WS50 powered by Workcloud

The easy way to fully connect your retail frontline workforce

About one-third of today's retail associates carry a handheld mobile computer for instant access to whatever is needed to deliver a great customer experience. But the other two-thirds perform some of the most important tasks in your store — such as answering customer questions, restocking inventory, marking down prices to prepare for a sale, ringing up purchases and more. And while a handheld mobile computer could connect these workers to everything needed to do their jobs more efficiently and better serve your customers, they may not need all of the features a handheld mobile computer provides.

Introducing a new solution designed to completely connect your retail frontline workforce — the WS50 powered by Workcloud. This solution is the industry's first fully-featured wrist- and clip-wearable enterprise-class Android touch computer, optimized for retail. Components include the WS50, Zebra Workcloud software and an intelligent Voice AI Assistant. The hardware component, the WS50, is the world's smallest all-in-one Android enterprise-class wearable mobile computer, with flexible wearing styles to suit any worker — wear it on a wrist or clip it onto a vest, apron or belt. With Workcloud software, associates can reach co-workers and supervisors instantly with push-to-talk (PTT), look up inventory information to answer customer questions and receive task lists from supervisors. And with the Voice AI Assistant, everything is hands-free — workers can simply ask for what they need instead of navigating through software screens.

Connect all of your unserved frontline workers with the WS50 powered by Workcloud — and reset the bar for operational excellence and customer service in your store.

Two new mounts specially designed for retail

Thin Wrist Mount

Thinner than the standard WS50 for a low profile that won't get in the way, with a thin wristband and a watch-like modern consumer-style design that workers will feel comfortable wearing throughout their shift.
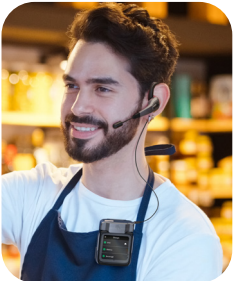
Clip Mount

This single versatile mount with a clip that can be oriented vertically or horizontally allows workers to clip the WS50 on a vest, apron or belt.

Key software features

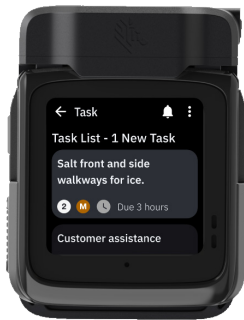## Tested and proven software solutions you can count on

Voice AI Assistant

This true natural language voice AI engine allows workers to speak naturally. The sophisticated algorithm analyzes the voice commands, determines the intention and takes action. For example, workers can say 'Call Bakery' or 'What is my next task' and the assistant will immediately initiate the requested action.

Workcloud Communication

Just download and install this software to enable instant 1-to-1 or 1-to-group PTT calls with the push of a button. Calls are protected with enterprise-grade security and work across Zebra platforms, enabling task workers to speak to any worker with Workcloud Communication PTT Pro or PTT Premium installed on their handheld mobile computer. The result? Your entire workforce is seamlessly connected, taking collaboration to the next level.

Workcloud Task Management

Simplify work and streamline task execution for a more efficient, higher performing operation. Supervisors can assign tasks to keep workloads balanced and completion rates high and automatically direct staff to tackle the highest priority tasks. With real-time visibility into job status and completion rates, managers can manage by exception. Empower employees to complete their work with confidence and succeed in their roles with a clear understanding of tasks and directives.

Item Lookup

Integrate the ready-to-use front end of this app with your backend SAP, Oracle or other inventory system. Then workers can simply scan the barcode on an item with the integrated camera and use the Voice AI Assistant to ask for the information they need — such as inventory availability, available colors or similar items. No need to navigate through screens to locate needed information, enabling nearly instant access to any inventory-related query.

For more information on WS50 Features, please visit www.zebra.com/ws50

Success at Lowe's with Workcloud Communication

"In 2020, we used Workcloud Communication 165 million times. That's 165 million times I didn't have to run three aisles over to find somebody or….165 million times I didn't have to say to the customer, 'I don't know.' It is a big, big change for us and one that our associates absolutely love."

Vincent Scalese, SVP of Store Operations, Lowe's Home Improvement

Key WS50 features

Give your unserved workers everything they need to maximize on-the-job efficiency on the world's smallest all-in-one Android enterprise-class wearable mobile computer

Ergonomics

Low profile — not bulky

Lightweight

Designed for wearing, with ergonomics that provide all day comfort

Rugged Design

Rugged and built for work — drop tested, tumble tested and IP-sealed

User Interface

2-inch color display that's perfect for displaying the specific information your task workers need

Textured buttons that make it easy for workers to find the button they want — camera, push-to-talk (PTT), home or back

Data Capture

Scan 1D/2D barcodes with the integrated camera

Voice Communications

Instant push-to-talk communications

Bluetooth and corded headset support

Manageability

Manage with your EMM

Interoperability with your other Zebra mobile devices simplifying deployment and management

Software

A rich suite of Mobility DNA tools to simplify deployment and management, and improve security and Wi-Fi performance

Workcloud Communication — instant push-to-talk calls

Workcloud Task Management — elevate operations by pushing the right task to the right associate for fast task execution

Item Lookup – scan barcode with the camera to look up inventory, price and more

Voice AI Assistant for hands-free, intuitive operation

Wi-Fi Connectivity

Enterprise-class Wi-Fi for reliable connections

Battery Power

Hot-swappable batteries for full shift power

Enterprise-class charging solutions — multi-slot cradles that charge devices or batteries — or both

Use the USB cable accessory to charge without removing the wristband

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For more information, please visit
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