

**EXPLORING THE ART OF POSSIBILITIES** 

Software Solutions for

the Now of Retail

Presenter name or location 04/07/2021



### The Now of Retail



### **Ever-Evolving Shopper Expectations**

of shoppers have increased curbside pick-up since COVID-19

say a contactless store pickup is very important to them

agree shoppers have a better experience when associates use the latest technology to assist them

### **Are Driving Retailers to Embrace Innovative Solutions**

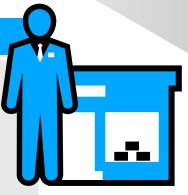
71%

of retail executives report they are under pressure to improve fulfillment operations and efficiency while reducing expenses for online orders **79**%

of associates say they can
elevate the shopper experience
with technology and devices
that provide real-time
inventory visibility

**86**%

of decision makers have or plan to integrate digital intelligence into their supply chain operations



## Deliver Next-Gen Experiences with Zebra

### **Store Operations**

Satisfying shoppers and empowering associates



### **Distribution Centers**

Keeping operations running smoothly



### Merchandising

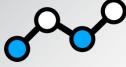
Inspiring shoppers with the product selections they want





### Loss Prevention/ Asset Protection

Safeguarding shoppers, associates and assets



Zebra mobilizes data from devices and applications, analyzes it, and drives smarter, faster workflow decisions by users anywhere, anytime.



# **Inventory Management**

Getting the right products to the right stores at the right time



### **eCommerce**

Fueling cutting-edge innovations

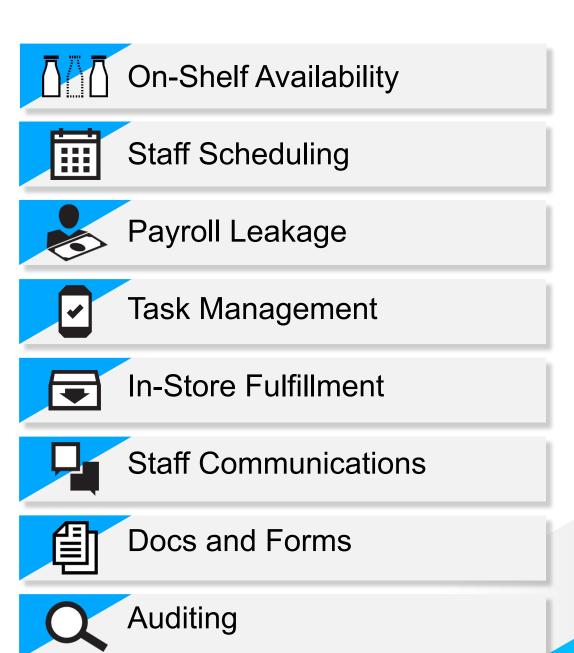


### **STORE OPERATIONS**

Satisfy Shoppers and Empower Associates







## Reducing and Managing Out-of-Stocks



Product availability is now the #1 concern for shoppers



How do you identify intraday shelf availability issues?



How many out-of-stocks are driven by inaccurate on-hand counts?



Do you fulfill online orders from in-store inventory?



What processes do you have in place?

mmmmmmm



# Today's Omnichannel Shopping Puts New Demands on Inventory Practices

Zebra's 2021 Shopper Vision Study uncovers the top reasons shoppers leave a store without making a purchase:

41%

Desired item is out-of-stock

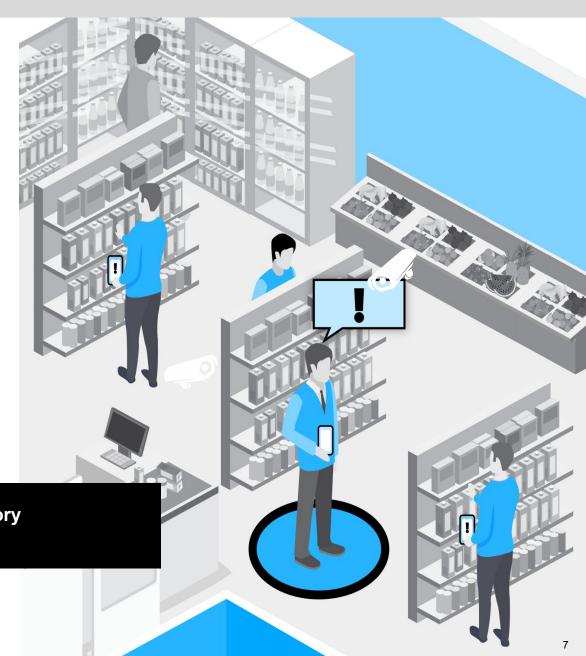
31%

Can't find the item on shelf

Nearly 8 out of 10 associates agree real-time inventory visibility would help them provide a better experience

**76%** 

76% of retailers agree that maintaining real-time inventory visibility is a significant challenge





### Zebra's Approach Starts with Analytics

### **Pattern Recognition**

### Zebra Prescriptive Analytics

Analyze real-time sales and POS data to automatically identify SKUs with a sales pattern indicating a shelf availability issue

#### **Out-of-Stock Detection**

### **Shelf-Edge Cameras**

Use Al-powered cameras to continuously monitor shelves and immediately detect out-of-stocks to ensure maximum on-shelf availability

### **Inventory Visibility**

#### Zebra SmartCount

Near real-time visibility into on-hand inventory counts for managing fulfillment, replenishment, shrink and promos

### **On-Hand Accuracy**

### Zebra **SmartLens**®

Powered by Zebra Savanna™

RFID technology tracks items as they move throughout a store for an accurate real-time view of inventory onhand.

### **Inventory Availability**

### Zebra **SmartSight**™

Intelligent automation can spot multiple issues with shelved merchandise – shelf-outs, damaged goods or misplaced SKUs



### **55% of Shoppers**

rank product availability most important when shopping in-store and online

# Are You Managing Scheduling or is it Managing You?



What tools exist to help your store managers schedule?



