



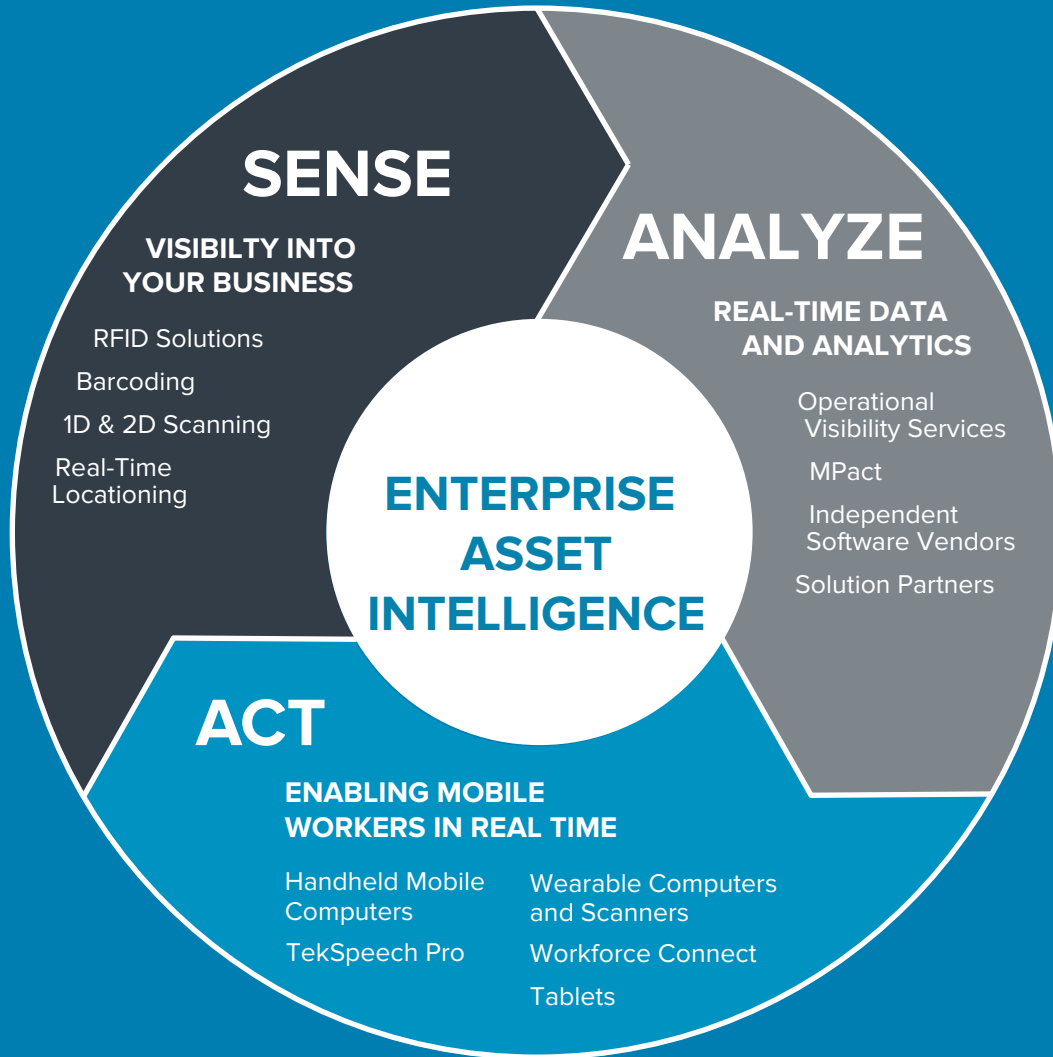
**ZEBRA**



# **VISIBILITY THAT'S VISIONARY**

**ZEBRA OFFERS THE INDUSTRY'S BROADEST  
PORTFOLIO OF FORWARD-LOOKING,  
TECHNOLOGY-DRIVEN VISIBILITY SOLUTIONS**





## SENSE

### VISIBILITY INTO YOUR BUSINESS

Through unrivaled expertise in sensors and device connectivity, Zebra helps you connect devices to software and to your mobile workers, enabling you to know much more than you ever have about what's going on in your enterprise.

