

# Barcode Scanning is Just the Start

Capture Intelligence to Minimize Shrink and Maximize Profits

You know all too well that shrink and fraud are a huge part of loss prevention in retail, but they're not your only potential sources of profit loss. Additional leaks can come from training challenges, compliance breakdowns, associate errors, self-checkout missteps and more. It's a lot to keep track of – but the right technology can help you see your retail operations now and be ready for what's next.





# Transform the Front of Store, Transform Across the Store

## Give Shoppers and Retailers What Matters Now

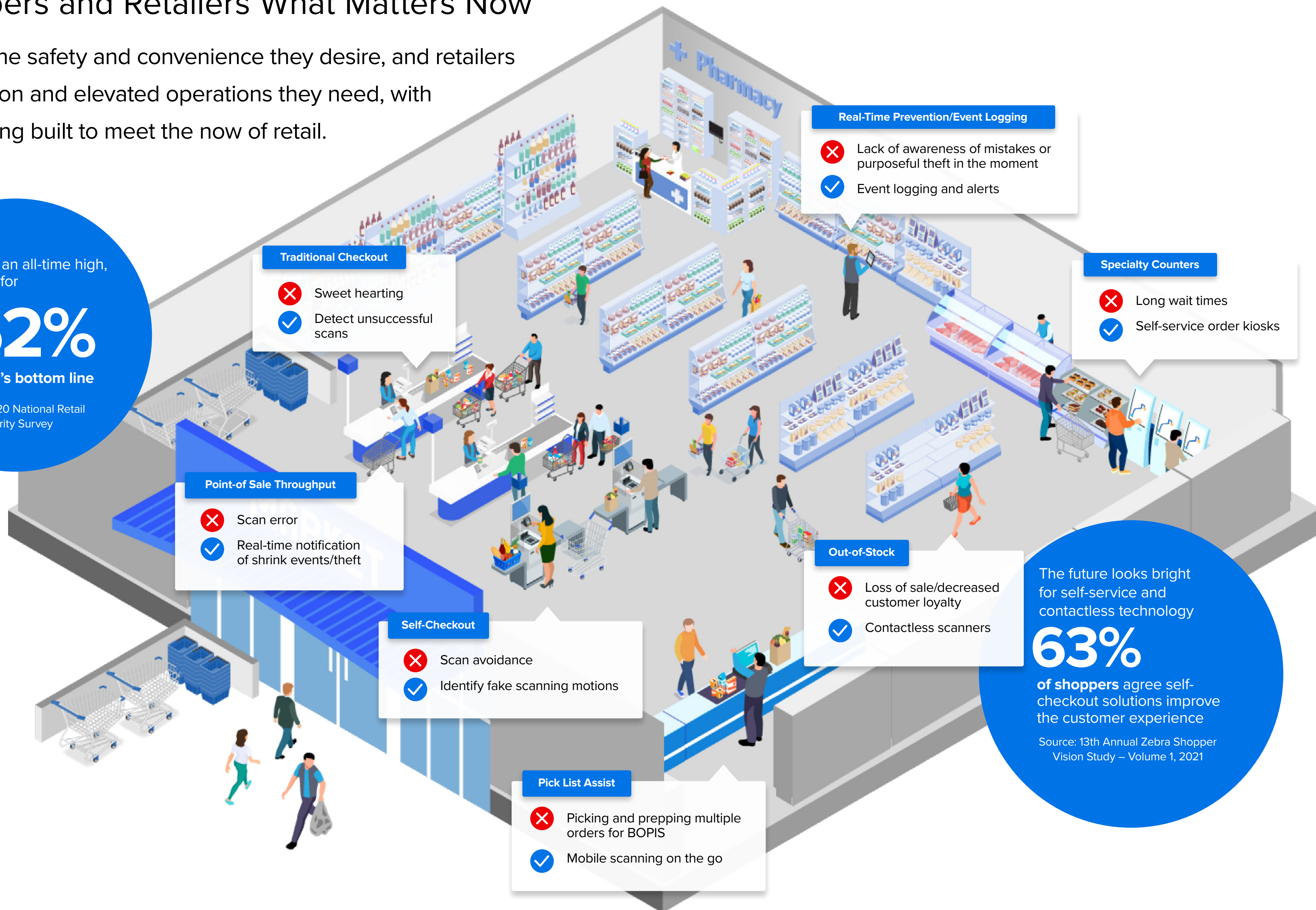
Offer shoppers the safety and convenience they desire, and retailers the theft protection and elevated operations they need, with intelligent scanning built to meet the now of retail.