How much time do store managers spend on schedule creation and changes each week?

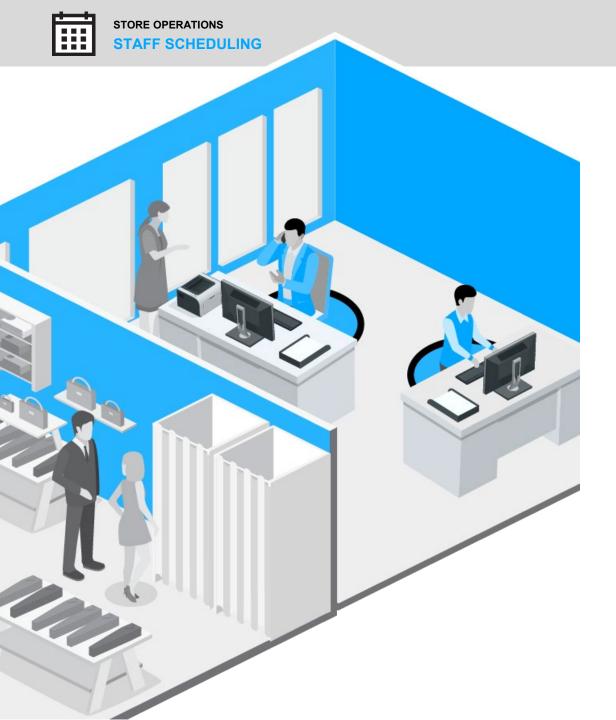


What is overtime pay as a percent of total hourly labor spend?



How accurate is your customer demand forecast?





# Outdated Tools Rely on Guesswork and Intuition

### What if you could:

- Reduce admin time by up to 3 hours/week?
- ODECTE DECTE DESCRIPTION DESCRIPTION DECTE DE LA COMPANION DE
- Cut unplanned/undesirable overtime by 90% to 95%?
- Shrink hourly labor spend by 5% to 7%?
- Grow sales by 7%?
- Increase productivity by 5%?

Zebra has the right solution for you

## Al-Powered Workforce Management

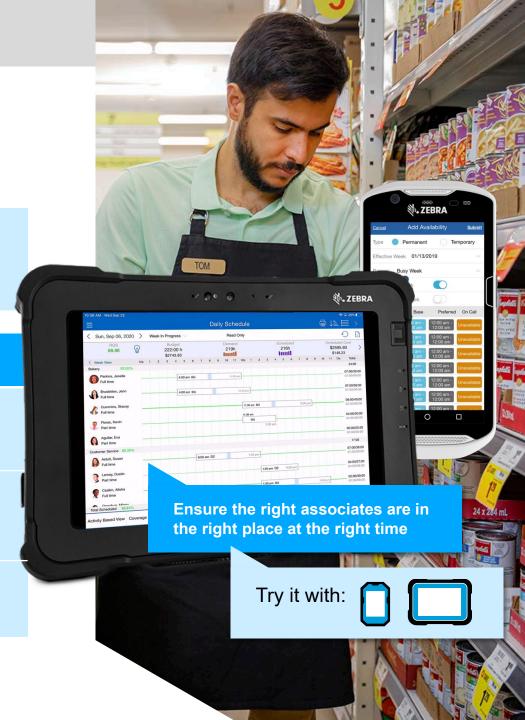
REFLEXÝS

Workforce Manager Optimizes scheduling in minutes

Controls workforce costs

Improves employee engagement

Optimize Labor Deployment	Empower Associates
Forecast and create precise workloads	View schedules
Consider associates' preferences	Advertise and swap shifts
Ensure compliance with labor laws	Request more hours and/or time off





# Overpayments, Underpayments, Incorrect Payments

Up to 2.5% of total annual payroll and labor expenses can be attributed to payroll leakage



Are you experiencing a surprising surge in labor costs?



How do associates clock in and out each shift?



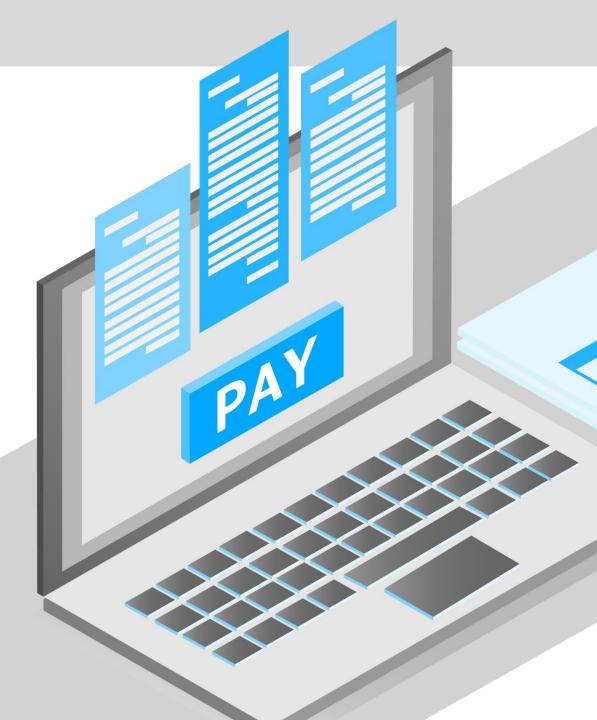
What controls are in place to ensure accurate clock times?





