



ZEBRA

OPTIMIZING E-COMMERCE FULFILLMENT

HOW ZEBRA IMPROVES SPEED, ACCURACY
AND EFFICIENCY TO MAXIMIZE CUSTOMER
SATISFACTION



Innovative Solutions Create Fulfillment Efficiencies

69%

of consumers would be more likely to shop online if they had access to one-day shipping.

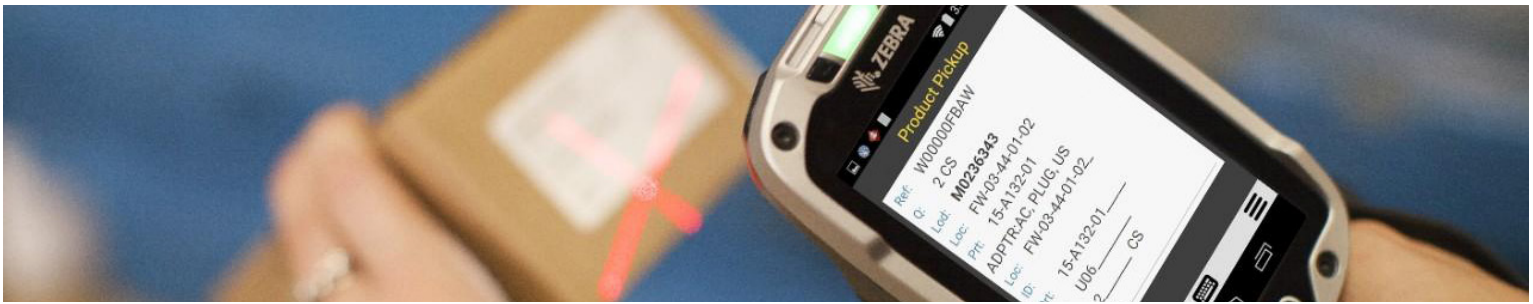
Walker Sands
*Reinventing Retail:
Four Predictions
For 2016 And Beyond*

Retailers' fulfillment centers are under tremendous pressure to be faster, more accurate and efficient despite their labor-intensive, each-pick focused e-commerce fulfillment process, as well as complex fleet and delivery operations. Excelling in these high-level processes is now mission critical. Downtime can cost millions of dollars in lost transactions and poor customer experiences, and any delays will directly and negatively impact the customer experience: e-commerce retailers lack the buffer of stores, which can serve to cloak inventory issues.

All retailers who deliver directly to customers face similar challenges in seeking e-commerce fulfillment models that work alongside store fulfillment. Digitally empowered consumers' expectations are continuing to grow rapidly; two-day delivery fell from a competitive advantage to the norm, for example, and same-day pickup provides brick-and-mortar retailers a competitive advantage with click and collect.

Small increases in productivity can make a big impact on customer satisfaction and the bottom line. Attaining these benefits requires optimizing operational efficiency in the use of products, people and equipment inside the fulfillment center. With superior visibility across fulfillment networks, you can leverage best practices and create efficiencies as you grow.

These goals can be achieved with the right technology partner. E-commerce leaders are leveraging the latest innovations to optimize their fulfillment centers and fleet and delivery systems, from equipping workers with mobile devices that enhance speed, accuracy and productivity, to the Internet of Things (IoT) and radio frequency identification technology (RFID) devices that drive real-time inventory and asset visibility.



