



ZEBRA

THE WIRELESS CHALLENGE FOR RETAILERS

The modern retail environment demands seamless connectivity. Whether customers are comparing prices, surfing for product reviews, or hunting for discounts, they expect in store wireless access while they are shopping.

CURRENT STATUS

Wireless is growing as the primary means of browsing and buying. It's a service to customers, and an essential resource for staff.

54%
of retailers offer secure guest Wi-Fi.¹

51%

of retailers are keen to invest in technologies to increase customer touch points.²

56%

of all transactions will be completed via mobile point of sale, self-checkout at a terminal or on mobile devices.³

35%

of retailers expect to recognize customers with technology.⁴

\$689^b

in store sales due to smartphone interaction by 2016.⁵

THE OPPORTUNITY

Make reliable, easy-to-use wireless a valuable source of competitive advantage. Shoppers will actively choose stores with dependable, fast wireless.

78%

of shoppers surveyed, say they are interested in in-store Wi-Fi for shopping-related activities.⁶

84%

of smartphone shopper use their phones in store.⁷

Shoppers who use their mobile phones in store for help spend

25% more

in store.⁸

58%

of shoppers believed that store associates using handheld mobile computer enhanced their shopping experience.¹⁰

HOW ZEBRA HELPS

Zebra wireless gives you valuable intelligence from the anonymous data it gathers – and you have dedicated apps to help deliver great service and customer experiences.

3 x faster

to rollout with zero-touch provisioning and 90-second installations



24x7

Best in class security



100% intelligence

at the edge inside each AP



Built-in location technology

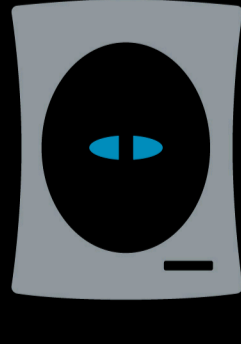
- Visualize & ID security threats
- See how to maximize staff productivity
- Engage consumers with more relevant push marketing



100%

pre-emptive roaming

steers change to 'shoppers & staff' to best AP before performance degrades



MPact –

The unique solution to offer shoppers store maps to quickly find items, prompts associates to tend to those who linger in areas, and communicates loyalty points and promotions



¹IDG Connected Shopper 2015. ²Zebra retail vision survey May 2012. ³Zebra retail vision survey May 2012. ⁴Zebra retail vision survey May 2012. ⁵Deloitte 2012. ⁶Zebra global shopper study, 2015 ⁷Google, April 2013. ⁸Google, April 2013. ⁹Zebra retail vision survey May 2012. ¹⁰2014 Zebra shopping study.