# Zebra Point of Sale Solutions

Modernizing the checkout experience to meet the evolving needs of today's shoppers

# Shoppers

## return to the store... with higher than ever expectations

The impact of the pandemic on the brick-and-mortar retail store is finally fading. While the pandemic saw the closure of many stores, according to the National Retail Federation (NRF), two new stores opened for every store closure in 2021.[1] Shoppers all around the world are returning to stores. Nearly a third of all shoppers spent the same amount of time and money in-store in 2021 that they did prior to the pandemic — and 17% spent more time and money in-store compared to 2020.[2]

Shoppers are returning to brick-and-mortar stores with higher-than-ever expectations for the in-store experience. Today's consumers want to choose their own shopping path, and regardless of how that path may change every time they shop, they expect a seamless omni-channel experience. And the inability to deliver that seamless omni-channel experience comes at a high cost — retailers could see 10% to 30% in lost sales, significantly impacting profitability.[3]

# Convenience is king anywhere in the store...
## especially at checkout

In the store, convenience has become king. It's why more than half of today's shoppers are returning to the store — simply for the convenience of taking their purchases home.[4] It's why nearly all consumers — 93% — say they are most likely to choose to shop at a specific store.[5] And it's a primary reason for lost sales — 97% of consumers have backed out of purchases due to lack
of convenience.[5]

Where do shoppers most want convenience in the store? At checkout.[5]  There are so many modalities available to deliver the checkout convenience customers want: mobile point-of-sale (mPOS); buy-online-pick-up in store (BOPIS) at a register or curbside; self-checkout; fixed POS stations; hybrid POS stations; and scan-as-you-shop solutions. With Zebra, it's easy to offer them all.

# When it comes to checkout options,
# offer them all
## with Zebra

Zebra offers the breadth and depth of checkout solutions to meet the needs in any retail space — from mass merchant chains and home improvement stores to clothing retailers, grocery stores, amusement parks and even car rental agencies.

Regardless of what you are selling or the size of your store, when you partner with Zebra, it's easy to plan, implement and deploy virtually any modality to allow your shoppers to checkout when, where and how they want. As a true one-stop-shop, Zebra offers all the technologies you need to create everything from mobile, hybrid and fixed POS stations to self-checkout
and scan-as-you-shop solutions, including:

- Handheld mobile computers, tablets, scanners and printers built to last for years
- A suite of software solutions
- An extensive partner channel with the geographic reach to help retailers everywhere with any and every aspect of checkout solutions
- Support services that keep Zebra checkout solutions up and running at peak capacity.

When it comes to device features, you get everything you need to create an enterprise-class dependable checkout solution that will deliver reliable operation, every minute your store is open for business, including:

- Your choice of ruggedness — match the needs of your environment to the device
- Fast, high-powered Qualcomm processors designed to handle multiple data intensive applications
- Enterprise-class scanning that sets the industry bar — capture virtually any barcode in practically any condition, first time, every time
- Your choice of wireless connectivity: Wi-Fi (including Wi-Fi 6 and 6E), cellular (including 5G), Citizens Broadband Radio Service (CBRS).[6]

**Let Zebra help you bring your modern checkout strategy to life. For more information, please visit www.zebra.com/pos**

Randomized Security Keypad

1    7
0    3
9    2
5    ⌫

# Zebra offers flexible checkout solutions for any point of sale...anywhere

## Mass Merchant

- Mobile POS
- BOPIS
- Self-checkout
- Hybrid POS
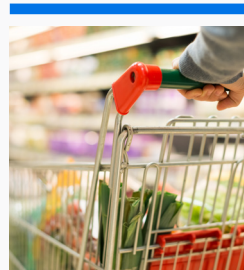- Fixed POS
- Scan-as-you-shop

