ZEBRA CAPTURE YOUR EDGE

Zebra Point of Sale Solutions

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

Shoppers
in store have higher than ever expectations

While online shopping has become the norm, 80% of global retail sales still happen in the store, with 82% of shoppers of all ages in agreement on why — when it comes to the shopping experience, nothing beats the ability to see, touch or try a product before buying.[1] But buying behaviors have changed, along with customer expectations. Earning a sale requires an extraordinary level of customer service — especially at the point of sale (POS) — the last chance you have to impact the customer experience.

Never before has it been more important to provide a dependable 'wait-less' checkout experience. Wait times increased 30% in 2022[2] — and the cost of long lines and wait times has never been higher. 82% of consumers avoid going to a retailer if they see a line, or even think a line will form.[2] 68% abandon a physical line before it's their turn.[2] Only about half of those shoppers will return in person or online to complete that purchase — and 40% turn to a competitor to make the purchase.[2]

Eliminating lines and long checkout times at checkout greatly improves the customer experience, leading to increased customer loyalty. Whether your customer wants to checkout at a traditional checkout lane, a self-checkout or right in your aisles the moment a buying decision is made, there is a POS modality that can make it happen. And no matter what types of POS options you want to provide, Zebra can deliver.

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.[3] It's why nearly all consumers — 93% — say they are most likely to choose to shop at a specific store.[4] And it's a primary reason for lost sales — 97% of consumers have backed out of purchases due to lack of convenience.[4]

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, from the traditional/fixed POS to mobile point-of-sale (mPOS), buy-online-pick-up in store (BOPIS), buy-online-pick-up-at curb (BOPAC) and self-checkout to 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:
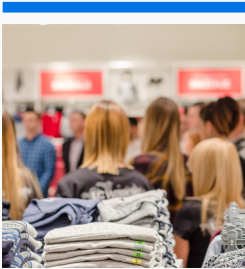
- Handheld mobile computers, scan-as-you-go personal shoppers, tablets, scanners and printers built to last for years
- A suite of software solutions
- An extensive partner channel with the geographic reach to help retailers everywhere with any and every aspect of checkout solutions
- Support services 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), Bluetooth and private networks[5]
- Mobility DNA — uniquely Zebra tools that maximize worker productivity and simplify device deployment and support every minute of the device lifecycle

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

Randomized Security Keypad

Zebra offers flexible checkout solutions for any point of sale… anywhere

Home Improvement Store
- Mobile POS
- BOPIS/BOPAC
- Self-checkout
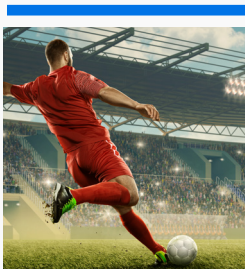- Hybrid POS
- Fixed POS
- Scan-as-you-shop

Mass Merchant
- Mobile POS
- BOPIS/BOPAC
- Self-checkout
- Hybrid POS
- Fixed POS
- Scan-as-you-shop

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

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

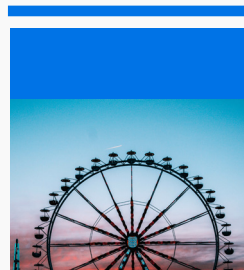## Amusement Park
- Mobile POS
- Self-checkout
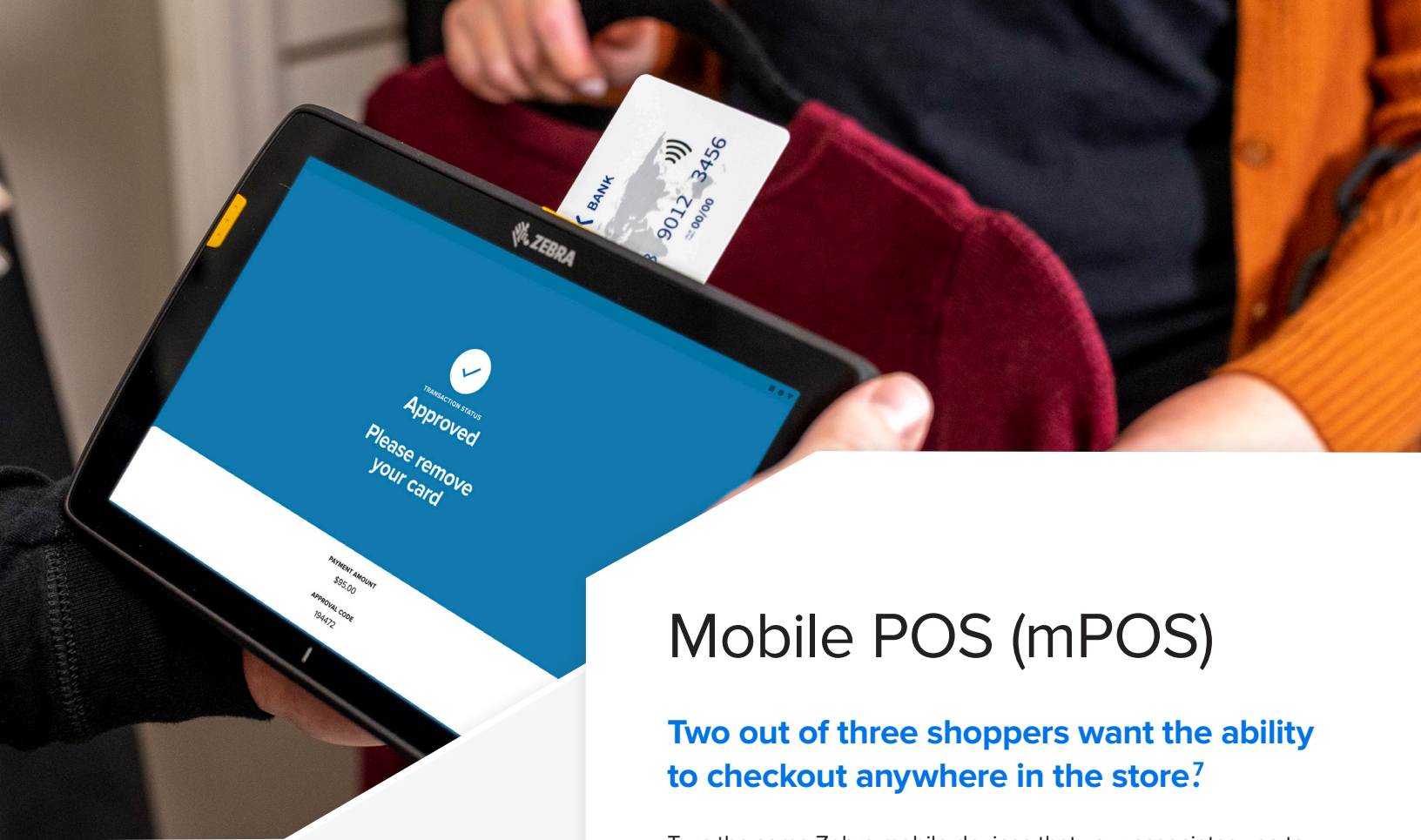- Hybrid POS
- Fixed POS
- Pop-up stations

