



Bridge the Gap Between Planning and Execution

You've got this. You've got Zebra.

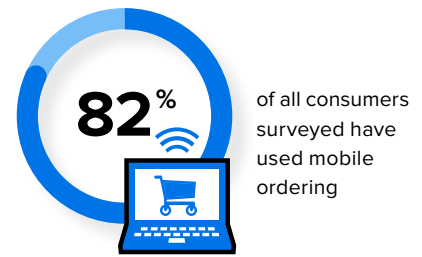




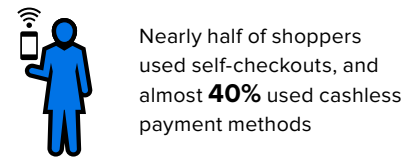
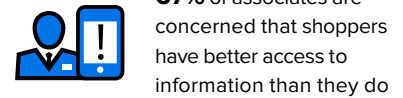
Today's Retail Landscape: What You're Facing

The Demand for Digital Transformation

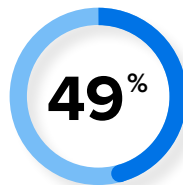
Customers today have high expectations for ultra convenience and seamless service. But delivering on these expectations is challenging when you're consistently faced with various obstacles such as labor issues or supply chain disruptions. You know what you need to do... but figuring out the best way to go about it is tough. That's why many retailers today are recognizing the value of investing in technology that sharpens planning and strengthens store level execution to meet these ever-changing demands.



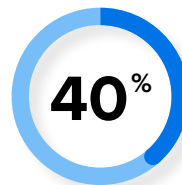
Stores Are Struggling to Deliver



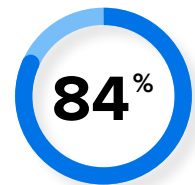
How Today's Decision Makers Are Responding



are converting space for online, pickup-in-store (BOPIS) and curbside pickups



plan to deploy AI for demand planning/ replenishment and assortment optimization



say that leveraging technology and mobile devices attracts and retains more store associates

Create a Continuous Loop of Customer Satisfaction

Unify Planning with Store Execution

Satisfying today's savvy shoppers takes mastery of both upstream and downstream decisions and processes. You can count on Zebra to help you maximize your entire value chain from CPG to consumer.



Store Operation Leaders:

Offer frictionless experiences while maintaining efficient operations.

Manufacturers of Consumer Product Goods:

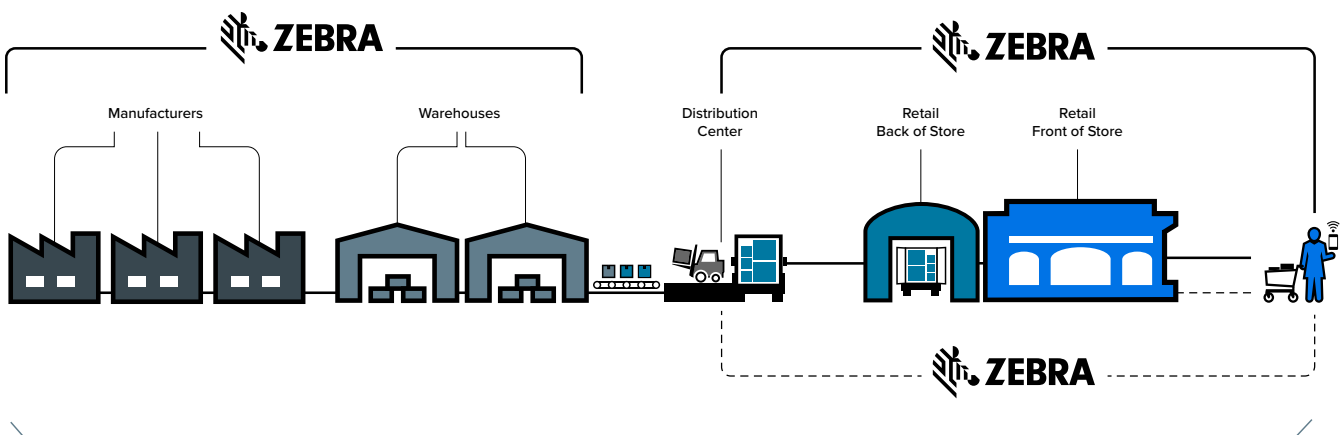
Increase confidence, output and efficiency to meet your service level agreements.

