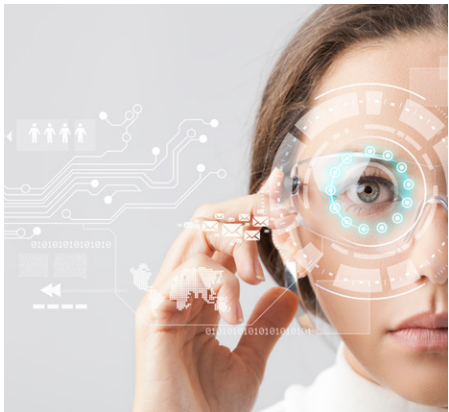


2017 GLOBAL RETAIL VISION STUDY: REINVENTING RETAIL

Zebra's 2017 Retail Vision Study reveals a high-tech makeover of retail operations to simplify, enliven and customize the shopper experience to meet the demands of today's savvy, empowered customers.



72%
of retailers plan to reinvent their supply chain with real-time visibility enabled by automation, sensors and analytics.



78%
of retailers rate integrating e-commerce and in-store experiences as important/business critical.

TECHNOLOGY TRENDS
% OF RESPONDENTS PLANNING INVESTMENTS BY 2021

2021 70%



INTERNET OF THINGS



2021 68%

MACHINE LEARNING / COGNITIVE COMPUTING



2021 57%

AUTOMATION



Stores are banking on the shift to phygital – the digitization of the in-store experience – to improve the customer journey.

65%
of retailers plan to Invest in smart sensing for inventory management.

73%
of retailers rate managing big data as important/business critical.

90%
of retailers will implement buy online, pickup in store by 2021.



75%
of stores will know when specific customers are in the store, and be able to customize the visit.



EMPOWERING FRONT LINE WORKERS
% OF RESPONDENTS PLANNING INVESTMENTS BY 2021

87%
MOBILE POINT-OF-SALE DEVICES

86%
MOBILE COMPUTERS WITH SCANNERS

85%
TABLETS

78%
KIOSKS



FOR MORE INFORMATION, VISIT WWW.ZEBRA.COM/RETAIL