



## Intelligent Edge Solutions

A performance edge on the front line of your business



# Enterprise Visibility Like No Other

**It all started with the stripes of a barcode.** By the time digital information began to grow, Zebra was already there. We helped front-line employees scan items with the first handheld laser barcode scanner, which revolutionized the retail industry. That was just the beginning of today's Zebra solutions that enable enterprises to clearly see what they couldn't before. Our solutions have given our customers a performance edge for 50 years, helping them reach new levels of growth, productivity and service.

**By giving every asset, inventory and process an interconnected digital signature,** enterprises operate with sharper insight, higher accuracy and faster workflows. With Zebra, they can better control risks, reorder essential inventory before they run out, foresee where they can cut costs and greatly increase operational efficiencies.

**We've launched groundbreaking ideas,** resulting in more than 5,300 patents. As a recognized industry leader in smart, connected solutions, we've earned the trust of organizations throughout the global marketplace, and serve nearly every Fortune 500 company in a variety of industries, spanning more than 100 offices in 55 countries.

As your enterprise operations get more complex, we respond with intelligent edge solutions. Zebra is redefining retail with an astonishing 95% visibility into inventory. For manufacturers, we're hiking productivity by an impressive 20%. You can find us not only in the workplace, but also on the football field, as the Official On-Field Player Tracking Provider for the NFL, forever changing the game with real-time data on every player and every play.

It's little wonder then that we have also been positioned as a Leader for the third year in a row in Gartner Inc's 2022 Magic Quadrant for Indoor Location Services.\*

No matter what your industry or challenge is, **Zebra can give you a performance edge.**



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Gartner, Magic Quadrant for Indoor Location Services, Tim Zimmerman, Annette Zimmermann, 23 February 2022

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# Zebra RFID

More transformation. No complication.

**Achieve transformation without disruption.** With Zebra's broadest, field-proven RFID portfolio, you'll gain unmatched accuracy and interoperability, while minimizing the pains of multi-vendor solutions. Leverage Zebra's long-standing RFID expertise to create a platform that elevates every device, tag and worker. With an ecosystem of support and partners, the way forward is clear.

## Handheld and Hands-Free RFID Readers

Out of sight is now never out of reach

Mobilize the tracking, tracing and tallying of assets. Choose from sleek handhelds, hands-free devices, rugged form factors and RFID sleds.



## Fixed Readers and Antennas

Next-level inventory visibility

Let our fixed readers and antennas track your assets as they move. They're built for high-throughput, high-capacity performance, so you can manage critical items to and from every point in customer-facing environments or tough workspaces.



## RFID Design Signature Service

**Improve the speed, cost and profitability of any RFID project**

As a leader in the field, Zebra has the experience to ensure your RFID project delivers the business performance improvements you expect from your investment.

## RFID Printer Encoders

Accurate, scalable RFID encoding

Your work depends on reliable data. Zebra offers the industry's broadest range of printers that accurately print and encode RFID labels, tags and cards where and when you need them.

## Certified RFID Supplies

High-performing thermal materials and inlays

Using inlays from leading manufacturers to meet your needs, Zebra offers 30+ RFID labels in stock and custom solutions in a variety of sizes and materials for an array of applications. Each features the latest generation of chips via Zebra inlays or those from leading brands.

# Zebra MotionWorks™

Location solutions that give your enterprise a definitive edge

**When you can track everything**—and put insights derived from real-time data immediately to work—you can accomplish anything. And that's precisely what Zebra MotionWorks location solutions deliver. Automating visibility to your critical assets allows you to ramp up productivity, boost efficiency and grow your business—by delineating data that arms your enterprise with actionable insights.

## Zebra MotionWorks Enterprise™

[Turn the location of enterprise assets into actionable business insights](#)

Zebra MotionWorks Enterprise is a comprehensive software suite designed to help IT and operations managers deploy, configure and manage a population of sensors and readers, gather data from them, and obtain meaningful information from that data.

## Zebra MotionWorks Asset™

[Turn asset location into an invaluable asset](#)

Know at a glance the whereabouts of all your key assets, as well as their status and condition.

- **Decrease downtime** spent searching for missing or misplaced assets
- **Increase productivity** by reducing manual processes
- **Lower costs** of asset loss

## Zebra MotionWorks Material™

[Eyes on everything, everywhere](#)

Make replenishment fluid, automatically optimize processes, eliminate waste and ensure just-in-time deliveries.

- **Stop disruptions** due to part shortages
- **Lower the costs** of carrying extra inventory
- **Create replenishment triggers** from multiple sources

## Zebra MotionWorks Warehouse™

[Implement the system of reality in your warehouse](#)

Drive increased productivity and efficiency with a real-time solution that tracks both stationary and in-motion assets.

- **Reduce labor costs with directed workflows** and near real-time alerts and notifications
- **Improve shipment verification and validation** and improve visibility and predictability
- **Increase operational accuracy** with automated transactions, reducing manual processes

## Game-Changing Results:

**80%**

Reduction in work delays  
due to missing tools

**20%**

Improvement in  
equipment utilization



## Zebra MotionWorks Signature Services

Accelerate the deployment of your MotionWorks location solution.