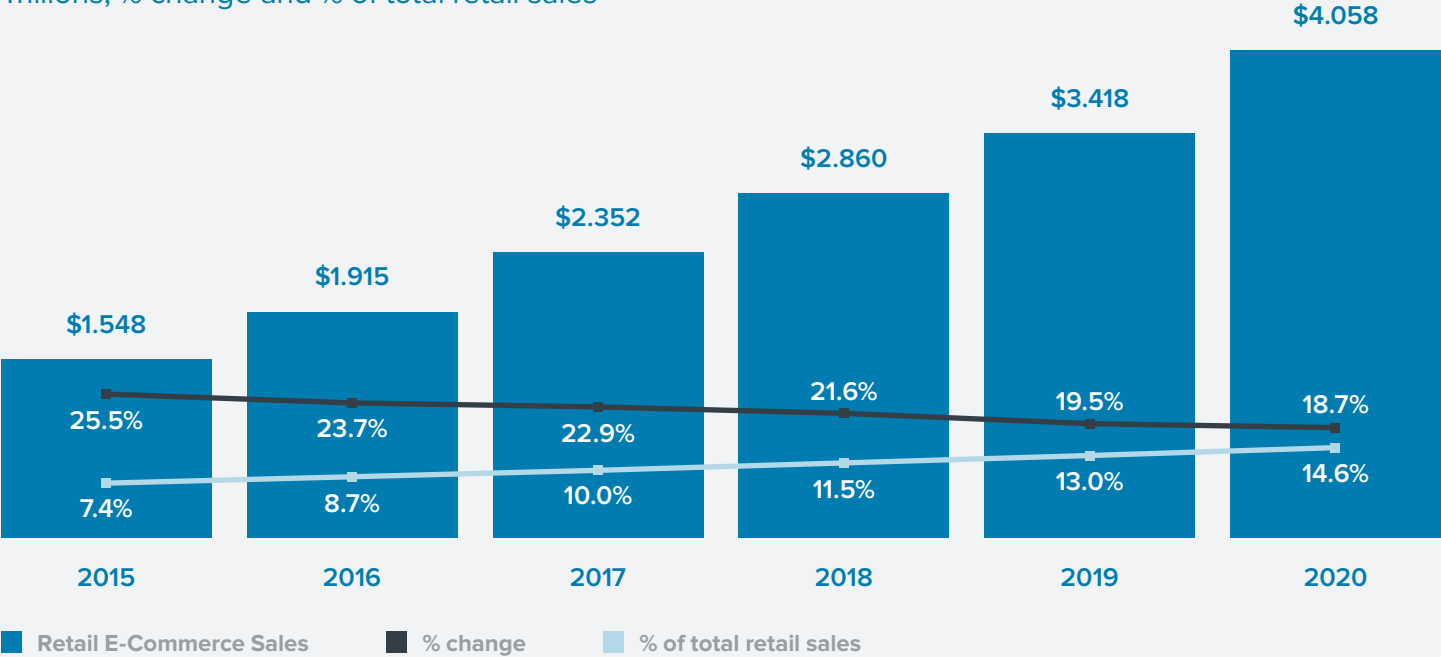
ZEBRA E-COMMERCE FULFILLMENT SOLUTIONS BOOST PRODUCTIVITY AND VISIBILITY ACROSS THE SUPPLY CHAIN

Winning in today’s ultra-competitive e-commerce environment means striving for a perfect customer experience, every time — even as those expectations grow ever higher.

With more than 45 years of innovation, Zebra gives 95% of Fortune 500 companies real time visibility into everything from products and physical assets to people. This allows business leaders to use data to make better, more informed decisions, respond in real time and help businesses understand how to improve overall business processes.

Retail E-Commerce Sales Worldwide, 2015-2020

Trillions, % change and % of total retail sales



Note: Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets

Source: eMarketer, Aug 2016



ZEBRA E-COMMERCE FULFILLMENT SOLUTIONS BOOST PRODUCTIVITY AND VISIBILITY ACROSS THE SUPPLY CHAIN

Zebra is an industry leader with decades of experience in boosting accuracy, productivity and visibility across the supply chain. Our broad suite of hardware, software and services includes innovative solutions tailor-made for the exacting demands of your high-pressure, high-velocity e-commerce supply chain, and positions you to adapt to the even higher demands of the future.

Zebra understands that different fulfillment centers have different needs. Our experts can recommend the right product mix for keeping the total cost of ownership low while keeping customer satisfaction and warehouse productivity high.

FULFILLMENT CENTER SOLUTIONS

The focus of e-commerce operations on individual items makes fulfillment processes costly and labor-intensive. Every incremental gain in speed, accuracy, automation and visibility of inventory handling means you can ensure a faster, more satisfactory last-mile customer delivery experience. Zebra offers solutions at every step of the fulfillment process to deliver the accuracy, speed and reliability that enable maximum efficiency and helps to grow your bottom line.

Inventory Management: Mobile, accurate, real-time visibility into inventory is critical to fulfill every order and reduce the chance of a customer going elsewhere to make a purchase.

Zebra helps you advance the productivity of your e-commerce fulfillment center operations through a wide portfolio of mobile computers, printers, software and services purpose-built for e-commerce, such as wearable, voice-activated scanners.

RFID is rapidly regaining ground in warehouses due to its ability to provide visibility into both inventory handling processes and the many assets needed to manage it.

E-commerce retailers are also using RFID to gain visibility and security into their global supply chains, such as providing tamper-proof RFID tags to track consolidated orders tendered to a delivery partner. Zebra offers deep domain expertise developed through a long history of pioneering and innovating new RFID technologies.



Staff Communications: With volume increasing while fulfillment windows get shorter, your staff must operate at peak efficiency. Coordination and collaboration are key, but communicating can be tough in a noisy environment.

