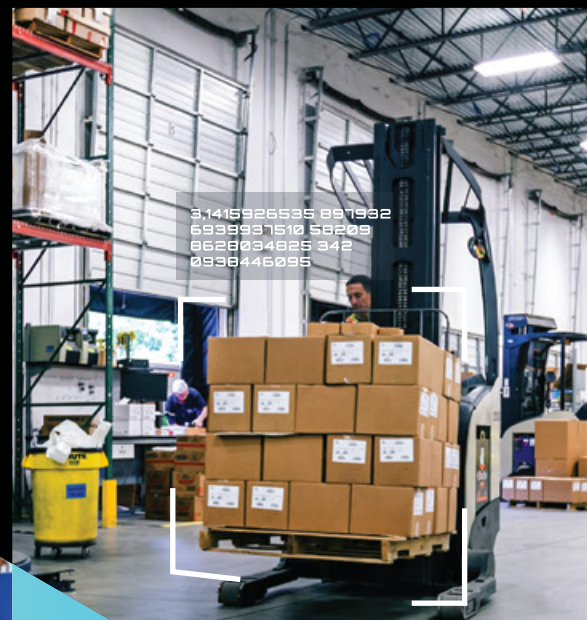


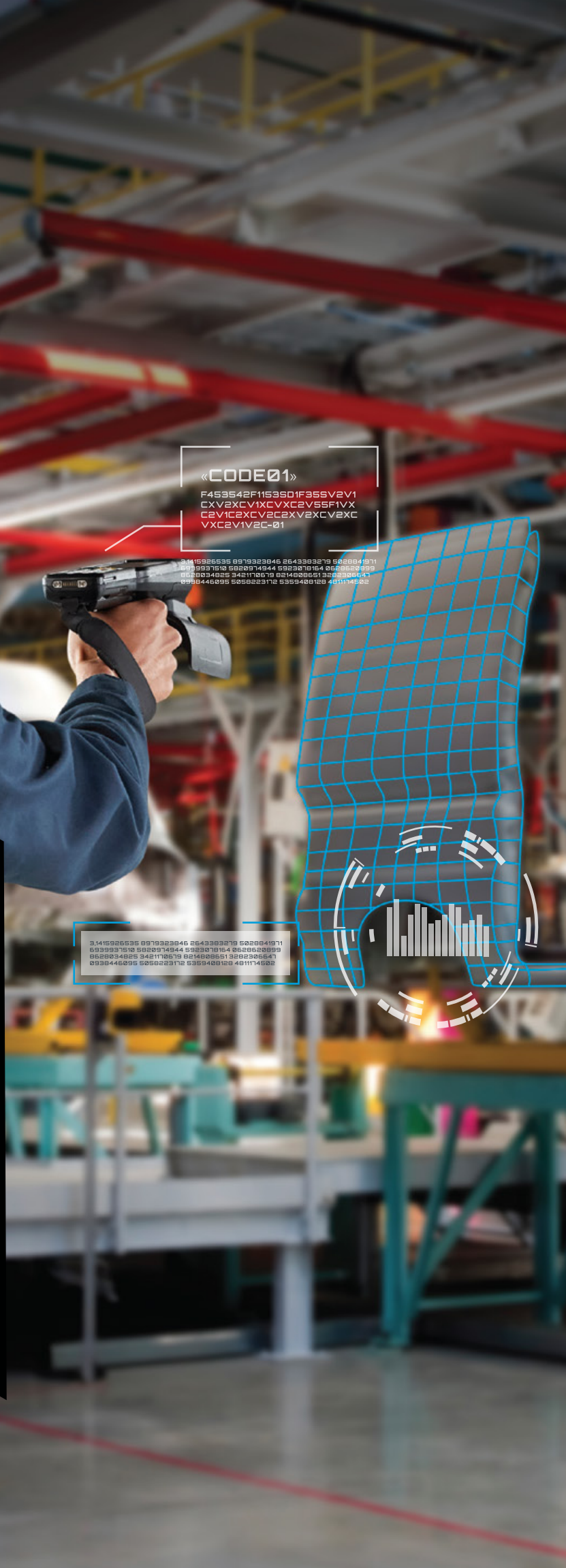


Intelligent Edge Solutions

A Performance Edge on the Front Line of Your Business



Enterprise Visibility Like No Other.