# Payroll Leakage: Uncovering the Issues







# Optimize Labor Budgeting, Forecasting and Spending

It's as easy as 1-2-3



#### **Workforce Scheduler**

Properly aligns staffing with demand

Reduces excess staff

Matches associate's skillsets with specific jobs

### **Self-Service**

Increases associates' control over their schedules

Enables associates to trade shifts

Provides management oversight

#### **Time and Attendance**

Helps eliminate payroll leakage

Reduces practice of "Buddy" punches

Supports 3D facial recognition

### So Much to Do, So Little Time



50% of current work activities can be automated with technology



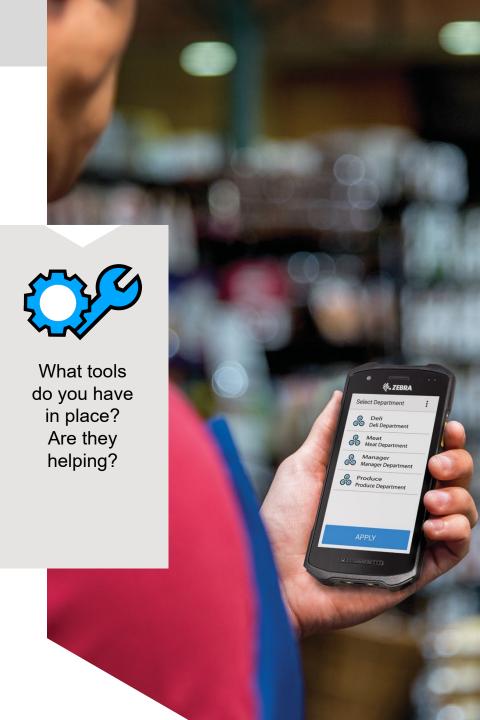
How do associates prioritize tasks?

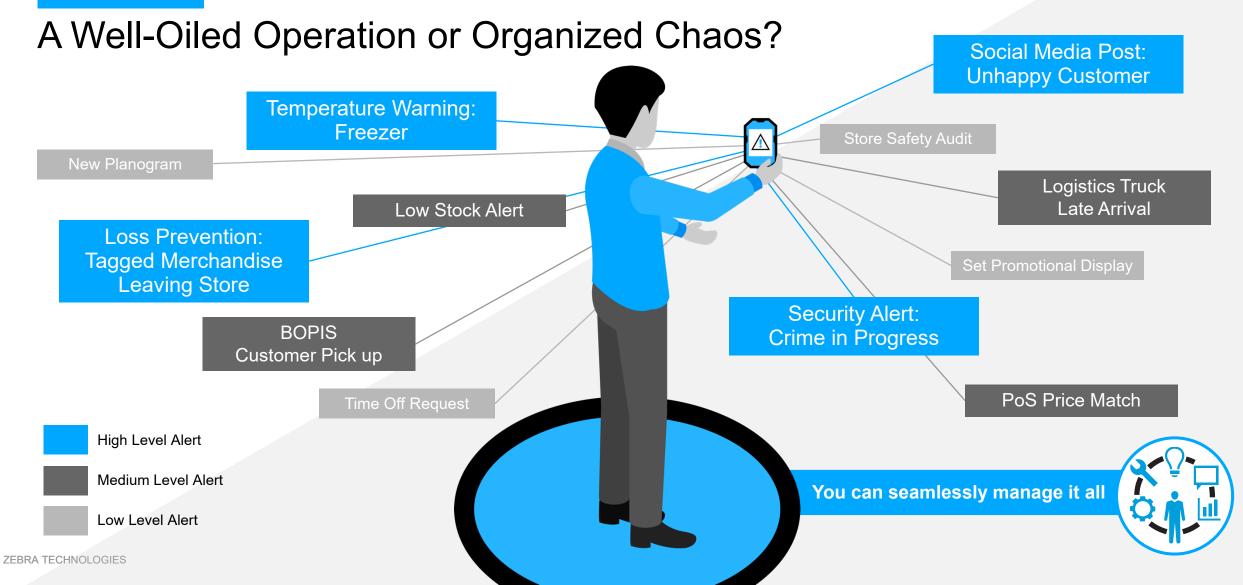


Can you measure how your associates spend their day?



How do you ensure proper execution of assigned tasks and activities?







# Simplify Store Execution **REFLEX**'S

Al-enabled task management

Reflexis eliminates the chaos by making is easy to manage, monitor and measure individual and team performance in real time

**Set Priorities** 

Send Reminders/Notifications

**Establish Timelines** 

Track Progress

**Assign Tasks** 

**Evaluate Performance** 

Prescribe New Behaviors & Workflows

Measure Results



# Click & Collect: No Longer a Nice to Have

BOPIS is a must have to keep pace



What is the process for picking shoppers' online orders today?



Can your staff keep up with the uptick in online orders?



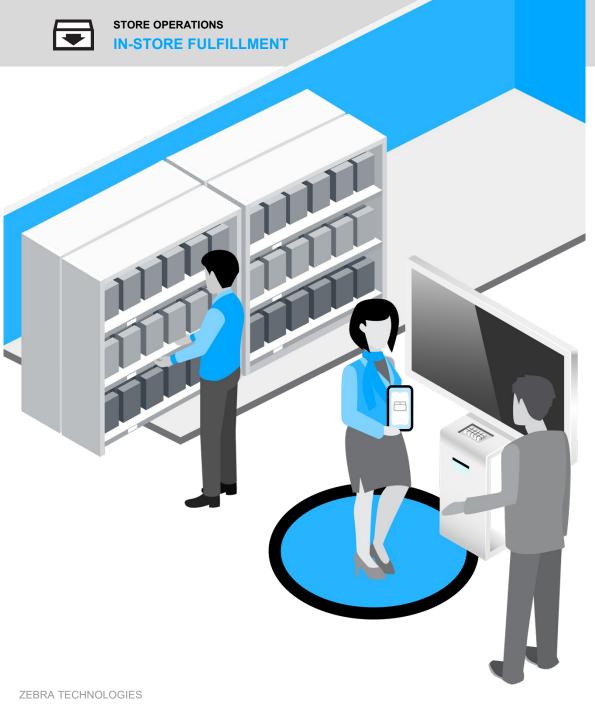
What percentage of orders are picked accurately and on time?