Zebra's communications and task management solutions enable workers to initiate, route and escalate tasks, work orders, text messages, and group and private Push-to-Talk calls across or within work groups — all from a single mobile device, saving them from carrying lots of equipment.

A connected workforce enhances flexibility to respond to customer demand, increase productivity and better manage risk.

Receiving & Putaway: An efficient, customer-responsive fulfillment center process starts with expediently identifying and verifying inbound shipments. Using mobile scanners, staff can scan a barcode, RFID tag or RMA label and speed goods on their way, eliminating errors and providing an audit trail for traceability. If shipments are short or damaged, [Zebra's TC8000](#) mobile computer can capture an image right on the spot.

Zebra's receiving and sortation solutions combine our mobile technology with our partner applications to enable you to electronically capture data in real time, communicate with your Warehouse Management System, and use ASN and GS1 information to reconcile order details quickly upon receipt. Innovations such as [Zebra's SimulScan](#) can capture an entire label and read text, barcodes and check boxes simultaneously, creating an editable document.

Cross-Docking: Savvy e-commerce leaders are continuously innovating strategies to trim time and distance from deliveries, such as drop shipping and pushing inventory to stocking locations where they have forecasted demand. Rapid, efficient cross-docking ensures this inventory flows rapidly, reducing inventory and storage costs and improving delivery times. Use of cross-docking is in the rise.

Coordinating drop-ship and cross-docking activities requires a high degree of visibility to ensure efficient and accurate movement of goods, equipment and people.

Ruggedized and automated RFID scanning equipment enables your staff to quickly identify and load the right pallets on the right trailers in the right order without requiring a line of sight to the label, making cross-docking processes fast and accurate.



Picking and Sorting: Fast and accurate item-level picking is essential to ensure that your customers get exactly what they ordered, as fast as possible. Seasonal and promotional surges make meeting those expectations even more difficult, especially when adding staff: Zebra's *Warehousing 2020* study found it takes an estimated 53.2 hours of training for new workers to reach full productivity.

The right mobile computers and scanners ensure that workers have everything they need wherever they are to maximize productivity. Familiar and intuitive Android touch-screen mobile computers speed training and usage, with how-to videos playable right on the device. Zebra's broad line of world-class wearable, hand-held and vehicle-mount computers; mobile, desktop and industrial printers; [TekSpeech Pro](#) software, which integrates with all leading WMS vendors, enable fast and accurate picks, every time.

With its ergonomic size, a large touch-screen display, tap to pair capabilities and a new groundbreaking mounting system for superior comfort, hygiene and safety, Zebra's [WT6000](#) Android wearable computer sets a new enterprise-class standard.

Packing & Staging: All the productivity gains of streamlined picking are lost without efficient packing and staging processes. Zebra's solutions keep orders moving quickly through packing and staging, avoiding the bottlenecks that slow down processes and cause backups that consume valuable warehouse space.

Zebra offers scanners and mobile computers purpose-built to help staff quickly and accurately verify orders, select the right box and speed parcels to sortation. An extensive line of reliable high-speed label application printers ensures fast, accurate output so the right packages always reach the right customers.

For example, of the 200 printers you own across locations, 20 are not in use. OVS probes that condition to establish if there is a training, repair or other issue, to maximize your investment. OVS/AVS analytics also can identify best practices in one facility to share with others. [Asset Visibility Service \(AVS\)](#) is a cloud-based environment purpose-built for the device-level management, integration, control and visibility of business-critical assets.

Speech technology delivers **40% to 50%** improved productivity for warehouse picking tasks compared to paper or barcode data collection.



BETTER RETURNS FOR A SEAMLESS CUSTOMER EXPERIENCE

Online returns can amount to as much as one-third of sales, according to retail consultant Kurt Salmon Associates. The faster your warehouse can process a returned item, the sooner it can be restocked or dispatched for resale, preserving more value — and most important to customers, the faster it can be exchanged or credited to their account. Companies are increasingly recognizing the connection between a seamless returns process and the ability to satisfy and retain customers.

Zebra mobile computers, scanners and printers work with your enterprise systems to give you total visibility across your operations. Staff can efficiently scan and record the condition of returns — even take an image of returned merchandise right on the spot — then speed items to stock, secondary markets, refurbishment or disposal, recouping maximum value.