Shrink is at an all-time high, accounting for

**1.62%**

of a retailer's bottom line

Source: 2020 National Retail Security Survey



The future looks bright for self-service and contactless technology

**63%**

of shoppers agree self-checkout solutions improve the customer experience

Source: 13th Annual Zebra Shopper Vision Study – Volume 1, 2021

### In the Know



**Retail has changed more** in the past 5 years it had in the last 50 – and it's not slowing down anytime soon (McKinsey & Company)

[READ THE ARTICLE >](#)



**Learn more** about what's happening in retail today and what to expect tomorrow

[BE IN THE KNOW >](#)





## Capture More in Your Store

Better scanning gives you the ability to sense, analyze and act to transform your front-end operations

With better information you can improve your sight across the store, which means less loss, less shrink and higher KPIs. Capturing more information with smart scanners and DataCapture DNA gives you the data you need to be able to act at the right place in real-time. It's all part of a greater front-end transformation that you can implement on your timeline, however you need and however you want.

**Make Self-Checkout  
Fraud Disappear with  
Intelligent Scanning**



**Discover 4 Simple Data  
Behaviors that Give Away  
Self-Checkout Fraud**

[LEARN MORE >](#)

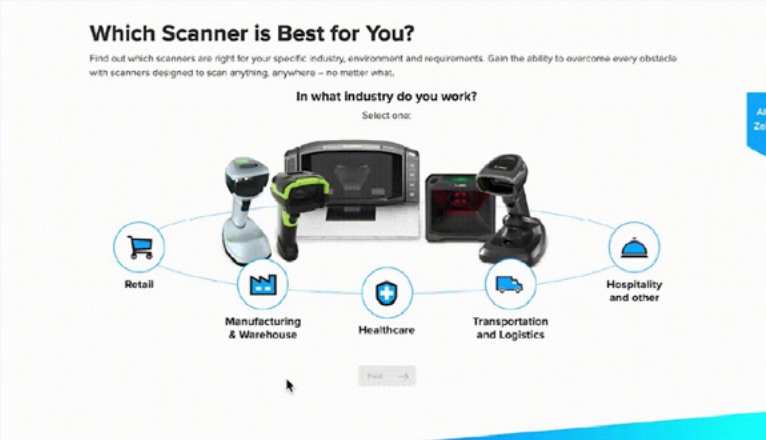


**Want to reduce  
self-checkout fraud in your store?  
Here's how**

[LEARN MORE >](#)



Find your perfect scanner



Zebra Scanner Selector

START NOW >



Identify your top priorities to transform when and how you want

LEARN MORE >



Track and Trace Without Complication  
Quickly transform your operations with the ability to track and trace inventory to predict and mitigate loss.

LEARN MORE >

# What’s New Right Now

See far beyond barcodes. Capture the complete picture to meet the retail of today.

## Power Your Hardware to Do More with Software

Beat today’s retail challenges with automated, actionable insights. Remotely manage devices and future proof your enterprise with Zebra’s DataCapture DNA software suite with a drop-in-ready modular solution architecture (MSA).

LEARN MORE >

## Know More to Act Smarter and Faster

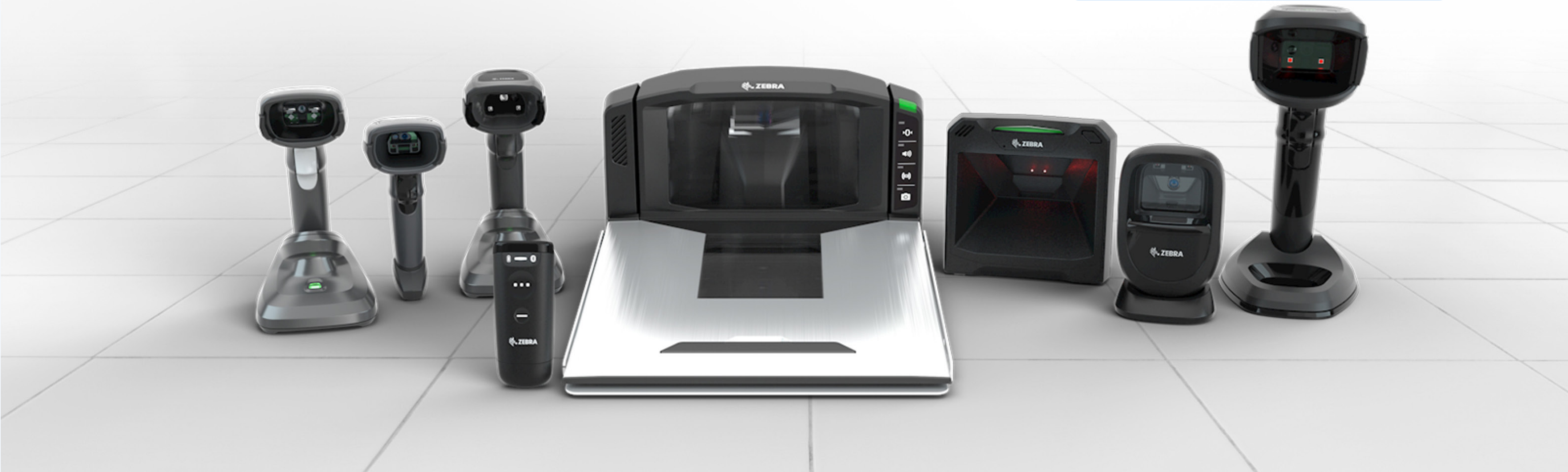
Collect data from your scanners, identify useful trends and monitor device health with our IoT Connector. Give your associates the tools and information they need to perform their best and take action when and where it counts.