How do associates alert management of issues when picking orders?



**86% of consumers** are likely to use buy online, pick-up in store or drive-up/curbside options in the future



# When In-Store Fulfillment Doesn't Deliver

### **Insufficient Labor Allocation Methods**

- Not enough labor to serve shoppers and fulfill online orders
- Not staffing the right associates to perform omnichannel tasks

### **Inadequate Communications**

Limited communications are reducing speed and productivity

### **Inconsistent Workflows**

 Associates veer from standard procedures, take shortcuts and deliver inconsistent performance

### Variability in Picking Accuracy and Speed

 No way to measure performance, pinpoint problems and address issues

### Unlock the Potential of Your Staff and Stores

Reduce order turn time up to 10 minutes

### Reflexis helps you:

- Staff the right skills to deliver flawless in-store fulfillment: Picking, packing, shipping/pick up and returns
- Respond to shifting shopper demand patterns, sick, callouts and overs/shorts
- Ensure faster fulfillment of online orders by alerting and assigning a prioritized task to the associate best able to execute
- Make it easier for associates to alert management of issues, ask questions and collaborate with team members
- Analyze operational performance, identify problems and suggest fixes to labor related issues





## Crossing the Chasm



How do you communicate with associates during a crisis?



How much communication is done between associates using unmonitored and unsecure third-party channels?



How do employees communicate across your store today?





### Eliminate Communications Barriers



Can you target communications to specific roles and team members?



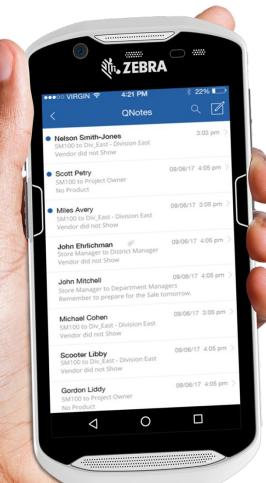
Are you able to quickly communicate with associates and managers about urgent projects?



Do your devices facilitate fast answers to direct questions?

Are these issues impacting your operations?





## **Keep Communications Flowing**

Integrate instant messaging and broad-based communications

Enable secure, centralized, permissions-based communications

Ensure fast, appropriate actions

Target associates by role, hierarchy and location

Provide seamless communications across your organization

REFLEX/S boosts in-store

productivity by up to 25%

Analyze trends

Make individual and group messaging easy

Simplify search with AI-Powered digital assistant

Eliminate unsecure third-party chat apps (SMS, WeChat)

### Lost in Confusion

# Endless searches for documents and forms come up empty



What tools exist to help categorize, organize, and share forms/ documents with associates?



What controls do you use to prevent accidentally editing or deleting forms/documents?



How are safety incidents or maintenance requests handled by employees?



Is there a way to track completed forms, review status and generate tasks to resolve issues?





### Racing Down the Rabbit Hole

Relying on real-time information to manage day-to-day operations is critical but costly

Precious time is wasted digging through online and paper resources to find just the right document or form

DOCUMENTS	FORMS
Standard Operating Procedures (SOPs)	Safety Incidents
Merchandising and Store Set Documents	Maintenance Requests
Marketing and Promotions Resources	Customer Complaints
Training Resources	Employee Onboarding

And much, much more



## A Digital Library at Your Fingertips

Simplify knowledge sharing with fast search and near-instantaneous retrieval

### Digitize documents and operational forms



Easily add, update and share documents and forms



Designate rules, workflows and permissions



Generate related tasks



Track form status in real time



Analyze usage and generate custom reports





## The Auditors are Coming!

What is your store audit process missing?



Do auditors
leverage a
standardized
process for
evaluating your
store's
operations?



How do you track follow-ups triggered by an audit?



Can you easily analyze auditing data from all of your stores?



Does your audit provide an accurate snapshot of store performance and operations?



Are associates empowered to quickly address any issues uncovered during the audit?



**Outdated Store Auditing Practices** 

### Audits are painful:



Leave less time for shoppers



Deliver no actionable insights



Rely on paper-based systems



Provide limited follow up and tracking



Zebra can help you put an end to inefficient, ineffective processes





### Modernize On-Site Inspections

Reflexis streamlines the auditing process



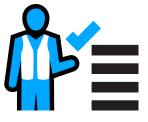
**Standardize Inspections** 

Create standardized question sets and surveys



Provide Actionable Information

Get actionable data-driven insights





Generate corrective tasks for issues, improvements and opportunities



**Compare Performance** 

of stores against corporate expectations and peer locations



LOSS PREVENTION / ASSET PROTECTION

Safeguarding
Shoppers,
Associates and

Assets





LOSS PREVENTION / ASSET PROTECTION

Contents



Internal Theft, Fraud, Shrinkage



External Theft, Fraud, Shrinkage

# Are Theft and Fraud Shrinking Your Bottom Line?

Shrink accounts for 1.62% of a retailer's bottom line and costs the industry \$61.7 billion



Do you perform proactive analytics on your POS data to identify potential sources of fraud?



Do you have an exception reporting system?



If so, do you use your system to monitor cash handling transactions (paid in, paid out, over/short)?



How much inventory is lost per store due to on hand adjustments?

How much are theft and fraud costing you?







