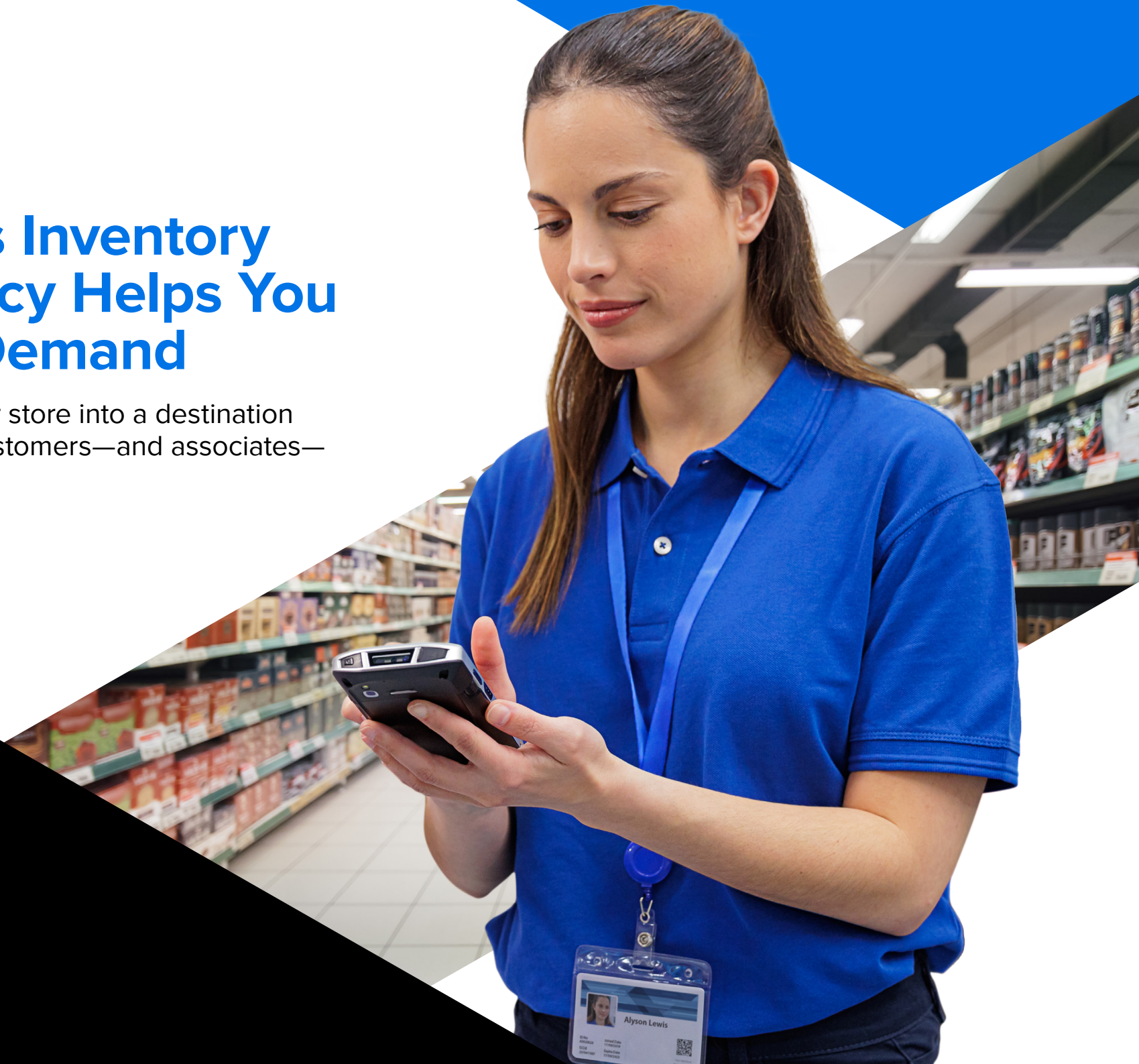




5 Ways Inventory Accuracy Helps You Meet Demand

Transform your store into a destination where your customers—and associates—want to be



Inventory Has Always Mattered in Retail

Modernizing your inventory strategy has never been more crucial

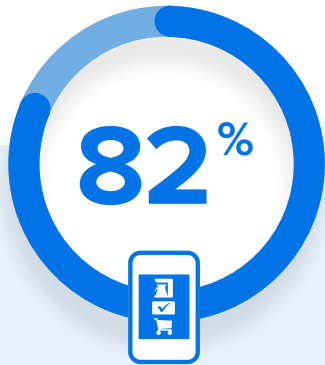
You know better than anyone that great sales and customer satisfaction depend in large part on inventory accuracy. In fact, product availability remains the **number one driver**¹ when customers decide where to shop, whether online or in a brick-and-mortar store.

