It all started with the stripes of a barcode. By the time digital information began to grow, Zebra was already there. We helped front-line employees scan items with the first handheld laser barcode scanner, which revolutionized the retail industry. That was just the beginning of today’s Zebra solutions that enable enterprises to clearly see what they couldn’t before. Our solutions have given our customers a performance edge for 50 years, helping them reach new levels of growth, productivity and service.

By giving every asset, inventory and process an interconnected digital signature, enterprises operate with sharper insight, higher accuracy and faster workflows. With Zebra, they can better control risks, reorder essential inventory before they run out, foresee where they can cut costs and greatly increase operational efficiencies.

We’ve launched groundbreaking ideas, resulting in more than 4,200 patents. As the global market leader in smart, connected solutions, we’ve earned the trust of more organizations than any other manufacturer in the world and serve nearly every Fortune 500 company in a variety of industries, spanning more than 100 countries.

As your enterprise operations get more complex, we respond with intelligent edge solutions. Zebra is redefining retail with an astonishing 95% visibility into inventory. For manufacturers, we’re hiking productivity by an impressive 20%. And for logistics companies, our ideas translate into $150 billion dollars saved a year and more than 800,000 trucks removed from the road. You can find us not only in the workplace, but also on the football field, as the Official On-Field Player Tracking Provider for the NFL, forever changing the game with real-time data on every player and every play.

Little wonder then that we have also been positioned as a Visionary in Gartner Inc.’s January 2019 Magic Quadrant for Indoor Location Services Global* for the second consecutive year.

No matter what your industry or challenge is, Zebra can give you a performance edge.

*Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.
Zebra RFID solutions
See it all, get it all—only from Zebra

Radio Frequency ID (RFID) technology revs up operations by automatically locating your tagged objects at greater speed, accuracy and volume than traditional methods. Trust Zebra for expertise and solutions for every aspect of RFID, from readers to antennas, from printers to software, supplies and service for every type of industry.

**Zebra handheld and hands-free RFID readers**
Out-of-sight is now never out of reach
Mobilize the tracking, tracing and tallying of assets. Choose from sleek handhelds, hands-free devices, rugged form factors and RFID sleds.

**Zebra fixed readers and antennas**
Find what you seek in RFID solutions
Let our fixed readers and antennas track your assets as they move. They’re built for high throughput, high capacity performance, so you can manage critical items to and from every point customer-facing environments or tough workspaces.

**Zebra RFID printer encoders**
Accurate, scalable RFID encoding
Your work depends on reliable data. Zebra offers the industry’s broadest range of printers that accurately print and encode RFID labels, tags and cards where and when you need them.

**Zebra Certified RFID Supplies**
High-performing thermal materials and inlays
Using inlays from leading manufacturers to meet your needs, Zebra offers 30+ RFID labels in stock and custom solutions in a variety of sizes and materials for an array of applications. Each features the latest generation of chips via Zebra inlays or those from leading brands.

RFID Design Signature Service
Improve the speed, cost and profitability of any RFID project
As a leader in the field, Zebra has the experience to ensure your RFID project delivers the business performance improvements you expect from your investment.
Location solutions that give your enterprise a definitive edge

When you can track everything—and put insights derived from real-time data immediately to work—you can accomplish anything. And that’s precisely what Zebra MotionWorks™ location solutions delivers. Automating visibility to your critical assets allows you to ramp up productivity, boost efficiency and grow your business—by delineating data that arms your enterprise with actionable insights.

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### TURN ASSET LOCATION INTO AN INVALUABLE ASSET

**ZEBRA MOTIONWORKS™ Asset**

**Know at a glance the whereabouts of all your key assets, as well as their status and condition.**

- **Decrease downtime** spent searching for missing or misplaced assets
- **Increase productivity** by reducing manual processes
- **Lower costs** of asset loss

### EYES ON EVERYTHING, EVERYWHERE

**ZEBRA MOTIONWORKS™ Material**

**Make replenishment fluid and automatic to optimize processes, eliminate waste and ensure just-in-time deliveries.**

- **Stop disruptions** due to part shortages
- **Lower the costs** of carrying extra inventory
- **Create replenishment triggers** from multiple sources

### TRACKING THAT KEEPS YOUR YARD ON TRACK

**ZEBRA MOTIONWORKS™ Yard**

**Use strategic and immediate insight to optimize space and turnaround times, increase throughput and drive down costs.**

- **Automate trailer moves** using real-time actionable data
- **Ramp up throughput** without increasing space
- **Lower fuel and maintenance costs** by reducing switcher deadhead time

### SEEING ALL FACETS OF THIS FIELD AND YOURS

**ZEBRA MOTIONWORKS™ Sports**

**Use real-time performance statistics to scout for players and create winning strategies.**

- **Optimize athlete performance**: Allow trainers to keep athletes at peak performance
- **Strengthen coaching and training**: Enable a consistent, data-forward analysis method
- **Engage fans**: Broadcast player statistics on television, mobile engagement and in stadiums

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**Game-Changing Results:**

- **80% reduction** in work delays due to missing tools
- **20% improvement** in equipment utilization

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**ZEBRA MOTIONWORKS™**

Powered by Zebra Savanna

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**POWERED BY**

ZEBRA SAVANNA
There's the old way of loading and unloading trailers and the SmartPack Trailer way

**Zebra SmartPack Trailer** helps retail distribution centers increase vendor fullness and loading compliance.

This solution also helps transportation and logistics shippers increase trailer utilization and ensure vendor compliance to shipping terms. By providing real-time visibility to the trailer-load-and-unload process, customers are able to increase efficiency of managing fleet and improve supplier load quality at source.

