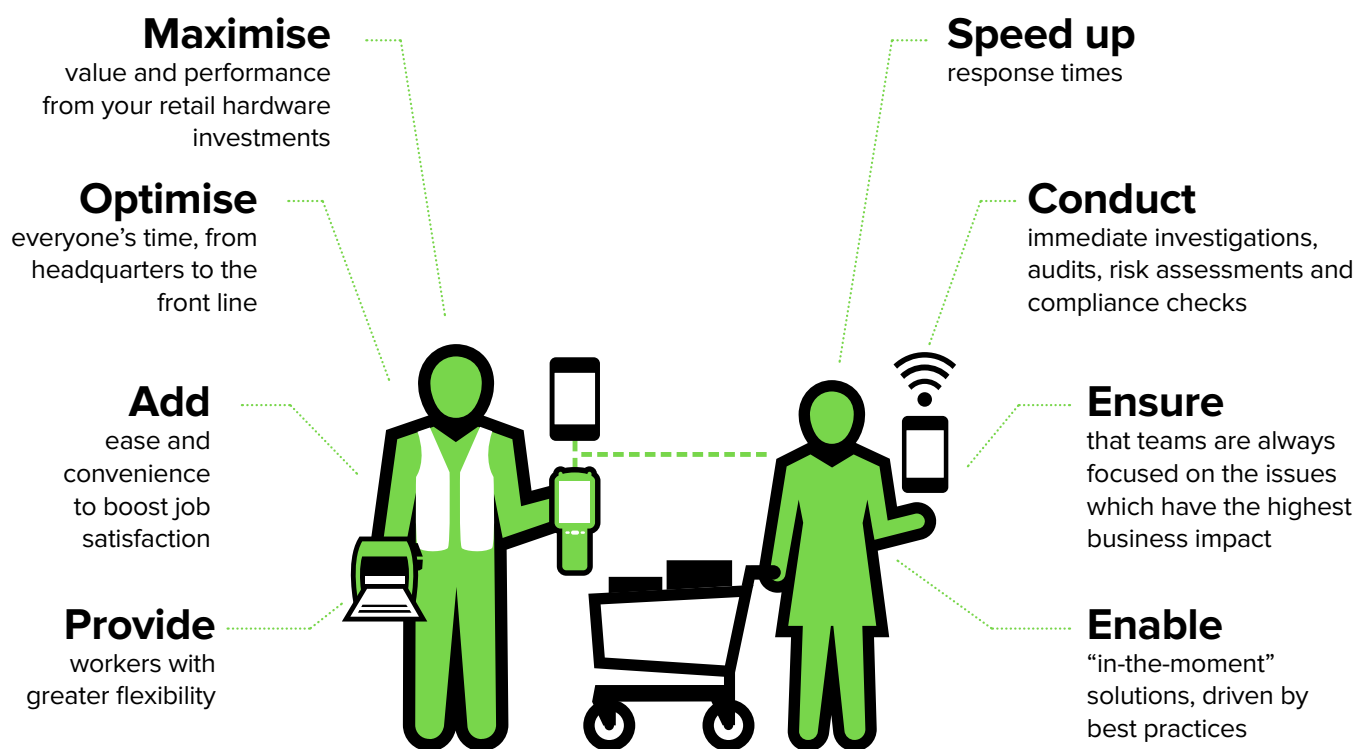


## Mobilise Your Collective Best Performance

Leading retailers are giving workers mobile-first solutions which 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 is 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 under-utilised data into elevated employee and inventory performance, accruing millions in savings.

### Inventory Module Success Stories



#### Fashion Retailer Remedies Wrongly Scanned “Damages”

ZPA identified a 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 employees
- **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 by 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 “grey,” and “spoiled”)

- **Prescriptive Action:** District manager to visit store’s meat department and verify quality
- **Root Cause:** Employees routinely failing to heat-seal packages causing meat to oxidise
- **Outcome:** Grocer retrained all meat department employees 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 dismissed and prosecuted, restitution of \$30,000 recovered



#### Employees 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

<b>11 managers</b> knowingly shared PINs (against policy)	<b>19 managers</b> had PINs stolen by cashiers
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- **Outcome:** Managers who shared PINs written up/retrained and cashiers committing fraud dismissed



#### 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 Quickly, without Disruption

ZPA's automation enables you to finally overcome the time, labour and management challenges of stopping profit leaks, optimising inventories and improving workflows at scale. It leverages Zebra's deep understanding of retail to deploy quickly 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 will 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 is time to amplify retail profits with a complete solution which 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](http://www.zebra.com/zpa)



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