

# Achieve Optimized Inventory

Gain greater control over your inventory today. Deliver what customers want, when and where they want it with unmatched accuracy across in-store and online channels through Zebra's Modern Store framework.

Reduce product waste  
shrink rates by **27%**

Easily locate  
**90%** of products

Achieve **98%**  
inventory accuracy

Note: Actual performance may vary depending on, among other things, store environment, product mix and process adherence.

Welcome to  
The  
**Modern  
Store**  
by Zebra



# Strong Sales Start with Optimized Inventory

Build a strong foundation with greater accuracy, visibility and availability

Your goal is to delight customers with consistently available, in-stock products and a great experience. Having an accurate, real-time view of your inventory helps because it allows associates to spend more time with customers. However, there's other challenges standing in your way:

## Supply chain volatility

Nearly  
**50%**

of shoppers who leave a store without the item they wanted say it was because the item was not in stock

Source: Zebra Global Shopper Study, 2023

## Omnichannel fulfillment pressures

**82%**

of consumers use mobile ordering to shop

Source: Zebra Global Shopper Study, 2023

## Inflation and reduced margins

**8.6%**

increase in producer prices year after year

Source: Deloitte, "Margin management can offset sustained inflationary pressures," October 2021



**Zebra's Modern Store framework** is built to help you overcome these global challenges and exceed your inventory management goals, all at the same time. Leverage the right technology to increase inventory visibility, access and accuracy—and stay one step ahead of whatever comes next.

# The Capabilities You Need to Optimize Inventory

Zebra's robust capabilities help you strategize and execute your plans for optimized inventory. Rely on the three capabilities outlined in our Modern Store framework to get your inventory available and accurate across your store.

## 1 Improve On-Shelf Availability:

- Access a real-time, accurate view of inventory quantity and location
- Continuously monitor floor stock and selection
- Improve planogram and pricing compliance

### The Benefits

- Meet shopper expectations for product availability
- Conduct cycle counts faster and at a 25 to 50% lower cost
- Automatically adjust prices at the shelf and drive more sales

Shenzen Gift increased inventory check accuracy by

**40%**

## 2 Modernize In-Store Fulfillment:

- Pick faster and confirm accuracy on the go with digitized order lists
- Inform workers of rush orders and curbside pickup via automated alerts
- Drive better accuracy with RFID and location technology

### The Benefits

- Stay ahead of omnichannel demand
- Satisfy customer delivery expectations
- Optimize store operations

Easily locate **90%** of products

## 3 Minimize Loss and Theft:

- Detect unseen sources of product and cash loss
- Automatically prioritize losses by their monetary value
- Automatically prompt and track front-line execution, valuating every action

### The Benefits

- Know why losses are occurring and how to fix them
- Discover profit potential beyond what's humanly detectable
- Guarantee execution and confirm completion

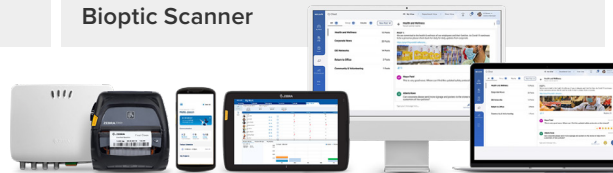
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## Zebra Offerings

SmartCount	Mobile Printers	Handsfree Scanners
Task Management	Shelf Labels	SmartLens
Prescriptive Analytics	Mobile Computers	Fixed RFID Readers and Antennas
Workforce Connect	Tablets	General Purpose and Ultra Rugged Scanners
Device Tracker	RFID Sleds, Readers and Tags	Bioptic Scanner
Desktop Printers		



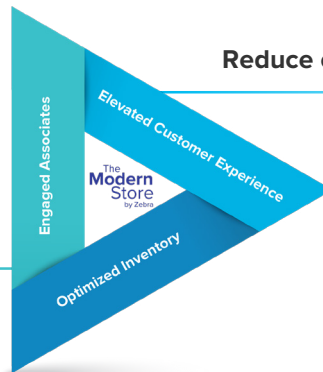
# Keep Inventory Optimized

Meet your goals for inventory success with Zebra's visionary Modern Store framework. It's built to help you get one of your biggest investments and most important assets visible on all channels, available for purchase and accounted for across your operation.

Benefit from our robust services offerings, including strategic assessments, solution advisory, implementation and design, and optimized configuration to help you drive success.

## Don't Miss the Other Modern Store Outcomes:

Reduce employee turnover by **8%**



Reduce customer wait times by **23%**

Note: Actual performance may vary depending on, among other things, store environment, product mix and process adherence.

## Customer Spotlight

With Zebra's Modern Store framework, Havan increased inventory accuracy over **99%** while decreasing cycle counting time by **97%**

## Let's Optimize Your Inventory and Build Your Modern Store, Together. Are You Ready?

Contact us to get started

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