- **Ensure deployment** with the proper design, architecture, integration with legacy IT systems and user adoption



## Zebra **MotionWorks** Sport™

**Seeing all facets of this field and yours**

Use real-time performance statistics to scout for players and create winning strategies.

- **Optimize athlete performance** by helping trainers keep athletes at peak performance
- **Strengthen coaching and training** with a consistent, data-forward analysis method
- **Engage fans** by broadcasting player statistics on television, mobile engagement and in stadiums

# Zebra Location Technologies

## Hardware and Software

A digital view of your physical operations

Zebra offers a full portfolio of best-in-class hardware options for capturing location data, to satisfy a large variety of requirements for range, accuracy and precision. Combined with the power of Zebra MotionWorks Enterprise platform, which translates this location data into meaningful insights, Zebra delivers the location expertise you need to maximize the benefits of real-time tracking in your organization.



### Ultra Wideband Solutions

Zebra delivers real-time visibility with Ultra-Wideband (UWB) solutions—a real-time location system (RTLS) tracking system that allows for a myriad of asset management applications. Accurately track personnel and equipment indoors and out. The UWB system provides the lowest cost-of-ownership in the industry by improving installation ease, visibility, scalability, performance, asset tracking and tag management.



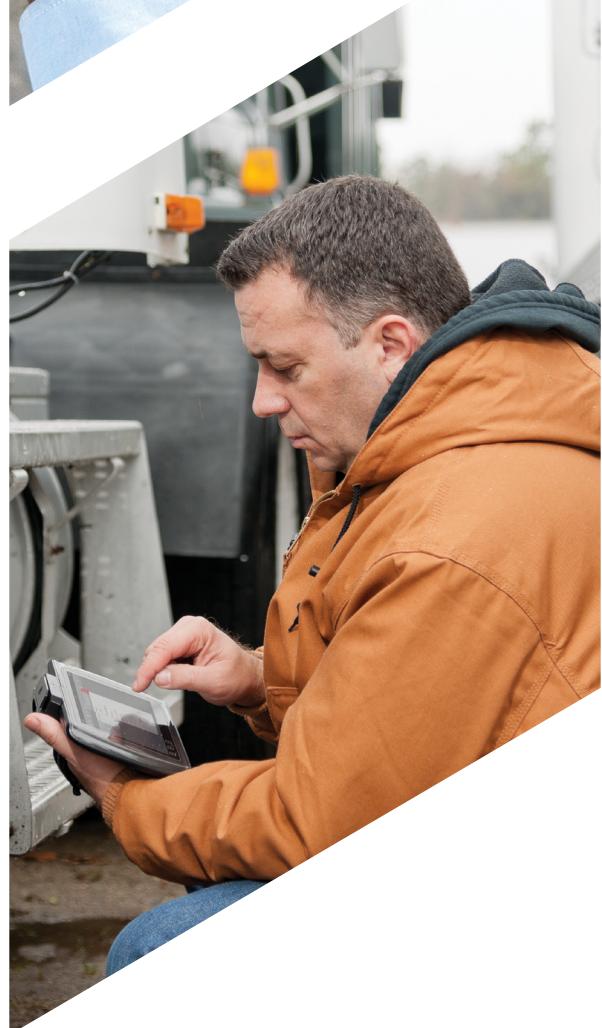
### WhereNet

The WhereNet RTLS provides the longest range RTLS capabilities and performance in all environments, including complex and hazardous ones. WhereNet's long tag-to-sensor range allows you to have real-time visibility and status information on your assets with a cost-effective RTLS network infrastructure.



### Bluetooth® Low Energy Devices

Our family of Bluetooth® Beacons and Bridges are quickly and easily deployed, available in multiple form factors and price points, and can be used for asset tracking and other location solutions.



