



Why Retail Execution Solution Suites Drive Better Results than Point Solutions



Zebra
Reflexis

Introduction

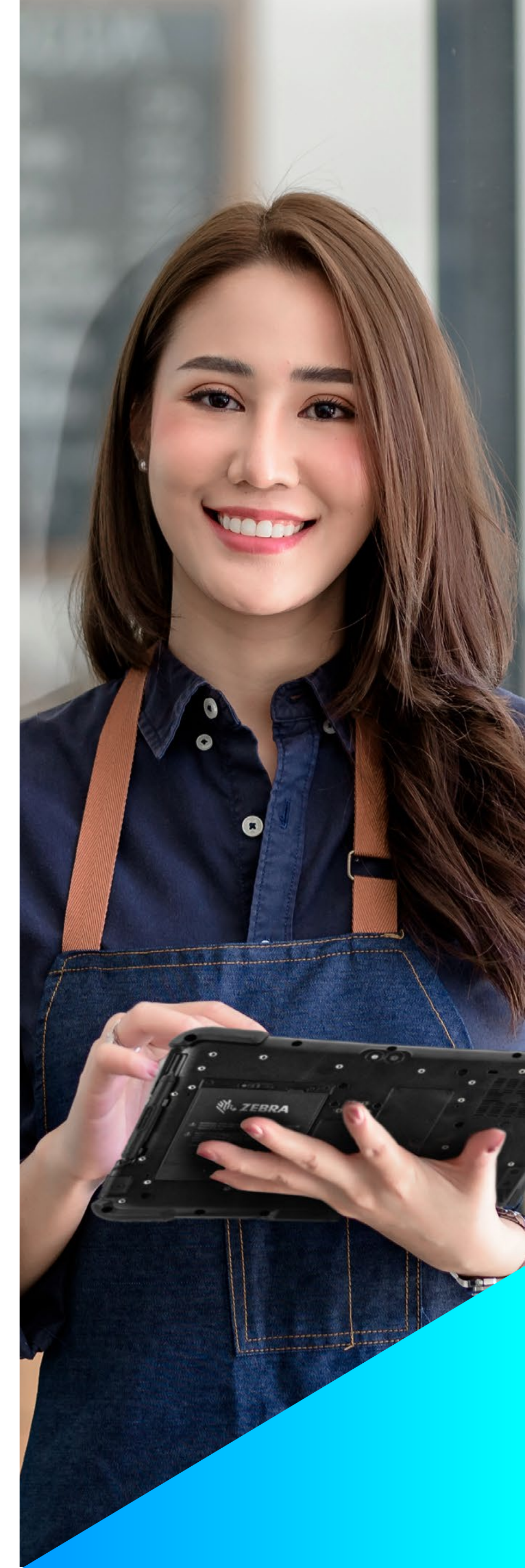
The retail landscape is constantly changing, but the last few years have seen that change rapidly accelerate. Customers want to [shop at stores](#) using curbside pickup and BOPIS, e-commerce is digging into a [greater share of total retail sales](#), and customers want more [personalized and experiential shopping](#). And retailers are racing the clock, working tirelessly and investing in new technologies to adapt to these changes before they're seen as outdated and customers shift towards more innovative retail stores.

This was all before COVID-19 came along, exacerbating problems that retailers were already facing. Demand for [curbside pickup and BOPIS](#) skyrocketed. Even more traffic [shifted towards e-commerce](#). Optimized operations weren't just about improving the customer experience; they were about keeping employees and customers safe.

Disruption is a certainty in the future of retail. Whether it's labor shortages or changes in customer expectations, retailers will always have to contend with change and uncertainty. To adapt, retailers need to invest in the best technology available to optimize their operations and streamline the way their stores function. Some choose point solutions to handle specific facets of their store operations, whether it's task management, workforce scheduling, or communication. But point solutions aren't capable of handling

the entirety of a retailer's store operations, instead creating data silos, introducing break points, and giving customers a disjointed, dissatisfying retail experience.

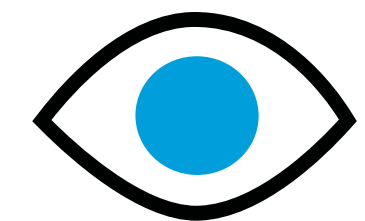
Intelligent end-to-end solution suites solve this problem, creating a complete infrastructure for managing all labor forecasting and scheduling, store execution, and communication needs. These solution suites give frontline associates the ability to always be in the right place at the right time, their work continuously guided by best practices and AI-guided insights. And they ensure that all these critical operational functions, such as labor scheduling and task management, are constantly in communication with one another, sharing data and intelligence in order to ensure that each one is fully optimized and providing the most value for your store operations.



