Řešení pro zvýšení efektivity POS

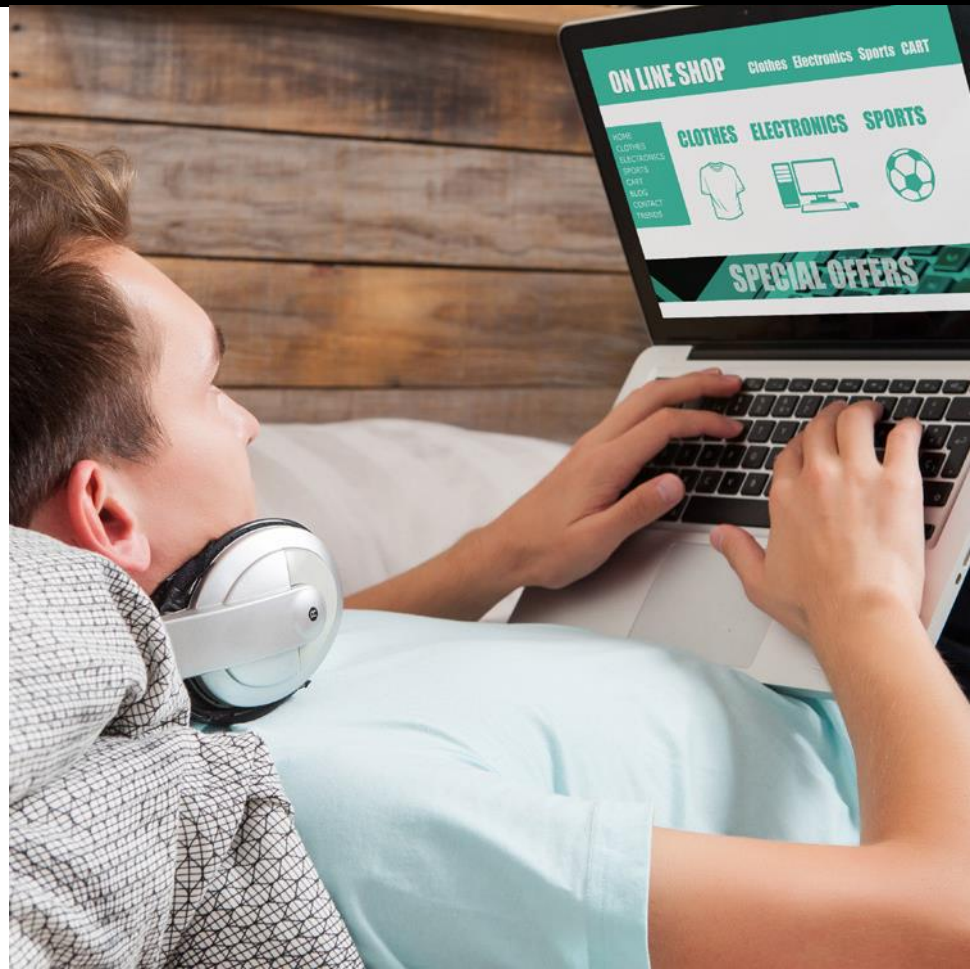
Trendy a nová řešení pro retail

ZEBRA

Thriving in the Era of Digital Commerce

Worldwide, retailers are investing in technology to meet the demands of today's savvy empowered shoppers who have limitless choices and price transparency online. They are:

- Reinventing their supply chains
- Redefining business operations, reducing operating expenses and automating manual processes
- Simplifying and enhancing the store experience
- Courting shoppers with individualized attention



Millennials are Reshaping the Face of Retail

2018
WILL OUTPACE BABY BOOMER EARNINGS

WORLD'S LARGEST SHOPPING GROUP

2025
WILL REPRESENT 75% OF GLOBAL WORKFORCE

MILLENNIALS:
1.8 BILLION GLOBALLY
THE LARGEST LIVING GENERATION

Source: Edelman

Savvy Retailers are Taking Note

TECHNOLOGY TRENDS SHAPING THE FUTURE

2021 70%

INTERNET OF THINGS

Giving a digital voice to people, processes and things to improve the customer experience, enhance supply chain visibility and expand revenue opportunities.

2021 68%

MACHINE LEARNING / COGNITIVE COMPUTING

Analytics and predictive models to help retailers personalize customer experiences and enhance inventory demand, forecasting and visibility.