## Home Improvement Store

- Mobile POS
- BOPIS
- Self-checkout
- Hybrid POS
- Fixed POS
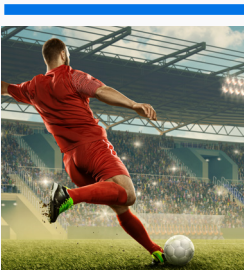- Scan-as-you-shop

## Apparel

- Mobile POS
- BOPIS
- Self-checkout
- Hybrid POS
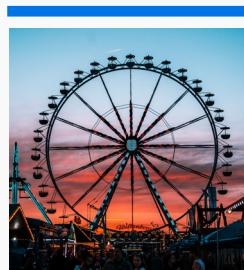- Fixed POS
- Scan-as-you-shop

## Grocery and Convenience Stores
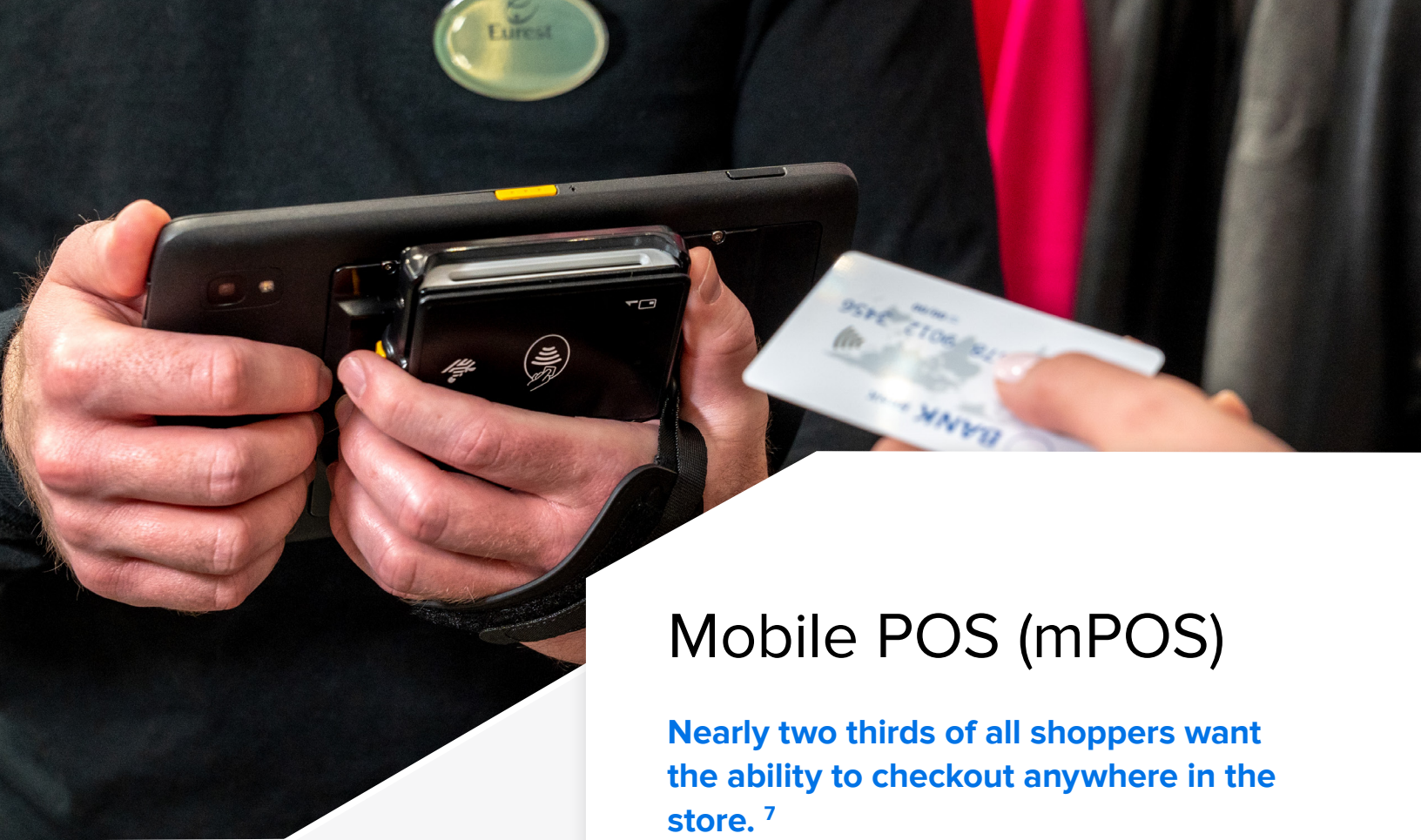
- BOPIS
- Self-checkout
- Fixed POS
- Scan-as-you-shop

