



See What's in Store for You

More ways to track. More power to act.

Don't lose customers and sales from out-of-stocks. Instead, ensure you know exactly where desired products are located through all your channels. Stock the right inventory at the right time to boost profits and loyalty. By incorporating the ideal mix of tracking solutions, you can analyze sales and inventory feeds to constantly improve inventory metrics and optimize operations. Effectively direct associates to tackle vital tasks, and scale smarter knowing how and when to invest.



Let Tracking Drive Smarter Operations

In your stores and across your entire supply chain

Asset Tracking

- Keep the right product stocked and readily available
- Know inventory location in real time
- Increase transparency across your supply chain

Front-of-Store Inventory Visibility

- Track merchandise movement and sales
- Prevent shrink before it happens
- Increase associate productivity with analytics-driven task management

Back-of-Store Inventory Visibility

- Track inventory from the moment it arrives
- Reduce manual inventory counting
- Know item location to quickly restock shelves

Benefits



Elevate Customer Experience



Stock the Right Products at the Right Time



Free Associates for Higher-value Tasks



Reduce Shrink and Operating Costs



Increase Sales and Margins

95%

The average rate of inventory accuracy is only 65%. RFID boosts that to 95% or higher¹

\$61.7B

The cost of shrink totaled \$61.7B in 2019²

58%

of shoppers are likely to use location-based coupons³

Turn Your Strategic Vision into Execution with the Right Mix of Tracking Solutions

Zebra offers the broadest portfolio of tracking solutions, so you have the flexibility to choose the right technology for your operations and stores. Have confidence knowing that whatever solution you pick, you can trust that every hardware, software and analytic component will work as one unified platform.

Supporting Technology



RFID

Software, Professional Services and Support

Zebra **SmartLens**[®]

Zebra **Prescriptive Analytics**[™]

Zebra **VisibilityIQ**[™]

Zebra **Data Services**[™]

Zebra **MotionWorks**[®] Signature Services

RFID Design

More Options. Less Risk.

Find Your Confidence with Zebra

This is just the start of what we can do together. Leverage our experience amassed from thousands of implementations worldwide.

- Unified platform
- Scalable and tailored to meet your needs
- Proven experience with thousands of implementations worldwide
- 10,000+ partners around the globe

1. Auburn University RFID Lab, 2019

2. 2020 National Retail Security Survey

3. Zebra 2020 Shopper Study Vol. 1, Shoppers expect digital experiences online and in store

Track and Act to Better Serve Customers and Drive Bigger Sales



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