

# GUIDE TO SUCCESSFUL RETAILING

It's all about combining the convenience of online shopping with the immediacy of the in-store experience.



**\$414 BILLION**

U.S. E-tail sales by 2018

**84%**

Customers integrating online and offline shopping

**90%**

Customers using smartphones in store

## 3 Ways to stay ahead

SEE WHICH GENERATION LEADS THE WAY

### LEGACY MOBILE DEVICES

### MODERN MOBILE DEVICES

**1**

#### Fulfill Online Orders Faster

Inventory visibility **65%**

Big data bogs down outdated processors

Outdated tech hinders tracking capabilities

Inventory visibility **95%**

Process data-rich apps for direct insight into critical data

Maximise RFID and bluetooth™ low-energy (ble) beacons ensure deeper inventory insights

**2**

#### Juggle Online & Offline Tasks

Green screen requires more training time

Outdated UX requires more steps to accomplish a task

Unreliable, disconnected communication across the workforce

All -touch screen reduces training time

**15%** Productivity increase with an intuitive UX

Unifies inter-departmental communication with Workforce Connect PTT

**3**

#### Maximise the Customer Experience

Lack of in-store shopper analytics hinders upsell opportunities

Outdated data capture delays processes

Long lines discourage in-store shopping

BLE beacons match online convenience in store with push notifications promoting products of interest

Customer analytic personalise the shopping experience

mPOS busts lines quicker, maintaining customer satisfaction online and offline

## Say goodbye to bottle necks

## COUNT ON ZEBRA FOR A SMOOTH TRANSITION



#### CONSULTING SERVICES

Get expertise to create a plan for success



#### MIGRATING SERVICES

Migrate quickly and smoothly with less cost and risk



#### ASSET VISIBILITY SERVICES

Gain device insight to gain device uptime and ROI

Everything you need to deliver a seamless, omni-channel shopping experience.



## READY FOR THE RETAIL STORE OF THE FUTURE?

See how the next generation of workforce mobility can help you transform your business.

[FIND OUT HOW](#) →