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**Instant Insight Optimizes Operations at Every Turn**

**Lift performance.**

**Drop operational costs.**

- Measure how densely each trailer is packed; identify issues with load density
- Increase trailer fullness and make better use of cargo space
- See time-lapse images of the entire loading and unloading process from start to finish
- View wall-by-wall profiles to ensure walls are built correctly—minimizing the chance of damaging packages
- Receive real-time alerts to address costly concerns before it is too late

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**Optimize yard management**

- Synchronize the movement of trailers at the dock and yard
- Immediately know dock-door turn times for predictable scheduling
- Receive alerts when loads are done, doors are closed and trailers are sitting idle
- Know the load rate to accelerate workflows
- Monitor key performance indicators to reallocate underutilized workers

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**Reduce safety risks and theft**

- Uncover when workers are improperly lifting freight
- Use captured images as training material; potentially reduce the number of worker compensation claims
- Discourage cargo theft with the use of SmartPack cameras
Welcome to the new possible. Zebra Intelligent Automation solutions power transformative outcomes at the edge. Workers are liberated from repetitive tasks, free to contribute where they add the most value. Workflows become dynamic and highly efficient. And sharper decisions and more agile operations are fueled by data-driven intelligence.

Zebra Intelligent Automation Solutions
The smarter way to utilize people and resources

Welcome to the new possible. Zebra Intelligent Automation solutions power transformative outcomes at the edge. Workers are liberated from repetitive tasks, free to contribute where they add the most value. Workflows become dynamic and highly efficient. And sharper decisions and more agile operations are fueled by data-driven intelligence.

ZEBRA FULFILLMENTEDGE™
Turn your legacy WMS into a 21st century brainpower
When you add FulfillmentEdge to your warehouse management system, you change linear, static processes into dynamic workflows, based on the real-time location of your workers and task priorities. That’s how you maximize every resource.
- Avoid the risk and cost of upgrading your WMS
- Dynamically produce workflows that optimize actions and resources
- Interleave tasks in real time based on worker proximity and priorities
- Put clear instructions in workers’ line of sight with the Zebra Head-Mounted Display

ZEBRA SMARTSIGHT™
Use shelf intelligence to raise sales and satisfaction
Create the ideal shelf experience for shoppers with SmartSight. Using augmented intelligence, SmartSight doesn’t just spot issues about your shelved merchandise; it reveals prescriptive ways to improve the situation and your operations.
- Cover more categories more frequently with 2X the runtime of competitors
- Solve merchandise problems before they impact sales
- Alleviate workers to attend to shoppers for a more personal experience
- Unburden IT with remote maintenance and management

Slash training time 90%
Expedite fulfillment 24%
Inventory visibility and accuracy 95%
65 hours of labor savings / week / store
Accelerate fulfillment

• Easily accommodate orders for same-day, in-store pickup
• Accurately display in-store inventory on your website
• Speed up shipping of online orders

Reduce shrink and theft

• Alerts are generated when unpaid items approach the exit doors
• Items are never misplaced when you have acute visibility
• Reduce overall shrink of merchandise and assets

Gain more sales opportunities

• Transform in-store processes with automated insights for inventory and replenishment
• Increase sales by maximizing merchandise availability
• Reduce labor costs by automating in-store processes

Increase operational savings

• Forgo the cost of cycle counts; SmartLens does it for you
• Reduce the space and carrying costs of overstocking, by preventing it
• Automation allows you to get the most out of workers so they focus on customer service

Storewide visibility improves retail’s outlook

SmartLens for Retail is leading the digital transformation of retail with near 100% real-time visibility of inventory, people, and assets. Its transformational platform provides unparalleled operational visibility.

• Quickly locate the items that shoppers want
• Fulfill online orders quickly and accurately to ensure that items are ready for pickup when shoppers arrive. Eliminate out of stocks and overstocks—and prevent missed sales
• Gain insight into real-time merchandise movement to prevent theft

Sense and Record the Location of Everything in Your Store

One element remains the linchpin to improving every aspect of your business: instant and complete operational visibility.

Sense and Record the Location of Everything in Your Store

One element remains the linchpin to improving every aspect of your business: instant and complete operational visibility.
Empower front-line employees to improve profits, margins, and efficiency with Zebra Prescriptive Analytics (ZPA), a key component of the Savanna platform. Next-gen machine learning and artificial intelligence automatically extract actionable insights from data in near-real time and distribute them directly to the appropriate stakeholders. The typical ZPA customer realizes an increase in sales, a better consumer experience, and a rise in labor productivity within six months.