2021 57%

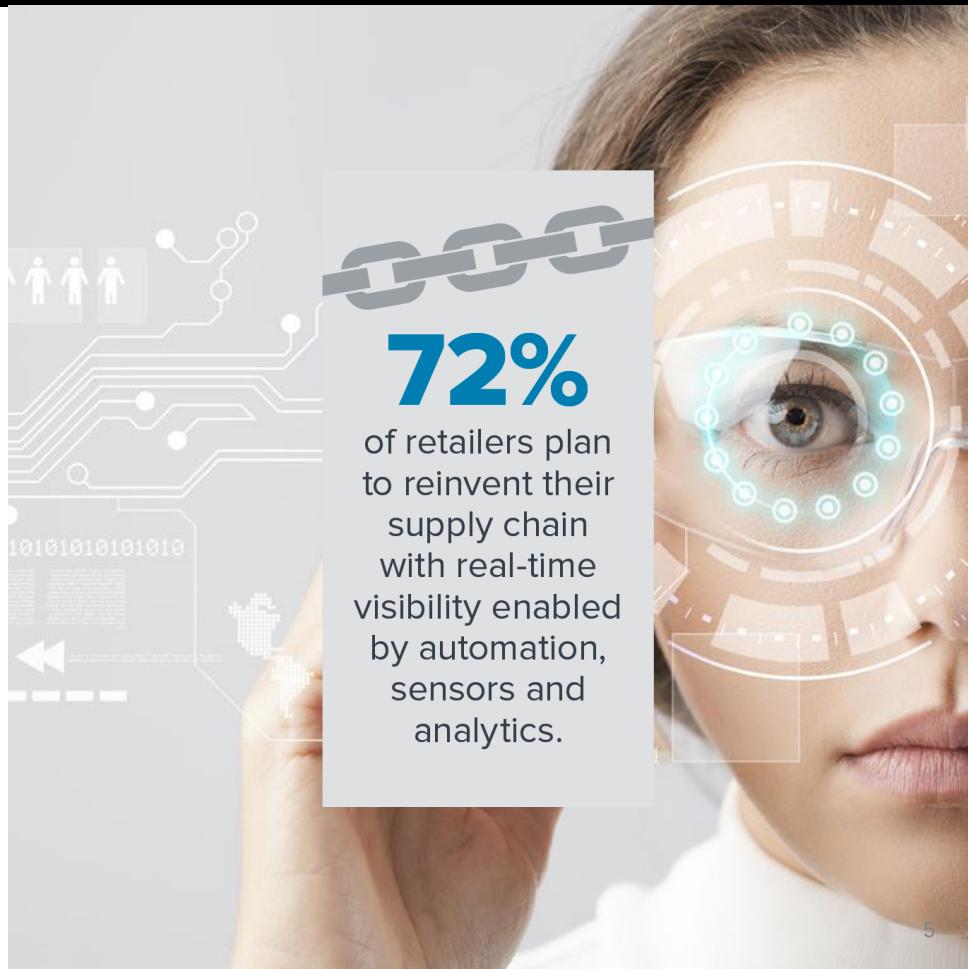
AUTOMATION

Automation for packing and shipping orders, inventory tracking, checking in-store inventory levels and assisting customers in finding items.

RETAILERS ARE MAKING STRATEGIC INVESTMENTS TO ENHANCE THE STORE EXPERIENCE, REDUCE OPERATING COSTS AND BEGET NEW REVENUE STREAMS

Keeping Step with Consumers Reshaped by the Tech Evolution

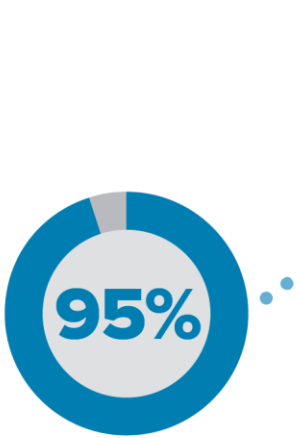
- Technology is playing a greater role in supplementing the human touch
- Retailers are outsourcing mundane, in-store tasks
- Freeing associates to offer shoppers better customer service



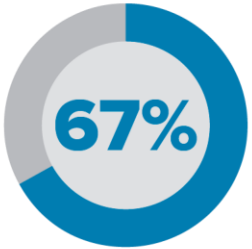
Shifting to the Internet of Things (IoT)