## Sports and Entertainment

- Mobile POS
- Self-checkout
- Hybrid POS
- Fixed POS
- Pop-up stations

## Amusement Park

- Mobile POS
- Self-checkout
- Hybrid POS
- Fixed POS
- Pop-up stations

# Mobile POS (mPOS)

**Nearly two thirds of all shoppers want the ability to checkout anywhere in the store. [7]**
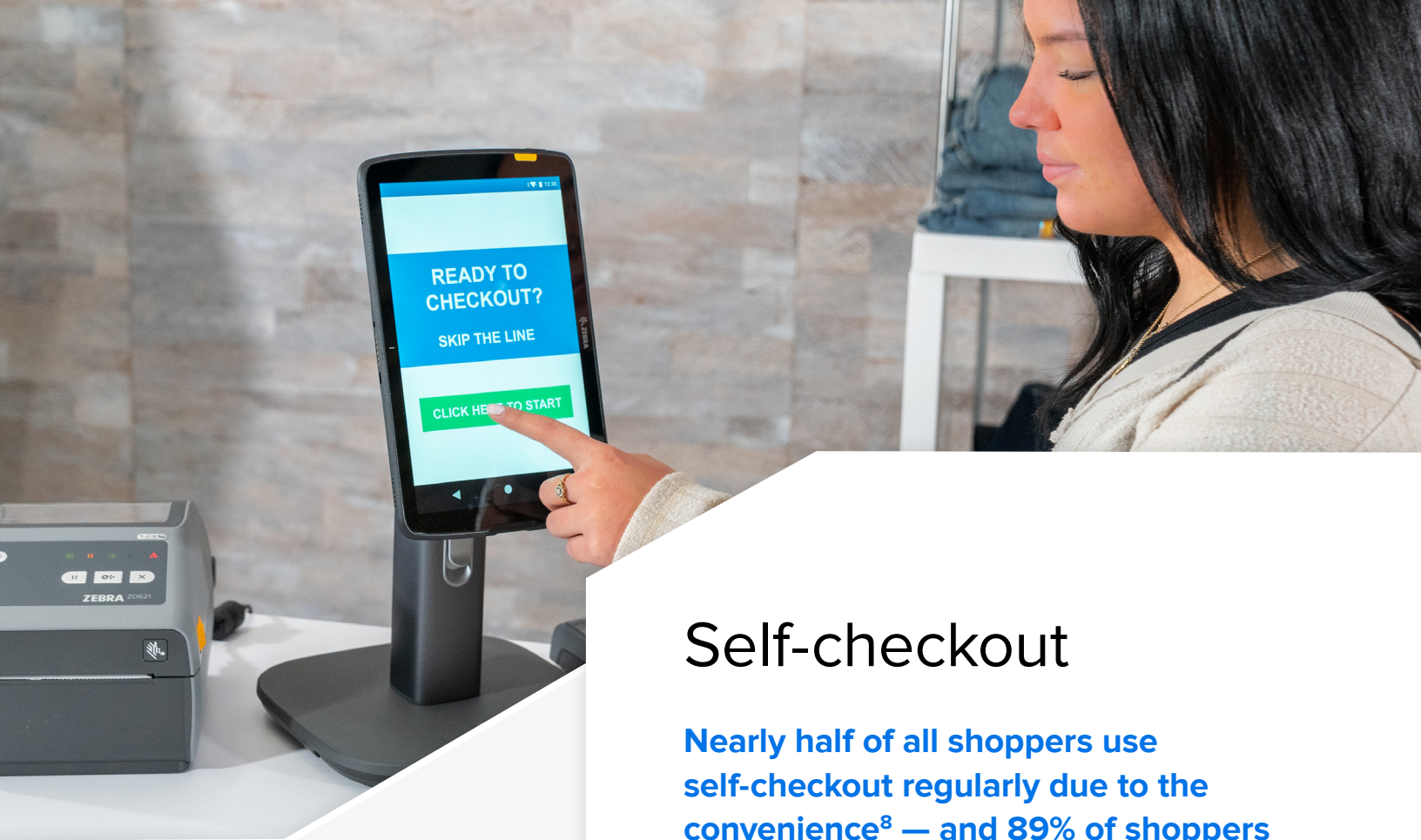
Turn the same Zebra mobile devices that your associates use to assist customers and complete tasks in the store into a mobile POS for true anywhere and anytime payment.