LEARN MORE >

## Keep your Scanners Ready for Action with Virtual Tether

Protect your investment with our virtual tether solution. Ensure your cordless scanners are charged and stay within Bluetooth™ range with active alerting features.

LEARN MORE >

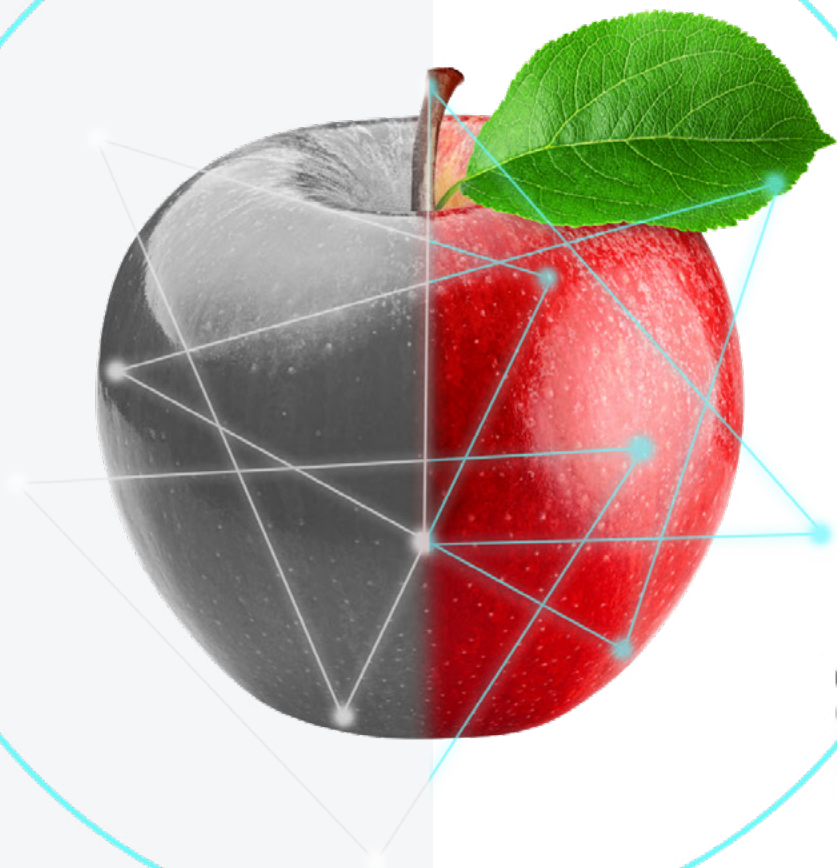




# Set Yourself Up to See Your Store in Color

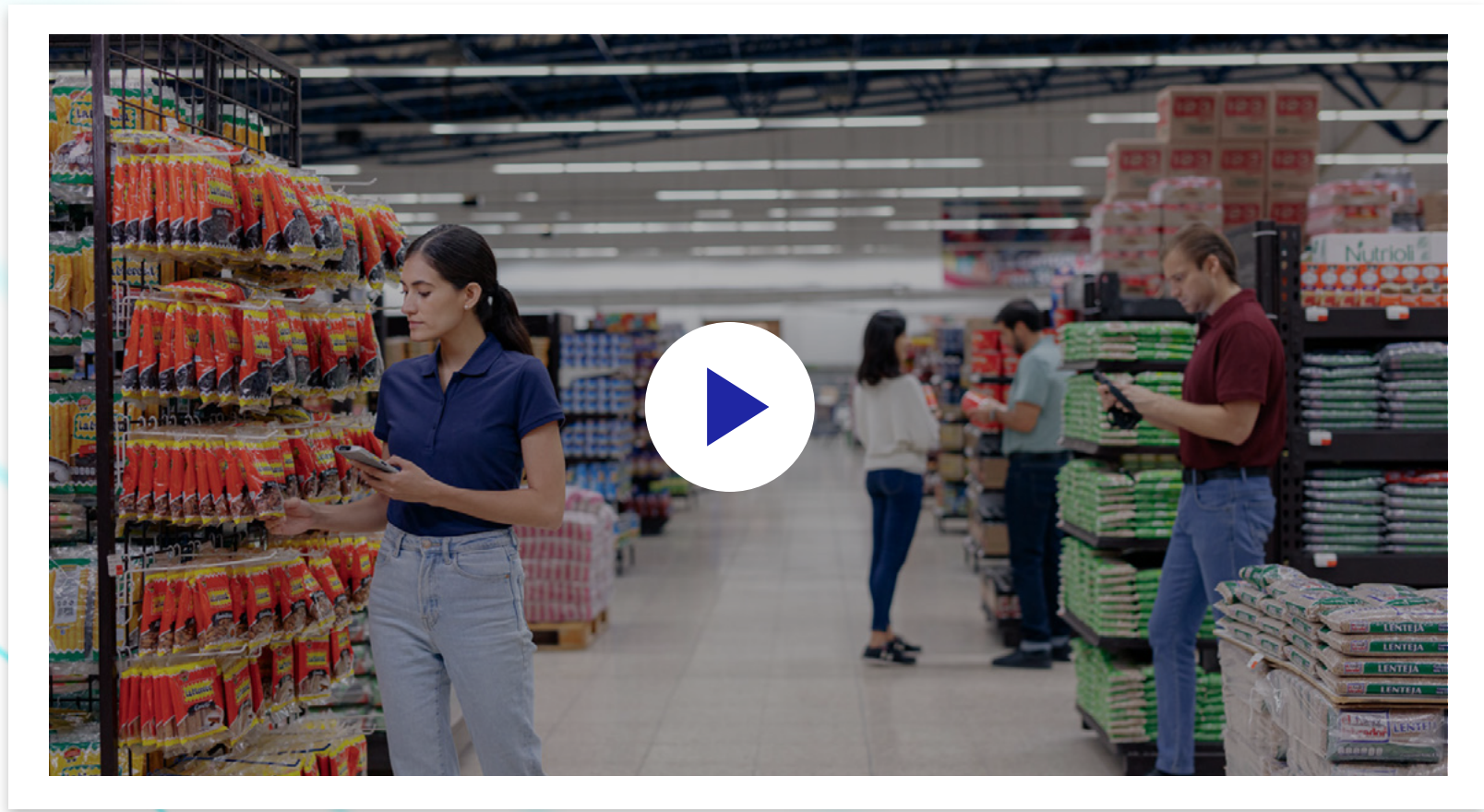
## Visibility with color imaging protects profits

See and do more tomorrow in the front-of-store with Zebra’s MP7000. Featuring a high-res color upgrade, you will be sure the correct item is captured on screen and will incorporate video for faster checkouts and safer customer experiences – all while reducing loss and shrinkage.



## Reduce check-out challenges with the MP7000

Eliminate friction, advance transformation and protect against shrink with Zebra’s unified, retail-ready portfolio that gives you real-time analytics to automate decisions and adapt faster.



**MP7000**

[GET DETAILS >](#)








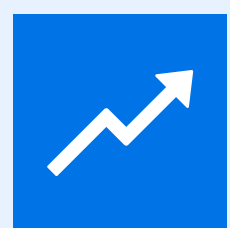