Merchandisers:

Make better buying decisions to incentivize customers and adapt to shifting demand.

Inventory Planners:

Increase product availability at the right location to support sales, marketing and e-commerce.



Deliver Meaning – Ensure Continuity – Elevate Your Strategic Blueprint

Align Inventory Decisions to Shifting Demand

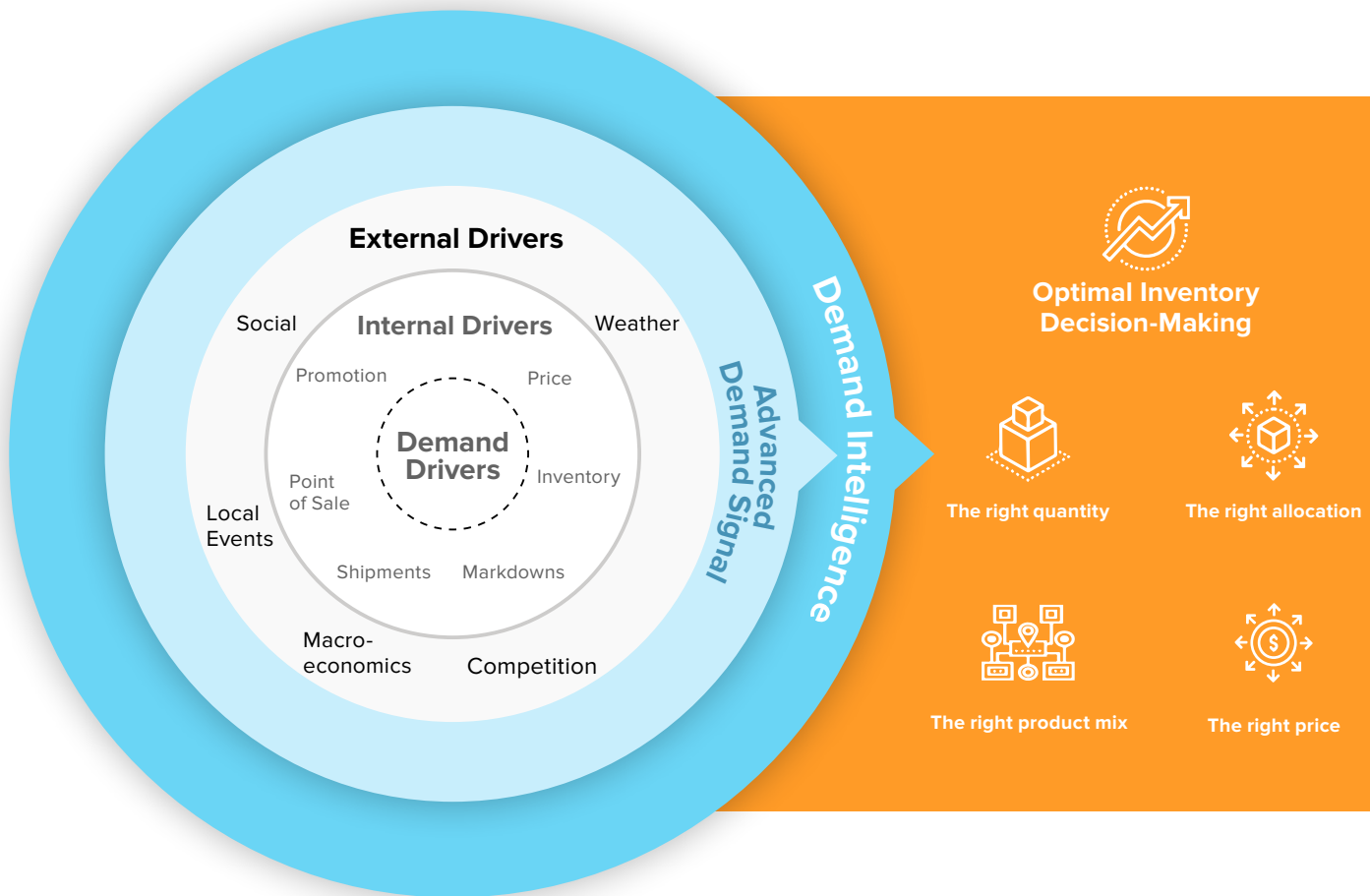
Elevate your forecast accuracy by an average of 20%

Erratic consumer demand, volatile supply chains and complex channels make inventory planning more art than science—unless you have Antuit.ai, our recent acquisition.