## Retail Losses are Adding Up

Over 60% of employee-related shrink amounts to \$500 or more

#### **Scan Avoidance**

Cashier passes an item over a scanner while purposely obscuring the barcode

### **Price Switching**

Price tags for low-cost items are attached to premium products

### **Sweethearting**

Cashier gives products away using a variety of methods

### **Misuse of Manager PIN**

Unauthorized use of manager PIN to override transactions

### **Loyalty Fraud**

Cashier steals loyalty rewards by entering their own info instead of customer's

#### **Ecommerce Fraud**

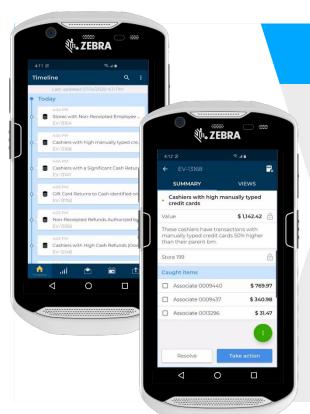
Customer-service reps send replacements packages to themselves

The list goes on: cash loss, fraudulent returns, price overrides, gift card cash outs, payouts, manual discounts and more

# Make Your Store a Smarter Store Zebra Prescriptive Analytics™

Powered by Zebra Savanna™





### Puts your data to work protecting your assets and preventing losses

Uses pattern detection and machine learning to identify anomalies

Identifies shrink, non-compliance and discount abuse in real time

Communicates results in plain language – no more confusing reports

Issues corrective actions

Closes loop with integrated workflows

## How are retailers thinking outside the box?











# Growing Threats from Shoplifting, Robberies and Organized Crime

NRF study reveals shifting priorities with retailers increasing focus on:

61%

Organized retail crime

**59**%

Ecommerce crime

**54**%

Return fraud

Shoplifters are becoming progressively bolder

Organized crime "smash and grab crimes" are on the rise

More incidents of attempted theft, no fear of consequences

Criminals are leveraging self-checkout and mobile checkout to steal

83%

83% of respondents say non-loss prevention store personnel can't make shoplifting apprehensions



# Take a Multi-Pronged Approach

### **Associate Communications**

### Zebra Workforce Connect

Enables associates to quickly alert loss prevention of theft events in progress

### **Cycle Counts**

### Zebra SmartCount™

Manages shrink, optimizes inventory and savings with a simple, out-of-the-box deployment

### **Inventory Visibility**

### Zebra **SmartSight**™

Robotics gives visibility to theft by reporting gaps and anomalies

### **Automated Tasking**

### Zebra Prescriptive Analytics

Data analytics highlight products targeted for theft or resale, identifies products/ locations with abnormal loss levels

### **Asset Visibility**

### Zebra **SmartLens**®

Powered by Zebra Savanna™

RFID technology alerts loss prevention that products are leaving store and haven't passed through point of sale



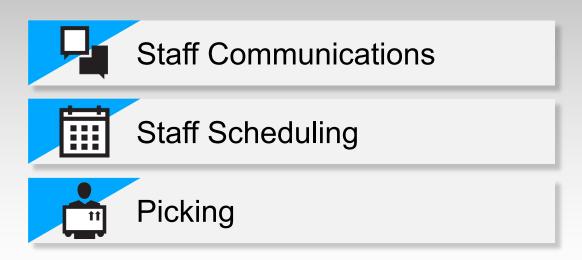
### It's the Store

### 68% of retailers

report the greatest increase in fraud occurs in-store transactions

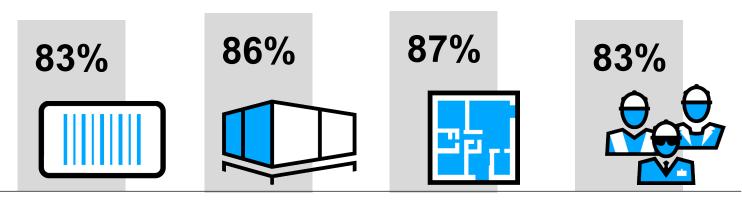






# The Pressure is Mounting

The 24/7 on-demand economy is driving warehouses to increase:



Number of SKUs

Volume of items shipped

Facility footprint

Number of workers

Seamless Communications are Vital How do employees communicate with leadership when they identify issues or have questions? Do employees switch between multiple devices or programs to reach the data and people they need throughout the day?



Communication Gaps are Reducing Speed, Productivity, and Worker Satisfaction

## In the DC, frontline workers:



Face a disconnected workplace



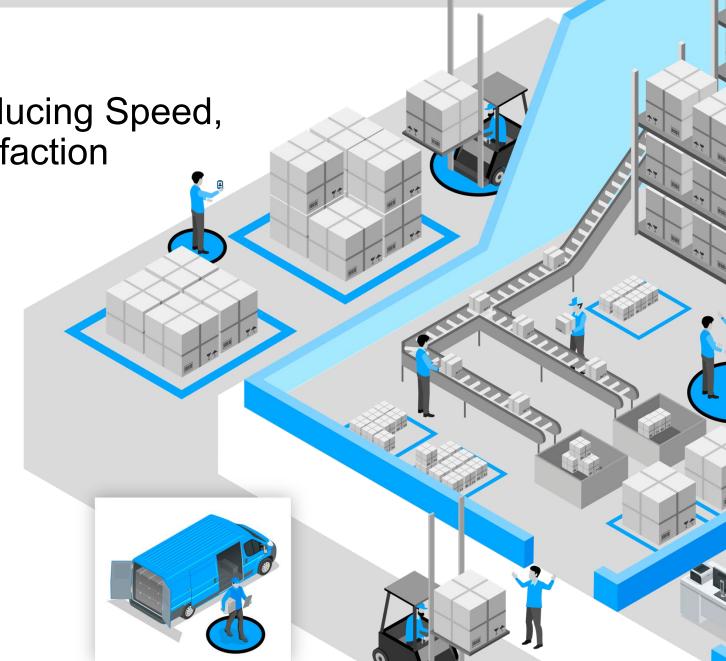
**Encounter inefficiencies** 



Juggle multiple devices



Manage disjointed workflows





## Integrate Voice and Data Communications

### One multifunctional solution can do it all

Workers
can do
it all from
a single
device

Access information in line-of-business applications

Take and make calls through the Private Branch Exchange (PBX)

Manage staff located nearly anywhere with robust push-to-talk features

Text message to one person or a group with members located virtually anywhere

Enable one-to-one or group-based calling

Zebra **Workforce Connect**™ streamlines operations and enhances workflows



# Are Your Scheduling Tools a Help or a Hinderance?



How much time
do store
managers spend
on schedule
creation and
changes each
week?



