SOLUTION BRIEF
ZEBRA SMARTSIGHT™ FOR RETAIL

Give your store a performance Edge

Improve store and staff performance with Zebra Intelligent Automation

Challenge: It’s difficult to manage store operations manually
Face it: traditional methods of satisfying on-demand shopping can reduce your sales and frustrate your customers. Research reveals that poor visibility into inventory leads to out of stocks for 33% of your shoppers¹ and up to 30% unfulfilled online orders². Pricing discrepancies become common place and planogram compliance remains a constant struggle. Unfortunately, these are issues your store associates cannot resolve alone. As it is, they’re already overloaded and constantly interrupted by customers.

Solution: Augment shopping from stock to service with Zebra
Imagine your shelves always stocked; your goods properly priced, presented and assorted; and your store associates better utilized. We did. The result is Zebra SmartSight™ — the latest innovation from the brand synonymous with retail transformation. Our end-to-end solution gives you more than shelf awareness. It gives you actionable intelligence to course correct issues before they impact sales and service.
Heighten your store I.Q.
Reduce Out of stock and increase revenue

SmartSight identifies out of stocks with 90+% accuracy*, which is a 35-40 percentage point improvement over typical store associates’ capabilities today. That translates into 95+% inventory availability*, essential for omnichannel fulfillment. With SmartSight, you’re ready to give customers what they want, when they want it and how they want it.

Be planogram compliant
Why erode margins when you can automatically monitor your merchandizing and ensure your planograms are compliant? With SmartSight, you’ll know in real time when something is awry, giving you the foresight to resolve the situation quickly.

Ensure the price is right
In this highly competitive market, price matters. Make sure it’s correct. Improve margins and reduce regulatory compliances fines. SmartSight with EMA50, the enterprise mobile automation system, automatically detects label and pricing issues with more than 95+% accuracy*.

Push productivity and perfect workflows
Don’t just spot problems; know how to solve them. SmartSight uncovers issues at a more granular level and then determines ways to resolve them, transferring that guidance to your staff via a mobile app. You’ll be able to solve problems faster and prioritize tasks better for greater productivity and higher profit potential.

Increase store associate efficiency
Reassign up to a 65 labor hours per week per store*. Simply leave the repetitive, manual tasks to SmartSight with EMA50.

Optimize your stores day or night
Operate SmartSight with EMA50 during business hours, alongside customers and staff, or overnight and multiple times per day. EMA50 is entirely configurable and flexible to adapt to your store environment without the need for infrastructure changes. EMA50 has the intelligence to dynamically adjust its job to adapt to store traffic patterns to maximize job efficiency and store coverage.

Safe, anytime operation
Either way, SmartSight boasts numerous safety systems to create a worry-free, friendly experience. A multi-zone intrusion prevention identifies and avoids dynamic obstacles such as shopping carts, shoppers, store staff, inventory carts, along with static obstacles such as pillars, pallets and features—to name just a few.

No supervision required
EMA50 autonomously undocks, docks and executes jobs scheduled to match your store operating model -- without the need for staff intervention. EMA50 completes its job, while processing data and determining the best next actions to help store staff more efficiently complete their work.
Ingenuity at work

Enterprise Mobile System + Retail Automation Platform = Store Performance Edge

Real-time data collection and cognition

- Safely and autonomously navigates your aisles
- Captures shelf and store status, providing processed data for analysis
- Uses computer vision & AI/machine learning to increase cognition about your operations

Analysis

- Analyzes processed data to determine out-of-stocks, price accuracy and planogram issues
- If something is amiss, it’s configured to provide a product, price and planogram resolution and assign corrective action to store staff
- SmartSight transfers that guidance to staff on a Zebra mobile computer

Corrective action

- Mobile apps provide an easy way for store staff to receive corrective actions and confirm completion
- Zebra’s Remote Command Center provides system status, performance and job scheduling
- Retailers can also integrate SmartSystems with the back end operations systems and mobile apps via APIs - included as part of the system offering

From start to finish, Zebra SmartSight

Only Zebra offers enterprise-grade lifecycle system management

Delivery
EMASO systems with SmartSight arrive at your stores

Deployment
Integrate SmartSight with EMASO systems, configure to match your operations, calibrate and map your store(s) and transition into operation

Operation & Monitoring
Use Zebra’s Remote Command Center for complete management, monitoring and operation oversight

Maintenance
Includes planned preventative maintenance, unplanned maintenance, software updates & patches and replacement units support

Disposal
Removal of units and batteries at end of life
Give your store operations a performance edge with Zebra

Robots alone aren’t enough to fulfill current demands

Transforming your store operations requires intelligence nimble enough to adapt to your ever-changing needs; scalability to rollout chain wide; and expertise, service and support to ensure your investment pays for itself. There’s only one intelligent automation solution with the last name of Zebra.

When you choose Zebra, you gain the backing of a global leader with proven experience, serving 60% of the world’s retail market. For more than 50 years, we’ve made it our business to improve yours.

Chances are you already rely on Zebra for scanners, mobile computers and tablets, RFID solutions and printers. Now, the same brand that innovated the widest array of purpose-built retail solutions is bringing you SmartSight. The moment of true automation has finally arrived, and you can tell by its last name—Zebra.

Sources
1. IHL Group, 2018
2. Based on in-store workflow assessment of 12 lighthouse customers
* Results may vary by store