As a retailer, you'll gain insight beyond historical data to predict and anticipate when and where demand will occur with greater precision. If you're in customer packaged goods (CPG), you'll know how to make the best use of existing supply to minimize penalties and maximize margins, despite shortages and surpluses.

Leverage More Demand Drivers to Sharpen Demand Intelligence

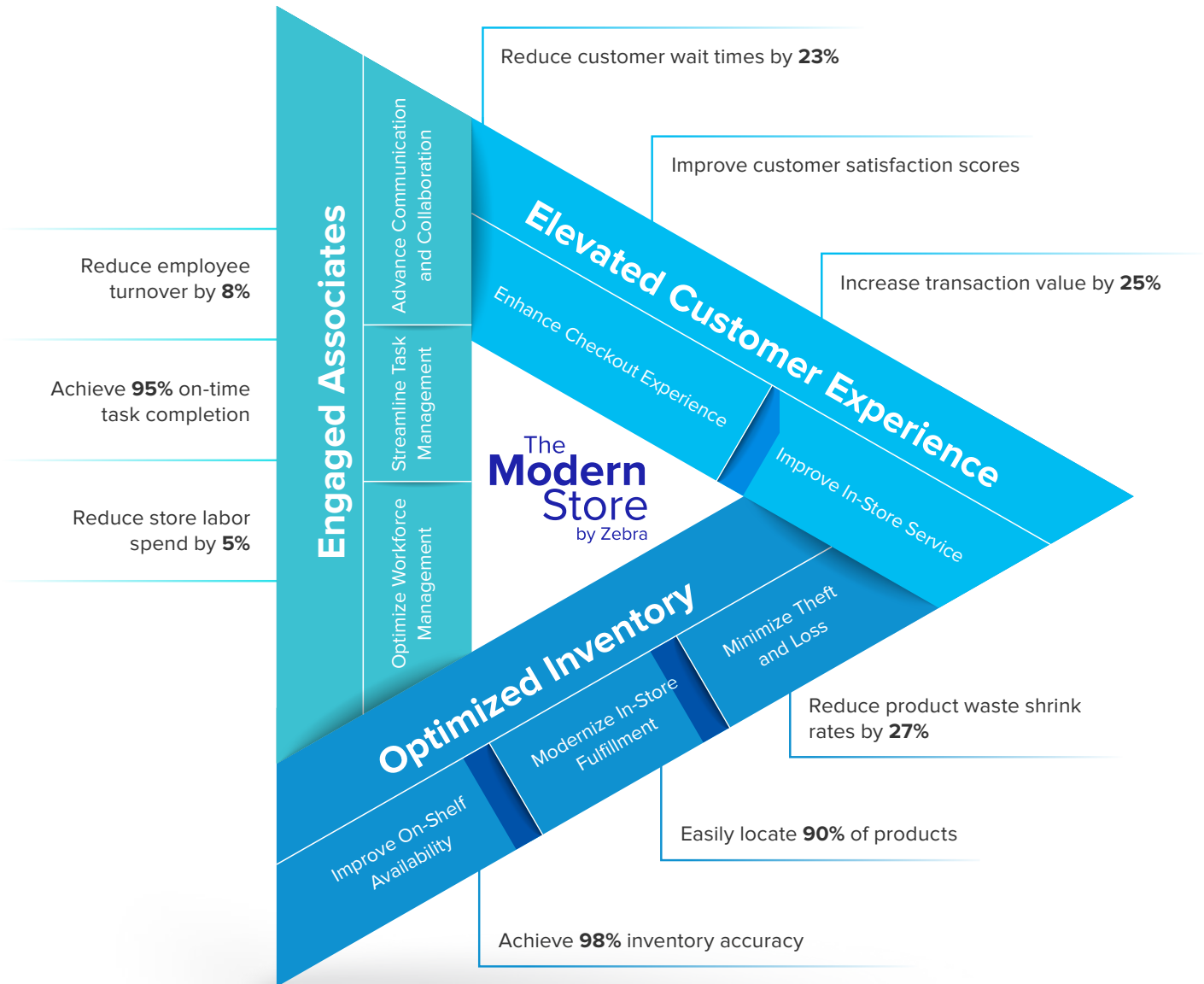
Keep a pulse on real-time demand signals that shape inventory decisions



Build Upon Your Momentum

With The Modern Store by Zebra

The Modern Store by Zebra is a visionary framework for solving your most pressing store challenges. Rooted in a scalable architecture and backed by comprehensive services and our robust 10,000+ partner ecosystem, The Modern Store by Zebra meets you where you are on your modernization journey and enables you to thoughtfully plan, prioritize and implement solutions.