# Zebra Intelligent Automation Solutions

The smarter way to utilize people and resources

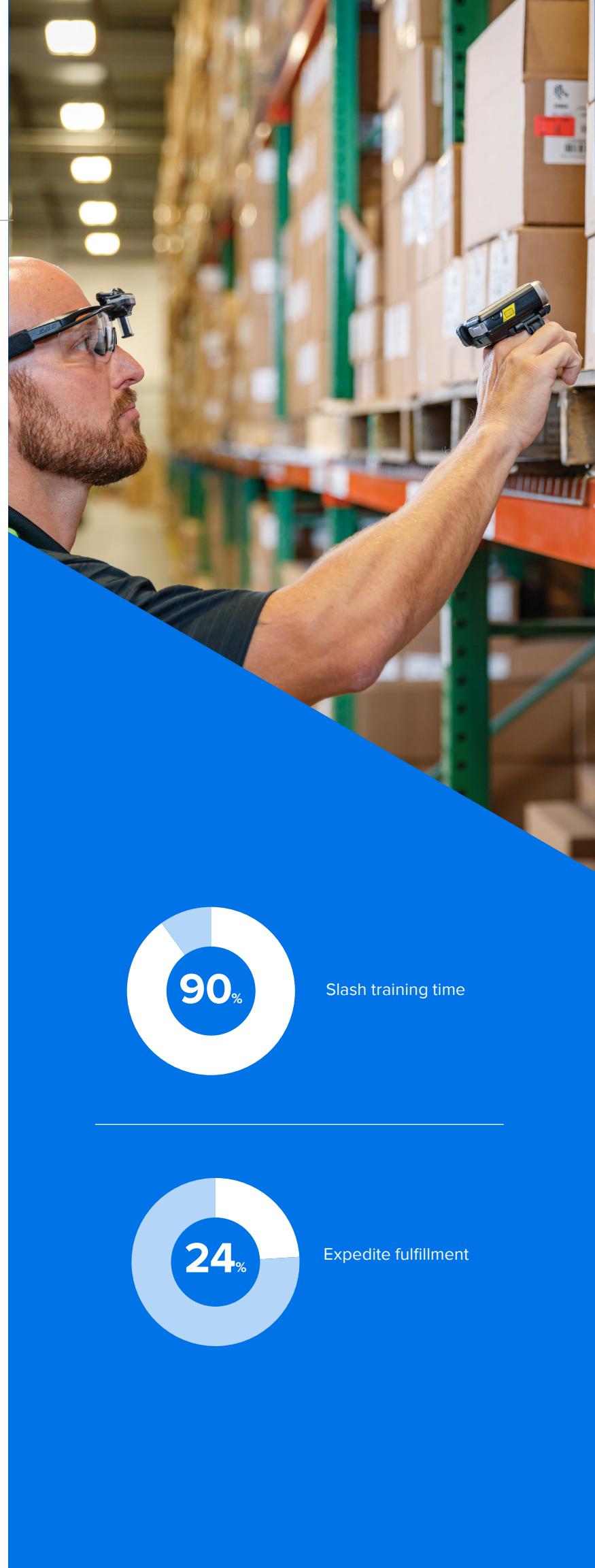
Welcome to the new possible. **Zebra Intelligent Automation solutions power transformative outcomes at the edge.** Workers are liberated from repetitive tasks, free to contribute where they add the most value. Workflows become dynamic and highly efficient. And sharper decisions and more agile operations are fueled by data-driven intelligence.

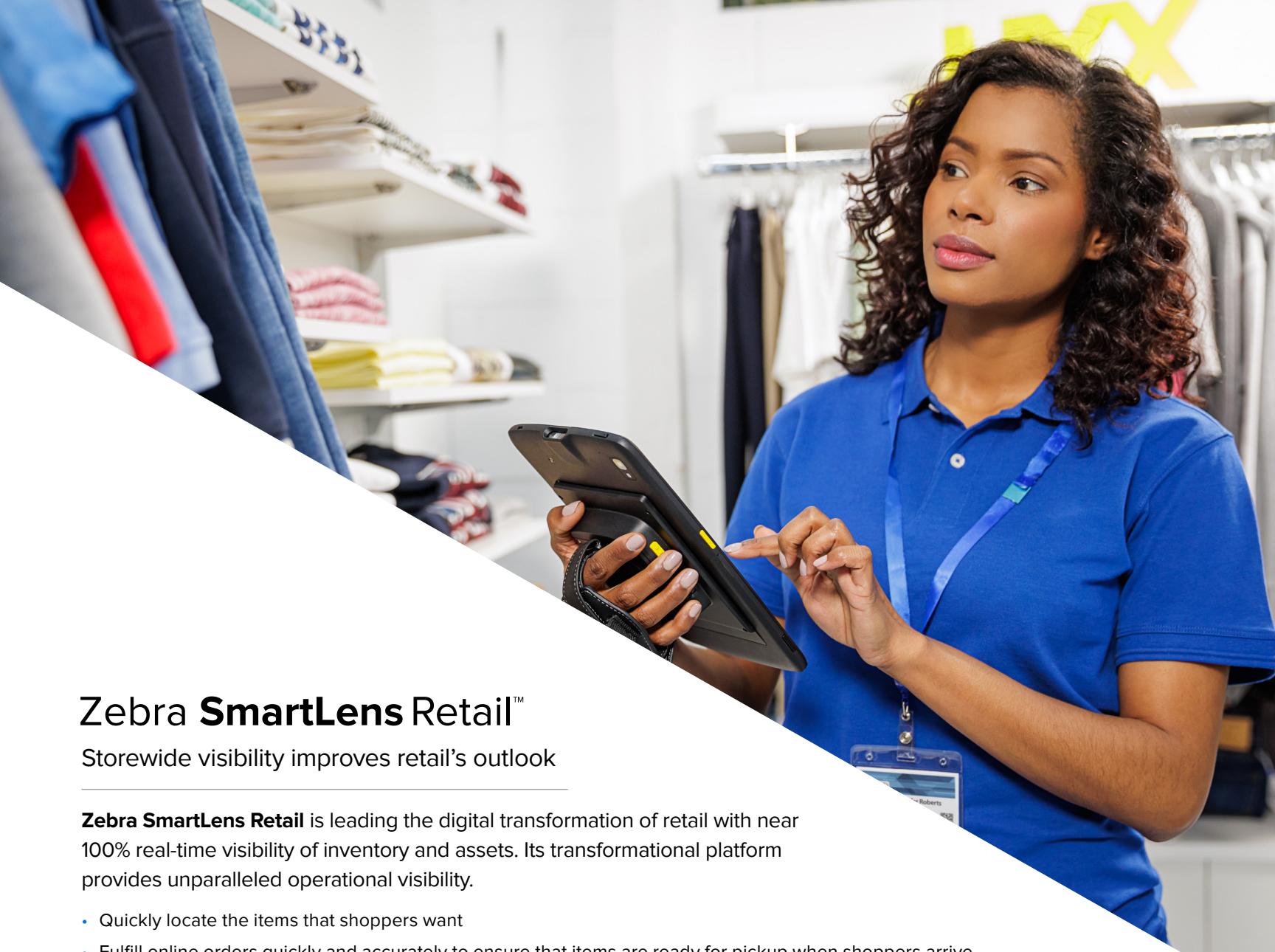
## Zebra FulfillmentEdge™

Turn your legacy WMS into a 21st century brainpower

When you add FulfillmentEdge™ to your warehouse management system (WMS), you change linear, static processes into dynamic workflows, based on the real-time location of your workers and task priorities. That's how you maximize every resource.