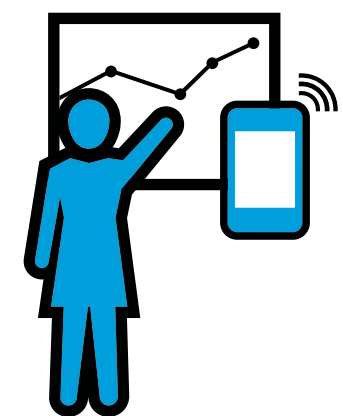


Here are some of the benefits of using an intelligent retail execution solution suite:

1 Unified Vision



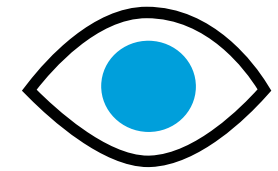
2 Improved Data Consistency



3 Reduced Training and Implementation Needs



Strategy #1



Unified Vision

Point solutions, when working together, are inevitably misaligned to some degree. Their development cycles are different, with one upgrading to a new version and a new UI that doesn't align as well with other point solutions. Their roadmaps branch off in different directions and require more effort to sync to your organization's needs. Vendors that are partnered might be at odds over future development plans.

Using an intelligent retail execution solution suite gives you one single vision from one single vendor. When solutions within the solution suite are upgraded or improved, care is taken to align with the plans for other solutions in the solution suite. You keep track of one product roadmap, making it easier to plan years into the future. This ultimately lightens the burden during the implementation of new solutions or upgrades.

With a Unified Vision:

- One roadmap for future planning
- Solutions designed with the big picture in mind



Strategy #2



Improved Data Consistency

Store operations solutions are constantly sending each other data. Whether it's labor scheduling data to an employee self-service solution, or forms submission data to a task management solution, this communication of data is essential to keeping a store functioning. But point solutions aren't built to seamlessly communicate data with just any other solution. It can take hours to integrate daily time and attendance updates with a labor scheduling solution, making it difficult to react in real time to critical needs that arise.

An intelligent retail execution solution suite dramatically simplifies how data communicates between solutions and ensures data consistency across your solutions. With this solution suite, real-time notifications can immediately create tasks in your task management or checklist systems. Changes to labor schedules are immediately updated in your frontline associates' employee self-service solutions. Data can move between solutions in real time, making it far easier to manage problems that come up unexpectedly. For example, if an associate is approaching overtime, an integrated retail execution platform can look at past associate behavior and send a real-time alert or task to a store manager proactively to help avoid unnecessary labor costs.

A single solution suite also simplifies the management of your data. Since all solutions are built on a common infrastructure, data can be automatically updated across the entire platform, simplifying

processes such as adding new employees or moving a store from one district to another. This ensures consistency across all solutions. Housing data within a single platform also eliminates the risk of managing data in multiple systems across multiple point solutions, allowing single sign-on and improving data security while decreasing the burden on your IT staff.

With the Data Consistency of a Unified Solution Suite:

- Transmit data between applications in real time
- Eliminate data replication and decrease burden on IT



Strategy #3



Reduced Training and Implementation Needs

It's not easy to train frontline associates on new technology. You need to carry out training across hundreds or thousands of stores, while also ensuring that it is successful enough to enable high adoption across all associates. This can be a problem when you use several point solutions. When doing so, you multiply how much training needs to be carried out, potentially confusing or frustrating frontline associates, decreasing user adoption as well as productivity.

With a single solution suite, all solutions utilize the same unified user interface, giving them the same look and feel. Instead of wasting time learning how a dozen different applications work, frontline associates only have to focus on a single cohesive solution suite, simplifying training. A single intelligent execution solution suite also reduces the burden on your documentation team; while point solutions lead to more collateral that must be created and distributed for employee training and reference, a single solution suite reduces this workload considerably.

This simplicity translates to product implementations as well. Instead of coordinating pilot programs and training sessions with several implementation teams from several different vendors, using a single retail execution solution suite means you only work with one team on all these implementation efforts. This streamlines the process of rolling out multiple technologies across your stores, making it easier to do so successfully.

With a Single Solution Suite:

- Reduce the burden of training
- Simplify the implementation process

For more insight into what you can accomplish with a single real-time store operations solution suite, contact us at marketing@reflexisinc.com and we'll connect you with one of our solution experts.





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