ZEBRA CAPTURE YOUR EDGE

Unify Retail
Elevate Strategy
Drive Profits

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

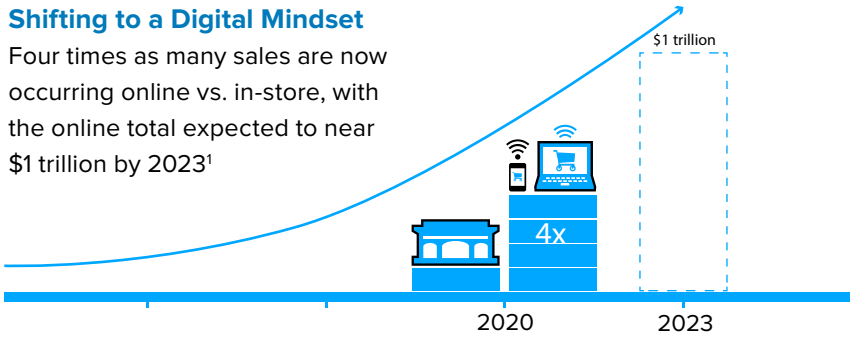
Today's Retail Landscape: What You're Facing

Rapid Digital Transformation

In an ever-evolving retail landscape, how will you keep pace with growing customer demands? With explosive e-commerce growth, the emergence of anywhere fulfillment and increasing requests for hyper convenience – there's a lot to tackle. To drive results, you need to elevate the customer experience, optimize your inventory and ensure smarter operations.

Shifting to a Digital Mindset

Four times as many sales are now occurring online vs. in-store, with the online total expected to near $1 trillion by 2023[1]



In-stock is Always Expected

39% of shoppers leave in-store purchases due to out-of-stocks[3]

Micro-fulfillment Everywhere

90% of retailers will enable stores to fulfill web orders[3]

Accelerated Automation

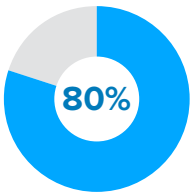
86% of retailers expect to invest in intelligent automation over the next two years[4]

A Digitally Empowered Workforce

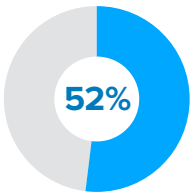
59% of shoppers have better experiences when associates use the latest technology[2]

Safety – The New Priority[5]

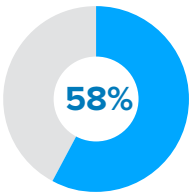
69% of customers want to see employees following social-distancing measures



Nearly **80%** don't want to wait to collect their orders from pick-up locations



52% look for signs that retailers ensure cleanliness



58% prefer contactless payment

Sources: 1. Fueling digital transformation, Accenture 2019; 2. Retail Vision Study Volume 1, Zebra Technologies, 2020; 3. Retail Vision Study, Zebra Technologies, 2019; 4. Retail Vision Study Volume 2, Zebra Technologies, 2020 5. Rakuten Ready, 2020 https://www.grocerydive.com/news/safety-and-speed-are-top-priorities-for-shoppers-survey-indicates/579638/

You've Got Zebra

A Partner You Can Count On

You know transformation is par for the course in retail. However, the myriad of ways and the speed at which the industry is now changing is truly unprecedented. How can you adapt to meet these changes? By driving better outcomes. The only way to do this is to optimize each and every retail touchpoint through smarter digital transformation. Your best partner for that is one with decades of experience. Your best partner... is Zebra.

Who We Are

Strategic Advisors **Technology Partners** **Legacy Innovators** **Retail Experts**

Retail specialists to help you transform

Market Leader
50+ years of retail performance

Agile Innovator
Always ahead, 2x the R&D of nearest competitors, 4400+ patents

Committed Partner
Longstanding relationships with customers and partners

Solutions Mindset
Built to solve throughout the full retail ecosystem

Retail-ready Portfolio
Broad choice, fully compatible, field proven

Experience
Leading retailers across the world place their trust in Zebra's solutions

Read on to discover how smarter transformation helps you keep pace

Driving Value

It starts with one foundational principle: the customer is always right. And today's customer wants to be right, right away. Let's generate higher profits and satisfy more customers by maintaining a customer-first mindset. Elevate the customer experience by creating frictionless stores, optimizing inventory and executing smarter, more agile operations.

