Make It Obvious. Make It Automatic. Make It Scalable.

Drive Retail Profit through Course-Corrective Actions
Zebra’s Prescription for Retail Pain

Your team has plenty to do. That’s why we designed Zebra Prescriptive Analytics (ZPA) to get you past the daily dilemma of knowing which high-value tasks to tackle and in what order.

ZPA automatically translates your data into prioritized actions, automatically verifying execution for you. No need to leave money on the table. Now, you can combat total retail loss and gain complete control of your inventory from vendor to shelf to omni-channel customers, across your stores.

**Gain a single source of truth:**
Consolidate all your siloed data streams (from POS to e-commerce to inventory data) to create an accurate, actionable view of everything.

**Scour siloed data streams:**
Find profit potential automatically and continuously with the span and speed of AI technology.

**Uncover hidden opportunities:**
Discover profit potential beyond what’s humanly detectable.

**Reduce false positives:**
Increase success rates and respect workers’ time and roles.

**Valuate and prioritize actions:**
Assign impactful tasks without additional burdens on management.

**Ensure execution:**
Confirm, track and monetize corrective actions automatically.

**Improve 24/7/365:**
Enhance your business with this AI-powered, closed-loop system that relentlessly pursues anomalies and opportunities.
Close the Loop between Potential and Execution
Harness the power of data to move from opportunity to outcome

Make it Obvious
Continually surface complex anomalies using a consolidated view of deep, disparate data sets to uncover undetectable opportunities

Make it Automatic
Improve the directives you provide associates by automating data analysis, task assignment and action verification

Make it Scalable
Dynamically act on retail opportunities at scale, whether from AP/LP, inventory or supply chains, across all combinations of stores, geographies, product lines and organizational goals

Make it Timely
Automatically assign the right corrective actions to the individuals best able to address the opportunity in real time

Make it Quantifiable
Achieve credible ROI using an AI-based system that tracks and confirms the value of actions, as you go
Less Shrink. More Results. Same Team.

If you’re in asset protection or loss prevention, you’re under pressure to do more with less. What if you could leverage automation to put your investigative know-how to even greater use?

There’s a practical way to decipher big data and power timely corrective actions, at scale. With ZPA’s Sales Module, you won’t even need to place additional burdens on your teams or IT.

Close more investigations faster with fewer false positives. Increase your span of control and gain a built-in way to monitor tasks all the way through to completion.

Uncover Root Causes

**Fast, Accurate Identification of**
- Bad actors
- Honest mistakes at POS
- Online fraud
- Returns/refund issues
- Credit card chargebacks
- Promotional mis-execution
- Negative reviews and ratings
- Excessive / suspicious voids
- Price overrides
- Unnecessary damages / waste
- Vendor-related issues
- Inventory / sales mismatch

Become a Valued Strategist

**Elevate Your Role:**
- Expand surveillance activity with your same staff
- Move your focus beyond EBR fraud and theft
- Uncover and aggregate pockets of opportunity from across your enterprise
- Monetize the value of your expertise

Impact the Business

**Power Internal Stakeholders’ Success**
- Reduce shrink
- Discourage crime and abuse
- Raise compliance rates
- Uncover and address POS training gaps

**Increase Your Financial Impact with a Focus on Total Retail Loss**
- Lift sales
- Increase basket size
- Improve margins
- Maximize labor efficiency
- Elevate customer satisfaction
Optimize Inventory from Vendor to Shelf to Customer

Optimizing inventory in your stores is just not enough. Omni-channel fulfillment at scale requires staying on top of countless threats and opportunities throughout your supply chain. But how can you, when there’s so much to cover?

It’s possible with ZPA’s Inventory Module. This field-proven system automatically identify anomalies anywhere along your inventory’s journey — from manufacturer to distribution centers, from stores to customers. It continuously works behind the scenes and in real time, directly assigning simple, prioritized tasks to the right team member. Then, it tracks and valuates completion as part of a closed-loop system of AI-enabled, inventory optimization.

No more sifting through reports or guessing which items to tackle first. The Zebra Prescriptive Analytics Inventory Module automatically course-corrects your team’s actions to drive increased sales, customer satisfaction and savings.

<table>
<thead>
<tr>
<th>Put It Together</th>
<th>Gain Control</th>
<th>Get Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aggregate your most diverse data sets</strong></td>
<td><strong>Automatically flag the following issues</strong></td>
<td><strong>Elevate the impact of inventory management</strong></td>
</tr>
<tr>
<td>• Vendor Data</td>
<td>• Availability</td>
<td>• Ensure product availability and freshness</td>
</tr>
<tr>
<td>• 3PL Data</td>
<td>• Quality</td>
<td>• Eliminate pricing errors</td>
</tr>
<tr>
<td>• WMS Data</td>
<td>• Markdowns</td>
<td>• Improve shrink forecasting</td>
</tr>
<tr>
<td>• Store Inventory Data</td>
<td>• Expirations</td>
<td>• Optimize merchandising</td>
</tr>
<tr>
<td>• Transactional Data</td>
<td>• Damages</td>
<td>• Limit markdowns</td>
</tr>
<tr>
<td></td>
<td>• Shrink</td>
<td>• Increase BOPIS fulfillment</td>
</tr>
<tr>
<td></td>
<td>• Restocking</td>
<td>• Minimize mass returns due to poor quality</td>
</tr>
<tr>
<td></td>
<td>• Scanning inaccuracies</td>
<td>• Reduce recall risk</td>
</tr>
<tr>
<td></td>
<td>• Unit miscounts</td>
<td>• Match inventory to forecasted demand</td>
</tr>
<tr>
<td></td>
<td>• Misidentified inventory</td>
<td>• Identify training and upsell opportunities</td>
</tr>
<tr>
<td></td>
<td>• Missed sales</td>
<td>• Keep customers coming back</td>
</tr>
<tr>
<td></td>
<td>• Unexpected demand</td>
<td>• Direct store delivery inaccuracies</td>
</tr>
</tbody>
</table>
Leading retailers are giving workers mobile-first solutions that bring a new level of confidence and convenience to their work.