**Benefits:**

- Associates can ring up items right at the point of purchase decision
- Faster checkout to maximize shopper convenience
- Enable line-busting to prevent long lines and abandoned sales
- Eliminate the need to install additional fixed POS stations, reducing capital costs
- Enable more use cases with Zebra mobile devices, increasing device value and maximizing return-on-investment

**What you need:**

- A Zebra handheld mobile computer or tablet
- A payment solution
- A Zebra mobile printer to print receipts

97% of all retailers are planning to deploy mPOS by 2027 [6]

89% of shoppers are using self-checkouts[7] — and 94% of all retailers are planning to deploy self-checkout lanes or kiosks by 2027[7]

# Self-checkout

**Nearly half of all shoppers use self-checkout regularly due to the convenience[8] — and 89% of shoppers have tried self-checkout.[7]**

While the pandemic drove the popularity of self-checkout, 79% of consumers intend to continue or increase self-checkout usage after the pandemic. This important checkout modality enables shoppers to scan, bag and pay for items on their own, providing benefits for shoppers and stores.

## Benefits:

- Enable contactless checkout to provide today's customers with the convenient options they want
- Reduce the need for cashiers, reducing labor costs
- Increase productivity of existing staff, who can focus on crucial store tasks, such as restocking and cleaning
- Increase customer satisfaction — customers have options and can select the POS that will provide the fastest checkout

## What you need:

- A Zebra ET40 tablet in a presentation stand to access online orders and scan items or a Zebra kiosk
- Existing or new POS peripherals, such as a large display, handheld scanner, payment terminal, printer, keyboard, mouse and more

Over one third of shoppers utilize BOPIS — with 90% planning to continue to utilize BOPIS on a regular basis[7]

# Buy-online-pickup-in-store (BOPIS)

**70% of consumers say BOPIS improved their customer experience.[8]**

Curbside orders increased 208% during the pandemic[10], requiring your associates to perform a task previously limited to warehouse workers — order fulfillment. Equip your workers with the technology they need to pick orders accurately to ensure customers receive all the items they order, and efficiently to ensure orders are ready when customers arrive.

## Benefits:

• Enable contactless checkout to provide today's customers with the convenient options they want

• Minimize shopping time for your customers

• Increase online orders with same-day pickup

• Improve inventory accuracy

• Increase customer satisfaction with a new convenience

## What you need:

• A Zebra handheld mobile computer or tablet to access orders and scan items

• A Zebra mobile printer to label the order with the customer name and order barcode to ensure the right customer receives the right order

• A self-service kiosk for pickup in-store (not required for curbside pickup)

