



Android for Retail

DISTRIBUTION CENTRE. BACK OF STORE. STORE FLOOR. CONNECTED. CREATE SEAMLESS OPERATIONS AND CUSTOMER EXPERIENCES. ZEBRA FOR ANDROID.



The Challenge

EVERY CHANNEL. EVERY OFFERING. EVERY SHOPPER. EVERY MOMENT. CUSTOMER ENGAGEMENT OPPORTUNITIES ARE EVERYWHERE.

Today's retail arena is a very different one from that of just a year or two ago.

Shoppers want more. They demand more. They research and justify almost every purchase online. They want what they want and they want it quickly. They expect their choices to be there on tap, in stock, on time, every time.

There is no such thing as a "store" any more, just the customer journey.

Whatever the customer chooses to make it.

Understanding the customer journey has now become critical for the future of all retail businesses. The more the buying experience engages the customer, the more the customer engages in buying.

That experience is enhanced by using one common, consistent purchasing interface, and the tools to create personalized experiences and brand loyalty to deliver a seamless customer experience.

And in today's omnichannel retail world, that requires technology. Powerful, reliable technology. Technology that delivers critical information to the right person in real time. Because real-time information is the key component of today's data-centric world. And with hardware, talking to software, talking to the cloud, Zebra's intelligent, enterprise-level solutions give you instant connectivity and unrivalled visibility to unlock a deeper understanding of customer habits and cement long-standing loyalty.

The Solution

DISTRIBUTION CENTRE. BACK OF STORE. STORE FLOOR. CUSTOMER. CONNECT THEM ALL. PROFITABLY. WITH ZEBRA FOR ANDROID.

Zebra for Android bridges the many gaps between retail's multiple engagement channels, its operational departments, staff members, and ultimately between retailer and customer.

Deploying Zebra for Android gives you the visibility you need to optimise operations, enabling you to offer the unified customer experience that is now so vital.

Android is the world's most popular mobile operating system and Zebra effortlessly uses that familiar, consumer-style interface in a retail setting.

It adds up to a short learning curve, easy, intuitive, touchscreen operation, and happy productive staff and customers.

Zebra's Mobility Extensions (Mx) extend Android's security and control capabilities to help keep growing volumes of customer data safe and protected – imperative in today's fast-shifting compliance landscape.

Zebra is ideally positioned to help retailers in every sphere to mobilise their people, their processes and their productivity.

But Zebra's retail solutions do more than connect every aspect of an enterprise – they connect retailers to customers. With this kind of visibility, businesses can develop consistent messaging, pricing and service across in-store, online and mobile touch points. For a seamless, enjoyable and customer-centric experience every time.

The world's most comprehensive Android portfolio for retail

Zebra for Android devices deliver specific benefits for the retail environment.

- Engineered for long working lives – up to five years of operation – to maximise return on investment
- An additional three years of technical support included
- Optimized battery life
- Superior data security
- All-in-one scanning capabilities
- Comprehensive OS and device control, management and lockdown

For the customer. The MC18 personal shopper means customers can self-scan items easily and shop quickly; shortening checkout wait times, upping shopper satisfaction and enabling targeted marketing to drive additional spend.

For retail staff. The TC51 mobile computer gives in-store teams total power and flexibility through a single device that delivers voice and data communications, fast roaming, and world-class scanning. With the ET50 tablet, retail staff can benefit from a larger screen for assisted selling and demos, and all the benefits of a consumer tablet in a device built for the enterprise.

For back office personnel. The MC3200 mobile computer takes inventory management and efficiency to a whole new level in cycle counting, put-away, returns processing, and voice-directed picking.

Retail visibility and intelligence

From front of store to back of store to distribution centre, Zebra for Android's traceability solutions optimise operational and supply-chain efficiencies. This gives retailers

the visibility to see what's in stock – or, in need of being re-stocked. That's not just inventory control, it is also the way to control variables to ensure a great customer experience.

- Instant accurate communication across the operation
- Seamless staff interaction and collaboration
- Total control over stock handling, management, and replenishment
- Simplified store navigation, checkout and wait times
- Maximised customer engagement and retention opportunities
- Effortless order fulfilment and collection processes
- Seamless promotional and merchandising roll-outs
- Avoid distribution bottlenecks even during the busiest periods and seasonal peaks

Extra protection

LifeGuard™ for Android™ is an innovative platform that significantly lowers the total cost of ownership and provides additional security:

- Extends the lifecycle of Android enterprise mobile computers – prolonging device life by up to four years
- Enables easier transition to new versions of Android – with legacy OS security support
- Streamlines the update process – with options to run them locally or remotely

Mobility DNA

All these Zebra devices are enhanced even further by Mobility DNA – Zebra's comprehensive suite of applications, utilities and development tools. Providing access to a portfolio of off-the-shelf end-user apps, robust administration utilities and effortless app development tools, it pushes staff onto new levels of efficiency, productivity, security and accuracy.

Mobility DNA Components

Workforce Connect

With push-to-talk, text messaging, and mobile PBX desk phone functionality, front and back-of-store staff can collaborate on multiple tasks via a single device. Voice and data workflows can be fully integrated, reducing the number of steps required to complete just about any task.

Simulscan

This next generation automated document capture tool for Android empowers staff to capture entire forms in a single scan – from barcodes to text fields to phone numbers and images – accelerating delivery and replenishment processes and improving customer service.

All-Touch Terminal Emulation

Allows legacy green screens to be converted into modern, all-touch user experiences – and with no need for HTML5 coding. The all-touch terminal evolution engine is designed specifically for wireless connectivity, providing the fast screen refresh rates today's retail users need, and allowing them to move seamlessly between Wi-Fi and cellular networks.