When workers have ZPA’s Mobile Field Application, they know what needs to get done in what order. On-the-spot access to information and team collaboration guide their actions and accelerate their productivity. That’s how you ensure every role at every level can respond to opportunities in the moment.

Use the Mobile Field Application to augment other Zebra Prescriptive Analytics modules:

- **Maximize**
  value and performance from your retail hardware investments

- **Optimize**
  everyone’s time, from headquarters to the front line

- **Add**
  ease and convenience to boost job satisfaction

- **Provide**
  workers greater flexibility

- **Speed up**
  response times

- **Conduct**
  immediate investigations, audits, risk assessments and compliance checks

- **Ensure**
  teams are always focused on issues that have the highest business impact

- **Enable**
  “in-the-moment” solutions, driven by best practices

The Mobile Field Application is fully Android™-compatible and accessible through any Zebra retail device. Let it make every field visit a productive one.
Inventory Module Success Stories

**Fashion Retailer Remedies**
*Wrongly Scanned “Damages”*

ZPA identified a store reporting 256 damaged units worth $11,000 in a single day (units were sent to be destroyed)

- **Prescriptive Action**: Regional manager to interview employees, verify damage compliance
- **Root Cause**: Items were returns, mistakenly scanned as “damages” by new associates
- **Outcome**: Shipment worth thousands of dollars intercepted, and items returned to store shelves

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**C-store Internal Theft Conspiracy**

ZPA identified refund activity above average in frequency and value

- **Prescriptive Action**: Review CCTV footage and interview managers
- **Root Cause**: Assistant manager with financial knowledge and store manager conspiring to steal. Duo padded store inventory and returned non-existent merchandise to themselves
- **Outcome**: Both managers terminated and prosecuted, restitution of $30,000 recovered

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**Hardware Chain Finds Machine Malfunction at One Store**

ZPA flagged a store marking down more custom-blended paint than average. Customers were rejecting their orders, forcing the store to mark down the paint down 70%

- **Prescriptive Action**: Paint department manager to verify blending machine working properly
- **Root Cause**: Blending machine’s red-paint dispenser partially blocked, affecting quality of customer orders
- **Outcome**: Machine fixed by vendor, customer rejects fell to normal range

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**Associates Abusing Manager PINs**

ZPA identified manager PIN codes were used for voids/refunds on managers’ days off

- **Prescriptive Action**: Review CCTV footage for days when managers not present
- **Root Cause**: 30 manager PINs had been compromised
  - 11 managers knowingly shared PINs (against policy)
  - 19 managers had PINs stolen by cashiers
- **Outcome**: Managers who shared PINs written up/retrained and cashiers committing fraud terminated

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**Grocer Finds/Fixes Training Gap Via Online Reviews**

ZPA identified a surge in negative Facebook and Yelp reviews for a specific store (poor reviews describing meat as “gray,” and “spoiled”)

- **Prescriptive Action**: District manager to visit store’s meat department and verify quality
- **Root Cause**: Associates routinely failing to heat-seal packages causing meat to oxidize
- **Outcome**: Grocer retrained all meat associates and corrected issue

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**Beauty Retailer Finds “Hidden Demand” Issues**

ZPA identified sales decrease for a popular makeup brand at specific locations

- **Prescriptive Action**: Store operations managers to verify on-shelf availability
- **Root Cause**: Product being kept in back room until requested due to high theft rate. ZPA calculated this well-intended practice cost the retailer more in lost sales than the risk from theft.
- **Outcome**: Managers directed to place items back on display, sales returned to appropriate levels

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Make Wins Automatic

Zebra Prescriptive Analytics Translates Your Data into Action

Look at some of the many ways leading retailers are using Zebra Prescriptive Analytics. You too can turn underutilized data into elevated associate and inventory performance, accruing millions in savings.
Zebra Prescriptive Analytics™

Implement in Weeks. Stop the Leaks.
Zebra Prescriptive Analytics Implements Fast, without Disruption

ZPA’s automation enables you to finally overcome the time, labor and management challenges of stopping profit leaks, optimizing inventories and improving workflows at scale. It leverages Zebra’s deep understanding of retail to deploy fast and without disruption. Expand it easily, at your own pace, across functional areas, workspaces and geographies.

In a matter of weeks, and with no additional staffing, you’ll address a range of profit leaks from theft and fraud to recurring honest mistakes, from vendor-based issues to high-value opportunities for front-line guidance and training.

It’s time to amplify retail profits with a complete solution that targets top priorities, empowers ideal actions and quantifies results across your operation.

Join the leading global retailers using ZPA.

Ready to uncover what’s possible?
Visit www.zebra.com/zpa