## ANALYZE

### REAL-TIME DATA AND ANALYTICS

Easy access to an unprecedented amount of data allows you to plan effective short and long-term strategies. Zebra helps to deliver real-time insights into the critical data being captured by the sensors in your connected devices.

## ACT

### ENABLING WORKERS IN REAL TIME

Your large and growing fleet of mobile devices enables management and workers at all levels to act on these visibility-driven insights in real time, anytime and everywhere.

# Real-Time Visibility Into Everything That's Going On In Your Operations

At Zebra, we make businesses as smart and connected as the world we live in. We understand that success goes hand-in-hand with real-time visibility into every aspect of your operations, empowering you to improve productivity, reduce expenses and increase opportunities for sustainable growth.

## ENTERPRISE ASSET INTELLIGENCE

Our Enterprise Asset Intelligence solutions give you operational visibility to gain crucial business, market and customer insights. We enable you to know everything you can about your business, to simplify and streamline operations and to empower your mobile workforces.




Zebra solutions are the foundations of your sustainable success. They make use of our extensive understanding of your business and unique expertise in enterprise asset management, the Internet of Things (IoT), cloud computing, connected mobile devices, mobile applications, locating and security.

## INSIGHT THROUGH VISIBILITY

We work closely with you to create and sustain growth with Enterprise Asset Intelligence that ensures you have real-time visibility into your people, processes and things. Our solutions allow you to sense, analyze and act upon events in your enterprise in real time, helping you make faster and better decisions.

At Zebra, we empower you with Visibility that's Visionary. We provide smarter, more visible environments that help you optimize today, plan for tomorrow and see into the future.

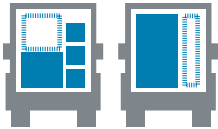
**THE WORLD IN 2020**

 <p><b>1.75 BILLION GLOBAL MOBILE WORKERS</b> Accounting for <b>42%</b> of the global workforce</p>	 <p><b>21 BILLION CONNECTED DEVICES</b> In a global Internet of Things</p>	 <p><b>44 ZETTABYTES OF DATA</b> <b>10%</b> from the Internet of Things</p>
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Strategy Analytics                      Gartner Group                      IDC Digital Universe Study



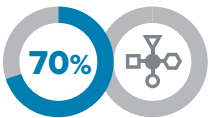
## See How Visibility Can Help You Move Goods Faster and More Efficiently



### HAULING AIR

Most trucks on the road today are only **70% full**.

**58%** of T&L firms plan to implement truck loading automation to optimize space and reduce the need for more trailers.<sup>i</sup>



### EMBRACING IoT

**7 out of 10** T&L professionals are embracing IoT:<sup>ii</sup>

- **60%** enhancing supply chain management
- **61%** locating assets
- **76%** improving business data management



### SMARTER SHIPPING

T&L firms rank most desired functionality delivered by IoT:<sup>ii</sup>

- **91%**: Location of cargo
- **82%**: Condition of cargo
- **77%**: Location of containers

<sup>i</sup> Zebra Warehousing 2020 Vision Study

<sup>ii</sup> Forrester Consulting on Behalf of Zebra Technologies

Zebra solutions enable transportation and logistics organizations to maintain visibility of goods, assets, people, processes and places throughout the continuous supply chain—from rail yards, sea ports and airports, to terminals, warehouses and distribution centers, and encompassing field and delivery operations.

The transportation and logistics industry is undergoing a rapid evolution. Zebra empowers companies to gain visibility into the entire warehouse and shipping operations. Our solutions help you dramatically improve operational effectiveness through efficient yard and terminal traffic management, warehouse utilization and picking and shipping process optimization. Zebra's products also provide real-time smart delivery fleets with up-to-the-minute telematics, driver and load tracking, load optimization and locationing enabling one-day and same-day delivery.

Our intelligent trailer solutions provide in-transit metrics, as well as fuel and cost-cutting solutions, real-time driver communications and enhanced food and product safety assurance.

We help you comply with traceability regulations by instantly tracking shipment contents and load conditions, ensuring correct temperatures, directing drivers to the best routes and the right dock, reducing idling and wait times and improving turnaround times. In addition, we enable you to respond instantly to customer requirements and shipping demands, including high-volume omnichannel delivery, and immediately react to inventory turnover and ensure that specialized regulatory requirements are met. Our solutions also allow you to proactively maintain your fleet, track driver and vehicle performance and ensure compliance with all regulatory mandates.

