RFID Technology Benefits And Outlook

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Times like these call for a market leader

Visionary Status
Gartner Magic Quadrant for Indoor Location Services — Worldwide

Sources: VDC Research and Zebra analysis (#1 market share), Gartner Magic Quadrant for Indoor Location Services, Worldwide (Visionary Status)
You know Zebra as…

A Product Company

…but we’re an end-to-end solution company
Zebra software, services, solutions and hardware give the entire operation a digital voice

Zebra gives 95% of Fortune 500 companies real-time visibility into their operations

Companies like FedEx, Ford, Google, Procter & Gamble, Tesco, Walmart, and many others rely on Zebra's technology to optimize their operations.
• In-store inventory is labor intensive & complex
• On-floor inventory accuracy ranges from 30% - 85%
• Annual cycle counts are inefficient & often incorrect
Deployment:
Pilot in 20 stores across the United States to help improve inventory accuracy and enhance ability to keep stores in stock and fulfill online orders. Expanded to all women’s, children’s, performance apparel, as well as bedding, bath and home décor.

Number of Stores:
1799

Equipment:
MC3190z
RFD8500
Deployment:
Full chain roll out in shoes, women’s intimates, men’s denim and fashion jewelry improving inventory accuracy and focused on back to front replenishment.

Number of Stores:
1020

Equipment:
MC3190z
**Deployment:**

Full chain roll out in men’s and women’s apparel with focus on inventory accuracy. Have realized a 7% reduction in out of stocks improving the Customer experience with expansion to Omni-channel and Buy On Line, Pick Up In Store (Click and Collect).

**Number of Stores:**

1162
Deployment:
Full chain roll out in-store RFID technology giving customers better access to the item they are looking for, including online inventories while they shop improving, inventory accuracy and sales.

Number of Stores:
302

Equipment:
DS9808R
AN4800 antennas
SmartLens for Retail

What if you could have a real-time Visibility window into your operations that enables you to:

• Elevate inventory awareness?
• Prevent lost sales & shrink?
• Identify poor Customer service?
• Identify inefficient Store Operations?
SmartLens

Benefits

### INCREASE SALES
- Inventory accuracy near 100%:
  - Reduced out of stocks
  - Reduced Markdowns
- Inventory is always visible:
  - Increases on-shelf availability
  - Improve E-Commerce fulfillment

### REDUCE SHRINK AND THEFT
- Alerts provide real-time visibility and help prevent loss of merchandise and assets
- Reduce misplaced inventory and ensure delivery accuracy

### DELIVER A SUPERIOR SHOPPING EXPERIENCE
- Easily accommodate online orders for same-day in-store pickup or shipping
- GPS-style in-store navigation to Merchandise
- Task automation frees employees to spend more time assisting shoppers

### REDUCE OPERATING COSTS
- Minimize Human inefficiencies
- Eliminate the cost of taking inventory
- Reduced inventory carrying costs
- Locate Merchandise faster
- Reduce operational processes
SmartLens

How Does It Work?

**Step 1: SENSE**
- SmartSensors track the movement of shoppers, inventory, and store associates.
- Multiple technologies: RFID, Video, Micro-location, and Wi-Fi.
- Four types of sensors: Designed for every area of your store.

**Step 2: ANALYZE**
- Data is automatically aggregated and correlated into meaningful events.
- Events are turned into real-time actionable insights.
- Provides visibility into issues you couldn’t see in real-time.

**Step 3: ACT**
- Turn insights into easy-to-read dashboards and alerts that can be sent directly to a mobile device.
- Use Zebra’s family of intuitive, ready-to-use applications.
- Create your own custom application.
- Integrate with an existing system.
SmartLens
A Sensor For Every Area Of Your Store
Thank You
Contact

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