- **Avoid the risk and cost** of upgrading your WMS
- **Dynamically produce workflows** that optimize actions and resources
- **Interleave tasks in real time** based on worker proximity and priorities
- **Put clear instructions in workers' line of sight** with the Zebra Head-Mounted Display





## Zebra SmartLens Retail™

Storewide visibility improves retail's outlook

**Zebra SmartLens Retail** is leading the digital transformation of retail with near 100% real-time visibility of inventory and assets. Its transformational platform provides unparalleled operational visibility.

- Quickly locate the items that shoppers want
- Fulfill online orders quickly and accurately to ensure that items are ready for pickup when shoppers arrive
- Eliminate out of stocks and overstocks—and prevent missed sales
- Gain insight into real-time merchandise movement to prevent theft

### Sense and record the location of everything in your store

One element remains the linchpin to improving every aspect of your business: instant and complete opera-



#### Gain More Sales Opportunities

- Transform in-store processes with automated insights for inventory and replenishment
- Increase sales by maximizing merchandise availability
- Reduce labor costs by automating in-store processes



#### Reduce Shrink and Theft

- Alerts are generated when unpaid items approach the exit doors
- Items are never misplaced when you have acute visibility
- Reduce overall shrink of merchandise and assets



#### Increase Operational Savings

- Forgo the cost of cycle counts; SmartLens does it for you
- Reduce the space and carrying costs of overstocking
- Automation allows you to get the most out of workers so they focus on customer service

#### Accelerate Fulfillment

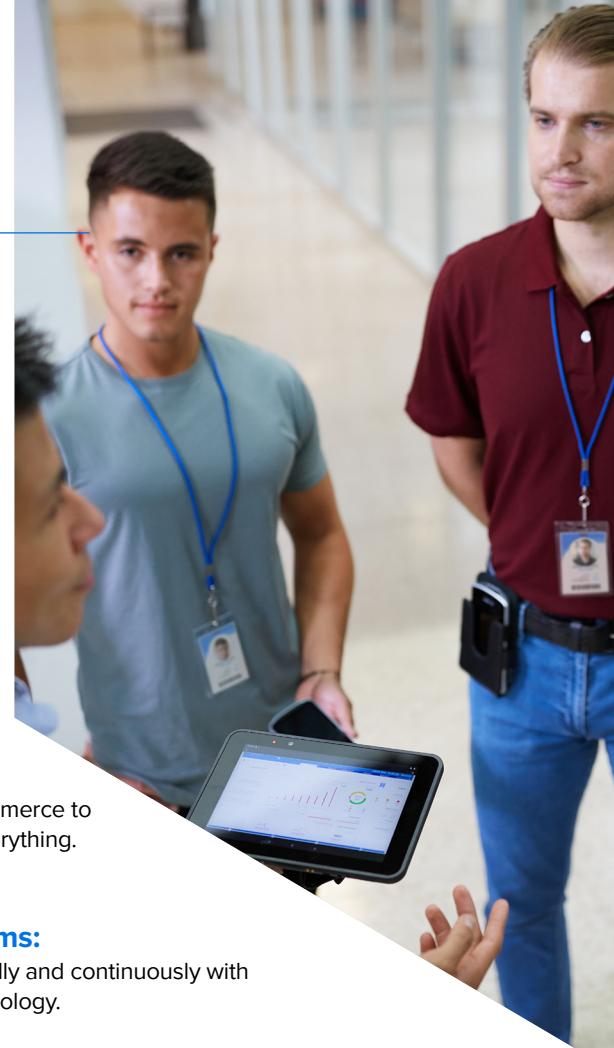
- Easily accommodate orders for same-day, in-store pickup
- Accurately display in-store inventory on your website
- Speed up shipping of online orders

# Zebra Prescriptive Analytics™

## Zebra's Prescription for Retail Pain

Your team has plenty to do. That's why we designed Zebra Prescriptive Analytics (ZPA) to get you past the daily dilemma of knowing which high-value tasks to tackle and in what order.

ZPA automatically translates your data into prioritized actions, automatically verifying execution for you. No need to leave money on the table. Now, you can combat total retail loss and gain complete control of your inventory from vendor to shelf to omni-channel customers, across your stores.



**Advanced analytics  
make it possible.**

**Automation  
makes it practical.**

**Zebra's deep  
understanding of retail  
workflows makes it easy  
to deploy and manage.**

### **Gain a single source of truth:**

Consolidate all your siloed data streams (from POS to e-commerce to inventory data) to create an accurate, actionable view of everything.