# Hybrid Point-of-Sale (POS)

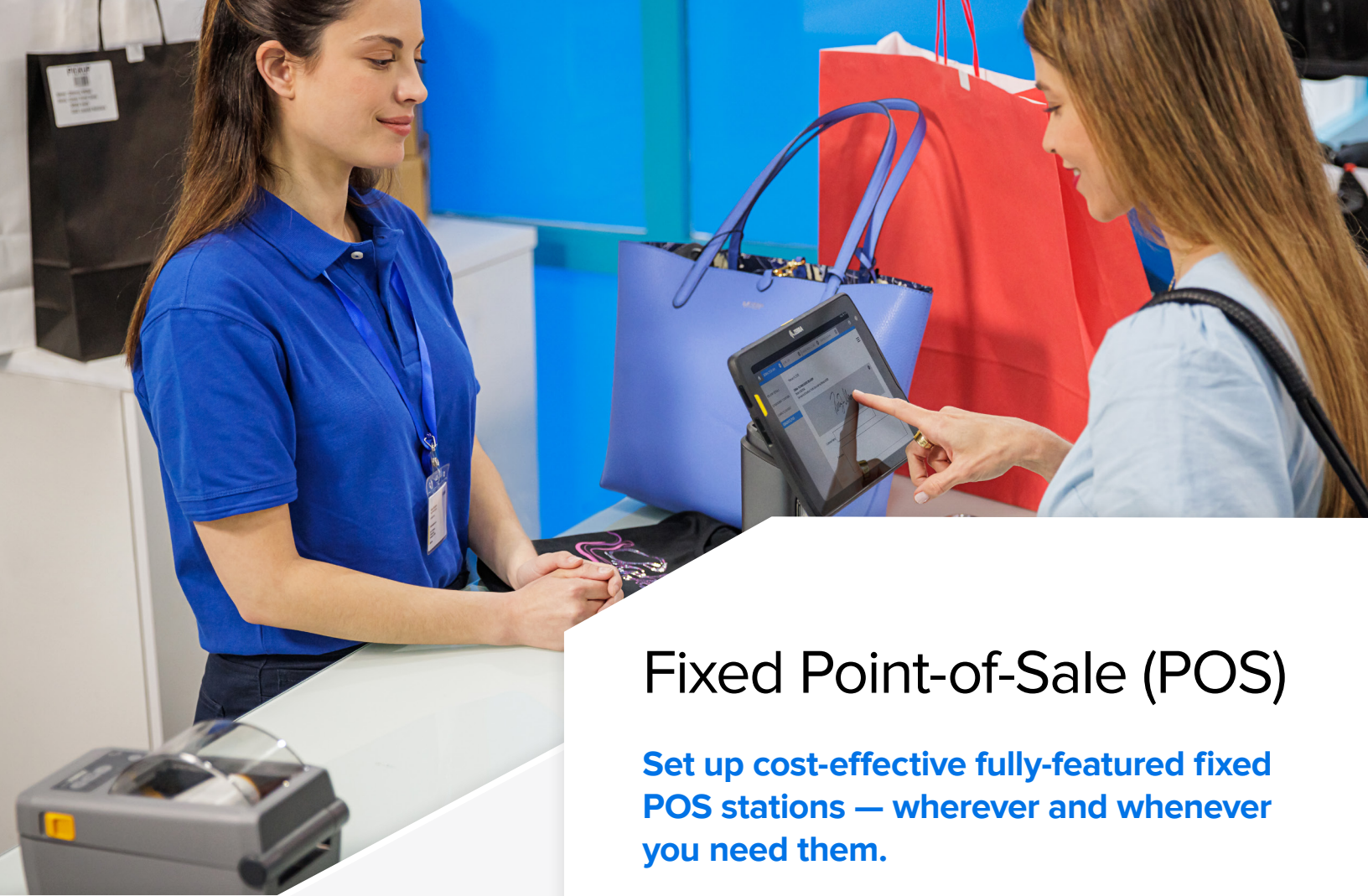**Create an on-demand POS with the same Zebra device your workers use for assisted selling and more.**

With a hybrid POS, your workers can simply dock their Zebra device to turn it into a complete POS to take payment. When payment is complete, workers can simply remove the device to continue to utilize it to access information to answer customer questions, enable assisted selling, access task lists, acknowledge task completion and reach co-workers and managers when needed.