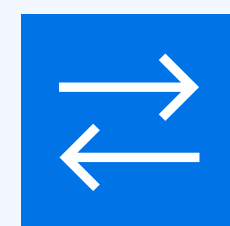




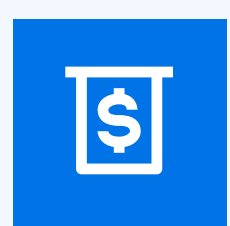
# With Zebra, You've Got This

## Confident Transformation With an Industry Leader

Leverage our 50+ years of retail expertise and the best-in-class, broadest portfolio of hardware, software and analytics to transform your front-end, elevate the customer experience, reduce shrink and maximize profits. It's easy when you partner with Zebra.

# Trusted Strategic Retail Partner

Leveraging 50+ years as a global technology leader

 <b>\$4.5B</b> Global Sales	 <b>100+</b> Offices across 45 countries	 <b>4,900+</b> US and INTL patents issued and pending
 <b>8,200+</b> Employees Worldwide	 <b>10,000+</b> Channel partners in over 100 countries	 <b>\$447M+</b> R&D, 10% of sales
 <b>Strategic partnership</b> With RILA	 <b>Leading retail software vendor</b> RIS Software LeaderBoard 2021	 <b>#1</b> In rugged mobile technology
 <b>#1</b> In RFID Technology	 <b>4,400+</b> patents issued and pending	 <b>\$444M</b> Invested in R&D





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