



## Three Trends Shaping Retail Fulfillment

Get helpful tips for sustaining efficient warehouse operations that help:

### **EXCEED**

Customer Expectations

### **IMPROVE**

Operational Visibility

### **EMPOWER**

Employees



## Exceeding Customer Expectations

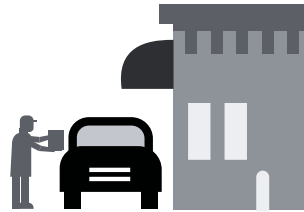
Your customers want faster on-time delivery, error-free orders, and confidence that their business matters to you. With innovation, all this is possible.



Whether your business is a small startup or a large enterprise, customers basically have the same expectations: prompt service, low-cost shipping, rapid delivery and complete visibility into every touchpoint from order to delivery to potential returns.

## 4 WAYS

TO ANSWER CUSTOMER DEMANDS  
WITH SPEED AND ACCURACY



### STRATEGIES FOR SUCCESS

#### 1 STOP SEARCHING

Capture every inventory move when it happens. Inefficiencies occur when you don't know when or where inventory moved.

- Printers/encoders accessible throughout the facility to label and tag all inventory
- Barcode scanning, RFID tag reading, mobile computing and touchscreen/key entry integrated with your warehouse management systems (WMS)

#### 2 OPTIMIZE MOBILITY

Promote ergonomics, ease of data capture and retrieval, communication, and safety. Give workers the stamina they need to comply with requirements.

- Wearable mobile computing and peripherals
- Vehicle-mounted computers for forklift operator safety
- Data capture matched to tasks (e.g., range, angle, type)
- Secure, unified communication platform
- Mobile device accessories for accessibility

#### 3 MAKE DECISIONS EASY

Provide electronic direction and confirmation for every task and transaction. Let technology do some heavy lifting and provide guidance.

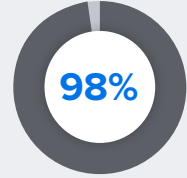
- Clearly labeled or tagged inventory at the item, carton and pallet levels
- Handheld barcode scanners, mobile computers with scanning, or RFID readers connected to WMS
- Autonomous mobile robots (AMRs) with onboard displays

#### 4 FOCUS ON HIGH-VALUE TASKS

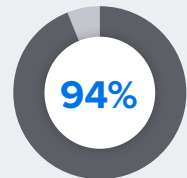
Use front-line workers for tasks that require human decision-making and dexterity and rely on automated decision-making and data capture for anything that can and should be automated.

- AMRs working alongside associates to guide tasks and reduce unnecessary walking
- Optimization software for data-driven insights for best-next-move guidance sent to workers' mobile devices
- Fixed industrial scanning or machine vision systems for high-volume/velocity workflows to manage by exception

Planned Implementation of  
Wearable Computers and  
Peripherals by 2027 Will Help  
Optimize Employee Mobility



Retail Warehouse  
Decision-Makers



All Warehouse  
Decision-Makers\*

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\* Industries surveyed: manufacturing, retail, transportation and logistics, and wholesale distribution.  
Source: Zebra Warehousing Vision Study, *Dynamic Markets Demand Warehouse Agility*, Zebra Technologies, 2022.

## Improving Operational Visibility

Automated data collection can provide accurate, up-to-the minute inventory, helping reduce errors, avoid out-of-stock or over-stock challenges, and provide best-next-move guidance.



You need to know product availability, location, and when you can deliver. In addition, you must be able to communicate that information to your internal teams, external supply chain partners and customers to manage expectations and provide timely reassurances.

### 3 WAYS

TO ATTAIN AND EXECUTE ON OPERATIONAL VISIBILITY WITH AUTOMATED DATA CAPTURE



#### STRATEGIES FOR SUCCESS

##### 1 TARGET INBOUND OPERATIONS

Invest in supplier management for accurate one-touch or no-touch receipt. From rapid advance ship notice (ASN) reconciliation to real-time inventory identification, you can ensure smooth downstream operations from the start.

#### WHERE TO START

- Automated data capture with fixed industrial scanning or RFID portals
- Mobile computing connected to enterprise and warehouse systems
- Printing/encoding optimized for the task to label or tag prior to put-away

##### 2 MAKE REAL-TIME INTELLIGENCE ACTIONABLE

Sense and analyze the real-time location, condition and state of key assets—from inventory to people to material handling equipment—to allow for task and workflow synchronization for improved throughput volume, cost and speed.

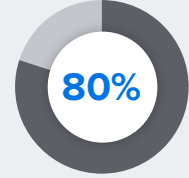
- Passive or active RFID tags and readers with the required location accuracy and update rate for tracked assets
- Sensors for monitoring physical environments
- Real-time location system software (e.g., workflow optimization or asset management)

##### 3 PRIORITIZE CRITICAL WORKFLOWS

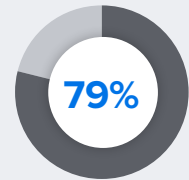
Identify points where costly human-initiated errors occur or non-compliance is prevalent (e.g., loading pallets or cartons on the wrong trailers).