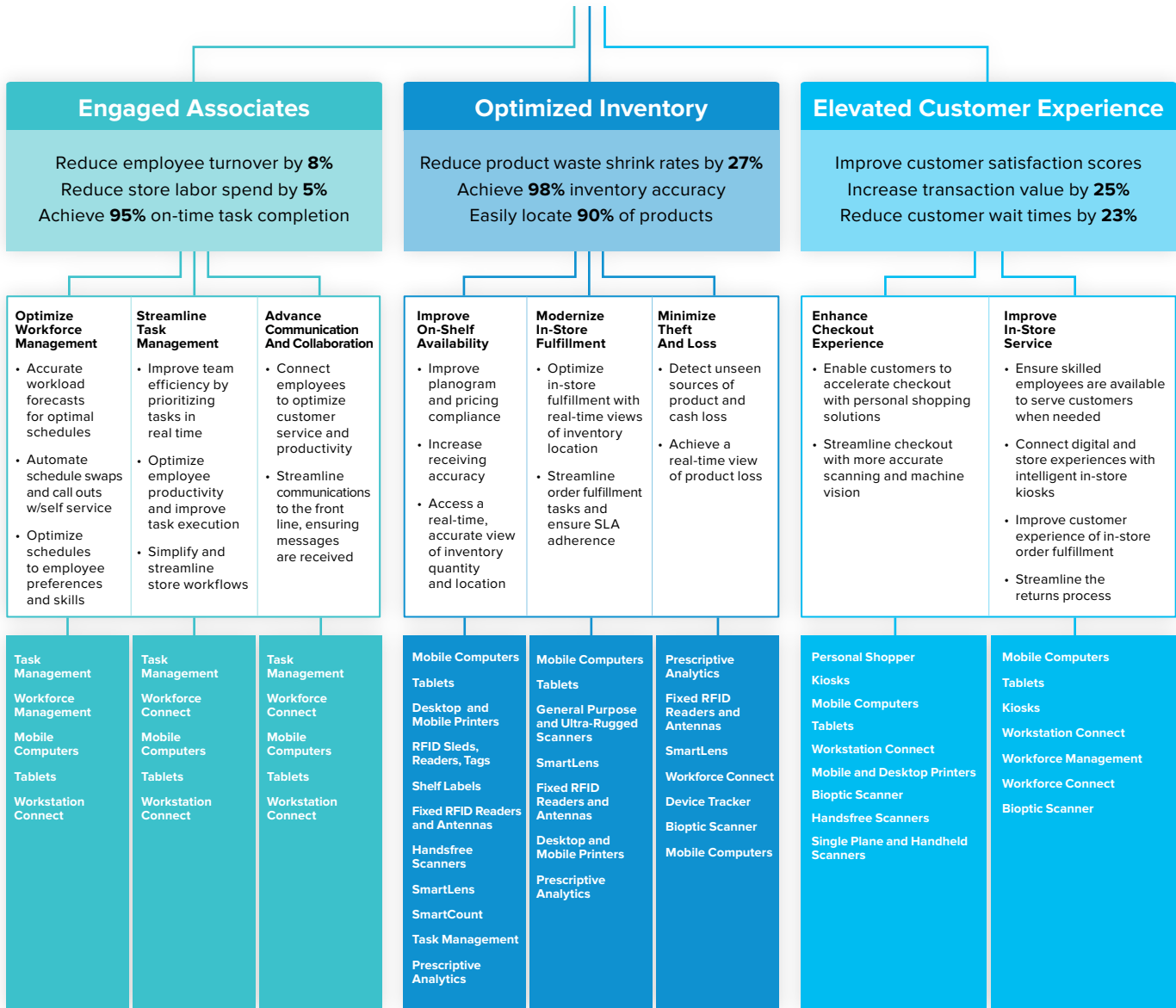


Note: Actual performance may vary depending on, among other things, store environment, product mix and process adherence.

Customers First, Outcomes Delivered.

