ZEBRA

Transforming Inventory Management

Increasing visibility, productivity, sales and customer service

Inventory visibility from the stock room to the sales floor — knowing in real time where a product is, how many there are and how much they are selling for — has always been the mark of a healthy retail operation. Today, it has become even more critical to retail operations. The shopping ecosystem is now substantially more complex increasing the opportunity for errors and jeopardizing customer satisfaction.

Inventory missing from store shelves is not a new retail problem, but it's one that demanding consumers, who enjoy an abundance of shopping riches online, are tolerating less and less. And as more shoppers opt to buy online and pick up in store, the need for inventory accuracy has grown exponentially.

Consumers are shopping across digital and physical touch points, and retailers are increasingly inviting them to do so with the accelerated rollout of buy online, pick up in-store programs (BOPIS) and variations such as buy online, return in store. Retailers are still hampered by outdated inventory management systems that fail to offer a single view of a merchant's stock, as well as online orders, at any given time.

Forward-thinking retailers are investing in inventory management technology solutions to take visibility to unprecedented levels and boost stock accuracy while increasing conversions, sales and shopper loyalty.

Out-of-stocks cost retailers an estimated **$634 billion** annually.[1]

[1] IHL Group, *Retailers and The Ghost Economy: $175 Trillion Reasons to be Afraid,* May 2015.

Overcoming Inventory Challenges

Retailers are finding that their inventory management processes need a makeover amid an increasingly complex omnichannel landscape. Outmoded, manual legacy systems not only impede worker productivity, but lead to out of stocks, overstocks, lost revenue from returns and inaccurate product displays that prevent shoppers and store associates from finding merchandise. These problems are only intensified as shoppers now buy seamlessly in store and online.

Enabling Click and Collect (Buy Online, Pick Up in Store)

Shoppers click-and-collect expectations are exceedingly high with 59% expecting their online orders to be ready for pickup from a store within an hour of purchase.[2] With handheld mobile computers, RFID readers and scanners, associates can create frictionless transactions for today's multichannel shoppers by easily locating and picking products from shelves, receiving stock from a distribution center and quickly readying merchandise for customer pick up.

Increasing Inventory Visibility

It's an all too common scenario: A store associate can't locate an item that's supposed to be in stock. Not surprisingly, retailers have visibility into about 60% of their inventories, which simply isn't adequate.[3] The problem tarnishes shopper satisfaction and hurts worker productivity. Smart retailers are arming associates with ruggedized mobile tools to boost inventory visibility and bring a richer dimension of service, speed and shopping solutions to consumers.

Reducing Out of Stocks

Empty shelves cost retailers billions each year, damaging brand equity and imperiling shopper loyalty. When a consumer repeatedly faces missing inventory at a retailer, they'll opt to forgo a purchase or even buy from a competitor. Mobile computing technology and RFID devices empower store associates with valuable information, enabling them to easily scan shelves, look-up inventory status and quickly replenish out-of-stock merchandise.
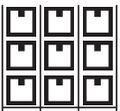
Better Management of Overstocks

The cost of excess inventory can hurt sales as retailers waste spending on merchandise that won't be sold. Data capture and RFID technologies help merchants optimize inventory levels, better use precious store space, avoid price markdowns and reduce the risk for product obsolescence ranging from outdated technology and out-of-style fashions to expired food products.

Streamlining Returns

With the growth of online shopping and retail click-and-collect programs comes the rise of product returns, which can be a major profit drain for retailers. By investing in mobile computing solutions, retailers can quickly return products to inventory and deploy them for resale.

Eliminating Inaccurate Displays

Retailers can't sell what's not there and what a shopper doesn't see. Manual stocking processes expose retailers to inaccurate and incomplete product displays, resulting in missing sales, shoddy-looking store floors and damaged vendor relations. Using RFID and mobile computers, which can include augmented reality, retailers can ensure planogram compliance.

