

Accelerating Grocery's Digital Transformation

Even at the local grocery store, today's consumers' expectations are higher than ever. Informed by an internet's worth of options, they expect seamless service from associates and store technology, as well as accuracy and transparency when it comes to inventory and food safety. Forward-thinking grocers are tapping into a powerful ecosystem of devices and applications that work together to bring store functions online.

As consumers demand increasingly optimized and omnichannel shopping experiences, retailers are investing in new technology to alleviate supply chain and customer service constraints. Alternative shopping options like click and collect, curbside pickup and home delivery also help manage the flow of customers through the store, reducing crowd and line size and better enabling social distancing practices. At the same time, they place new pressures on merchants to enable flawless fulfillment.

As a result, grocers are more fully embracing solutions that increase visibility and efficiency, but also help protect associates and customers. Enabled by rugged mobile devices and powerful software applications, associates can complete tasks like item location, order fulfillment, payment and training.

THE FUTURE IS FLEXIBLE

There will always be events and incidents, some with large-scale impact outside the retailer's control. To better prepare for future changes and unforeseen supply chain challenges, grocers are becoming even more nimble, embracing technology that better serves their customers no matter where they are located—in-store or online.

To future proof their business, grocers are increasingly looking for systems that can provide real-time information and flexible solutions in the face of unexpected change. For example, legacy ordering software may not be enough to serve retailers whose demand is dramatically different than it was compared to the previous year. Rugged devices with user-friendly applications are helping grocers meet this challenge, increasing inventory visibility and availability, expanding service offerings, enhancing associate productivity and increasing customer satisfaction.



59%

HEIGHTENING THE SHOPPER EXPERIENCE

59% of shoppers have a better experience when associates use the latest technology to assist them.*

*Source: Zebra, 2020 Shopper Vision Study

Meeting The Demands of Grocery's Digital Growth



INVENTORY MANAGEMENT

Inventory management applications help grocers better identify and manage overstocks and out-of-stocks, ensure more timely replenishment of store shelves and address planogram compliance issues. In the hands of frontline workers, inventory applications on mobile computers and tablets increase productivity and inventory visibility from the distribution center to the back room and ultimately to customers on the supermarket floor.



FOOD LABELING

For grocers, labeling is labor and time intensive. Mobile printing devices and applications save time by enabling associates to print on the go, updating incorrect or out-of-date pricing and product information as quickly as possible. Detailed food labels help customers make better-informed shopping decisions, as well as ensure a retailer is meeting FDA requirements.



CLICK & COLLECT

Operating click and collect is a complicated process, yet customers expect a seamless experience. Unlike single-channel fulfillment, click and collect requires the seamless integration of inventory, back-office fulfillment and checkout to maximize profitability. Click and collect applications integrate with in-store systems and streamline order picking, customer communications and merchandise pickup.



CURBSIDE PICK-UP

Unlike click and collect, which generally takes place at a desk or a kiosk, curbside orders are placed online and picked up without the customer ever entering the store. For curbside service, essential devices and applications are required for printing receipts, scanning coupons and taking mobile payments, as well as a system for printing, labeling and retrieving totes where food is stored.



HOME DELIVERY

Today's mobile technology enables grocers of all sizes to roll out home delivery quickly and cost-effectively. Like store pickup, fulfilling delivery orders requires seamless integration between different parts of the store. Intelligent logistics applications help plan order packing according to delivery routes, use traffic data to optimize routes and keep customers informed on order status and arrival times.



PERSONAL SHOPPER SELF SCAN

Mobile self-scan solutions put the power in the customer's hands, enabling smoother service and checkout from anywhere in the store. Applications bring the best of online shopping to the in-store experience, with capabilities to scan loyalty program information, deliver location-specific offers and personalized promotions, help customers locate an item and process payment information. Self-scanning solutions can also double as order picking tools for store associates.



TRAINING

Handheld devices and mobile applications enable merchants to consolidate commerce functions, employee communication and training in one single, mobile computer or tablet. These applications also help management keep in contact with their workforce and transmit regular updates and communications whenever necessary.



CLEANING & SANITIZING

Consumers expect spotless supermarket shopping experiences but staying on top of these tasks isn't easy. By equipping associates with ruggedized devices and advanced software applications, grocers can better uphold standards of cleanliness and food safety by automating tasks to ensure floors, washrooms, food departments and more are clean and safe. Zebra's partner ecosystem offers a variety of solutions for cleaning and sanitizing devices.