But ensuring inventory is accurate, visible and available for customers to purchase is likely one of your biggest ongoing challenges. Nearly **8 in 10 shoppers**¹ report leaving a store without an item they wanted, and almost **90%**¹ of retail decision makers agree that maintaining real-time visibility of out-of-stocks is a significant challenge in today's retail climate.



Supply Chain Volatility

Almost **50%** of shoppers who leave a store without the item they wanted report they left because the item was out of stock.¹



Omnichannel Fulfillment Pressure

82% of shoppers use mobile ordering to shop.¹



Inflation and Reduced Margins

Global inflation rose to **8.8%** in 2022.²

80%

According to *The Wall Street Journal*, **of executives** surveyed believe consumers will prioritize stock availability over retailer loyalty.³



5 Ways Inventory Accuracy Impacts Your Operations

From planogram compliance to accurate stock information across all channels, streamlining how you manage inventory is a sure way to improve inventory accuracy and business.

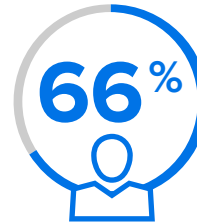
Here are 5 ways stronger inventory accuracy can impact your operation:

1 Keep Customers Satisfied with Real-Time, Reliable Inventory

Automatically sense potential out-of-stocks and overstocks while gaining near-perfect inventory counts and the real-time location of nearly every SKU across your supply chain. Make allocation and replenishment decisions in real time with advanced data and analytics, and keep your customers happy with transparent product availability. For example, when the customer in Aisle 7 asks the nearest associate if they have their favorite shoes in size 10, your employee can instantly see how many are in stock and their exact location in the back of the store.

2 Increase Visibility Across Every Channel

Whether shopping online or in the store, customers today expect to know if and where a product is available across store locations and channels. Retailers need to know as accurately as possible actual inventory on hand vs. recorded stock to speed up cycle counting and increase forecasting accuracy to better plan for demand.



66% of customers say out-of-stocks are their biggest retail concerns.¹



56% of retailers say inventory accuracy is a problem for their omnichannel.⁴





3 Deliver BOPIS and BOPAC, Effortlessly

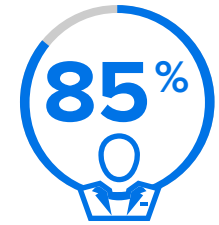
Today's shoppers demand more, both from your inventory and your fulfillment workflows. Streamline and optimize your BOPIS (buy online, pick up in store) and BOPAC (buy online, pick up at curbside) options to satisfy your customers. Connect and continually monitor inventory data to fulfill more orders, faster. Increase picking accuracy and expedite staging. Make it easy for your associates to do more in less time, ensuring the customer waiting in their car is happy and likely to return for future shopping trips.

4 Reduce Shrink and Minimize Theft Across The Store

Limit product shrink and detect hidden sources of loss by monetary value wherever they might be hiding across your operation. Identify internal and external theft, organized retail crime and control failures to stop losses and improve inventory accuracy. When you stop loss at the source, your store stays stocked, profitable, efficient and in the black.

5 Keep Planograms Compliant

Remain in pricing and planogram compliance, and ensure items are set up to be seen—and to sell. Assign data-driven tasks to replenish goods, make price and promotion adjustments and take corrective action as needed. When your inventory is precise, you have visibility into which displays need to be replenished or swapped out, which means your customers can find the brand of paper towels or the type of athletic shorts they're searching for right away, maximizing your sales potential.



85% of retail decision makers are increasing the speed and convenience of fulfillment options, preparing to meet increased in-store and online traffic.¹



In 2021, retailers lost **\$94.5 billion** in product shrink.⁵



40% of shoppers say in-store displays influence them to add items to their baskets.⁶

Inventory Sets the Stage for Retail Success

Let's optimize yours

Better inventory management enables your teams to work smarter and faster, delivering the seamless, easy shopping experience your customers demand. Achieving these five desired outcomes doesn't have to feel daunting. **Follow the framework that outlines three straightforward ways you can optimize your inventory to achieve these important goals and maximize your retail potential.**