### **Scour siloed data streams:**

Find profit potential automatically and continuously with the span and speed of AI technology.

### **Uncover hidden opportunities:**

Discover profit potential beyond what's humanly detectable.

### **Reduce false positives:**

Increase success rates and respect workers' time and roles.

### **Valuate and prioritize actions:**

Assign impactful tasks without additional burdens on management.

### **Ensure execution:**

Confirm, track and monetize corrective actions automatically.

### **Improve 24/7/365:**

Enhance your business with this AI-powered, closed-loop system that relentlessly pursues anomalies and opportunities.



## Zebra SmartCount™

Inventory accuracy you can count on

**Zebra SmartCount™ is the most comprehensive self-scan, physical, inventory management solution available to the retail industry.** With simple, out-of-the-box deployment, Zebra SmartCount™ delivers cloud-based, real-time visibility to critically important physical inventory results chainwide. Capture savings of 25% to 50% when compared to third-party inventory services.

### Elevate Accuracy. Lower Costs.

- Leave the counting to the experts—your sales and store associates—and avoid the expense and hassle of hiring and overseeing third-party counting services

### Simplify Counts

- So easy to use, SmartCount delivers exceptional results and gives you control of your physical inventory program

### See What's in Store as It's Counted

- Gain real-time, chain-wide visibility of your physical inventory as it's being counted
- Intuitive dashboards and analytics deliver inventory status and metrics, audit completion, productivity data and much more—to every store/district/region and corporate user

### Zebra Inventory Solutions Support:



**60,000+**

store inventory events  
annually in



**62**

countries achieving



**25% – 50%**

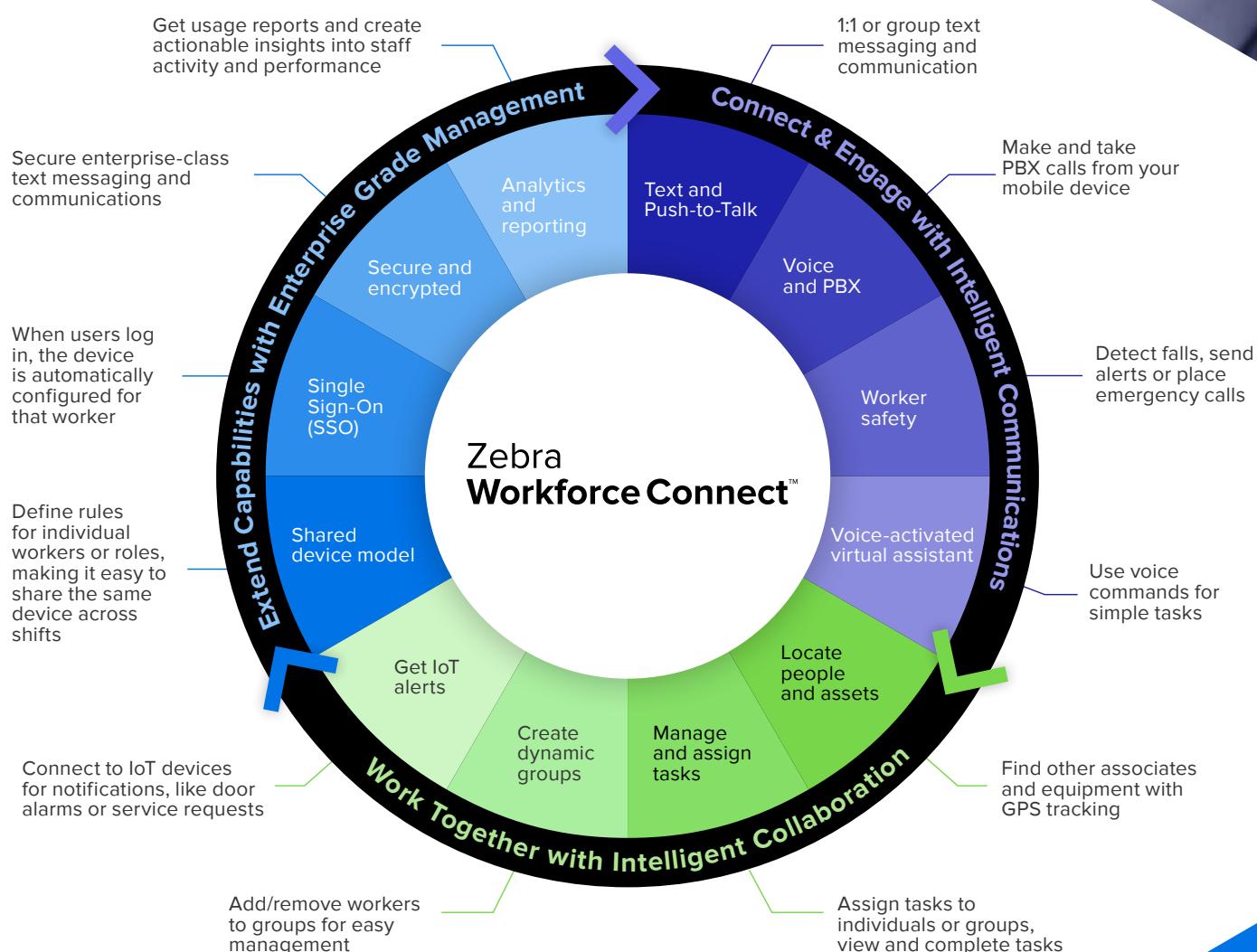
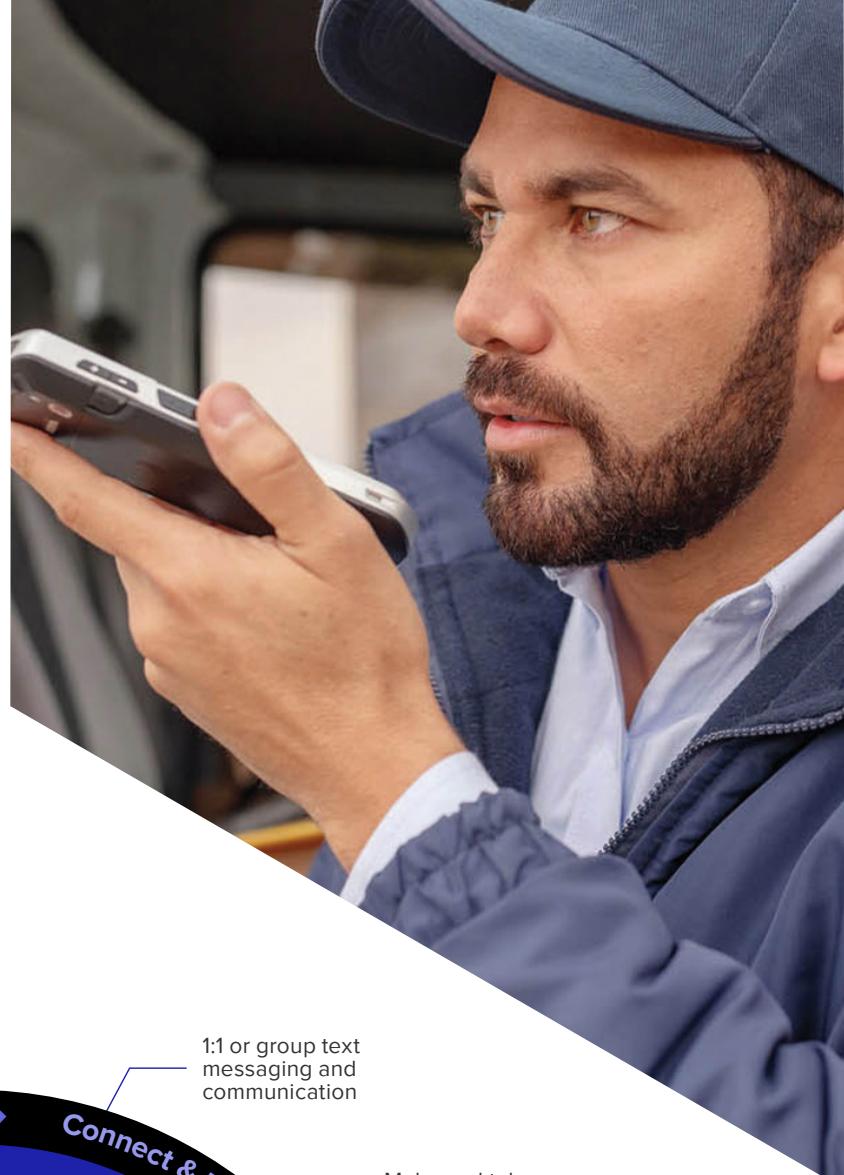
cost reductions