**Benefits:**

- Eliminate the need for POS workstations, reducing capital costs
- Enable more use cases with Zebra mobile devices, increasing device value and maximizing return-on-investment
- Enable line-busting to reduce wait times, preventing abandoned sales
- Enable checkout at the point of purchase decision to reduce time in the store for customers and prevent the potential for lost sales

**What you need:**

- A Zebra handheld mobile computer or tablet
- Zebra Workstation Connect Cradle or Connect Hub and Workstation Connect application
- Existing or new POS peripherals, such as a large display, handheld scanner, payment terminal, printer, keyboard, mouse and more

The same device your workers use to assist customers can instantly become a POS, doubling the functionality and value of your Zebra mobile devices

# Fixed Point-of-Sale (POS)

**Set up cost-effective fully-featured fixed POS stations — wherever and whenever you need them.**
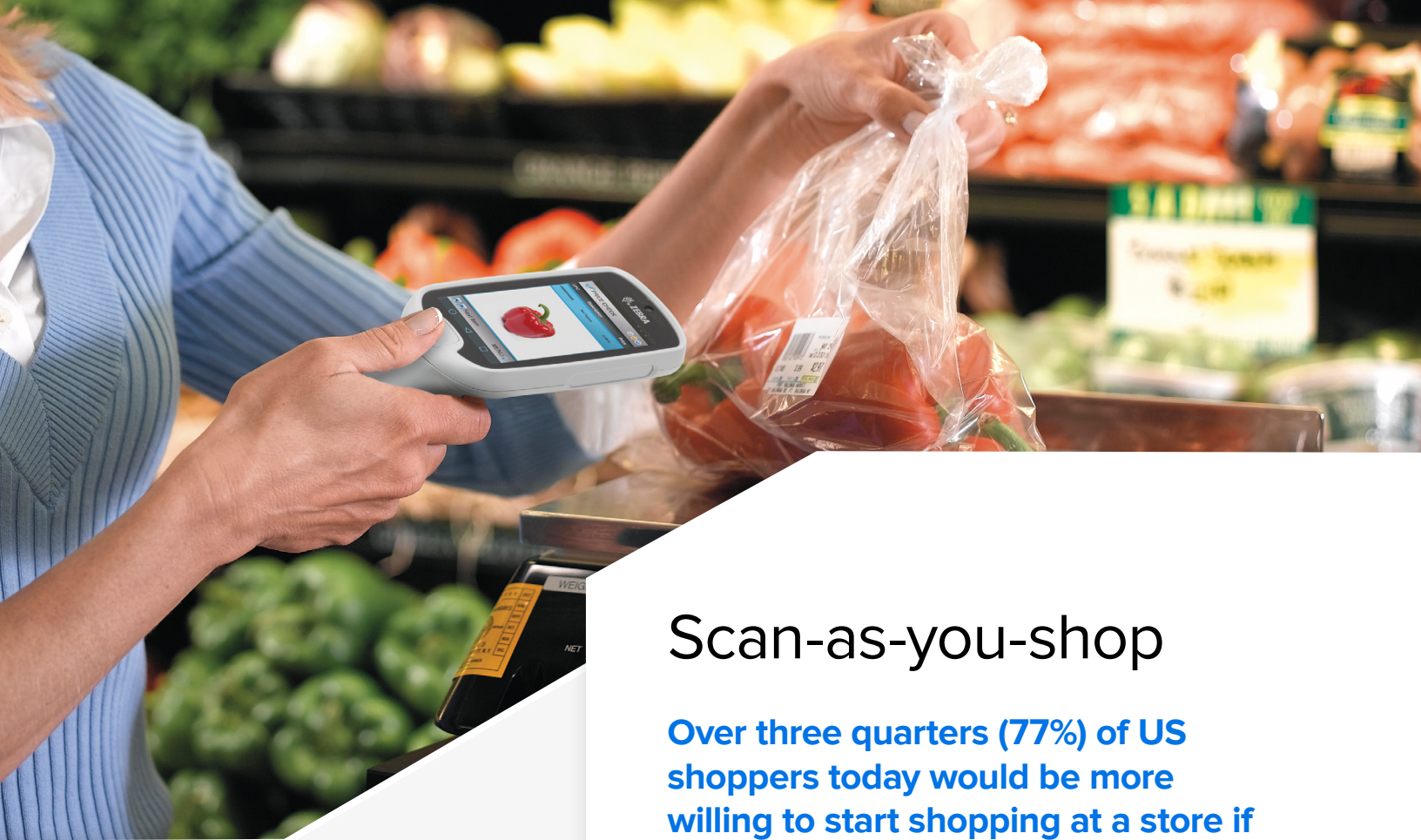
Whether you need additional POS stations in a new department or to address increasing shopper volumes, Zebra makes it easy. No need for expensive custom cabinetry or network drops — you can wirelessly connect to your backend POS applications via the Zebra device Wi-Fi or cellular connectivity. With Zebra, you can create a space saving fixed POS virtually anywhere — on any counter or on a cart, anywhere that power is available, inside your store or in outdoor shopping areas, such as a garden department.