Do your employees have access to self-service tools?



How do employees request time off or schedule changes?



What is the process to handle last-minute callouts?





# Outdated Tools Rely on Guesswork and Intuition

## What if you could:



Reduce admin time by up to 3 hours/week?



Decrease employee turnover by up to 4% annually?



Cut unplanned/undesirable overtime by 90% to 95%?



Shrink hourly labor spend by 5% to 7%?

Zebra has the right solution for you



# Al-Powered Workforce Management

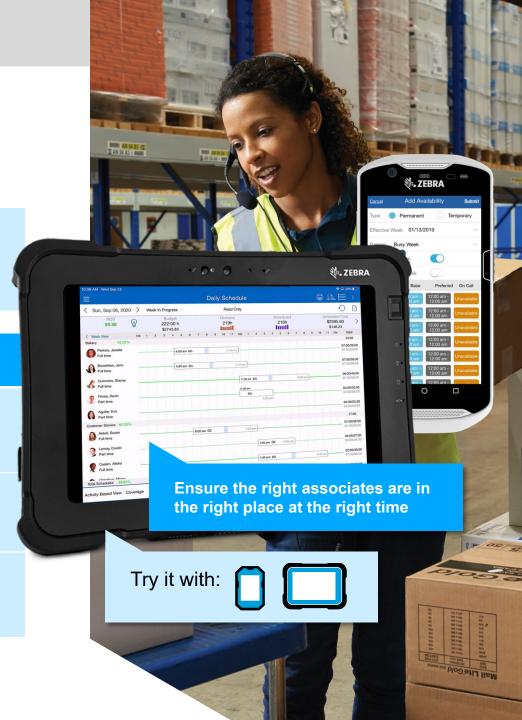
REFLEXÝS

Workforce Manager Optimizes scheduling in minutes

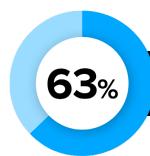
Controls workforce costs

Improves employee engagement

Optimize Labor Deployment	Empower Associates
Forecast and create precise workloads	View schedules
Consider associates' preferences	Advertise and swap shifts
Ensure compliance with labor laws	Request more hours and/or time off



# It's Not Always the Picker's Fault



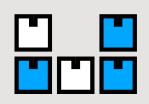
63% of all warehouse operating costs are for picking



How do you review fulfillment rates and identify anomalies?



What steps do you take to investigate problems?

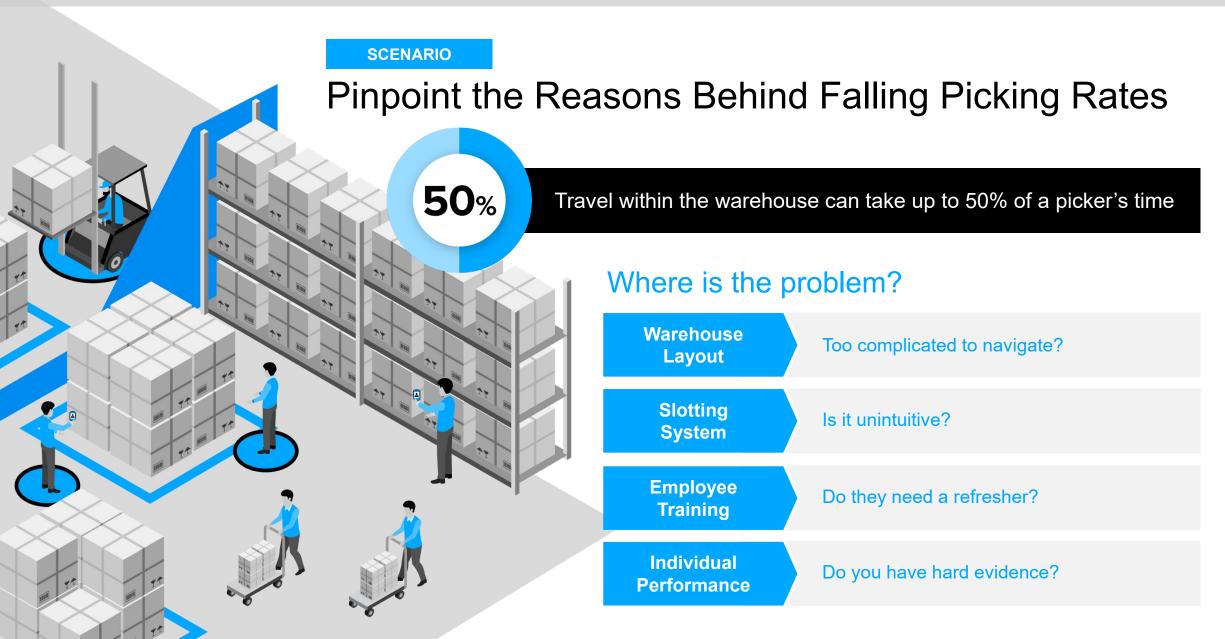


Is there an existing process to flag slotting exceptions or identify non-optimal slotting decisions?



How often is slotting re-evaluated in the distribution center?





