DEEPER VISIBILITY. BETTER BUSINESS INSIGHT. SMARTER RETAIL DECISIONS.

THE CHALLENGES

1. MAXIMIZE SALES
   - 81% of customers leave a store in search of a competitor
   - 8.7% of customers choose a store in search of a competitor

2. MINIMIZE SHRINK & OVERSTOCKS
   - $45.2 billion is the annual cost of US retail shrink and carry costs

3. OMNICHANNEL SUPPORT
   - 18% of customers are more likely to purchase online when the product or service is readily available in-store
   - 40% of online customers select same-day delivery

MINIMIZE OPERATIONAL COSTS
- Labor is your largest cost — so you need to make the most of it.

THE SOLUTION: SMARTLENS FOR RETAIL

Step 1 SENSE
- SmartLens Sensors track the movement of inventory, store associates and shoppers, and their mobile devices

Step 2 ANALYZE
- SmartLens Data Analytics Engine: RFID, video, and micro-location data streams are automatically correlated into meaningful retail events
- SmartLens Applications: Turn insights into easy-to-read dashboards and alerts that can be sent directly to the mobile device of the right person to execute

Step 3 ACT
- Multiple technologies: RFID, Video, Micro-locating, Wi-Fi
- Variety of sensors designed for every area of your store
- Events are turned into real-time, actionable insights
- Provides visibility into issues you couldn’t see in real-time
- Use Zebra’s family of intuitive, ready-to-use applications
- Create your own custom application
- Integrate with an existing system

THE BENEFITS

3. INCREASE SALES
- New level of inventory accuracy eliminates out-of-stocks — and lost sales
- Current inventory is always visible; never lost — always available for sale

DELIVER SUPERIOR OMNICHANNEL EXPERIENCE
- Easily accommodate all online orders for same-day, in-store pickup
- Accurately display in-store inventory on website
- Ensure fast online order shipping to customers

REDUCE SHRINK & THEFT
- Trigger an alarm when an item that did not pass through a POS lane approaches an exit door
- No more misplaced inventory or equipment — location is always visible

REDUCE OPERATING COSTS
- Eliminate the cost of taking inventory — SmartLens does it for you
- Eliminate overstocking to prevent stockouts, reducing space requirements and related carrying costs
- Improve store associates productivity so they can spend more time with customers