



## Zebra SmartLens™ for Retail

**Deeper visibility, better business insight, smarter retail decisions**

### The Challenge

In order to maximize the success of your retail store, you need deep operational insights and actionable intelligence. Associates need to be able to quickly locate the items that shoppers want. You need to be able to fulfill online orders quickly and accurately to ensure that items are ready for pickup when shoppers arrive. You need accurate inventory visibility to eliminate out of stocks and overstocks — and prevent missed sales. You need insight into real-time merchandise movement to prevent theft. You need real-time visibility into the status of your promotions to enable timely actions to maximize sales. And so much more...

### The Solution

What if there was a solution that could automatically put all that information and more at your fingertips — a solution that could provide total visibility into your store operations? Introducing the Zebra Smart Store, powered by Zebra SmartLens for Retail. Zebra SmartLens sensors utilize multiple sensing technologies to automatically sense and record the location and movement of virtually everything in your retail store — merchandise, associates, and assets. The SmartLens analytics engine then turns all that data into easy-to-read actionable intelligence that allows you to react in real time to maximize sales, reduce shrink and operational costs and provide your shoppers with a superior omnichannel experience. Get an intelligent real-time lens into your operations with SmartLens for Retail — the easy path to a competitive advantage.

# How will your stores benefit from Zebra's SmartLens for Retail?

This result-driven solution brings you results that you can measure in terms of increased sales, reduced shrink and theft, lower operational costs and perhaps the most important metric of all — happier and more loyal shoppers.

## Increase sales

Increase sales with a new level of inventory accuracy that eliminates out of stocks and ensures associates can always locate items in stock — no matter where they are in the store.

## Deliver a superior omnichannel experience

Deliver a superior omnichannel experience: Put the items your customers want in their hands as quickly and smoothly as possible, regardless of whether they choose to shop in your store, order online for in-store pickup or place an order while in the store for convenient home delivery.

## Reduce shrink and theft

Reduce inventory costs by preventing shrink and theft, as well as reducing holding inventory volumes, cost and required space.

## Reduce operational costs

Reduce the cost of retail operations by eliminating inventory cycle counts and greatly reducing associate time spent searching for specific items, freeing associates to spend more time interacting with more shoppers.

## What It Is...and How It Works

Zebra SmartLens for Retail consists of the SmartLens multi-technology sensors, the SmartLens data analytics engine and SmartLens applications. While there are multiple layers in this solution, it is designed to easily integrate into your existing technology architecture and infrastructure.

Four different types of sensors automatically collect data every time inventory moves. The sensors use multiple types of sensing technologies — including RFID, micro-locationing\* and video — and are designed for different areas of your store, including the backroom, exit/entry points, the sales floor and the Point of Sale (POS). The SmartLens Data Analytics engine aggregates and correlates the data collected by the sensors into meaningful business events. SmartLens applications turn those events into actionable insights that help retailers increase sales, reduce shrink, enable successful omnichannel sales and reduce overall operational costs.

Get your Zebra SmartLens for Retail solution up and running quickly with Zebra's growing library of ready-to-use applications that address some of your most pressing retail issues. With the Zebra SmartLens for Retail open platform, you can also develop custom applications or integrate with existing systems, such as your Warehouse Management System (WMS), Enterprise Resource Planning (ERP) or other line-of-business application.

The result is operational visibility that is truly visionary, providing business intelligence that will drive competitive advantage right into your operations.

**Make your store a smart store with SmartLens for Retail – only from Zebra.**

\* Available in a future release.

# The Anatomy of Zebra's SmartLens for Retail Solution

## SmartLens Applications

Turn events into easy-to-read actionable intelligence

Applications are the final layer in this solution, allowing you to effortlessly access actionable data to better serve your business through easy-to-read dashboards, real-time alerts and more.

There are three ways to utilize the data in Zebra's SmartLens for Retail:

1. You or a partner can create a custom application.
2. You or a partner can integrate the data with an existing business application or system, such as your Warehouse Management System (WMS) or Enterprise Resource Planning (ERP) system.
3. You can use one of Zebra's growing library of ready-to-use applications. With these highly-graphical apps, your SmartLens for Retail solution can be up and running in record time. Powerful dashboards distill massive volumes of data points into the actionable information that helps you run your business better and smarter, and better serve your customer — a real competitive advantage. Applications include:

### SmartLens Inventory Management

*Get unmatched efficiency in your replenishment processes*

Get all the information you need to eliminate out-of-stocks — period. Highly graphical dashboards allow you to see the total count of items in a specific category or department, predictive information to enable timely replenishment globally across all stores or in a specific store, as well as overstock metrics. The actionable information you need to keep the items your shoppers want in stock is always at your fingertips.

