Zebra SmartLens™ Gen II for Retail

Deeper visibility, better business insight, smarter retail decisions

The Challenge

In order to maximize the success of your retail store, you need deep operational insights and actionable intelligence. Associates need to be able to quickly locate the items that shoppers want. You need to be able to fulfill online orders quickly and accurately to ensure that items are ready for pickup when shoppers arrive. You need accurate inventory visibility to eliminate out of stocks and overstocks — and prevent missed sales. You need insight into real-time merchandise movement to prevent theft. You need real-time visibility into the status of your promotions to enable timely actions to maximize sales. And so much more...

The Solution

What if there was a solution that could automatically put all that information and more at your fingertips — a solution that could provide total visibility into your store operations? Introducing the Zebra Smart Store, powered by Zebra SmartLens for Retail. Zebra SmartLens sensors automatically sense and record the location and movement of merchandise and assets throughout your retail store. The SmartLens analytics engine then turns all that data into easy-to-read actionable intelligence that allows you to react in real time to maximize sales, reduce shrink and operational costs and provide your shoppers with a superior omnichannel experience. Get an intelligent real-time lens into your operations with SmartLens for Retail — the easy path to a competitive advantage.

How will your stores benefit from Zebra's SmartLens Gen II for Retail?

This solution delivers results that you can measure in terms of increased sales, reduced shrink and theft, lower operational costs and perhaps the most important metric of all — happier and more loyal shoppers.

Increase sales

Increase sales with a new level of inventory accuracy that eliminates out of stocks and ensures associates can always locate items in stock — no matter where they are in the store.

Deliver a superior omnichannel experience

Put the items your customers want in their hands as quickly and smoothly as possible, regardless of whether they choose to shop in your store, order online for in-store pickup or place an order while in the store for convenient home delivery.

Reduce shrink and theft

Reduce inventory costs by preventing shrink and theft, as well as reducing holding inventory volumes, cost and required space.

Reduce operational costs

Reduce the cost of retail operations by eliminating inventory cycle counts and greatly reducing associate time spent searching for specific items, freeing associates to spend more time interacting with more shoppers.

What It Is...and How It Works

Zebra SmartLens Gen II for Retail consists of the SmartLens overhead sensors, the SmartLens data analytics engine and SmartLens data. While there are multiple layers in this solution, it is designed to easily integrate into your existing technology architecture and infrastructure.

Different sensors — designed for specific areas of your store — including the backroom, exit/entry points, the sales floor and the Point of Sale (POS) automatically collect data every time inventory moves. The SmartLens Data Analytics engine aggregates and correlates the data collected by the sensors into meaningful business events. SmartLens data can help turn those events into actionable insights that help retailers increase sales, reduce shrink, enable successful omnichannel sales and reduce overall operational costs.

Get your Zebra SmartLens for Retail solution up and running quickly with Zebra's SmartLens data to address some of your most pressing retail issues. With the Zebra SmartLens for Retail open platform, you can also develop custom applications or integrate with existing systems, such as your Warehouse Management System (WMS), Enterprise Resource Planning (ERP) or other line-of-business application.

The result is operational visibility that is truly visionary, providing business intelligence that will drive competitive advantage right into your operations.

Make your store a smart store with SmartLens for Retail — only from Zebra.

The Anatomy of Zebra's SmartLens Gen II for Retail Solution

The Hardware

SmartLens for Retail sensors

Four sensors meet the needs of different areas in the store.

Transition Point SmartLens Sensor

Track inventory as it moves through entry/exit points

When inventory moves through receiving and entry/exit points, you need to know which direction it is traveling to understand where it is headed. The Transition Point SmartLens Sensor does just that, reaching beyond simple presence detection to collect the data required to determine whether items are entering or leaving an area. And with flexible options that enable you to install this sensor on a wall or suspend it from the ceiling, it's easy to deploy the Transition Point SmartLens Sensor in virtually any retail environment.