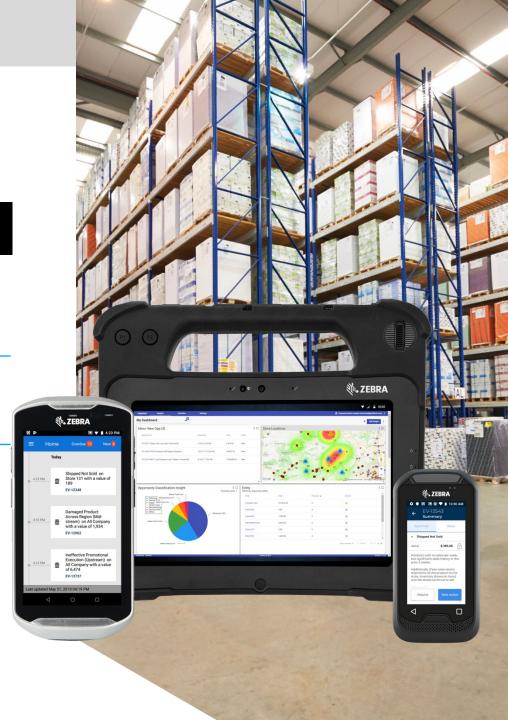


# Put AI and Machine Learning to Work

Zebra Prescriptive Analytics<sup>™</sup> eliminates bias and finger pointing

- Analyzes productivity data
  - Determines benchmark performance averages
- Monitors productivity at the picker, date, SKU and slot number

- Conducts root cause analysis
- 5 Examines slotting distances
- Sends real-time corrective actions to managers
  - Address training gaps
  - Send SOP reminders
  - Consolidate lanes
  - Move items closer together







# There's No Question: Accurate Inventory Counts are Vital

### **Retailers agree:**



66% report inventory inaccuracies make their BOPIS offerings inconsistent



87% consider inaccurate inventory a larger factor in revenue loss than theft



How do you perform inventory counts today? How long does the current process take?



How many on-hand adjustments are made in a typical week?



What percent of out-of-stock occurrences are due to on-hand inaccuracy?







# Taking Physical Inventory is Painful

Many retailers turn to third-party service offerings

### **Challenges**

Requires store manager and associate oversight and guidance

Workers lack familiarity with merchandise and store layout

Service providers struggle to deliver adequate staffing

### Results in

Disruption

Poor accuracy

Difficult scheduling

Lower quality labor

Higher service fees



# Take Back Inventory Control

## Zebra **SmartCount**™

gives you inventory accuracy you can count on



### **Superior Accuracy**

**Real-Time Visibility** 

### **Significant Savings**

# Ship a kit Ship a





### **MERCHANDISING**

Inspire Shoppers with the Product Selections
They Want



# **Blueprints for Success**



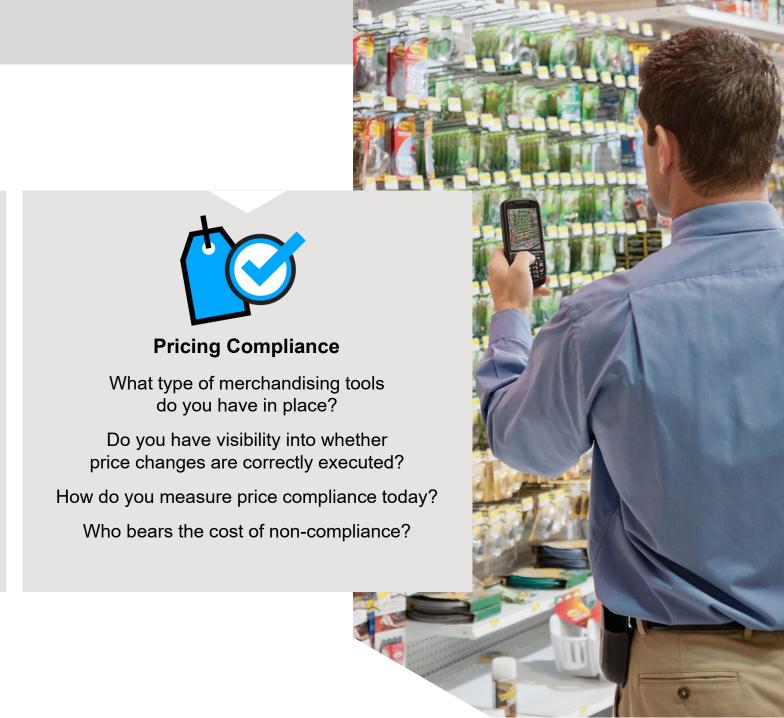
### **Planogram Compliance**

What type of planogram tools are you currently using?

What level of corporate visibility is there into planogram compliance at each store?

How do your stores currently execute changes to the planogram?

How frequently do you conduct planogram audits?



# Planogram and Pricing Compliance are Constant Struggles

Are your stores stocked, priced and positioned to maximize sales?

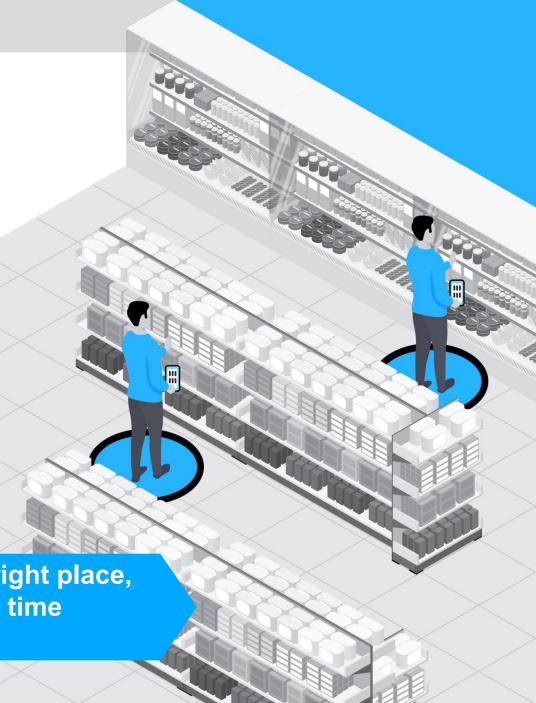
Out of Stocks cost retailers \$1.14 trillion in missed sales