**Benefits:**

• A new level of flexibility and simplicity for fixed POS stations

• Shorter wait times

• Fewer abandoned sales

• Reduced capital costs

**What you need:**

• A Zebra tablet with Presentation stand

• Zebra Workstation Connect Hub and Workstation Connect software

• Existing or new POS peripherals, such as a large display, handheld scanner, payment terminal, printer, keyboard, mouse and more

A modern fixed POS integrates with other key company systems, is more flexible and costs less to deploy, set up and maintain

**97% of all retailers are planning to provide a store-owned device for self-scanning by 2027[7]**

# Scan-as-you-shop

**Over three quarters (77%) of US shoppers today would be more willing to start shopping at a store if scan-and-go is a checkout option.[9]**

Provide a convenient and contactless shopping experience for your shoppers with a Zebra scan-as-you-shop solution. Customers can scan and bag their own items with a Zebra device designed for customers to speed up checkout. You can customize the shopping experience for each customer by presenting items on sale and complementary items based on the products that are scanned. And you can increase convenience by allowing customers to look up product location.

### Benefits:

- Reduce the time customers spend shopping
- Practically eliminate checkout time for shoppers
- Increase basket size through cross-selling and sales promotions
- Reduce labor costs through fewer dedicated cashiers

### What you need:

- A Zebra customer-facing personal shopping scanning device
- A kiosk or self-checkout station to enable payment

By 2026, 60% of the world's population will carry mobile wallets.[11] Is your business ready?

# Beyond payment — the contactless world of mobile wallets

**Over 3.4 billion people carry mobile wallets — and they want to use the items they are carrying in your business.[11]**

Payment cards are just one of the reasons your customers carry a mobile wallet. There's a world of non-payment related items in those mobile wallets too — from loyalty cards and coupons to parking passes, train passes and more. When your customers walk into your business, they expect you to accept everything in their mobile wallets. And with Zebra mobile devices, you can. Zebra mobile devices offer built-in support for Apple VAS and Google Smart Tap — the technologies behind the non-payment sections of mobile wallets. And Android updates won't impact functionality.