An ever-growing network of web-enabled physical objects	Powered with sensors and network connectivity, to collect and exchange data	From beacons that beam shoppers customized coupons to RFID tags that track inventory
Weaves unprecedented business intelligence across the retail ecosystem	Helps retailers turn real time, visibility-driven data into actionable insights	Results in simplifying, enlivening and customizing the shopping experience

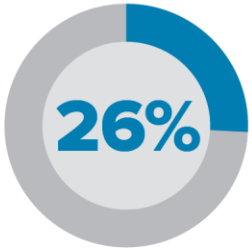
Investing in IoT Technologies



of retail decision makers are ready to make changes required to adopt to IoT



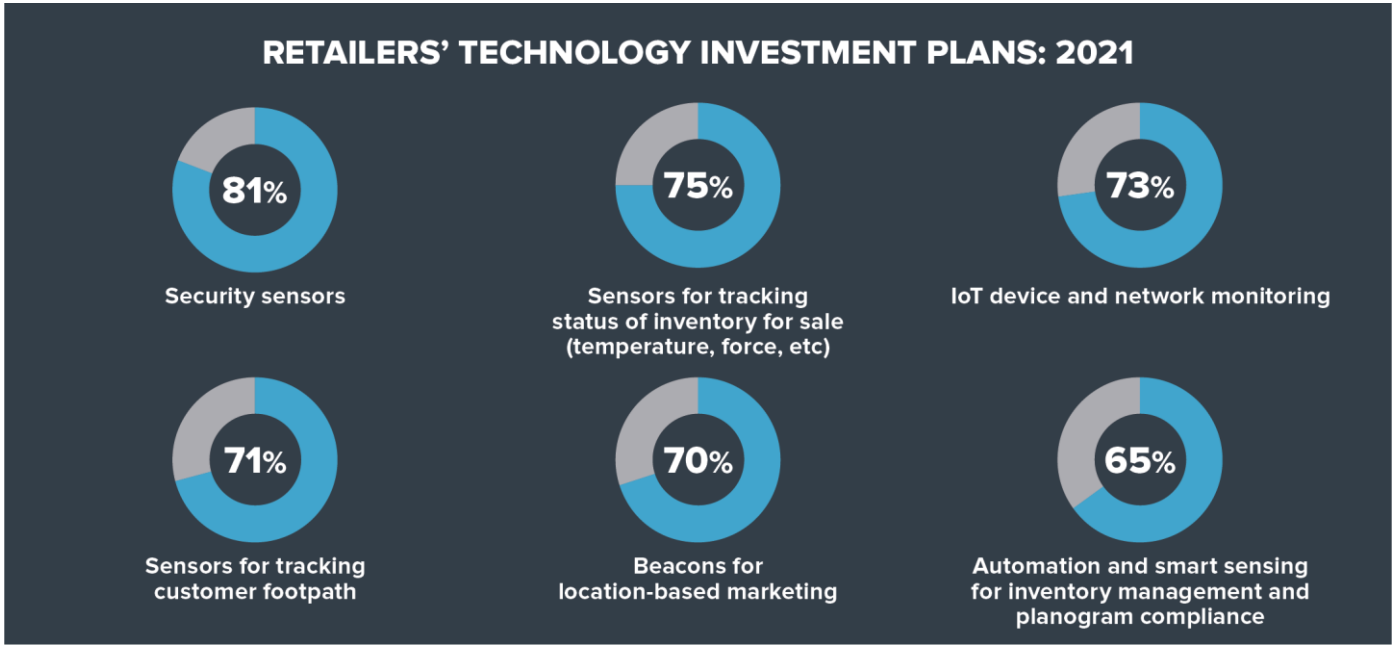
of respondents have already implemented IoT



are planning to deploy IoT solutions within the next year

Getting Phygital:
The Digitization of the In-Store Experience

Stores are banking on the shift to phygital upgrades to improve the customer journey.



Examining the Top Drivers for Technology Investments

1. Enhance the customer experience
2. Generate revenue
3. Reduce operating costs
4. Keep pace with competition
5. Improve inventory management

Investing in Mobile Devices

87%

Mobile point-of-sale devices to scan and accept credit or debit payments anywhere in the store

86%

Handheld mobile computers with scanners to read barcodes for pricing and availability

85%

Tablets to engage with shoppers and provide more detailed product information

78%

Kiosks or stationary information terminals for pricing and availability information

EMPOWERING FRONTLINE WORKERS TO ENRICH THE SHOPPING EXPERIENCE

The Personalization Push

Retailers are turning to location-based technologies to personalize the shopping experience.