CUSTOMER-CENTRIC DELIVERY

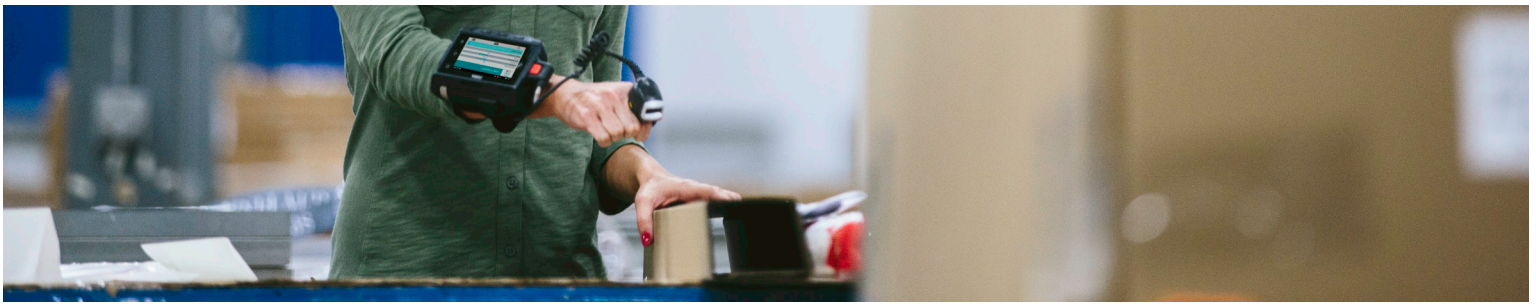
Consumers' increasing e-commerce demands are driving an ever-wider array of delivery strategies to offer more flexibility and convenience. In addition to parcel delivery via carriers or private fleets, many companies are testing delivery to storage lockers, partner retail locations and even train stations, as well as the ability to change delivery arrangements mid-shipment. This adds considerable complexity, driving the need for reliable and accurate visibility and last-mile tracking capabilities.

Proof of Pick-Up & Delivery: Delivery is the most personal touch point you have with a customer — so it has to go well. With a growing array of parcel drop locations, last-minute rerouting and timing options adding to the complexity, it's essential that the parcel is picked up and delivered promptly and securely.

85% vs. **49%**
of leaders of followers
use customer satisfaction as a returns metric

68% vs. **48%**
of leaders of followers
track customer retention as a returns KPI

Aberdeen's State of Service Management 2015: Connect to Your Customers



Zebra's suite of rugged mobile computers ensures that your drivers are always prepared and connected. They facilitate proof of delivery/pickup with electronic signature, uneditable geostamp or photo record of delivery and proof of package condition, while Zebra mobile printers facilitate attempted-delivery notices. RFID solutions can also provide tracking throughout the delivery process, providing customers with real-time updates as their order makes its way from the fulfillment center into their hands.

All Zebra ruggedized products provide the enterprise-grade processing, long battery life and durability drivers need to receive efficient routing and execute transactions through bad weather, drops and spills.

Trailer Load Analytics/Container Load Analytics: Maximizing efficiency means making optimal use of trailer and container capacity. Zebra's [SmartPack™](#) software uses cameras, RFID and beacons to calculate the most efficient loading plan for space usage and unloading orders. Then it directs workers to the right location for every carton, confirming it's in the right place on the right trailer. SmartPack provides real-time visibility into loading processes to increase infrastructure and workforce efficiency. This readies the distribution center to support higher delivery volumes and reduce economic impact on the business.

Postal & Courier: Managing last-mile delivery continues to be a difficult task. Last mile services can account for up to 33% of the total delivery cost, according to a report by McKinsey & Company. The growing diversity of last-mile delivery channels means you are likely engaging with a wide variety of last-mile partners. But you still need visibility and status updates every step of the way. As a provider to the postal and courier industries, Zebra offers deep domain expertise on tracking of drivers, assets, vehicles and parcels, enabling optimal loading and routing. Zebra's knowledge of RFID, barcoding and other tracking technologies ensures accurate insight into every shipment movement.

Fleet Management: Some e-commerce retailers are turning to private fleets to facilitate the brand delivery experience. Zebra offers a wide range of services to support the intricacies of fleet management, including asset tracking and communication systems to maximize visibility, productivity and asset utilization.



About Zebra Technologies

Zebra Technologies Corporation builds tracking technology and solutions that generate actionable information and insight, giving companies unprecedented visibility into their businesses by giving physical things a digital voice.

Zebra's extensive portfolio of solutions gives real-time visibility into everything from products and physical assets to people, providing very precise operational data not only about where things are, but what condition they are in. This allows business leaders to use data to make better, more informed decisions to respond in real-time. Analyzing these sets of data will then help businesses understand how they work and work towards business excellence.

To kick-start your fulfillment improvement efforts, contact Zebra: **inquiry4@zebra.com**.

Learn more at www.zebra.com/fulfillment.



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