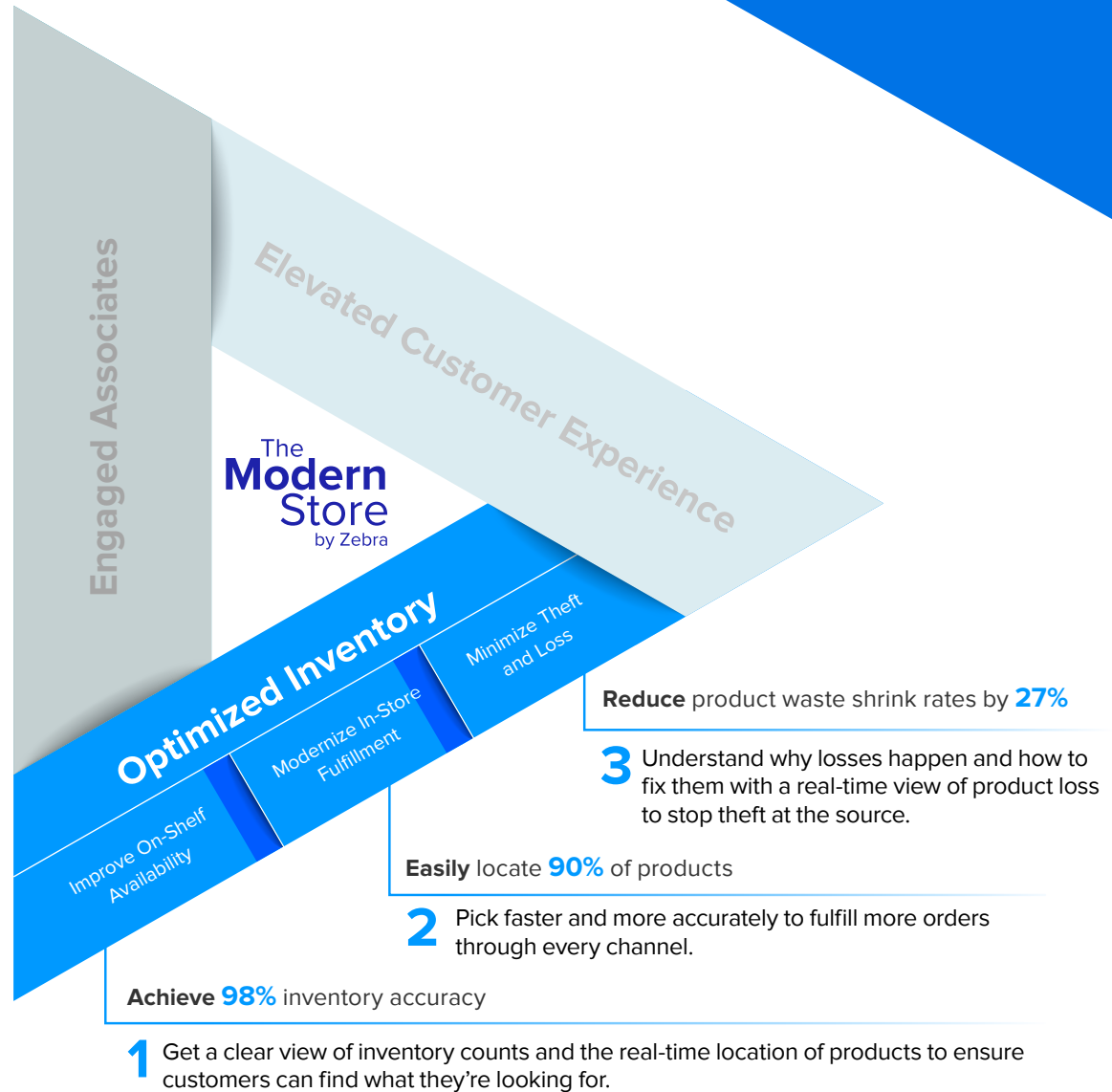


Gain Control of Your Inventory

Modernize your retail operations

So, where do you turn to get your inventory visible and available for your customers to purchase? You need the right technology and a plan. With real-time analytics, you can turn challenges into opportunities. That's how you'll unlock your retail's full potential and face whatever is in store tomorrow.

It all starts with your merchandise. Optimized Inventory is one key focus of the visionary framework for retail, called **The Modern Store**, which helps retailers simplify their store operations and meet demand, all while maintaining margins.