### SmartLens Omnichannel Enablement\*

*Empower your associates to fulfill orders with lightning speed and accuracy to support buy-online/pick-up in-store omnichannel initiatives*

Want to offer your customers the option to buy online with same-day in-store pickup, but lack of processes and inventory accuracy make it challenging for your store to double as a distribution center? SmartLens Omnichannel Enablement makes it easy. As shoppers place orders, they can be pushed to the mobile computer of the right associate. Since the exact location of all your inventory is always known, you can automatically provide workers with the most efficient path to pick each order. A map and a 'Geiger-counter mode' take all the guesswork out of locating any item.

If associates are interrupted while picking an order, when they resume, the pick list is dynamically re-ordered and directions to each item are recalculated based on the associates' new location in the store. The results? Orders are picked as quickly as possible, maximizing workforce productivity and efficiency. And orders are always fulfilled on time with the right items, always ready and waiting for shoppers when they enter the store.

### SmartLens Loss Prevention

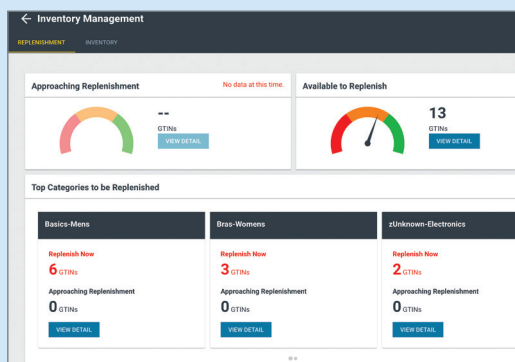
*Prevent theft and shrink to protect your profitability*

Easily prevent shrink of high dollar items with video events and geofencing. With geofencing, you can send motion alerts on high value items as they move through various departments and areas of your store — for example, you can see when high value items have been carried into a fitting room. And with video events and timestamps, you can help locate lost items or identify thieves.

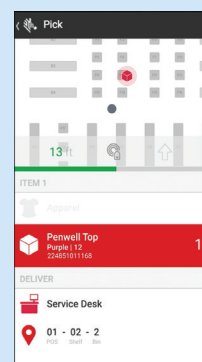
The result? No more lost sales when items are misplaced — you'll always know where your most valuable items are in the store at any time. And you can dramatically reduce theft — if an item that was not purchased at the POS is headed to a store exit door, you can automatically send an urgent alert via text or email to alert nearby security personnel to prevent the attempted theft.

\* Available in a future release.

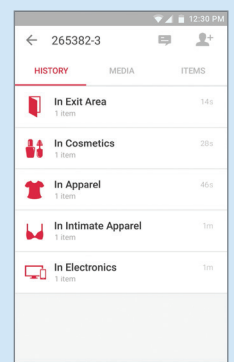
Intuitive dashboards and highly graphical screens make it easy to see what you need to do right now to maximize sales, minimize shrink and operational costs — and boost customer satisfaction.



SmartLens  
Inventory Management



SmartLens  
Omnichannel Management\*



SmartLens  
Loss Prevention

## The Analytics Engine

The brains behind the SmartLens solution

### SmartLens Data Analytics Engine

*Correlate RFID, video and micro-location data into timely and pertinent events*

The SmartLens Data Analytics Engine is at the heart of the SmartLens solution. The engine consists of two components. The SmartLens Appliance Server correlates volumes of raw RFID, video and mobile device locationing\* data to provide meaningful events. Then the sophisticated analytics in the SmartLens Business Analytics and Reporting (BAR) automatically turns those events into actionable insights that can improve practically every aspect of your everyday store operations. You no longer need to spend hours compiling data to examine past performance to determine how to improve future operations. Instead, without lifting a finger, you get a real-time picture that reveals how and where you can improve operations, right now.

## The Hardware

### SmartLens for retail sensors

Four sensors meet the needs of different areas in the store.