On average, planograms go out of compliance at a rate of 10% per week

44% of retail stores are unable to properly reset a planogram within 13 weeks

Price matters: Promotional pricing is incorrect up to 22% of the time

Ensuring the right product, at the right price, in the right place, in the right quantity at the right time is essential, but time consuming and often highly manual



# Grab Your Shoppers' Attention, Boost Profits and Make the Most of Aisle Space

# Zebra **SmartSight**<sup>™</sup> makes it easy

### **Maintain Planogram Compliance**

- Automatically monitor your merchandizing and ensure your planograms adhere to the plan
- If something is awry, you'll know and be able to swiftly resolve issues

### **Ensure the Price is Right**

- Improve margins and reduce regulatory compliances fines
- Automatically detect label and pricing issues with more than 95+% accuracy

### **Solve Problems Faster**

- Automatically uncovers issues and determines ways to resolve them
- Transfers that guidance to your staff via a mobile app





## **ECOMMERCE**

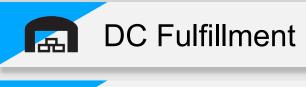
Fueling Cutting-Edge Innovations





**ECOMMERCE** 

# Contents





## It's a Perfect Storm

**Skyrocketing Orders** 

Growing Number of SKUs Accelerating Shipping Demands

Rising Fulfillment Costs



Are ecommerce orders fulfilled directly from stores or from specialized fulfillment centers?



How much direct labor is spent on picking online orders?



Are you facing labor shortages, high turnover and long ramp up times?



What are your top priorities?





# Combating the High Cost of Fulfillment

### The dilemma:



Streamline operations without leaving the WMS



Increase speed and accuracy



Cut costs to maximize profit margins



Do more with less





# Leverage Technology for Intelligent Fulfillment

# Zebra **FulfillmentEdge**™

Powered by Zebra Savanna™

maximizes productivity and fulfillment by:

Transforming your WMS

Routing mobile workers for picking, packing and put-away

Making use of workflow software, headmounted display and ringer scanner Enabling real-time dynamic workflows

Requiring no costly upgrades or backend changes

Increasing picking speed and accuracy with intuitive hands-free operations

Get the most out of every workers' every step



# Click & Collect: No Longer a Nice to Have

**BOPIS** is a must have to keep pace



What is your picking process for online orders today?



Can your staff keep up with the surge in online orders?

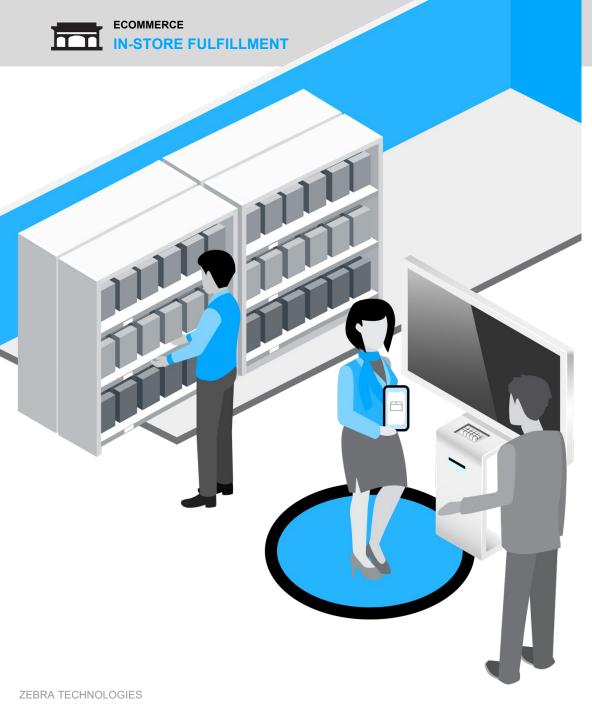


What percentage of orders are picked accurately and on time?

How do associates communicate issues when



86% of consumers plan to utilize buy online, pick up in store, or buy online, pick up curbside options soon



# When In-Store Fulfillment Doesn't Deliver

### **Insufficient Labor Allocation Methods**

- Not enough labor to serve shoppers and fulfill online orders
- Not staffing the right associates to perform omnichannel tasks

### **Inadequate Communications**

Limited communications are reducing speed and productivity

### **Inconsistent Workflows**

 Associates veer from standard procedures, take shortcuts and deliver inconsistent performance

### Variability in Picking Accuracy and Speed

 No way to measure performance, pinpoint problems and address issues

# Unlock the Potential of Your Staff and Stores **REFLEX** helps you:

Reduce order turn time up to 10 minutes

- Staff the right skills to deliver flawless in-store fulfillment: Picking, packing, shipping/pick up and returns
- Respond to shifting shopper demand patterns, sick, callouts and overs/shorts
- Ensure faster fulfillment of online orders by alerting and assigning a prioritized task to the associate best able to execute
- Make it easier for associates to alert management of issues, ask questions and collaborate with team members
- Analyze operational performance, identify problems and suggest fixes to labor related issues



## Retail Customer Examples



**O TARGET** 





**RIVER ISLAND** 



































### **About Zebra**

Zebra delivers industry-tailored, end-to-end solutions that intelligently connect people, assets and data to help our customers make business-critical decisions and achieve a performance edge.

# **Thank You**

Name/Contact Information