- Fixed or handheld RFID readers
- Bluetooth® low energy technology
- Fixed industrial scanning
- Machine vision systems

Out-of-Stocks and Inventory Management Are Critical Issues for Retail Decision-Makers

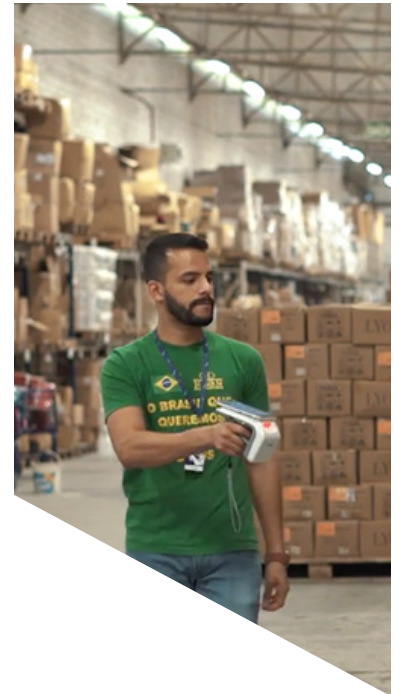


say maintaining real-time visibility of out-of-stocks is a significant challenge.



say their company needs better inventory management tools for availability.

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## Empowering Employees

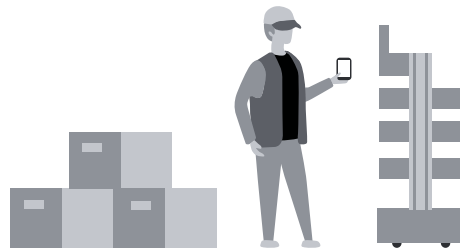
Augmenting employees with the right technology and automation can boost confidence, increase work quality and give a competitive advantage.



Although you might expect warehouse employees to feel threatened by automation and other technologies, in fact the opposite is true. When provided with modern technology that makes their work easier and more efficient, warehouse workers feel more valued, which contributes to job satisfaction and retention.

## 3 WAYS

TO ENGAGE AND  
SUPPORT EMPLOYEES



### STRATEGIES FOR SUCCESS

#### 1 REMOVE BARRIERS

Modernize outdated technology, update green-screen applications, and replace unreliable or mundane scanning. Your operations will benefit with faster training, greater user adoption, less troubleshooting and more focus on work.

- Android™ enterprise mobile computers for a familiar user experience
- Graphical user interface with touch-optimized screens
- All-in-one device for work and communication
- Fast, accurate scanning for multiple barcode formats and imperfect conditions
- Device software for management, consistent uptime and productivity

#### 2 REDUCE PHYSICAL REQUIREMENTS

Help your employees gain efficiency at work and still have energy when they leave. Minimize unnecessary walking and heavy lifting that diminish worker productivity and efficiency.

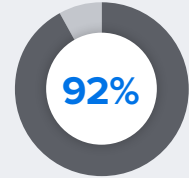
- AMRs for material movement of individual items, cartons and pallets
- Fixed industrial scanning or RFID to reduce high-volume individual scans
- Long-range scanning to minimize dismounts for lift truck operators
- Mobile push-to-talk and text for fast response time

#### 3 INVOLVE FRONT-LINE WORKERS IN DECISIONS

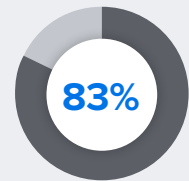
Implement ways for employees to pilot technology under consideration, provide suggestions for workflow efficiencies, and fully adopt your enterprise technologies and automation.

- Professional services to assess workflow design and perform site surveys and solution validation
- Seamless implementation and deployment with staging, kitting and program management
- Training and adoption services online, in-person and on-device

Warehouse Associates  
Appreciate the Advantages  
of Technology



agree technology advancement makes warehouse environments more attractive to workers.



say working with autonomous robots increased their productivity and reduced their walking and travel time.

[READ THE STUDY >](#)



## A Smarter Way Forward for Retail Fulfillment

The path to a modern, successful warehouse operation begins with the right solutions from the right technology partner. From gaining basic control of operations to achieving predictability and adaptability, Zebra can guide your modernization journey.



### Your path forward starts with:

- 1** **DECADES OF FIELD-PROVEN INNOVATION**  
in warehousing
- 2** **AN OUTCOME-DRIVEN APPROACH**  
based on your strategic journey
- 3** **A FOCUS ON CONTINUOUS IMPROVEMENT**  
of your business
- 4** **A COMPREHENSIVE PORTFOLIO**  
to configure the right technology solution for your operations
- 5** **AN EXTENSIVE PARTNER NETWORK**  
to support every aspect of your journey—as you control and set the pace

**Together, we can pick up the pace in your warehousing operation.**

Start researching solutions for your modernization journey.

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