- Capture more data, accuracy and insight
- Track customer movements throughout a store
- Identify which aisles and products customers prefer

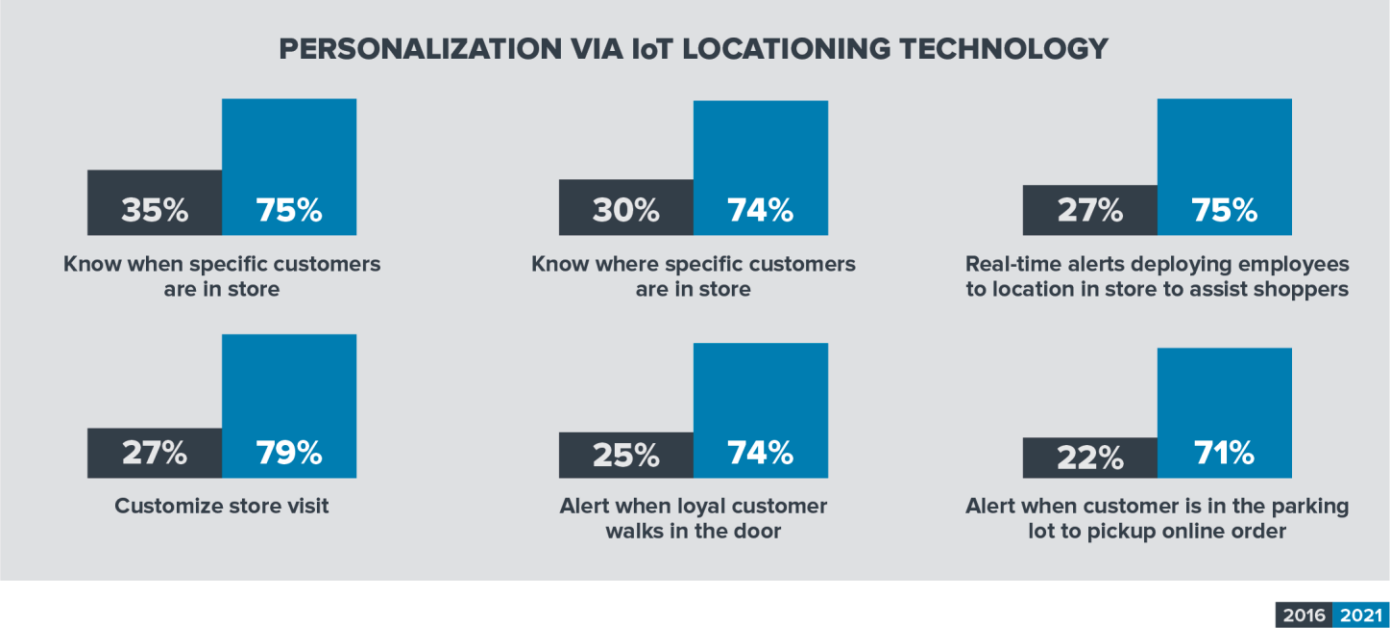
BY 2021:

75%

of stores will know when specific customers are in the store, and be able to customize the store visit.

Analyzing the In-Store Dance

Retailers are leveraging behavior data to make smarter merchandising and marketing decisions.



WOOING CUSTOMERS AT THEIR PRECISE MOMENT OF NEED

The Purchasing Path is Becoming More Complex

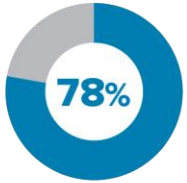
- Empowered consumers can peek into virtually every retailer's stockroom from their smartphones to search for products and compare prices
- Retailers want to create a seamless shopper experience and inventory visibility is vital to success

Adopting to Multichannel Shopping

RETAILERS RATE FACTORS IMPACTING CUSTOMER SATISFACTION

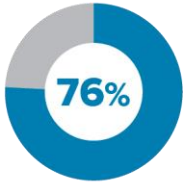
1. Out-of-stock (Empty shelf, wrong size)
2. Same product available cheaper at another retailer
3. Desired item not found

HOW RETAILERS ARE CREATING A SEAMLESS SHOPPER EXPERIENCE



Rate importance of integrating e-commerce and in-store experiences as important/ business critical

