



# The Modern Store

by Zebra

## 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%**

**Increase** forecast  
accuracy by **9%**

**Achieve 98%**  
inventory accuracy

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



# Strong Sales Start with Optimized Inventory

Build a strong foundation with greater accuracy, visibility and availability

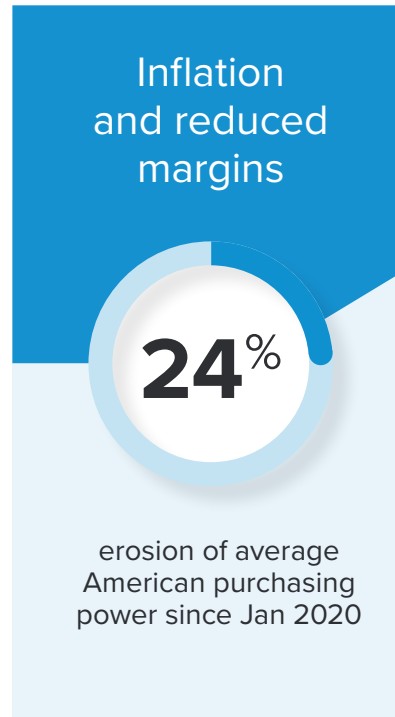
Your goal is to delight customers with consistently available, in-stock products and a great experience. Having an accurate, real-time view of your inventory helps because it allows associates to spend more time with customers. However, there are other challenges standing in your way:



Source: 16th Annual Global Shopper Study, Beyond the Basket: What Shoppers Really Want in Their Retail Experiences, Zebra Technologies, 2023.



Source: The Retail Pulse: Discoveries from Zebra's 16th Annual Global Shopper Study, Zebra Technologies, 2023.



Source: [www.truflation.com](http://www.truflation.com)



**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 360-degree, AI-driven control of inventory with end-to-end product lifecycle optimization
- Strategically forecast inventory to align SKU with time, location and demand
- Understand inventory quantity, quality and location in the store from receiving to sale

### 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:

- Optimize in-store fulfillment with current view of inventory location
- Streamline order fulfillment tasks and ensure SLA adherence
- Expedite fulfillment from stores to meet overall customer demand (no markdowns)

### The Benefits

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

Increase forecast accuracy by **9%**

## 3 Minimize Loss and Theft:

- Detect unseen sources of product and cash loss
- Achieve a real-time view of product loss
- Accurate upstream ordering helps support lower unproductive inventory and reduced waste

### 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

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

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

## Zebra Offerings

Workcloud Inventory Visibility	Workcloud Lifecycle Pricing	RFID Sleds, Readers and Tags	Bioptic Scanner
Workcloud Task Management	Workcloud Demand Analysis	Desktop Printers	Tablets
Workcloud Actionable Intelligence	Workcloud Allocation	Mobile Printers	Handsfree Scanners
Workcloud Communication	General Purpose and Ultra Rugged Scanners	Shelf Labels	Environmental Sensors
Workcloud Enterprise Forecasting	Fixed RFID Readers and Antennas	Mobile Computers	Device Tracker

## Our Partners' Offerings

Read more about how Zebra and our ecosystem of partners can help you implement comprehensive solutions for optimized in-store inventory by clicking [here](#).





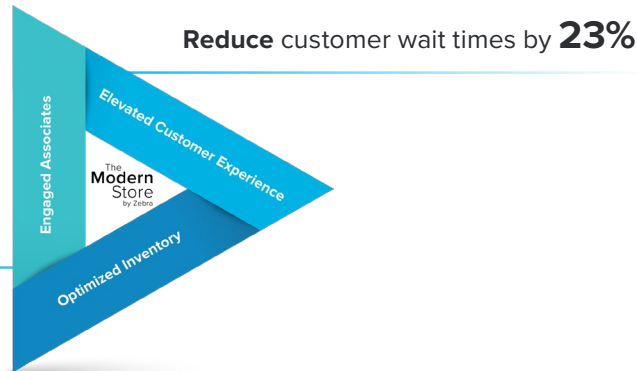
# Keep Inventory Optimized

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:

Achieve **95%** on-time task completion



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 Zebra to get started  
[zebra.com/the-modern-store](https://zebra.com/the-modern-store)



NA and Corporate Headquarters  
+1 800 423 0442  
[inquiry4@zebra.com](mailto:inquiry4@zebra.com)

Asia-Pacific Headquarters  
+65 6858 0722  
[contact.apac@zebra.com](mailto:contact.apac@zebra.com)

EMEA Headquarters  
[zebra.com/locations](https://zebra.com/locations)  
[contact.emea@zebra.com](mailto:contact.emea@zebra.com)

Latin America Headquarters  
[zebra.com/locations](https://zebra.com/locations)  
[la.contactme@zebra.com](mailto:la.contactme@zebra.com)

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners.  
©2023 Zebra Technologies Corp. and/or its affiliates. 12/19/2023.