It all started with the stripes of a barcode. By the time digital information began to grow, Zebra was already there. We helped front line employees scan items with the first handheld laser barcode scanner, which revolutionized the retail industry. That was just the beginning of today's Zebra solutions that enable enterprises to clearly see what they couldn't see before. Our solutions have given our customers a performance edge for almost 50 years, helping them reach new levels of growth, productivity and service.

By giving every asset, inventory and process an interconnected digital signature, enterprises operate with sharper insight, higher accuracy and faster workflows. With Zebra, they can better control risks, reorder essential inventory before they run out, foresee where they can cut costs and greatly increase operational efficiencies.

We've launched groundbreaking ideas, resulting in more than 4,200 patents and positioning us as a Visionary in Gartner's Magic Quadrant for Indoor Location Services Worldwide (Jan. 2018).* As the global market leader in smart, connected solutions, we've earned the trust of more organizations than any other manufacturer in the world and serve nearly every Fortune 500 company in a variety of industries, spanning more than 100 countries.

As your enterprise operations get more complex, we respond with intelligent edge solutions no one else delivers. Zebra is redefining retail with an astonishing 99.5% visibility into inventory. For manufacturers, we're hiking productivity by an impressive 20%. And for logistics companies, our ideas translate into \$150 billion dollars saved a year and more than 800,000 trucks removed from the road. You can find us not only in the workplace, but also on the football field, as the Official On-Field Player Tracking Provider for the NFL, forever changing the game with real-time data on every player and every play.

No matter what your industry or challenge, **no one has solutions that give you a performance edge like Zebra.**

*Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.





A Storewide Look Improves Retail's Outlook.

Shopping will never be the same with SmartLens. And that's a wonderful thing for retailers and customers. Having visibility into every aspect of your store gives you the power to stock on-demand items, handle innumerable online orders, minimize shrink and maximize worker productivity.



Gain More Sales Opportunities

- Spike inventory visibility from **60%¹ to 99.5%²**
- Virtually eliminate **out of stocks and lost sales**

Sources:

1. Auburn University RFID Lab
2. Five Steps to Plotting RFID for Unprecedented Inventory Visibility, Zebra, 2017



Reduce Shrink and Theft

- **Alerts are generated** when unpaid items approach the exit doors
- **Items are never misplaced** when you have acute visibility



Accelerate Fulfillment

- **Easily accommodate orders** for same-day, in-store pickup
- **Accurately display in-store inventory** on your website
- **Speed up shipping** of online orders



Increase Operational Savings

- **Forgo the cost of cycle counts**; SmartLens does it for you
- **Reduce the space and carrying costs** of overstocking, by preventing it
- **Get the most out of workers**; enable them to spend more time with customers

Sense and Record the Location of Everything in Your Store.

One element remains the linchpin to improving every aspect of your business: instant and complete operational visibility.



SmartLens Sensors Track Virtually Everything

- ✓ See the location and movement of your merchandise and assets, as well as the mobile computers held by your associates and shoppers
- ✓ Implement sensors in every area of your store: docks, storage, sales floor, POS and entry / exit points
- ✓ Utilize highly advanced RFID, video, micro-locating and Wi-Fi® technology



SmartLens Data Analytics Engine Transform Events into Real-Time Action

- ✓ Automatically aggregate and correlate data into meaningful events
- ✓ Gain visibility into issues once impossible to instantly detect



SmartLens Applications Turn Insights into Sales Opportunities

- ✓ Transform in-store processes with automated insights for inventory and replenishment
- ✓ Identify shrink-related behaviors in real time, enabling revolutionary shrink visibility
- ✓ Leverage SmartLens data into existing systems with flexible integration options

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There's the Old Way of Loading Trailers, and There's the SmartPack Trailer Way.

