



# 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.



of shoppers prefer a blend of in-store and online shopping



of all consumers surveyed have used mobile ordering

#### **Stores Are Struggling to Deliver**



**76%** of shoppers leave stores without all the items they wanted (49% because it was out of stock)



**67%** of associates are concerned that shoppers have better access to information than they do



**76%** of shoppers expect retailers to use the latest technology



Nearly half of shoppers used self-checkouts, and almost **40%** used cashless payment methods

#### How Today's Decision Makers Are Responding



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



plan to deploy Al 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:

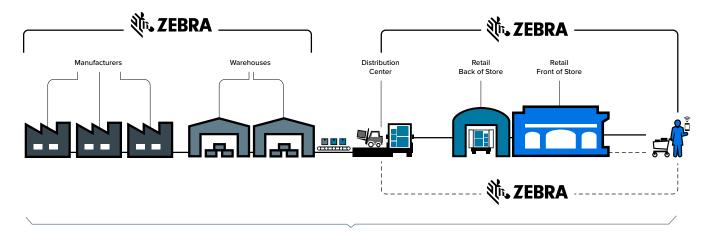
Increase confidence, output and efficiency to meet your service level agreements.

#### **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%

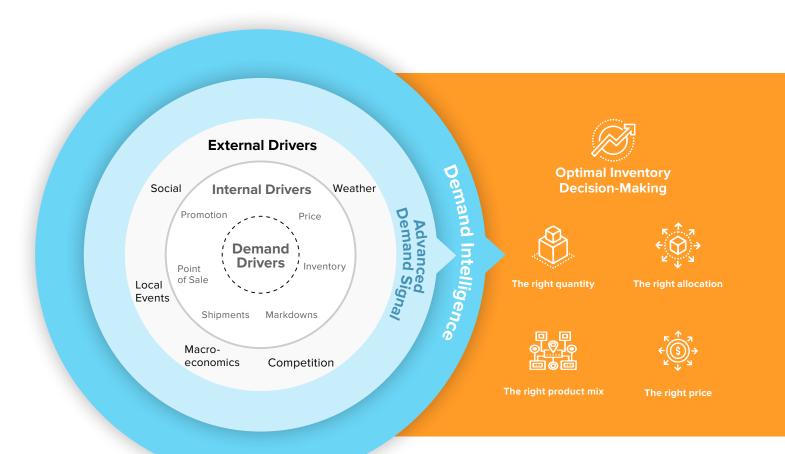
Erratic consumer demand, volatile supply chains and complex channels make inventory planning more art than science—unless you have Antuit.ai, our recent acquisition.

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

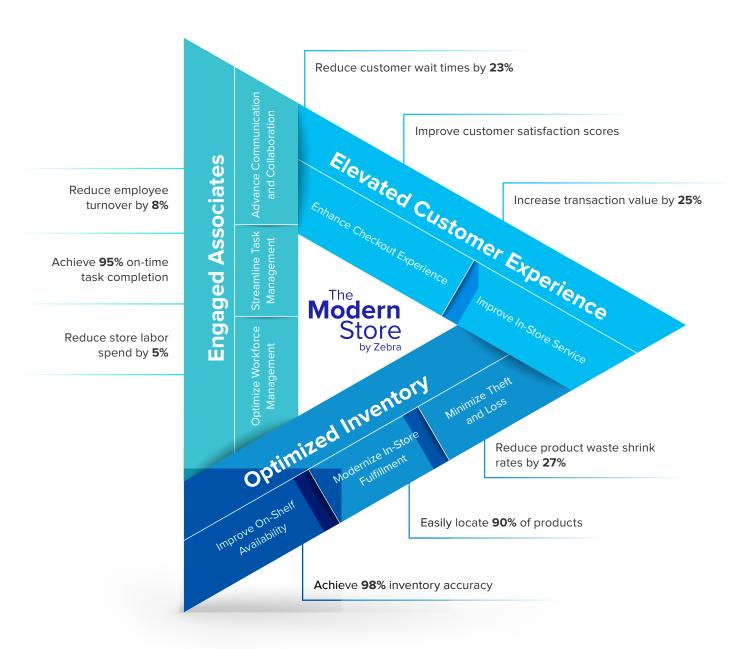




## **Build Upon Your Momentum**

### 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 **Engaged Associates Optimized Inventory Elevated Customer Experience** Reduce employee turnover by 8% Reduce product waste shrink rates by 27% Improve customer satisfaction scores Reduce store labor spend by 5% Achieve 98% inventory accuracy Increase transaction value by 25% Achieve 95% on-time task completion Easily locate 90% of products Reduce customer wait times by 23% Optimize Workforce Management Advance Communication And Collaboration Improve On-Shelf Availability Modernize Minimize Enhance Checkout Streamline In-Store Fulfillment Theft And Loss Management Optimize Improve · Detect unseen · Enable customers to Accurate Improve team Connect · Ensure skilled efficiency by employees planogram in-store sources of employees are available forecasts prioritizing to optimize and pricing fulfillment with product and with personal shopping to serve customers for optimal tasks in customer compliance real-time views cash loss solutions when needed schedules real time service and of inventory Connect digital and Increase Achieve a · Streamline checkout productivity location real-time view of product loss store experiences with Automate Optimize receivina with more accurate schedule swaps Streamline Streamline scanning and machine intelligent in-store employee accuracy productivity order fulfillment kiosks communications Access a w/self service and improve to the front tasks and real-time. ensure SLA · Improve customer task execution line, ensuring Optimize accurate view experience of in-store messages adherence schedules Simplify and of inventory order fulfillment are received to employee streamline auantity · Streamline the store workflows returns process and skills Mobile Computers **Mobile Computers** Prescriptive Analytics **Tablets** Tablets Workforce Management Workforce Connect Workforce Connect Fixed RFID Desktop and Mobile Printers General Purpose and Ultra-Rugged Scanners Tablets Mobile Computers Mobile Computers Mobile Computers RFID Sleds, Readers, Tags **Workstation Connect** Smartl ens SmartLens Mobile and Desktop Printers Workforce Connect Shelf Labels Fixed RFID Workstation Connect Workstation Connect Workstation Connect Device Tracker Bioptic Scanner Fixed RFID Reader and Antennas Antennas Handsfree Scanners Bioptic Scanner Single Plane and Handheld Scanners Handsfree Scanners **Mobile Computers** Prescriptive Analytics SmartLens SmartCount Task Management Prescriptive Analytics

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## Why Zebra for Retail?

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

## One Provider, One Solution

End-to-end, holistic retail solutions

#### **Full Selection of Proven Sensors**

Fixed or mobile cameras or RFID





## The Backing of a Global Leader

60% of the retail market uses Zebra





R&D spend (10% of sales)



## **RIFD**, Rugged Mobile **Computing and Data Capture**





**ZEBRA** 

Zebra Awarded "Top Retail Vendor in 2022"

by RIS Software LeaderBoard





Helping them achieve their desired business outcomes



**50 Years of Experience** 

Empowering the front line



## **Global Partner Ecosystem**

And Zebra's award-winning PartnerConnect Program

## 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 demandsensing technology and Modern Store capabilities deliver success today and the agility to forecast and adapt to tomorrow.





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