Backroom SmartLens Sensor

Track inventory in the backroom from the moment it arrives

This RFID sensor starts the tracking cycle by detecting and recording the movement of RFID-tagged inventory from the moment it enters your backroom to the moment it leaves. This high-performance advanced fixed RFID reader is designed to handle high tag volumes with increased accuracy and read rates. Installation is simple, and Power-over-Ethernet (PoE) eliminates the need to install power outlets — ideal for typical complex backroom environments. And deployment is simple — just turn on the device and you're up and running.

Sensing Network Appliance (SNAP) SmartLens Sensor

Track inventory on the sales floor

The SNAP SmartLens Sensor is loaded with the technology you need to obtain unprecedented real-time visibility into what is happening on your sales floor. Track the movement of items with the integrated high-performance RFID reader. These overhead sensors are designed to accommodate different store ceiling types and heights. And sensor housings can be customized to complement your store's architecture and aesthetics.

Point of Sale (POS) SmartLens Sensor

Track inventory at your POS

This sensor logs items passing through your POS. With a highly localized antenna technology, a POS SmartLens Sensor can be installed at every POS, without risking interference. Inventory accuracy and visibility into shrink improve. And your POS and Transition Point SmartLens Sensors work hand-in-hand to identify items exiting your store that have not traveled through a POS, alerting you to potential theft — before it happens.
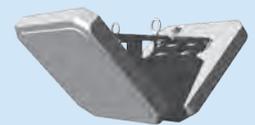
With our family of SmartLens Sensors, you can automatically collect data to provide visibility into the movement and location of the merchandise and assets in your store, from entry to exit.

Sensing Network Appliance (SNAP) SmartLens Sensor

Transition Point SmartLens Sensor

Backroom SmartLens Sensor

The Analytics Engine

The brains behind the SmartLens solution

SmartLens Data Analytics Engine

Correlate RFID data into timely and pertinent events

The SmartLens Data Analytics Engine is at the heart of the SmartLens solution. The engine consists of two components. The SmartLens Appliance Server correlates volumes of raw RFID data to provide meaningful events. Then the sophisticated analytics in the SmartLens Business Analytics and Reporting (BAR) automatically turns those events into actionable insights that can improve practically every aspect of your everyday store operations. You no longer need to spend hours compiling data to examine past performance to determine how to improve future operations. Instead, without lifting a finger, you get a real-time picture that reveals how and where you can improve operations, right now.

SmartLens Data

Turn SmartLens data and events into easy-to-read actionable intelligence

SmartLens Inventory Management

Get unmatched efficiency in your replenishment processes

Get all the information you need to eliminate out-of-stocks — period. SmartLens data allows you to see the total count of items with a specific SKU or in a particular category or department, predictive information to enable timely replenishment globally across all stores or in a specific store, as well as overstock metrics. The actionable information you need to keep the items your shoppers want in stock is always at your fingertips.

SmartLens Omnichannel Enablement

Empower your associates to fulfill orders with lightning speed and accuracy to support buy-online/pick-up in-store omnichannel initiatives

The retail environment and consumer behavior are changing rapidly. Once a convenient option, online shopping and fulfillment are now a necessity. The need for accurate inventory and location is greater than ever before. SmartLens data makes it easy to improve your store operations for omnichannel success. Since SmartLens data provides the location of all your inventory, you can automatically provide workers with the data to most efficiently pick each order.

The results? Orders are picked as quickly as possible, maximizing workforce productivity and efficiency. And orders are always fulfilled on time with the right items, always ready and waiting for shoppers when they arrive.

SmartLens Loss Prevention

Prevent theft and shrink to protect your profitability

Easily prevent shrink of high dollar items with geofencing. With geofencing, you can send alerts on high value items as they move through various departments and areas of your store — for example, you can see when high value items have been carried into a fitting room. The result? No more lost sales since you'll always know where your most valuable items are in the store at any time.

Make your store a smart store with SmartLens Gen II for Retail — only from Zebra. For more information, please visit www.zebra.com/smartlens

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