**Areas of impact:**
- Shrink reduction
- Risk mitigation for controlled substance sales
- Margin improvement by SKU
- Vendor / employee compliance
- Inventory accuracy
- Fraud prevention
- Market basket increase
- And more

**Fewer reports**
Unlike report-based analytic systems, Zebra Prescriptive Analytics interprets the reports automatically and delegates smart tasks via prescriptive actions. Any report requiring you to open, analyze, interpret, and pull insights from it can be replaced with a single pattern of behaviors.

**Plain-text directives**
Reports can be interpreted many ways. ZPA offers just one version of the truth—exactly what happened and exactly what to do about it. No debate.

**All services included**
An unlimited user model and complimentary training, advisory, and support services are included with every Zebra Prescriptive Analytics agreement. Whether training users, uploading data feeds, or deploying new versions, our experts will help you succeed—with no surprise fees involved.

**“Live within days” commitment**
No need to wait months to start generating ROI. Zebra Prescriptive Analytics deploys much faster than competing solutions and requires little to no IT involvement. You’re live and ready in as little as a few days.
Zebra SmartCount™ is one of the most innovative and comprehensive self-scan, physical, inventory management solutions available to the retail industry. With simple, out-of-the-box deployment, Zebra SmartCount delivers cloud-based, real-time visibility to critically important physical inventory results chainwide. Capture savings of 25% to 50% when compared to 3rd party inventory services.

Elevate accuracy. Lower costs.
• Leave the counting to the experts—your sales and store associates—and avoid the expense and hassle of hiring and overseeing third-party counting services

Simplify counts
• So easy to use, SmartCount delivers exceptional results and gives you control of your physical inventory program

See what’s in store as it’s counted
• Gain real-time, chain-wide visibility of your physical inventory as it’s being counted
• Intuitive dashboards and analytics deliver inventory status and metrics, audit completion, productivity data, and much more—to every store / district / region and corporate user

Inventory accuracy you can count on

Zebra inventory solutions support:

- 55,000+ store inventory events annually in 58 countries achieving 25% to 50% cost reductions
Connect your workers with the power of one

**Workforce Connect puts everyone on the same communications wavelength,** across multiple types of devices and networks. By adding Workforce Connect, your team can instantly reach each other, access critical information, handle voice telephone calls, and remotely manage work with push-to-talk and text messaging.

**Workforce Connect PTT Pro**

**Push-to-talk (PTT)**

*Turn Zebra mobile devices into fully featured walkie-talkies*

At the push of a button communicate, one-to-one, site-to-site or one-to-a group around the corner or the world.

**Secure text messaging**

*Protect confidential data*

All your sent messages are secured, whether they’re text, audio, images or videos.

**Location services**

*Put every worker on the map, literally*

Locate every team member at any moment, in any location. Gain greater efficiency by determining where they are and where they have been.

**Workforce Connect Voice**

**PBX Desk Phone**

*Eliminate desk phone dependency*

Untether your team from their desk phones by giving their Zebra devices complete telephony capabilities.
Replace reactive with proactive

All VisibilityIQ solutions offer instant business intelligence when and how you need it. You’ll see how your devices are performing and know what next steps can push up productivity and drive down costs.

**VisibilityIQ™ Foresight**
Go beyond an MDM and view full operational aspects of your devices from a single, cloud-based, color-coded dashboard.

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**Zebra Signature Services**
Accelerate the adoption of intelligent edge solutions

Data insights from the technologies at the edge of your network can open up a world of new commercial opportunities. But without the right skills or resources, you could miss out on their full benefits. Zebra Signature Services accelerate your ability to unlock intelligence from your data, so you can run your business more productively.

- **Learning as a Service**
  Give employees the know-how to adopt new solutions on day one.

- **Software Integration**
  Accelerate success by applying integration best practices. Leverage our expertise in mobile, edge-data technology and business logic workflows.

- **Voice Enablement**
  Unite voice capabilities with mobile technologies to expand connectivity and reduce devices across your enterprise.

- **MotionWorks™ Signature Services**
  Accelerate the design, deployment and adoption of Zebra MotionWorks location solutions.
ZEBRA SAVANNA™

Discover your best next move

The Zebra Savanna platform aggregates and analyzes data from edge devices to reveal actionable workflow insights, powers next-gen applications and solutions that deliver best-action guidance and integrates with existing hardware, software and data ecosystems to give you a more complete picture of your business. Use its brainpower to create, connect and control tomorrow’s data-powered environments.

Zebra Savanna Data Services
Accelerate your ability to transform edge data into actionable insight with easy to consume APIs that streamline development and simplify data access and analysis.

Zebra Savanna Data & Analytics
Aggregate and analyze raw edge data from Zebra products and intelligent infrastructure. Combine real-time data with historical data to create a complete picture and gain insight.

Zebra Savanna Location Engine
Collect the location data amassed by Zebra MotionWorks and translate it into actionable information to your operational context, using proven algorithms and rules engines.

Gain a new perspective on business, visit www.zebra.com