# Zebra Workforce Connect™

Close gaps and open possibilities

**Shift frontline workers' focus from transactional tasks to high-value interactions.** Empower them with the digital tools to solve problems on the spot and apply cognitive skills to better serve customers and patients.

Consolidate critical workflows into one fully connected platform with Zebra Workforce Connect™—the most complete solution for your frontline workforce. Unlock communication capabilities with powerful voice and messaging features to Zebra mobile devices, or third-party devices, to connect and empower frontline workers.



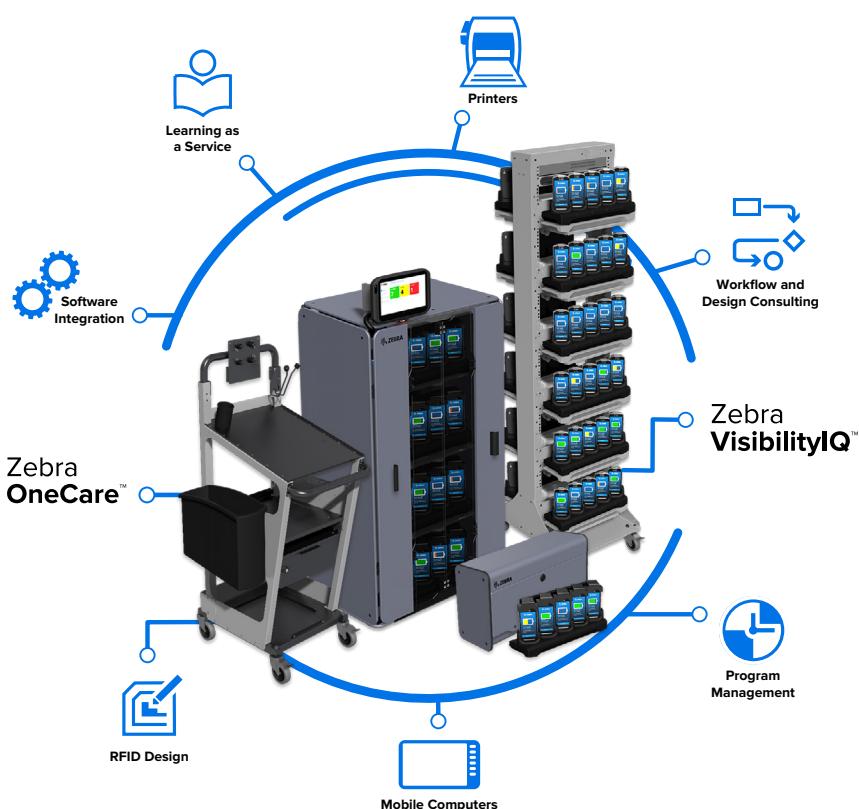
# Zebra Intelligent Cabinets

Optimize enterprise mobile device storage and management

Optimize how your enterprise mobile devices are stored, accessed, tracked and managed to harness the most efficient use of devices and workers with Zebra Intelligent Cabinets and Access Management System.

Zebra Intelligent Cabinets, Racks, Cradle Locks, Customized Carts and Trolleys help ensure assets and workflows function in tandem at high performance and optimal security to accelerate business in warehouse, transportation & logistics, retail and healthcare operations.

- Consolidate and connect to maximize performance
- Protect devices with authorized-only security
- Automate workflows with software-driven management
- Access support from concept to deployment, adoption to operations



## Standardized Modular Portfolio



## Custom Portfolio

Zebra Access Management System (ZAMS)	Cabinets	Cradle Lock	Carts
<ul style="list-style-type: none"><li>• Regulate device access by authorized personnel</li><li>• Manage and update devices</li><li>• Optimize workflows</li><li>• Charge and monitor battery life</li><li>• Real-time asset and user management</li><li>• Enhanced reporting</li></ul>	<ul style="list-style-type: none"><li>• Enhanced security options</li><li>• Software-driven security</li><li>• Reduction in device losses and damages</li><li>• Dashboard reporting</li><li>• Battery charge status</li><li>• Optimized workflows with quick access to devices</li></ul>	<ul style="list-style-type: none"><li>• Mechanical locking for security, accountability</li><li>• Software-driven security</li><li>• Reduction in device losses and damages</li><li>• Battery charge status</li><li>• Compatible with Zebra Intelligent Racks and Cabinets</li></ul>	<ul style="list-style-type: none"><li>• Customer-specific use cases and projects</li><li>• Tailored solutions based on customers' unique environments</li><li>• Accelerates workflow automation and efficiencies</li><li>• Primary use cases in Warehouse/Distribution</li><li>• Proven track record of design, deployment, integration, adoption and lifecycle management for over 15 years</li></ul>

## Zebra Reflexis

Solve Your Workers' Biggest Challenges

Your workers need a responsive solution that keeps them in step with what's happening now. Zebra Reflexis is an AI-powered mobile solution that offers them real-time agility.



### Dynamically adjust to fluctuating demand

With Reflexis, you can automatically align schedules to changing demands, prioritize tasks to respond to emerging situations and match labor forecasts with real-time variables.



### Engage and retain employees

Offer employees flexibility in when and where they work, and they'll reward you with loyalty. They'll appreciate the convenience of our mobile-first platform. You'll value its ability to create schedules in seconds, which factor in their availability, skills and preferences.



### Raise compliance and lower labor costs

Leave compliance to Reflexis and never be caught off guard with costly overtime, misbehavior and fines. Automated alerts let you sidestep potential violations and ensure compliance with labor laws, union rules and company policies, no matter how complex.



### Move beyond time-consuming analysis

Rather than struggle to piece together siloed data sets, rely on Reflexis to connect all the dots for a complete and true view of store operations. When you're ready to execute, you'll have an automatic and closed feedback loop that assigns tasks and confirms completion.

### Elevate Associate Performance

Adapt to the new realities of retail

- Focus workers on successful execution of strategies
- Empower teams to adapt in the moment
- Balance demand, availability, costs and regulations

### Get it All Done with One Platform

Reflexis is your single, go-to source for everything you need to simplify store operations, maximize labor and measure progress. Each module is effective on its own, but stronger together, as they build on one another for a perpetual loop of improvements.

## Trusted Partner, Proven Results

# \$31M

### Increase in Sales

Improving store operations increased sales across a major retail chain

# \$1M

### Saved in Shrinkage

AP/LP of a leading Hispanic supermarket chain leveraged Reflexis to streamline and prioritize its 5,000 annual tasks

# 95%

### Task Completion Rate

Reflexis customers have increased their rates of on-time task completion to 95%

# 50%

### Faster Scheduling

Reflexis reduced store managers' time spent on scheduling by 50% in a major retail chain

# \$100M

### Saved in Labor Costs

Reflexis saved a hardline retailer 100 million in labor costs over a span of seven years

# 32%

### Lower Employee Turnover

Reflexis reduced associate attrition in a global quick service restaurant in the UK

# Zebra Global Services

Maximize uptime and ROI

Constant, peak performance and device uptime. That's the upside of protecting your Zebra investment with our maintenance services. Eliminate unexpected disruptions, unbudgeted repair expenses and so much more. Whether you need comprehensive coverage, advanced device replacement, on-site support, assistance with technical issues and device firmware support, or visibility into your contracts, repair data or tech support cases, there's a Zebra service that's right for you.\* And you can optimize and customize your plan to fit your specific business-critical needs with additional flexible service enhancements that provide expedited repair and shipping, battery maintenance, device commissioning and configuration, managed services and more. Zebra's portfolio of services provides expertise every step of the way.