Delivering What You Need

1. The Right Platform

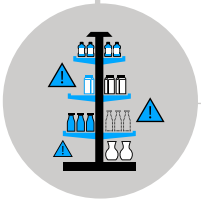
Elevated Customer Experience

Customer's expectations are higher than ever, which results in a demand for more convenience. To get ahead, you'll need to align with what drives customer satisfaction in every visit. Your best bet? **Anywhere Checkout.**

2. Consistent Reliability

Smarter Operations

Labor is your largest expense and rising wages along with scarcity demand a smarter operation. Aligning with what makes operational execution most efficient will drive profits. Your ideal strategy is **Empowered Staff Execution.**



3. Insightful Innovation

Optimized Inventory

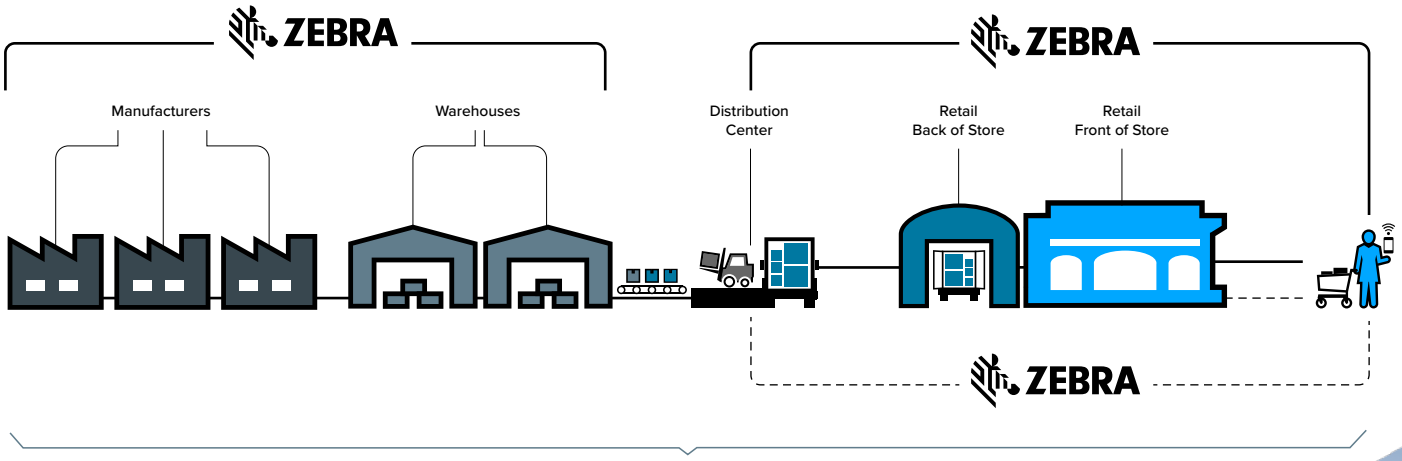
Inventory is your largest investment and also a major element of customer satisfaction. It demands optimization. Understanding what best moves inventory to the customer on their terms will enhance the overall experience. The only way to achieve this is through **Better In-stock and Order Fulfillment.**

Elevate Your Customer Experience Strategy with Zebra

Drive consistent results with Zebra's digital backbone.

A Unified Platform

Solve challenges with one platform that touches every phase of the retail value chain – from manufacturing to distribution to consumer.