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

Keep Moving Forward

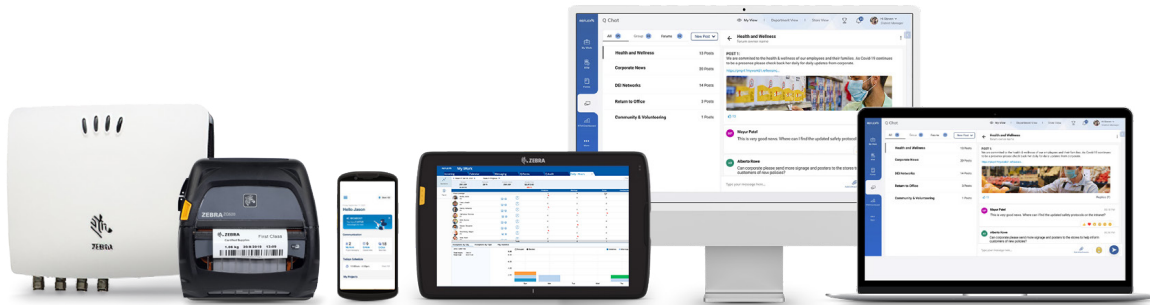
No matter where you are on your journey towards optimizing inventory for better visibility and accuracy into products on hand, you can strategically plan and implement the steps that will help you win inventory today and tomorrow.

Everything You Need, All in One Place

The solutions that increase availability and prevent stockouts

Manage your largest retail investment with the best and most reliable products in the industry. We offer intelligent software and best-in-class hardware so you can easily see what you have on hand and what you need to replenish down the line.

SmartCount	Mobile Printers	Task Manager
Shelf Labels	SmartLens	Prescriptive Analytics
Mobile Computers	Workforce Connect	Tablets
Device Tracker	RFID	General Purpose and Ultra-Rugged Scanners
Desktop Printers	Bioptic Scanner	



Some solutions may not be available in your region. Contact your local Zebra account manager or partner for details.

These Modern Store solutions enabled Havan
to cut cycle count times by 97%.

Keep reading to find out how >



Havan, a Major Brazilian Retailer, Streamlines Order Fulfillment

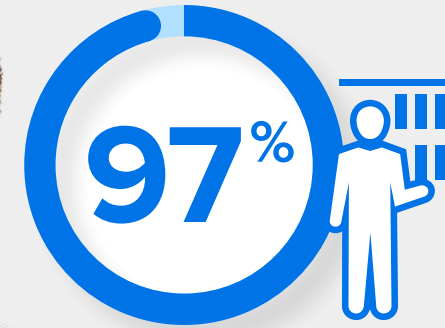
Havan, the well-known Brazilian retailer with more than 350,000 SKUs, was looking for ways to improve efficiencies, empower their associates and elevate the customer experience for their 100 million customers. They turned to Zebra's RFID portfolio and almost immediately transformed their operations. Havan tracked inventory faster and with less effort, enabling them to fulfill more orders at a much faster rate and keep pace with accelerating customer expectations.

As a result of working with Zebra, Havan is now able to deliver the goods their customers want, when they want, both online and in the store. **With Zebra's help, Havan lowered cycle counting times by 97% and substantially increased pick and order delivery times.**



Lowered cycle count times by **97%**

Increased pick and order delivery times



Achieve Retail Success with an Industry Leader

Trust Zebra to guide your journey towards smarter inventory

Implementing your merchandise management strategy empowers your associates to work smarter and improves the shopping experience for your customers, turning your store into a place where people want to work and shop.

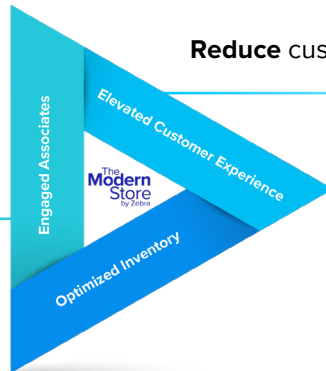
Are you ready to increase inventory visibility and elevate your business potential?

With Zebra, you don't have to figure out inventory advancement alone. We advise as both a strategic partner and a field expert, executing on the strategy and holding ourselves accountable for the solutions we propose.

Don't Miss the Other Modern Store Outcomes:

Reduce employee turnover by **8%**

Reduce customer wait times by **23%**



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

Ready? Let's Optimize Your Inventory, Together.
Plan your path to modern retail today with Zebra.

Sources:

1. Zebra's 15th Annual Global Shopper Study
2. "World Economic Outlook: Countering the Cost-of-Living Crisis" October, 2022
3. "2022 Retail Industry Outlook: The Great Reset." The Wall Street Journal, 2022
4. IBM. How Inventory visibility will drastically impact customer experience.
5. 2022 Retail Security Survey. National Retail Federation.
6. "Seventy-Six Percent of Gen Z Shoppers Pick Stores as Shopping Destination." Profitect, 2018



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