E-commerce is pushing your loading operations to its limit. But it doesn't have to with SmartPack Trailer. Zebra's cutting-edge, 3D sensing technology turns delays into expedience, errors into accuracy and costs into savings. Now, you can transport less air and more packages—amassing more profits. Instead of walking the dock, you can simultaneously view your entire loading operations on a single dashboard. Instead of costly concerns blindsiding you, you can anticipate and avoid them with real-time alerts. And you can turn the corner on the risk of damaged goods, theft and worker injuries. Already implemented in 10,000 dock doors, SmartPack Trailer's immediate and deep operational visibility takes the challenges you face today and detours them.

Instant Insight Optimizes Operations at Every Turn.



Lift Performance; Drop Operational Costs

- o **Measure how densely** each trailer is packed; identify issues with load density
- o **Increase trailer fullness** and make better use of cargo space
- o **See time-lapse images** of the entire loading process from start to finish
- o **View wall-by-wall profiles** to ensure walls are built correctly—minimizing the chance of damaging packages
- o **Receive real-time alerts** to address costly concerns before it is too late



Roll Out Faster

- o **Synchronize the movement** of trailers at the dock and yard
- o **Immediately know dock-door turn times** for predictable scheduling
- o **Receive alerts** when loads are done, doors are closed and trailers are sitting idle
- o **Know the load rate** to accelerate workflows
- o **Monitor key performance** indicators to reallocate underutilized workers



Reduce Safety Risks and Theft

- o **Uncover** when workers are improperly lifting freight
- o **Use captured images** as training material; potentially reduce the number of worker compensation claims
- o **Discourage cargo theft** with the use of SmartPack cameras

Drive Down Costs with Data-Driven Decision-Making.



Load Monitoring Unit Technology (LMU)

See What's Happening Around Your Dock in Real Time

- ✓ Utilize 3D enterprise-grade sensors, an RGB camera and Ethernet / Wi-Fi®



SmartPack Trailer Analytics Server Software

Customize Metrics and Thresholds

- ✓ Integrate LMU data into your existing systems
- ✓ Supervise multiple loading docks at once
- ✓ Capture and view live images on a centralized dashboard

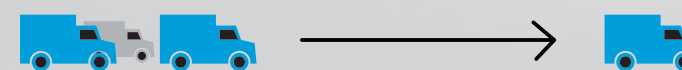


SmartPack Trailer Applications

Make Better Decisions

- ✓ Receive real-time alerts and insight
- ✓ Track historical trends to uncover room for improvement

Potential Reduction in Trucks with the Adoption of SmartPack



860,000 Fewer Trucks on the Road³
\$150 B / Year Savings⁴

Sources:

3. Based on SmartPack Trailer's average of 4% reduction multiplied by the 19.5 million trucks in operation in the US and Europe. ACEA Report Vehicles in Use, Europe 2017, European Automobile Manufacturers Association, 2017 and U.S. Special Delivery, Feb. 23, 2017.

4. Based on the average total yearly cost of \$180,000 to operate a commercial truck in the U.S. as per "The Real Cost of Trucking," www.thetruckersreport.com



Location Solutions that Give Your Enterprise a Definitive Edge.

When the NFL decided it wanted real-time actionable player insights, the league called the world's tracking expert—Zebra. MotionWorks made it clear that connected edge data could radically transform other industries in need of location solutions. From there, the entire MotionWorks portfolio was built to address the visibility challenges industry leaders face daily. See how its insight can give you the foresight to preempt issues and reach never-before-possible levels of productivity, accuracy and worker safety.

Game-Changing Results:

75% reduction in the tracking of aviation inventory

20% increase in productivity at an auto parts manufacturer



Turn Asset Location into an Invaluable Asset

When you have visibility into critical assets, productivity and efficiency rise. Now, you can know at a glance the whereabouts of all your key assets, as well as their status and condition.