## Zebra Signature Services

Zebra Signature Services makes it easier to integrate new technologies into your existing IT environments and workflows. Data insights from edge technologies can open up new business opportunities, but without the right skills or resources, you could miss out on the full benefits. Zebra Signature Services gives you the expertise to optimize the adoption of edge-data solutions to run your business more productively.



### Workflow and Design Consulting



Analyze your business processes, existing infrastructure and technology with strategic workshops tailored to fit your unique requirements.



### Solution Jumpstart

Accelerate solution deployment with full proof of concept, and help with the art of the possible, reducing unplanned costs and minimizing downtime.



### Learning as a Service

Quickly bring employees up to speed with a variety of modalities like Video on Device, Know It Now, instructor-led training and virtual-led training sessions that support rapid return on your technology investments.



### Software Integration

Accelerate success by applying integration best practices. Leverage our expertise in mobile, edge-data technology and business logic workflows.



### Solution Validation

Test your custom Zebra-related applications with your preexisting IT systems and business workflows.



### Program Management

Facilitate large-scale Zebra deployments and solutions by minimizing risks to project schedules, implementation results and end-user adoption.



## Zebra OneCare™ Maintenance Plans

Zebra plans protect the investment in the devices that run your business by maximizing predictable performance and uptime to support your critical operations and improve business outcomes.

### Zebra VisibilityIQ Foresight™

Provides device health and utilization insights. The insights provide historical data trending, current state health and actionable predictive intelligence on what will occur if no action is taken. Its multi-source data aggregation and machine learning algorithms deliver a consolidated solution that provides color-coded insights with threshold alerts about your device inventory.

### Zebra VisibilityIQ OneCare™

Included in all Zebra OneCare maintenance plans for Zebra mobile computers and scanners. Cloud-based visibility into reports and analytics related to device repair and case trends, contract renewals, LifeGuard™ security status and more.\*\*

\* Service availability, Service feature and/or repair turnaround time may differ by country. Please contact your Zebra sales representative for details.

\*\* VisibilityIQ OneCare available for mobile computers and scanners only.

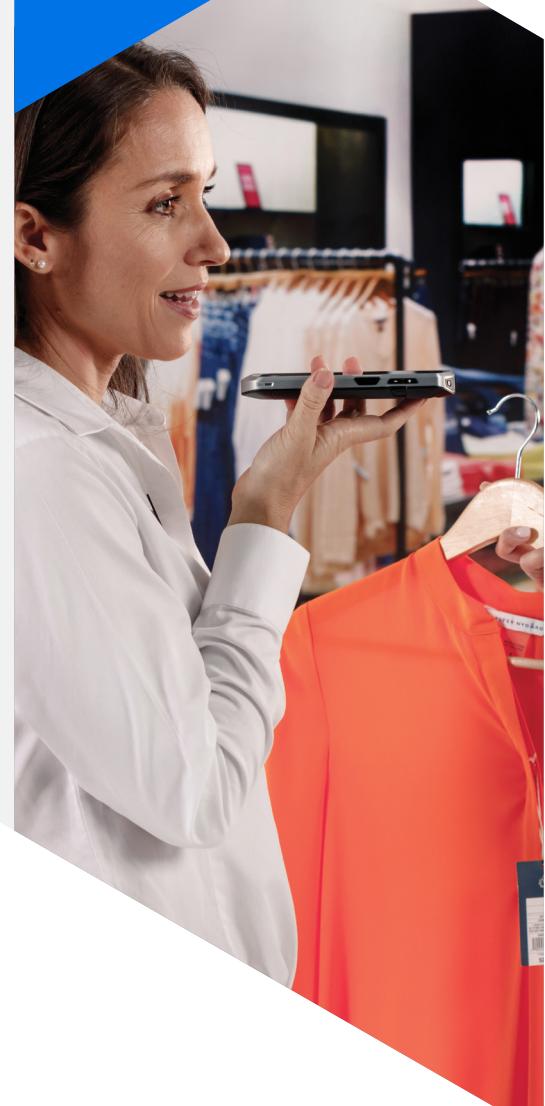
# Zebra Savanna™

Discover your best next move

The Zebra Savanna™ platform aggregates and analyzes data from edge devices to reveal actionable workflow insights, powers next-gen applications and solutions that deliver best-action guidance, and integrates with existing hardware, software and data ecosystems to give you a more complete picture of your business. **Use its brainpower to create, connect and control tomorrow's data-powered environments.**

## Solutions That Are Powered by Zebra Savanna Leverage:

- Data access to edge devices and core portfolio
- Historical data and access to data analytics
- Universal user management
- Common control over edge sensing solutions
- Enhanced certified company-wide data security management





Gain a new perspective on business,  
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