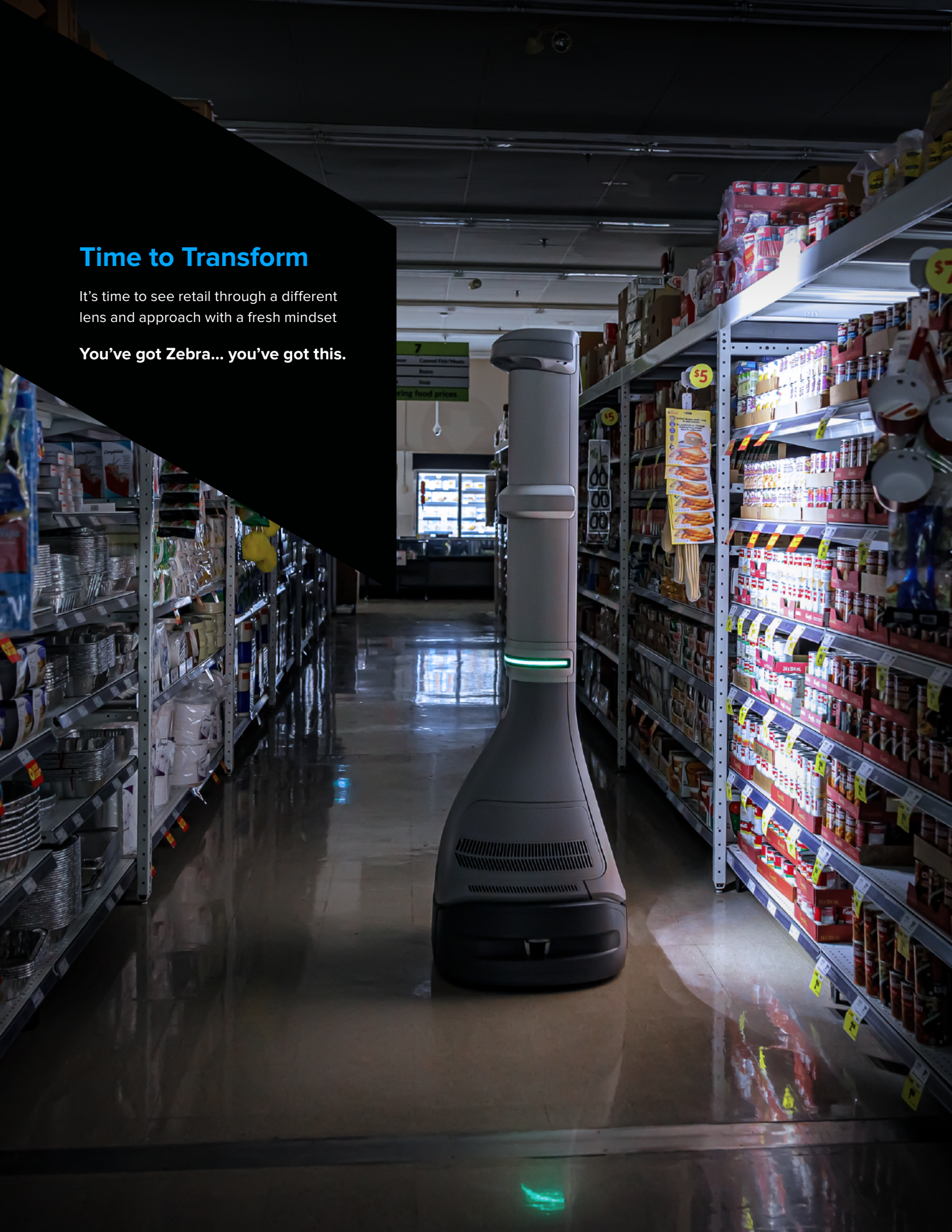


Deliver Meaning – Ensure Continuity – Elevate Your Strategic Blueprint

Strategize with Zebra:

- Let's gain inventory visibility and control
- Let's elevate in-store experiences
- Let's create human/machine collaboration to increase efficiencies and productivity
- Let's shift focus toward customers and higher-value work
- Let's reveal timely insights and connect workflows for fast action
- Let's boost profits and outcomes

... and let's keep you ahead of whatever's next



Time to Transform

It's time to see retail through a different lens and approach with a fresh mindset

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

Improve Every Aspect of Your Retail Journey

Increase Safety

Offer remote assistance and self-scanning convenience with Zebra's personalized shopping solutions. Our scanners' long read ranges separate cashiers from customers while tablets and printers expedite curbside service. Experience enhanced peace of mind knowing employees are safeguarded by user friendly designs able to withstand rigorous, long-term sanitization.