#### Transition Point SmartLens Sensor

*Track inventory as it moves through entry/exit points*

When inventory moves through receiving and entry/exit points, you need to know which direction it is traveling to understand where it is headed. The Transition Point SmartLens Sensor does just that, reaching beyond simple presence detection to collect the data required to determine whether items are entering or leaving an area. And with flexible options that enable you to install this sensor on a wall or suspend it from the ceiling, it's easy to deploy the Transition Point SmartLens Sensor in virtually any retail environment.

With our family of SmartLens Sensors, you can automatically collect data to provide visibility into the movement and location of the merchandise, associates and customers in your store, from entry to exit.



**Sensing Network Appliance (SNAP) SmartLens Sensor**



**Transition Point SmartLens Sensor**

#### Backroom SmartLens Sensor

*Track inventory in the backroom from the moment it arrives*

This RFID sensor starts the tracking cycle by detecting and recording the movement of RFID-tagged inventory from the moment it enters your backroom to the moment it leaves. This high-performance advanced fixed RFID reader is designed to handle high tag volumes with increased accuracy and read rates. Installation is simple — just mount the supplied bracket and insert the Backroom SmartLens Sensor. And Power-over-Ethernet (PoE) eliminates the need to install power outlets — ideal for typical complex backroom environments. And deployment is simple — just turn on the device and you're up and running.

#### Sensing Network Appliance (SNAP) SmartLens Sensor

*Track it all: inventory, associates, and mobile devices*

The SNAP SmartLens Sensor is loaded with the technology you need to obtain unprecedented real-time visibility into what is happening on your sales floor. Track the movement of items with the integrated high-performance RFID reader. Want to follow the movement of associates? Add a 360 degree fisheye video camera to track associates as they move through your store. Want to know where your mobile assets are? Add micro-location technology\* to track the mobile devices in the hands of your associate. Want to deploy a wireless LAN (WLAN) or extend the reach of an existing network? Just add 802.11ac, the latest Wi-Fi technology. The modular design allows you to add the technologies you need, when you need them. And a single PoE connection can power it all — RFID, camera, micro-location and Wi-Fi.

#### Point of Sale (POS) Lane SmartLens Sensor

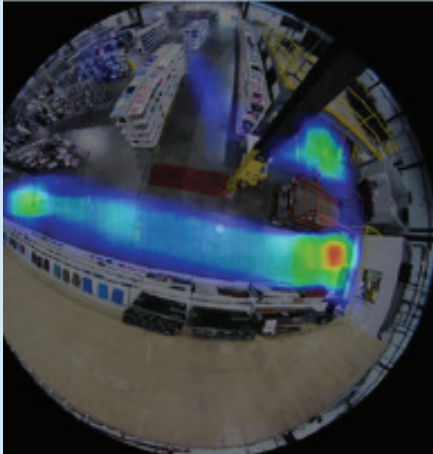
*Track inventory in your POS lanes*

This sensor logs items passing through your POS lanes. With a highly localized antenna technology, a POS Lane SmartLens Sensor can be installed in every lane, without risking interference. Inventory accuracy and visibility into shrink improve. And your POS Lane and Transition Point SmartLens Sensors work hand-in-hand to identify items exiting your store that have not traveled through a POS lane, alerting you to potential theft — before it happens.

\* Available in a future release.



## Other features available in a future release:



**SmartLens Video Analytics  
Heat Maps\***



**SmartLens Video Analytics POS Queue\***

With SmartLens Video Analytics, you can spot long queue lines, allowing you to minimize wait times at the POS, send associates to assist prospective buyers and more.

### SmartLens

*Locate your associates and mobile devices in an instant*

Whether you need to find an associate or a misplaced mobile device, FindMy makes it easy. No more lost devices, and you can instantly locate and dispatch the associate who is closest to a shopper who needs help.

### SmartLens Video Analytics\*

*Improve the in-store experience, the success of your promotions and more*

SmartLens Video Analytics allows you to leverage your video intelligence to improve store operations, customer service and the success of your promotions. You can:

- Automatically locate and send nearby associates to assist shoppers
- Monitor traffic flow throughout the day to eliminate chokepoints
- Monitor the number of people in the store at all times to calculate sales conversion rates, ensure ample staffing to assist shoppers and more
- Monitor the effectiveness of current in-store promotional displays through heat maps

**Make your store a smart store with  
SmartLens for Retail — only from Zebra.**  
For more information about Zebra Smartlens for Retail,  
please visit [www.zebra.com/smartlens](http://www.zebra.com/smartlens) or access  
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