



# Zebra Technologies Corporate Overview

Annamaria Vidal  
Channel Account Manager

# Why Zebra?

Our solutions provide **real-time insights** that allow workers to make informed decisions. With Zebra, teams are empowered to make the most of every minute they have and every decision they make.

We connect teams and transform businesses to be free from inefficiency, to focus on what really matters.



## 10 Industries including



Retail



Warehouse and Distribution



E-commerce Fulfilment



Healthcare



Manufacturing



Energy and Utilities



Public Sector



Banking

# A Commitment to Innovation



**1969**

Founded as Data Specialties by Ed Kaplan and Gary Cless



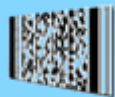
**1979**

First handheld laser barcode scanner



**1991**

First laser-scannable 2D barcode



**2004**

First rugged RFID handheld and first enterprise digital assistant (EDA)



**2014**

Acquisition of Motorola Solutions' Enterprise Business



Becomes the official on-field player-tracking provider of the NFL



**2015**

Introduced Zebra DNA that embeds intelligence into mobile computers, printers and scanners; only migration path to modern OS for legacy Windows™ applications



**2016**

First all-touch Android™ inventory solution

First Android-powered enterprise wearable computer



**2017**

First data intelligence platform



**2018**

Acquisition of Xplore



**2019**

Acquisition of Cortexica, Profitect and Temptime

Development of retail workforce software



**2021**

Fetch Robotics



**2022**

MATROX

Hardware-centric



Solution evolution



Solution and software-centric



# Key industries we serve

Where transformation is happening



Retail



Warehouse



Manufacturing