The Modern Store by Zebra is a new vision for retail to achieve today's most critical outcomes and prepare for what's next.

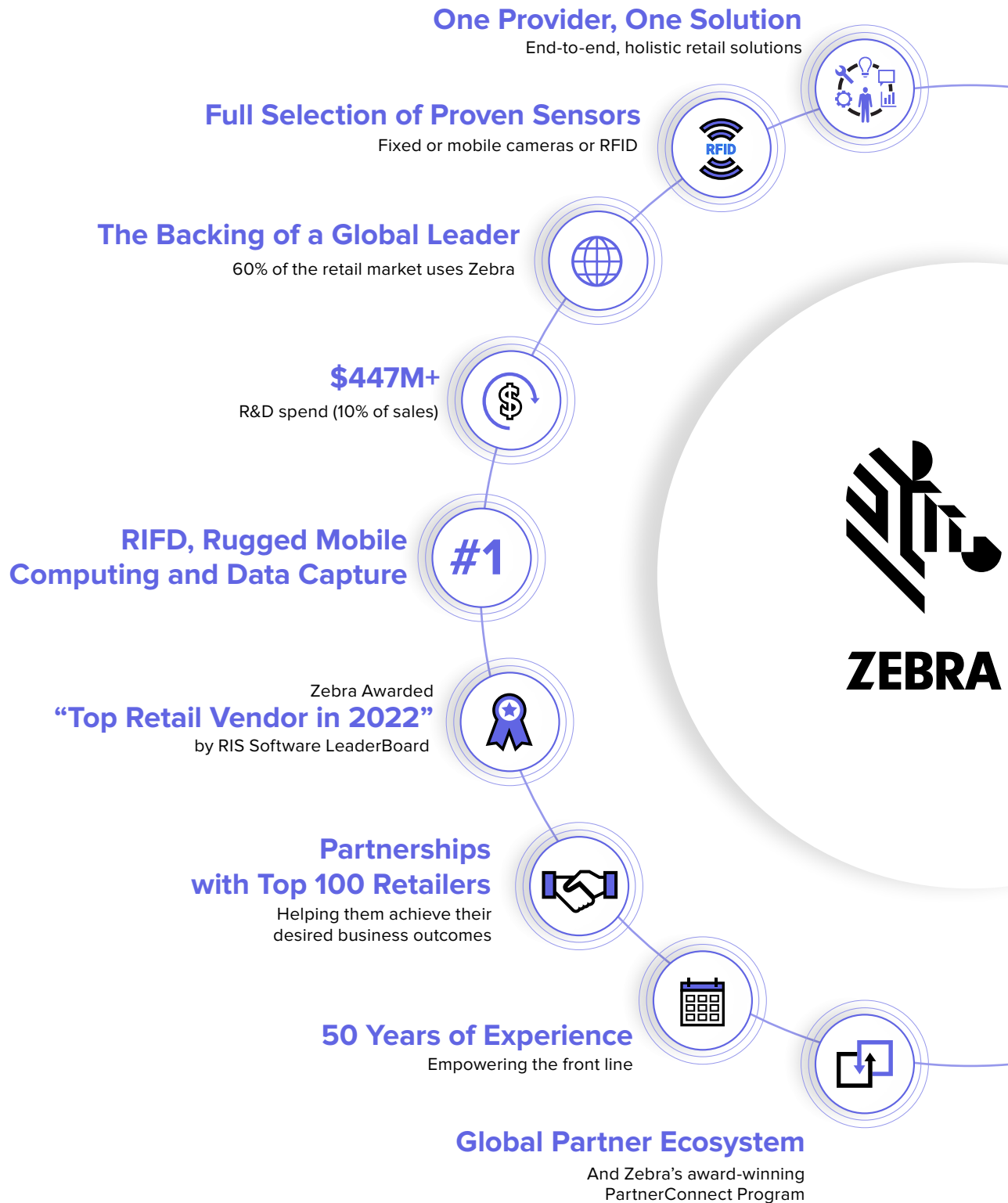
The Modern Store by Zebra



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Why Zebra for Retail?

We're a proven leader and the best guide on any retail modernization journey.



Let's Do Retail That's Right for the Times

The time for retail transformation is now. Together, we can help you take the next leap forward in closing the gap between planning and execution. See how Zebra's demand-sensing technology and Modern Store capabilities deliver success today and the agility to forecast and adapt to tomorrow.



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