Zebra analytics solutions view packages and goods on the conveyor line and in transit, and provide loaders with real-time guidance to ensure trucks are fully and optimally loaded. Dimensional data is also gathered automatically, enabling you to recover revenue lost due to incorrect shipping calculations, labeling and shipping charges.

## TRACKING PACKAGES FROM POS TO CUSTOMER SATISFACTION

Organization Coordinadora Argentina (OCA) was the first logistics company in Argentina to develop the technology for completely integrating e-commerce operations. OCA deployed a solution leveraging Zebra mobile computers with fast, integrated barcode scanners and GPS technology that provides real-time tracking of merchandise through driver pickup, vehicle transport and distribution center fulfillment.

Results have been exceptional. It's now easier to identify products and packages, simplifying traceability and task completion and to georeference the location where the package will be delivered. OCA has the ability to issue electronic forms, obtain customers' agreement signatures and provide process digitalization. The company has significantly reduced errors in recording information and simplifying responsibility and delegation.



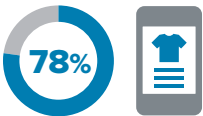


## See How Visibility Can Help You Create Exceptional Brand Experiences



### CONNECTING ASSOCIATES

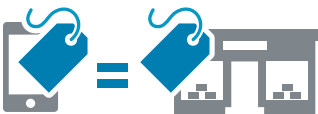
**69%** of retailers are arming their associates with mobile devices.



### INVENTORY VISIBILITY

**78%** of store associates use mobile devices to check product information.

**56%** of store associates use mobile devices to access inventory levels and product availability.



### BREAKING DOWN THE SILOS

**82%** of retailers offer consistent pricing across some or all channels.

Retail Touch Points 2015,  
*The New Age of Store Operations*

Zebra solutions give retailers visibility into what matters most: store operations, shoppers, associates, assets and inventory, shipments and receipts. With visibility and insights into the entire supply chain, you can create exceptional brand experiences across all your retail channels.

Retail is ever changing and evolving. Today's retail is omnichannel. Customers want to buy from any location at anytime: in store, online or on their connected mobile devices. They want to pick-up in-store or have the products delivered to their home or work. Shoppers need information on product availability so they can decide which delivery method is most convenient for them. Inventory visibility is the foundation for executing successful omnichannel strategies.

Zebra solutions, using multiple capture technologies such as barcode and RFID, provide visibility from the time inventory is shipped from the distribution center to receiving in the store's back room to replenishment and fulfillment on the sales floor.

Through Zebra mobile solutions, retailers can build knowledge platforms with a plethora of applications running on enterprise-grade mobile devices. Sales associates enabled with real-time information can spend more time with customers and offer more personalized service, product recommendations and flexible payment and delivery options. Our mobile solution platform provides visibility into tasks such as price management, replenishment, display compliance, facilities management and a host of other operations generating insights for better customer service.

Traditionally, brick and mortar retailers have had limited access to information on customer behavior inside the store. With new Zebra solutions, retailers can get visibility into customer flow patterns, dwell times, location of merchandise—whether it is in the fitting room or has passed through the point-of-sale (POS). This visibility can help retailers decide the optimal location for promotion merchandise, optimize staff levels, reduce shrinkage, execute proximity marketing and enable positive customer engagements.

## SHOE SHOW AND SELL AT LORD & TAYLOR

In its 48 stores located across the United States, Lord & Taylor needed to display thousands of styles and colors to tantalize and satisfy its shoe customers. The sheer number of shoes meant a complete display inventory could only be performed weekly, which often meant lost sales and revenues resulting from dozens of styles missing from the display samples.

To ensure up-to-the-minute display accuracy, Lord & Taylor selected a Zebra RFID tag system that captures full information on each shoe style. Daily, rather than weekly, inventory counts of the display samples became both possible and practical. And Lord & Taylor customers can see, touch, try on—and most importantly, purchase—the most up-to-date fashion shoe styles.



## KEEPING SHOPPERS SATISFIED

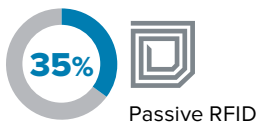
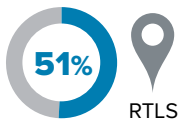
At Shopping Cidade Jardim mall in Sao Paulo, Brazil, retailers understand their shoppers want to find unique products and out of the ordinary shopping experiences. Partnering with Zebra, mall owner JHSF deployed a powerful solution including MPact mobile marketing platform, offering retailers new opportunities for innovative customer engagement.