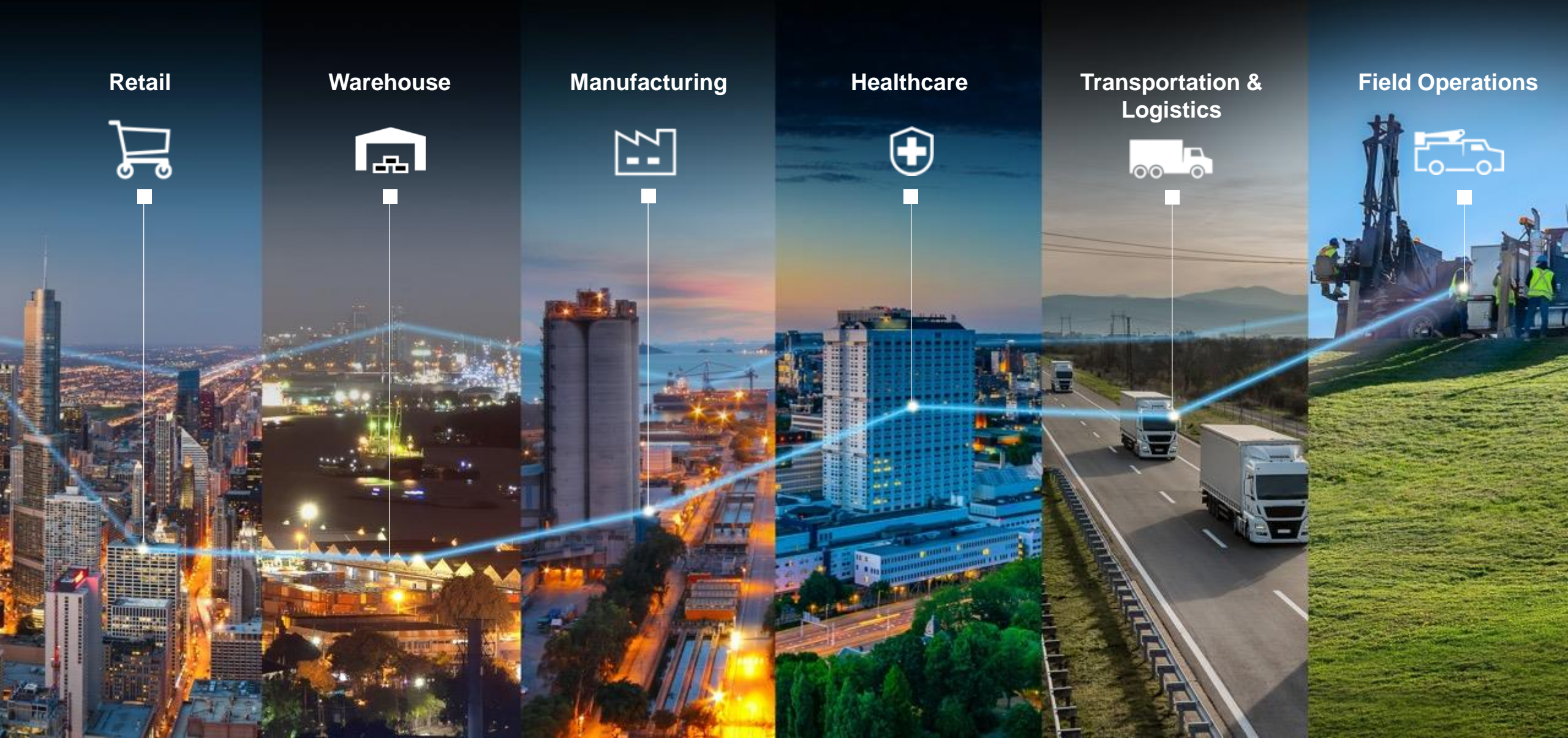
Healthcare



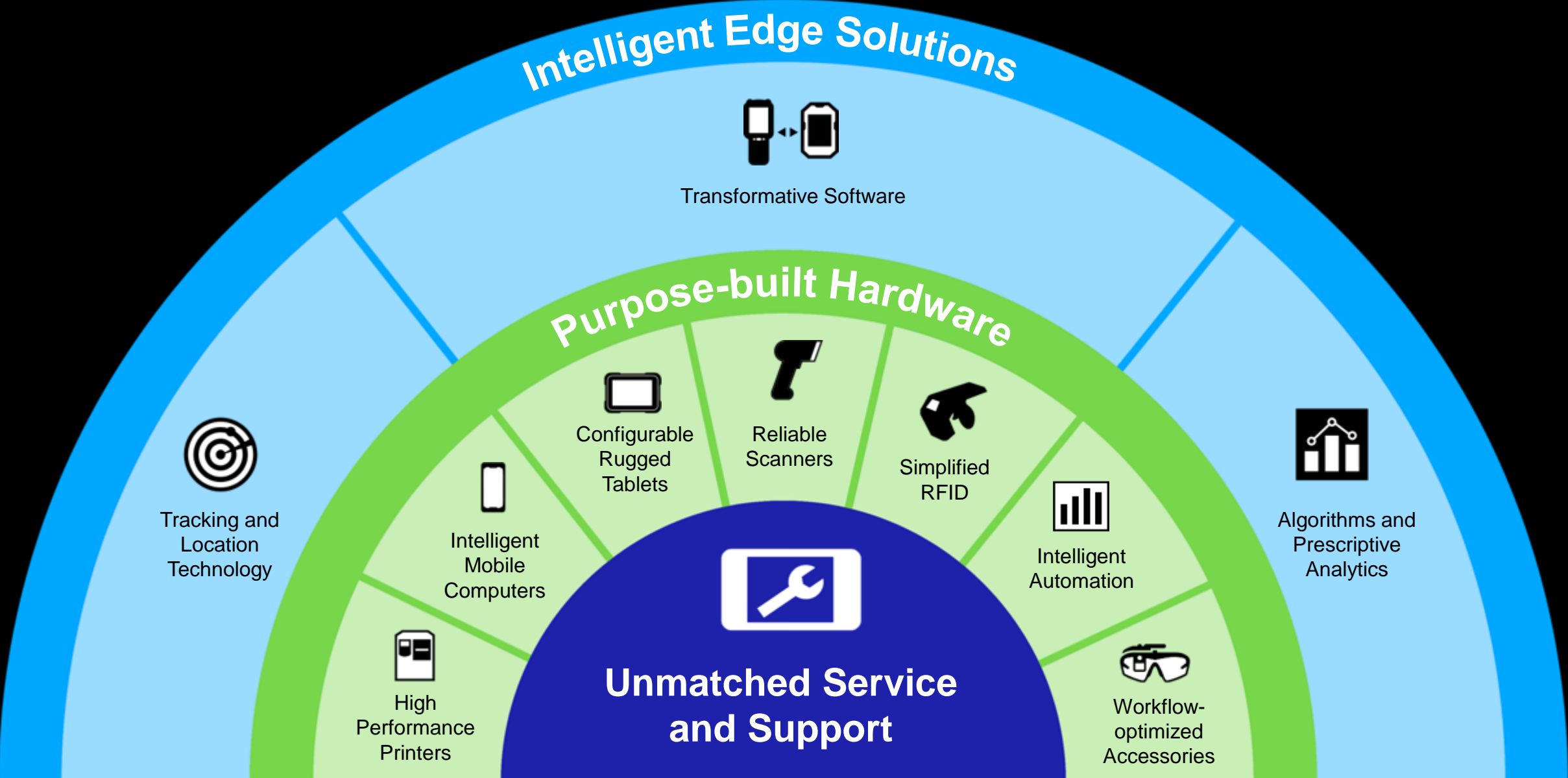
Transportation & Logistics



Field Operations



# Zebra's Purpose-Built Ecosystem



# We're an end-to-end Visibility company . . .

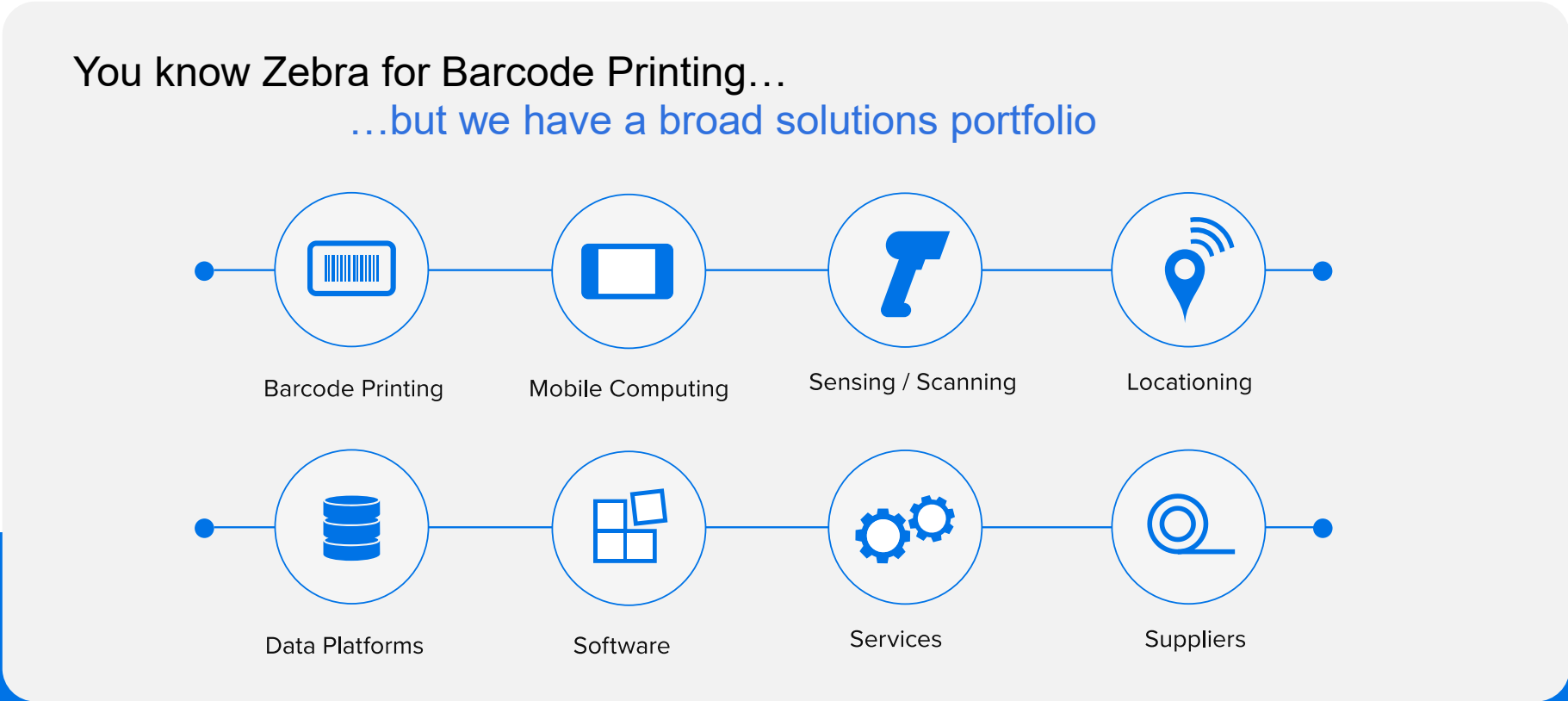


**#1**  
Mobile Computing

**#1**  
Data Capture

**#1**  
Barcode Printing

**#1**  
Mobile RFID



that delivers performance edge through...



Purpose Driven Design



Data Powered-Environment



Collaborative Mobile Workflows



Real Time Guidance



**Solution Ecosystem**



**ACCELERATE**  
with Zebra

# Zebra Services



# Zebra OneCare™ Enhancements



## Flexible enhancements to fit your business needs.

Tailor your plan even further by planning for battery replacements, expediting logistics and shipping and commissioning devices with the right software and application versions.