Connect customers' activities online with what they do in store



The High-Tech Inventory Management Makeover

- Merchants are investing in technology to reinvent the supply chain with a focus on tracing the status of inventory
- RFID platforms can boost inventory accuracy to 95%
- Out-of-stocks can be reduced by up to 80% with item-level RFID tagging

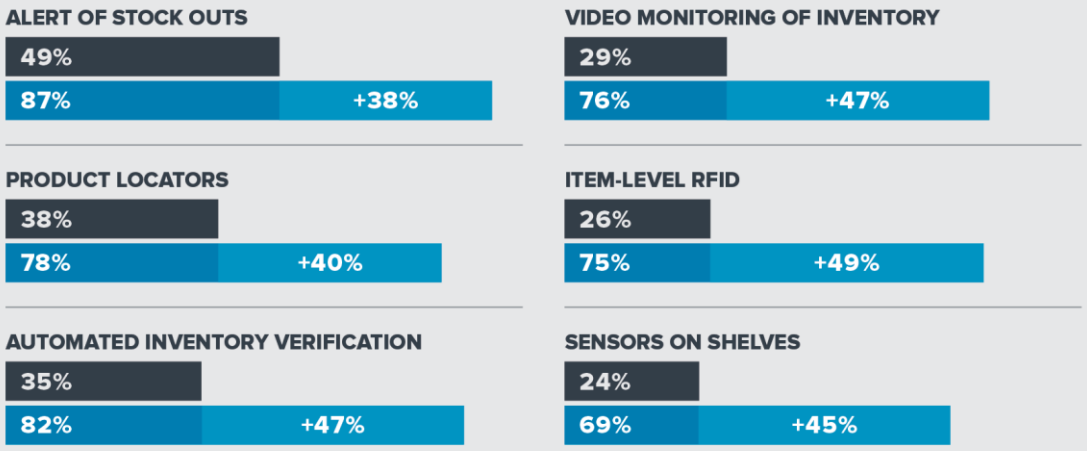
Heightening Merchandise Visibility

UNDERSTANDING THE COST OF INVENTORY

$1.1 TRILLION Worldwide cost of inventory distortion, including overstock, stock outs and shrinkage*

10% Reducing stock-outs and overstocks can lower inventory costs by 10%*

PLANS TO AUTOMATE INVENTORY VISIBILITY



2016 2021

RETAILERS ARE DEMANDING SEAMLESS VISIBILITY ACROSS THE ENTIRE SUPPLY CHAIN

* McKinsey and Company

Taking Data Insights to New Heights

Merchants are investing in business intelligence and analytics solutions.

RETAILERS RATE IMPORTANCE OF BUSINESS INTELLIGENCE CAPABILITIES	
1	Market-basket analysis
2	Centralized data and intelligence
3	Customer segmentation

73%
of retailers rate managing big data as important/ business critical.

58%
are budgeting for big data solutions for storing and analyzing IoT generated data.

Diving into the Data

BUSINESS INTELLIGENCE INVESTMENTS BY 2021

79%
Cameras and video analytics for operational purposes

79%
Loss prevention and inventory visibility elements enabled by operational technology

78%
Software analytics for loss prevention, price optimization

77%
Big data solutions for storing and analyzing IoT generated data

75%
Predictive analytics

75%
Cameras and video analytics for customer experience

72%
Visual analytics for making sense out of IoT data

72%
Cognitive computing to drive optimizations and insights

RETAILERS ARE TRANSFORMING DATA INTO ACTIONABLE MERCHANDISING STRATEGIES

Moving to a Seamless Click-and-Collect Model

- Digital shopping has given rise to new consumer buying patterns
- Shoppers are demanding unprecedented convenience
- Click-and-collect models continue to emerge, not all will take flight
- Clearly, buy online, pick up in store is here to stay

Serving Multichannel Shopping Journeys Seamlessly

65%

Exploring innovative delivery services such as deliver to where the customer is: workplace, home, parked car.

OMNICHANNEL CONVERSION AND FULFILLMENT

2016 2021

A Global View

NORTH AMERICA

79%
Plan to invest in automated inventory verification

LATIN AMERICA

85%
Plan to use technology to customize the store visit

EUROPE

75%
Will soon know where specific customers are in their store

ASIA PACIFIC

79%
Plan to support buy online, pick up at third-party location

THANK YOU

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