



Thriving in the Era of Digital Commerce

How Grocers are Winning Today's Shoppers' Hearts, Minds and Wallets

To meet the heightened demands of today's savvy, empowered consumers, who have limitless choice and price transparency online, merchants are bridging digital and physical siloes with technology that offers a single, accurate view of their offline and online operations. The idea is to deliver shoppers a seamless, personalized multichannel buying experience that balances the convenience of e-commerce with the experiential benefits of in-store shopping.

Why Consumers Shop Where They Shop




IN STORE

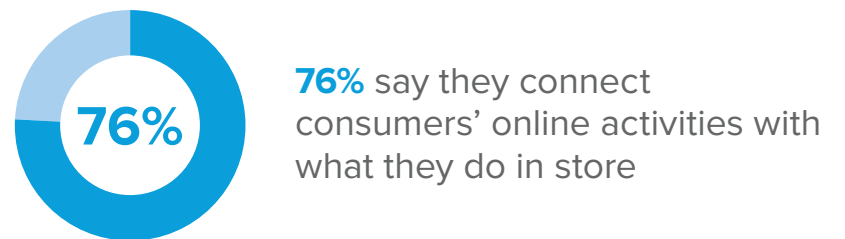
- 1 Browsing or experiencing physical product
- 2 Discounts
- 3 Product availability

ONLINE

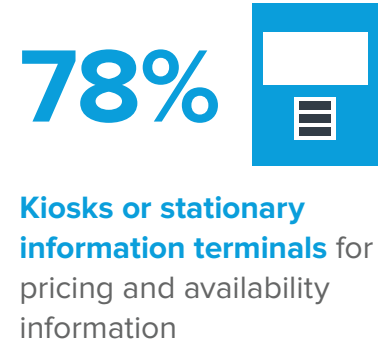
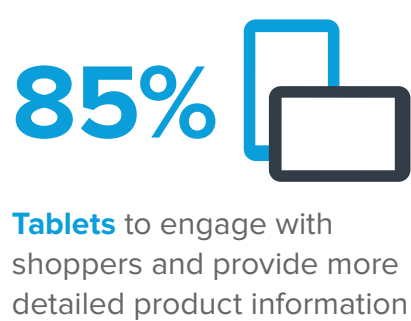
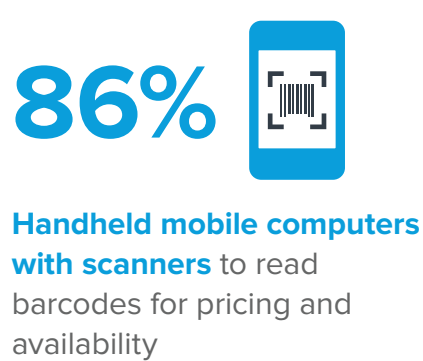
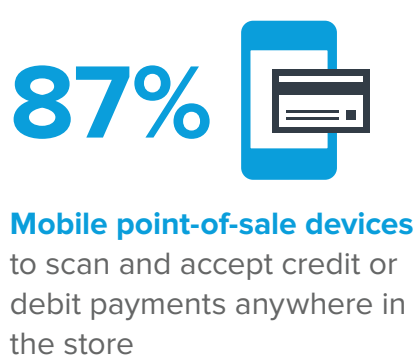
- 1 Discounts
- 2 Product selection
- 3 Comparison shopping

Retailers are:

Integrating the Online and In-Store Experience



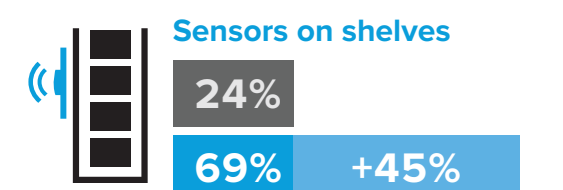
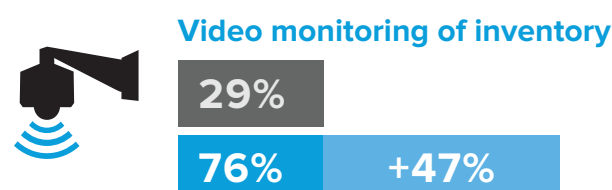
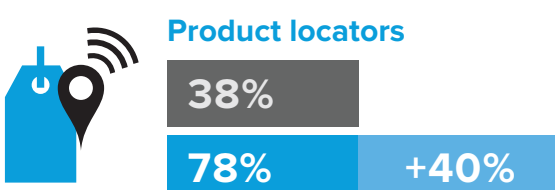
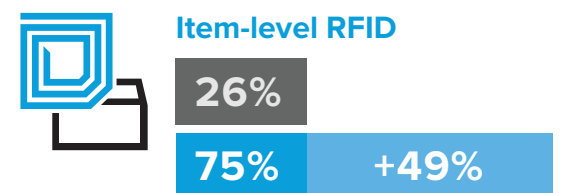
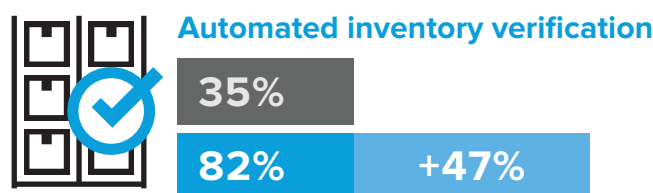
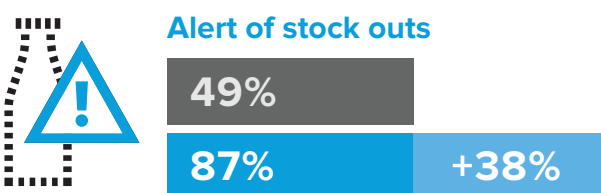
Investing in Digital Tools to Simplify, Enliven and Customize the Shopping Experience



Demanding Seamless Visibility Across the Entire Supply Chain

Plans To Automate Inventory Visibility

2016 2021



For more information about how Zebra can help you transform your operations and deliver quick, friction-free shopping experiences, visit www.zebraretail.com

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