Zebra  
**OneCare™**



### Battery Services

- **Battery Maintenance** - Tests batteries and replaces those that cannot reach a minimum 80% charge during testing
- **Battery Refresh** - Consolidated shipment of replacement batteries at a predetermined time: month 18 for a 3-year plan; months 18 and 36 for a 5-year plan



### Enhanced Shipping Logistics

- **Expedited Collections Option** - pre-paid shipping labels and to schedule carrier pick up using the Zebra RMA portal
- **Expedited 2-Way Shipping Option** - Express shipping of devices into Zebra's Repair Center and provides Express return shipping of the repaired devices from Zebra's Service Center back to the Customer



### Commissioning Services

- **Standard Commissioning Service** provides an “out of box, ready to use” experience with the repaired or replaced device pre-loaded with OS version, customer SW, applications and configurations
- **Advanced Commissioning** addresses more complex operational and configuration requirements over and above what is provided with Standard Commissioning



### VisibilityIQ™ Foresight

- **This business intelligence service transforms device data** into actionable insights in a single, cloud-based, color-coded view. Available whether for use with an EMM or without.
- **Predictive intelligence** helps operational staff anticipate recurring events and catch potential problems before they affect the bottom line
- **Realize increased workforce** productivity, operational efficiency and ROI by optimizing device availability and maximizing asset utilization

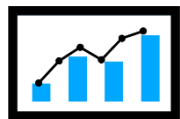


# Turn reactive actions Into proactive data-driven decision

Zebra's VisibilityIQ™ Foresight Designed to prevent device problems with actionable intelligence



**Ensure devices are ready** and available for the workday



**Forecast seasonal demands** with utilization trends



**Forgo guesswork** for data-driven decisions



**Predict issues** before they impact productivity



**Access critical data** on battery statistics to prevent downtime

**View device inventory**, utilization, location and performance



**Mobile Computers**



**Scanners**



**Printers**



*\*See Partner Gateway / Zebra website for more info or speak with your account manager for more details*

# Zebra customers are gaining a performance edge

By putting their data to work and transforming front-line experiences

Ensuring food safety  
across the supply  
chain



Modernizing warehouses  
and DCs for e-commerce  
demands

Increasing basket size  
and reducing shrink in  
stores

Increasing bed turns and  
improving safety in  
hospitals

# Global trends continue to drive investment in our solutions, supporting Zebra's long-term growth across our three strategic pillars

Mega-trends continue to drive customer investments in edge operations

<b>5</b> Strategic pillars	<b>Mobility &amp; Cloud Computing</b> 	<b>Automation</b> 
	<b>Digitization &amp; IoT Analytics</b> 	<b>Artificial Intelligence</b> 

Zebra's vision is to Digitize and Automate the Front Line of Business

**Asset Visibility**

Collect and provide timely and accurate information on critical assets and resources to enable actionable data-driven insights

**Connected Frontline Workers**




Digitally connect and empower frontline workers to make best next moves through data-driven insights that elevate worker productivity

**Intelligent Automation**

Enhance data-driven insights and actions through automated sensing, machine learning/AI, and autonomous robots to drive increased operational efficiencies



We have created a strong foundation across **each of these strategic pillars**, positioning us for market leadership and continued growth

Strategic Pillar	Current State	Portfolio	Aspiration
<p><b>Asset Visibility</b></p>	<ul style="list-style-type: none"> <li>• #1 in Barcode Scanning</li> <li>• #1 in Barcode Printing</li> <li>• #1 in RFID Reading &amp; Printing</li> <li>• Leader in Indoor Locating (Gartner)</li> </ul>		<p><i>Become a leader in the broader traceability and supply chain visibility space by leveraging our leadership position in key technologies</i></p>
<p><b>Connected Frontline Worker</b></p>	<ul style="list-style-type: none"> <li>• #1 in Mobile Computing</li> <li>• #1 in Retail Task Management</li> <li>• #1 in Collaboration</li> <li>• #2 in Workforce Management</li> </ul>		<p><i>Increase our leadership in frontline operations by addressing unserved hands and connecting workers in our key verticals</i></p>
<p><b>Intelligent Automation</b></p>	<ul style="list-style-type: none"> <li>• #3 in Frame Grabbers</li> <li>• #4 in Embedded Vision Systems</li> <li>• #5 in Machine Vision market overall</li> </ul>		<p><i>Scale our robotic automation and MV&amp;I businesses and develop complete solutions to become a major player in this space</i></p>



# Thank You



ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners. ©2021 Zebra Technologies Corp. and/or its affiliates. All rights reserved.