## See How Visibility Can Help You Improve Productivity and Enhance Quality

### ENABLING TECHNOLOGIES TRANSFORM MANUFACTURING

Manufacturers rate the most important enabling IoT technologies:



2014 Forrester IoT Study

Zebra empowers manufacturers to leverage technology and gain real-time operational visibility and knowledge, helping simplify workflows, reduce costs, increase warehouse productivity and manufacture products of exceptional quality.

Zebra's advancements in automation and tracking technologies enable manufacturing organizations to gain competitive advantage from real-time Enterprise Asset Intelligence. We help you streamline operations, shaving seconds off processes, driving down defects, working more safely, cutting costs and improving productivity.

Zebra is an industry leader in providing enterprise class devices that enable component and product identification with barcode or RFID labels, and more efficient eyes-up workflows, reducing the constant need to "scan-and-tilt" to verify data. Machines can automatically capture, classify and analyze data from every device within your infrastructure, helping you utilize procedure and process intelligence to address key challenges in your environment.

Our intelligence-driven solutions help your plant adopt advanced human-to-machine-interfaces (HMI), allowing technology to report on production line performance in real time. Our machine learning expertise helps optimize algorithmic-based solutions, detecting products that are outside parameter and sending immediate alerts to both control rooms and workers' mobile devices.

### MANUFACTURING IS EMBRACING IoT

Among the newest and most important drivers of ongoing manufacturing process improvement is the focus on IoT. As a rapidly expanding number of manufacturers make more innovative and intelligent use of IoT, they are improving their ability to more accurately track inventory throughout the supply chain and maximizing real-time workforce direction and communications. Manufacturing operations are running more efficiently than ever before due to the installation of smart machinery and sensors on connected factory floors driving less machine downtime, better asset utilization and faster time to market.



### IoT HEIGHTENS WATER, HYGIENE AND ENERGY VISIBILITY

A global provider of water, hygiene and energy services found it increasingly difficult to meet its service level agreements for tracking and monitoring its customers' processes on a 24/7 basis. To solve the problem, it partnered with Zebra and its breakthrough IoT solution, Zatar.

The system helps the services provider aggregate data from multiple sensors and visualize this data for insightful understanding and interpretation. The company is now able to create customized value-added programs using real-time visibility to meet its service level agreements and keep its customers' processes operating efficiently. The provider has also reduced excess inventory and benefited from increased accuracy in reporting and analytics.



### MILKING GREATER EFFICIENCY WITH EXTENDED RANGE SCANNERS

New Zealand cooperative Fonterra is the largest processor of dairy ingredients in the world and a leader in using barcode scanning to increase process efficiencies. But the limited scan range of its solution was making it difficult to capture up-close shipping container codes or codes on the top of a pallet stack.

Fonterra needed to upgrade to more rugged extended range scanners that would streamline processes and increase reliability. Zebra's extended range scanners were an ideal fit. They can read 1D and 2D barcodes from so close they're nearly touching them, then scan a code from 30 feet away. Furthermore, their ruggedized construction easily holds up under the demands of a tough industrial environment.



## See How Visibility Can Help You Streamline Patient Care and Improve Outcomes



### MINIMIZE ERRORS, OPTIMIZE OUTCOMES

Barcode solutions help enable accurate specimen, medication and patient identity as well as laboratory and pharmacy management, and when combined with EMAR systems create a **42%** drop in medication administration errors.<sup>i</sup>



### ENHANCE PATIENT CARE

Nurses spend: **35%** of their time on documentation, **20%** on team communications and only **19%** on patient care activities. Enterprise grade devices free nurses to focus more attention on patient care.<sup>ii</sup>



### REDUCE WASTE AND LOWER COSTS

Healthcare supply chain waste has been estimated as high as **\$5B** annually. Each facility on average has **7%** revenue leakage in their charge capture processes.<sup>i</sup>

Zebra is helping healthcare organizations maximize patient-centric care through operational visibility, providing more cost-effective technology-driven solutions that enhance clinical accuracy, improve staff productivity and maximize operational efficiency.