Boost Inventory and Fulfillment

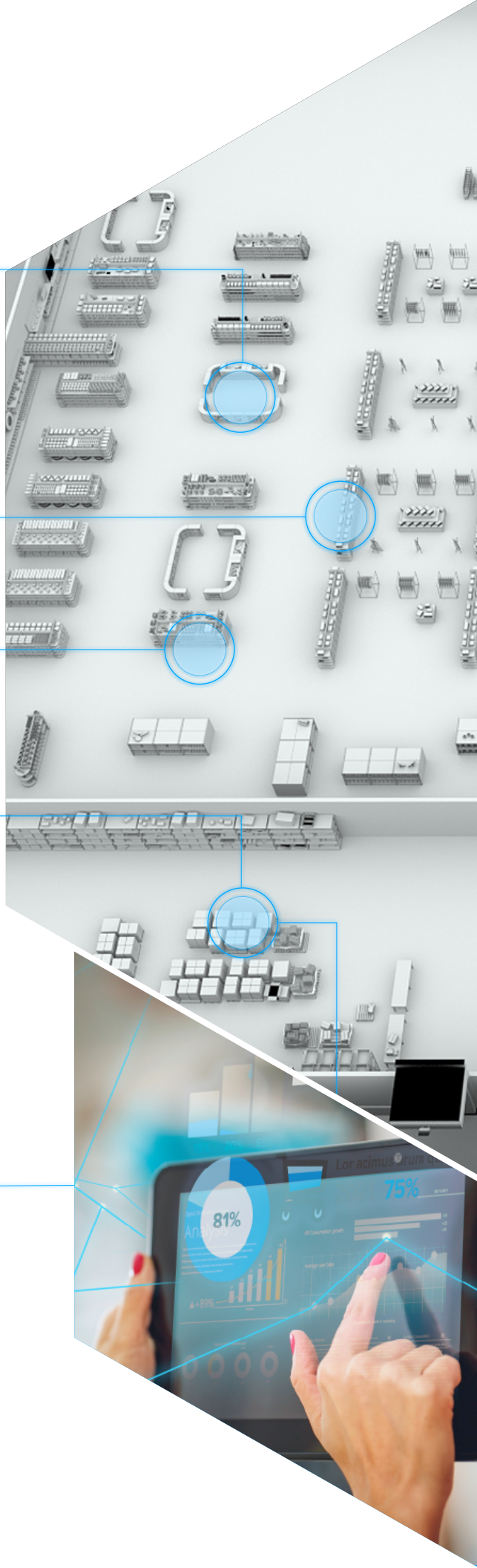
Fuel higher sales, lower inventory costs and increase customer satisfaction with Zebra's real-time location solutions that can raise inventory accuracy to 99%. With Zebra SmartSight*, retailers avoid the risks of empty shelves and abandoned baskets due to out of stocks. Concerned about picking, returns and put away? Zebra fulfillment solutions streamline every step, giving you greater savings.

Empower Your Workers

Reinvent your associates' role to inventory champions, multi-tasking aces, sales superstars and line busters. Now, tasks are accelerated to step up customer service. With smart devices loaded with cutting-edge software in hand, your workers are empowered to accomplish more in less time to better serve customers.

Forge Smarter Operations

Unify all edge technologies under one seamless, robust platform — Zebra Savanna. Higher profits, reduced shrink and greater efficiency are all achievable with Zebra Prescriptive Analytics. By analyzing data to identify opportunities, you'll receive prescriptive actions for timely impact.



Keep Moving Forward

Analytics and Automation

In our digital world, technology, communication, connectivity and visibility are key. Choosing an innovative partner who understands your industry as well as the technology you need, makes all the difference. Fast-track insights and streamline performance to make smarter decisions with Zebra's innovative, next-generation solutions:

- Turn data into action with **Zebra Prescriptive Analytics**™
- Drive compliance, productivity, efficiency and action with **Zebra SmartSight**™
- Increase visibility to reduce out-of-stocks and lost sales with **Zebra SmartLens**®
- Boost accuracy and efficiency, as well as simplify cycle counts, with **Zebra SmartCount**™
- Streamline communication and enterprise-class, secure messaging with **Workforce Connect**
- Simplify staff execution, improve communication and optimize labor decisions with **Reflexis**, now part of Zebra Technologies

*SmartSight with EMA50 may not be available in all regions.

Just the Beginning

Analytics and automation are just the start of what Zebra has to offer for retail. Wherever you are in your transformation journey, Zebra is guaranteed to have the right retail solution to get you where want to be.

Turn Strategy into Seamless, Synchronized Performance

Harness Zebra's retail-ready solutions, non-stop R&D and broad portfolio to guide your path forward. The time is now to transform your customer experience approach and power your financial performance. You know where you're going, and you've finally found the right partner. Let's innovate together and achieve retail that's right for the times.

You've Got This.

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