Swipe Assist

Swipe Assist allows users to capture barcodes, documents and photos at the touch of a fingertip; the virtual data capture button giving busy store staff added simplicity and dexterity. Users simply tap the onscreen button to scan a barcode, capture information on a document, or take a picture, with no need to use the physical data capture button.

Enterprise Keyboard

Standard consumer Android soft keypads are not always compatible with the needs of busy retail professionals. Key size, lack of auto correction and other factors combine to impact data efficiency, accuracy and customer service. Enterprise Keyboard is designed specifically for ease-of-use in retail workplaces. It enables faster entry of accurate data, helping to reduce errors and increase productivity.

Enterprise Home Screen

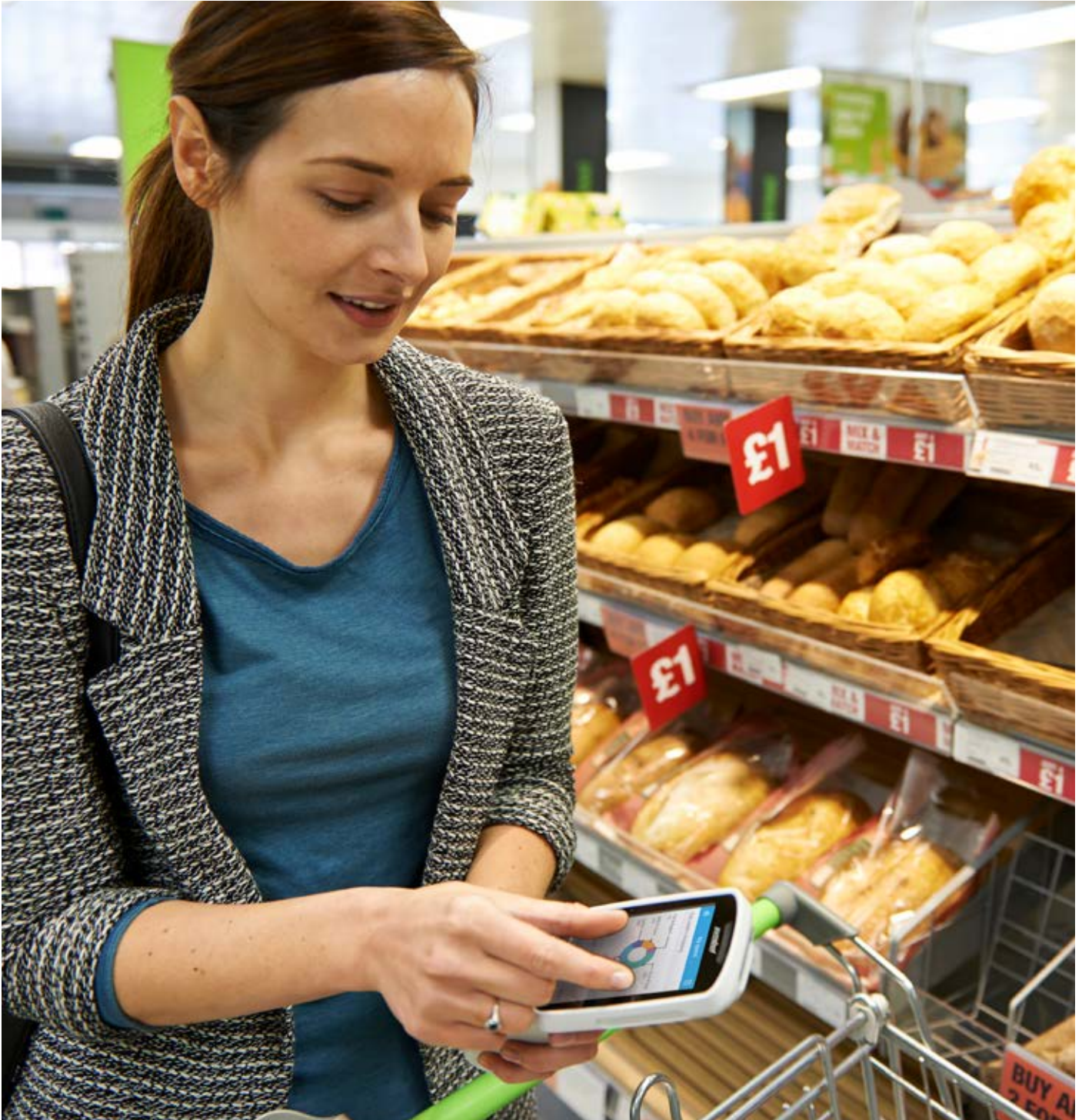
Built on Mobility Extensions (Mx), Enterprise Home Screen improves productivity by ensuring devices can be used only for authorised purposes. Retailers can create a single-purpose device with Kiosk Mode, control available applications and device features, and secure the Enterprise Home Screen environment, all with an easy-to-use administrator tool that requires no development or programming expertise.

Mobility Extensions (Mx)

Mx is pre-installed on Zebra for Android devices at no extra cost. Mx provides robust enterprise-class security and manageability, with professional data capture support and superior Wi-Fi connections ensuring complete control of which features are activated. Businesses can extend current MDM features to Zebra for Android mobile computers, while aligning device management strategy with the needs of users.

Tekspeech Pro 4

TekSpeech® Pro 4 marries speech with all the capabilities of Zebra for Android mobile computers to create multi-modal, speech-directed solutions, directly enhancing in-store communications and collaboration. With Workflow Builder, you can easily create applications to streamline supply chain and replenishment processes to ensure devices are employed, improving your return on investment.



Find out how Zebra for Android seamlessly connects every part of your retail operations through the suite of solutions available at zebra.com/retail.

Or, to discuss your needs in more detail, please contact Zebra per the details below.



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