KEEPING ASSOCIATES SAFE

Grocery applications are made even more powerful by Zebra's rugged devices. Now more than ever, it's vital for retailers to go the extra mile to protect workers who use these devices. Rugged doesn't just mean protecting the device from scuffs and drops, but also means they can withstand repeated wipe downs and sanitization—unlike traditional smartphone models.

An Extensive Partner Ecosystem

Grocery shoppers' expectations are higher than ever. Zebra's market-leading partner ecosystem delivers solutions designed to streamline and enhance the grocery experience for retailers and shoppers alike.



4MAX Retail
Self-Checkout

Focuses exclusively on custom software solutions for FMCG and retail sector.

retail.4m.ax



Apex Supply Chain
Click & Collect, Curbside Pick-Up

Paves the way for a fast, flawless customer experience with automated two-sided order pick-up solutions.

apexsupplychain.com



Axonify
Training

Provides modern learning and communications for frontline employees.

axonify.com



Budgetbox
Self-Checkout

Brings grocery shoppers the best of online shopping offline.

budget-box.com



Datema
Self-Checkout

Offers a complete self-scanning solution for retailers.

datemaretail.com



Doddle
Curbside Pick-Up, Click & Collect

Specializes in fulfillment technology that drives loyalty, removes manual processes, creates cross-selling opportunities and enables staff to focus on serving customers.

doddle.com



FaceFirst
Frictionless Checkout

Employs facial recognition technology to detect and deter real-time threats, transform team performance and strengthen customer relationships.

facefirst.com



Mi9
Click & Collect, Curbside Pick-Up

Supplies a digital commerce platform with integrated fulfillment that delivers convenient, personalized experiences.

mi9retail.com



OneView Commerce
Click & Collect

Enables a headless e-commerce platform that supports 'scale of store' and 'checkout anywhere' with specialization in merging and online and in-store environments.

oneviewcommerce.com



Position Imaging
Click & Collect, Curbside Pick-Up

Uses computer vision and laser guidance to expedite the click and collect pick-up process. Cuts down on time and errors and eliminates contact between customers and employees.

position-imaging.com



Revision
Personal Shopping, Self-Checkout

Enables retailers to engage with shoppers through shopping lists, personalized coupons, promotions, mobile payment, product information, in-store navigation, queue-busting and more.

re-vision.nl



Shopic
Self-Checkout, Click & Collect

Delivers a click & collect picking application as well as a mobile checkout solution that employs behavioral anomaly detection to flag irregular transactions and prevent shrinkage.

shopic.co



Skiyllful
Training

Provides hands-on training for hands-on workers through a simulation platform that can be deployed directly on users' devices.

skyllful.com



Strongpoint
Click & Collect, Curbside Pick-Up, Home Delivery

Provides integrated technology solutions that include e-commerce store setup, in-store and curbside delivery, route planning for home delivery and temperature-controlled lockers.

strongpoint.com



Sygic
Home Delivery

Brings voice-guided GPS navigation software to drivers and features offline stored maps, real-time traffic information, speed limit warnings, gas prices and more.

sygic.com



Trimble Maps
Home Delivery

Provides map data and map-centric technology specifically designed for commercial vehicles.

maps.trimble.com

A Future Forward Approach to Grocery

At Zebra, we are leading the development of intelligent, enterprise-technology solutions that provide unrivaled visibility into what is happening in your environment and recommending the next best move or action. Our vision is to mobilize operational data from devices and applications, analyze it and drive smarter, faster workflow decisions by users anywhere, anytime. Look to Zebra mobile devices—in combination with applications from our distinguished ISV partners—to deliver the power you need to create an optimized grocery store experience.

With a range of rugged tablets, handheld mobile computers, barcode and RFID scanners, and mobile printers; Zebra has the technology necessary for grocers to respond quickly to unexpected challenges and deliver on sky-high customer expectations.

To learn more about Zebra and our grocery application partners, visit connect.zebra.com/grocery-solutions



If you are an independent software developer interested in learning more about Zebra's PartnerConnect program, visit www.zebra.com/us/en/partners/partnerconnect/independent-software-vendors.html



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