- **Decrease downtime** spent searching for missing or misplaced assets
- **Increase productivity** by reducing manual processes
- **Lower costs** of asset loss
- **Ensure** what you need is there when you need it

Eyes on Everything, Everywhere

Coordinating the flow of material used to be difficult—until now. Make replenishment fluid and automatic, so you can optimize processes, eliminate waste and ensure just-in-time deliveries.

- **Stop disruptions** due to part shortages
- **Lower the costs** of carrying extra inventory
- **Create replenishment triggers** from multiple sources
- **Increase** material handler productivity

Tracking that Keeps Your Yard on Track

Your trailers are in constant motion, and with MotionWorks Yard, so is your tracking. Use strategic and immediate insight to optimize space and turnaround times, increase throughput and drive down costs.

- **Automate trailer moves** using real-time actionable data
- **Ramp up throughput** without increasing space
- **Lower fuel and maintenance costs** by reducing switcher deadhead time
- **Sync staff, systems and shipments** to be more competitive

Seeing All Facets of This Field and Yours

Use real-time performance statistics to scout for players and create winning strategies. This trove of data and insight forever changes game plans and elevates the fan experience.

- **Optimize athlete performance:** Allow trainers to keep athletes at peak performance
- **Strengthen coaching and training:** Enable a consistent, data-forward analysis method
- **Engage fans:** Broadcast player statistics on television, mobile engagement and in stadiums

MotionWorks™ Signature Services:

Let our experts show you how to expedite the design, deployment and adoption of Zebra MotionWorks in your organization. We focus on your business priorities and ...

- ✓ Identify your optimal use case
- ✓ Oversee the auditing, design, validation and testing of hardware and applications
- ✓ Conduct a health check to ensure that technology and user adoption are in top condition

The rapid increase of raw edge data has created a growing demand for context. Savanna, a data intelligence platform, delivers it. Not only does Savanna aggregate data, it analyzes it. As the backbone of Zebra intelligent edge solutions, Savanna is the driving force behind SmartLens™, SmartPack™ and MotionWorks™, digitally transforming the way you work. Use its brainpower to create, connect and control tomorrow's data-powered environments.



Translate Data into Insights

Convert information on everyday workflows into instant insights for best-action decisions.



Collect and Analyze Historical Data

Create a proactive, rather than reactive, approach to business by discovering the trends and overall behavior of day-to-day workflows.



Boost Efficiency

Mine new or underutilized information to uncover opportunities that elevate productivity, increase savings and fortify the synergies of product, service and solution information.



Connect Disparate Data and Environments

Consolidate intelligence from different data sources on our technology-agnostic platform for seamless interoperability.



Enjoy Flexibility

Deploy Savanna and Savanna-powered applications on-premise, in the cloud or as a hybrid model.



Zebra Signature Services

Accelerate the Adoption of Edge Solutions.

Data insights from the technologies at the edge of your network can open up a world of new commercial opportunities. But without the right skills or resources, you could miss out on their full benefits. Zebra Signature Services accelerate your ability to unlock intelligence from your data, so you can run your business more productively.



Solution Validation

Ensure that any new Zebra solution is compatible with your existing systems.



Learning as a Service

Give employees the know-how to adopt new solutions on day one.



RFID Design

Improve the speed, cost and profitability of any RFID project.



Workflow and Design Consulting

Use structured, time-tested methodologies to uncover your critical business requirements and bridge the gap between operational excellence and emerging technology.



Software Integration

Leverage our expertise in mobility and edge-data technology for faster success.



Program Management

Smoothly implement your large deployment of Zebra solutions.



Solution JumpStart

Realize the full benefits of your Zebra technology with a tangible proof of concept.



Voice Enablement

Unite voice capabilities with mobile technologies to expand connectivity and reduce devices across your enterprise.



**Gain a New Perspective
on Business.**

Visit www.zebra.com

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