At Zebra, we provide visibility that facilitates positive patient identification that is the foundation of enhanced patient safety and better patient-centered care. Our technology solutions digitally link patients with their correct medications, lab results, doctors and caretakers throughout the hospital or healthcare facility. Real-time visibility into clinical workflows reduces the potential for error and improves patient outcomes.

Breakthrough Zebra healthcare solutions allow patient care teams to streamline communications on connected mobile computers and other devices, improving staff collaboration, clinical integration, and decision-making, and bringing more care to the bedside. In addition, our healthcare purpose-designed solutions ensure patient privacy is protected and increases the delivery effectiveness and reach of the most critical patient care communications.

Our locating technology solutions capture real-time information on patients, staff, medications and medical equipment, leading to unprecedented operational efficiency and intelligence. Immediately knowing when a patient slips and falls, finding that critical clinician in the moment of need, and eliminating time draining searches for an essential piece of medical equipment all become the new normal. Healthcare visibility is the difference between guessing and knowing.

<sup>i</sup> GHX  
<sup>ii</sup> Kaiser Permanente

## WIRELESS TRIAGE FOR HEALTHCARE ALERTS

In today's connected healthcare environments, alarms and alerts occur once every 90 seconds, and 93% of them are triggered by events that do not need immediate attention. How do hospitals triage which alerts involve life-threatening situations?

To solve this problem many hospitals are investing in alarm management software and pairing these systems with their Zebra mobile computing devices. By leveraging the advanced algorithms within the alarm management software, the system is able to deliver displays directly to the mobile computing device that indicate and determine the urgency of each alert. This integrated solution enables clinicians to make intelligent real-time decisions around which alert needs immediate attention and which alerts are less critical. Bringing this real-time visibility directly to the point-of-care helps ensure that the right response is provided to the right patient at the right time.



## NON-INVASIVE TIME TRACKING OF MYOCARDIAL INFARCTION

With more than 17.3 million fatalities annually, heart disease, specifically acute myocardial infarction (AMI), is the world's number one cause of death. AMI is treated with heart surgery that removes arterial blockages by inflating a balloon. Leiden University Medical Center (LUMC) in the Netherlands teamed with Zebra to create an accurate Door-to-Balloon (DTB) system to provide DTB time tracking, evaluation and feedback.

The system measures the crucial time between when a patient enters the hospital and the blockage is removed. The solution provides automatic and non-invasive real-time recording and immediate visibility into the time it takes to restore blood flow in each patient. It provides real-time data wirelessly and enables the medical team to focus on reducing DTB time and improving patient outcomes.

# Visibility Into Zebra

Zebra's focus on Enterprise Asset Intelligence gives our customers visibility into every aspect of their business, helping them streamline and simplify operations and empower their mobile workforces.



## REAL-TIME VISIBILITY INTO NFL PLAYER PERFORMANCE

One of Zebra's strengths is leadership in the tracking of asset movements in real time. This capability is at the heart of our partnership with the National Football League (NFL). In a relationship that began in 2014, our Zebra Sports Solution enables next generation player statistics and data analytics, helping to empower team operations and enhancing the overall fan experience. Our robust NFL solution is now installed in all 31 NFL stadiums plus Aloha Stadium for the Pro Bowl and Wembley for London Games.

Visibility-based solutions are the foundation of Zebra's overall market leadership, which is based extensively on our in-depth knowledge of enterprise operations in today's most vital vertical markets, including transportation and logistics, retail, manufacturing, healthcare and more.

## INNOVATION AND GROWTH

Building on our historical strength in barcoding, RFID and location solutions—and on our acquisition of Motorola Solutions' Enterprise business and the Symbol brand in 2014—Zebra has staked out a strong growth position in technology categories that include mobile computing, data capture, barcode printing and reading, locating and RFID tagging and tracking.

Innovation is a cornerstone of our culture and something that we remain committed to with an R&D investment of over 10% per year or 10% of sales. We have more than 4,500 patents issued and pending, and we have a steady stream of new products and solutions that typically generate over 20% of our annual sales.

Our diverse customer base includes 95% of global Fortune 500 companies and thousands more customers we serve through our 11,000-member partnership ecosystem.

**See what can happen when you can see it all.**  
Learn more at [www.zebra.com/visibility](http://www.zebra.com/visibility)



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