**Benefits:**

- Meet customer expectations and increase customer satisfaction and loyalty
- Fast deployment — cut development time in half with Zebra's Apple VAS/Google Smart Tap Software Development Kit (SDK)
- Capture items in mobile wallet as quickly and easily as a barcode

**What you need:**

- A supported Zebra mobile computer or tablet

# The products: Zebra checkout solutions at-a-glance

**The following chart provides an at-a-glance look at the Zebra products that can be utilized to create each of the checkout modalities.**

| Method | Handhelds | Tablets | Scanners | Printers | Solutions |
|---|---|---|---|---|---|
| **Mobile POS (mPOS)** | TC5x Series TC2x Series | ET40/ET45 | Not necessary | ZQ320 Plus ZQ620 Plus | Mobile payment solution |
| **Buy-online-pickup in store (BOPIS)** | TC5x Series TC2x Series | ET40/ET45 | RS5100 or RS6100 (optional) | ZQ320 Plus ZQ620 Plus | POS application |
| **Self-checkout** | Not applicable | Presentation Stand with the ET40/ET45 | DS8178 with MP7000 CC600/ CC6000 | ZD421 ZD621 | Third party payment solution/ terminals |
| **Hybrid POS** | TC53/TC58 TC73/TC78 | ET40/ET45 | DS8100 Series, DS9308 DS9908 | ZQ620 Plus ZD421 ZD621 | Workstation Connect Payment terminal |
| **Fixed POS** | Not applicable | Presentation Stand with the ET40/ET45 | DS8100 Series DS9308 DS9908 MP7000 (grocery only) | ZD421 ZD621 | POS application |
| **Scan-as-you-shop** | PS20 | Not necessary | Not necessary | Not necessary | Self-checkout station |
| **Pop-up vending stations** | TC58 TC57x TC78 TC77 | ET45 | Not necessary | ZQ320 Plus ZQ620 Plus | Mobile payment solution |

## FOOTNOTES

1. U.S. Retailers announced twice as many store openings as closings in 2021; National Retail Federation; Patrick McKeever/The Daily on Retail; October 15, 2021 (The Daily on Retail reported 8,100 new store openings in 2021, with 3,950 closing announcements)

2. Mood:Media Shopper Sentiments; Page 5; June 2021; https://us.moodmedia.com/2021-shopper-sentiments

3. Why Omnichannel will define retail in 2021: the surprising comeback of the physical store; Carlos Conrdon; IMD; January 2021; https://www.imd.org/research-knowledge/articles/Why-omnichannel-will-define-retail-in-2021-the-surprising-comeback-of-the-physical-store/

4. Mood:Media Shopper Sentiments; Page 6; June 2021; https://us.moodmedia.com/2021-shopper-sentiments

5. Growing Emphasis on convenience for today's consumers; National Retail Federation; January 14, 2020, https://nrf.com/media-center/press-releases/growing-emphasis-convenience-todays-consumers

6. Available in U.S. only; model dependent

7. The World Has Changed; 15th Annual Global Shopper Study; Zebra Technologies (64% of shoppers want to be able to check out anywhere in the store)

8. Consumer View Winter 2020, National Retail Federation; https://nrf.com/research/consumer-view-winter-2020

9. 77% of Shoppers Would Be More Willing to Shop at a Store if It Offers a Scan-and-Go Option; January 11, 2022; Business Wire; https://www.businesswire.com/news/home/20220111005954/en/77-of-Shoppers-Would-Be-More-Willing-to-Shop-at-a-Store-if-It-Offers-a-Scan-and-Go-Option

10. April Digital Economy Index: How COVID-19 Continues to Shift E-Commerce Trends; Giselle Abramovich, May 12, 2020; https://blog.adobe.com/en/publish/2020/05/12/april-digital-economy-index-how-covid-19-continues-to-shift-e-commerce-trends

11. Press Release: Digital Wallet Users to Exceed 5.2 Billion Globally by 2026, as Digitization accelerates cashless transition/Over 60% of Global Population to Use Digital Wallets in 2026; August 2022; Juniper Research

ValuTrack Corp
221 East Main Street, Suite 205, Milford, Massachusetts, 01757, United States
http://valutrack.com
8668258382

**ZEBRA**