[2] Forrester, *European Consumer Technographics Retail Survey*, 2015. [3] Auburn University RFID Lab, *Key Considerations for RFID Pilots and Deployments.*

Zebra Has Your Solution

Knowing where inventory is at any given moment has never been more critical than today. Retailers are navigating an unprecedentedly complex ecosystem where shoppers buy seamlessly from both physical and online stores 24 hours a day. To better compete, legacy retailers are upgrading to inventory management technology solutions that deliver real-time answers to enduringly pressing retail questions. No matter the size of your retail operation, Zebra can customize the right technology solution for you.

The Foundations of Inventory Management

Handheld Mobile Computers

Zebra's mobile computers empower the retail workforce — from warehouse workers to store associates — with real-time visibility that improves inventory utilization, simplifies click and collect, reduces out of stocks and systematizes the returns process.

- Intuitive user-interface design
- Long-lasting battery life
- Secure voice and messaging connectivity
- Interactive sensor technology

Handheld Scanners

Zebra's world-class handheld scanners are essential in tracking and managing a retailer's inventory from the supply chain through the point of sale. With unsurpassed data capture capabilities, Zebra scanners can quickly and accurately capture any barcode, even damaged, torn or poorly printed, 1D, 2D, GS1 and high-density barcodes on paper, plastic or under shrink wrap and on a mobile device.

- Scan multiple barcodes with a single trigger pull
- Faster, farther, smarter scanning
- Przm Intelligent Imaging
- Multi-code data formatting

RFID Handheld Scanners and RFID Readers

Retailers can boost inventory accuracy to new heights with Zebra RFID handheld scanners and fixed readers. With reliable, long-range performance and item-level location, retailers can perform more frequent and accurate inventory counts to better manage inventory on the sales floor, in the backroom and at the distribution center.

Handheld RFID Scanners:
- Flexible configurations
- RFID and 1D/2D barcode scanning
- Rugged, reliable and ergonomic

RFID Readers:
- No hard-wired connection required
- Easy to deploy, simple to manage
- Accurately track large volumes of RFID-tagged cases, pallets and items

Mobile Printers

Zebra's user-friendly mobile printers help retailers print or replace damaged or unreadable barcodes and RFID labels wherever and whenever needed.

- Rugged reliability for maximum uptime
- Multiple media types and sizes
- Intuitive, easy to operate and manage
- Compact size, lightweight to carry

Software and Support

Zebra OneCare Support Services

OneCare Services ensure that Zebra devices achieve maximum uptime and peak performance. Multiple service levels are available to meet unique requirements and protect your operational investments.

Self-Directed Inventory

Zebra's self-directed inventory solution offers 98% accuracy and provides everything needed to easily and cost-effectively conduct in-store inventory and cycle counts without third-party intrusion. Zebra provides best-in-class mobile scanning technology already loaded with the merchant's inventory files – including the SKU's in each merchandise category – to improve scanning accuracy and reduce read time for every scan.

SmartLens

SmartLens multi-technology sensors, data analytics engine and highly graphical dashboards allows retailers to see the total count of items in a specific category or department; provides predictive information to enable timely merchandise replenishment across all stores or in a specific store; details overstock metrics; permits associates to quickly fulfill online orders for in-store pickup, and much more. SmartLens ensures merchants have actionable information at their fingertips to keep the items shoppers want in stock and available for purchase at all times.

ZEBRA SMARTLENS™
For Retail

Independent Software Vendors (ISVs)

Zebra's global ISV network offer innovative applications developed to work specifically with Zebra devices and systems. ISVs can help businesses identify the best applications to meet individual needs or provide customized solution development to address unique requirements.

Purpose Built Features

Android Operating System

Zebra has the largest range of enterprise optimized Android devices in the industry, purpose built to improve productivity and mobility in your business..

Mobility Extensions

Exclusive to Zebra, Mx Technology is built into every device which means Android security is uniquely hardened for use in even the most demanding retail environments.

Productivity Applications

Help merchants increase productivity and inventory visibility.

Mobility DNA

A suite of secure, easy-to-use apps developed by Zebra to support retail environments.

To learn more about how Zebra can help you operationalize and streamline your inventory management processes, visit **www.zebra.com/grocery**

⚡ ZEBRA