Sports and Entertainment
- BOPIS/BOPAC
- Self-checkout
- Hybrid POS
- Fixed POS
- Pop-up stations

Transportation/Transit
- Ticket sales
- Parking passes
- Pop-up sales
- Terminal retail stores (airport, train)

Mobile POS (mPOS)

Two out of three 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.
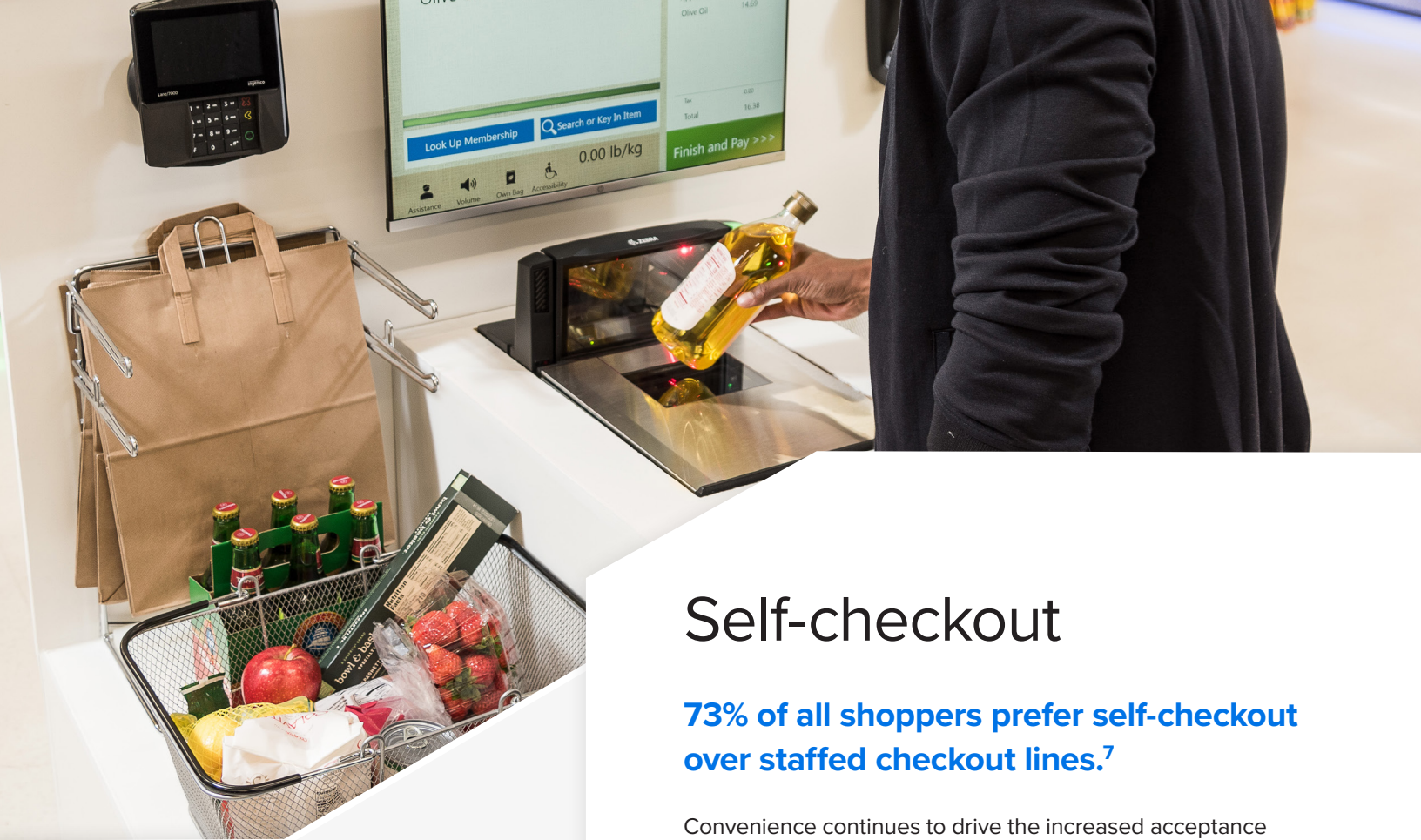
Benefits:

- 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 Zebra mobile printer to print receipts
- A payment solution like Zebra Pay™

Zebra **Pay**™

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

Self-checkout

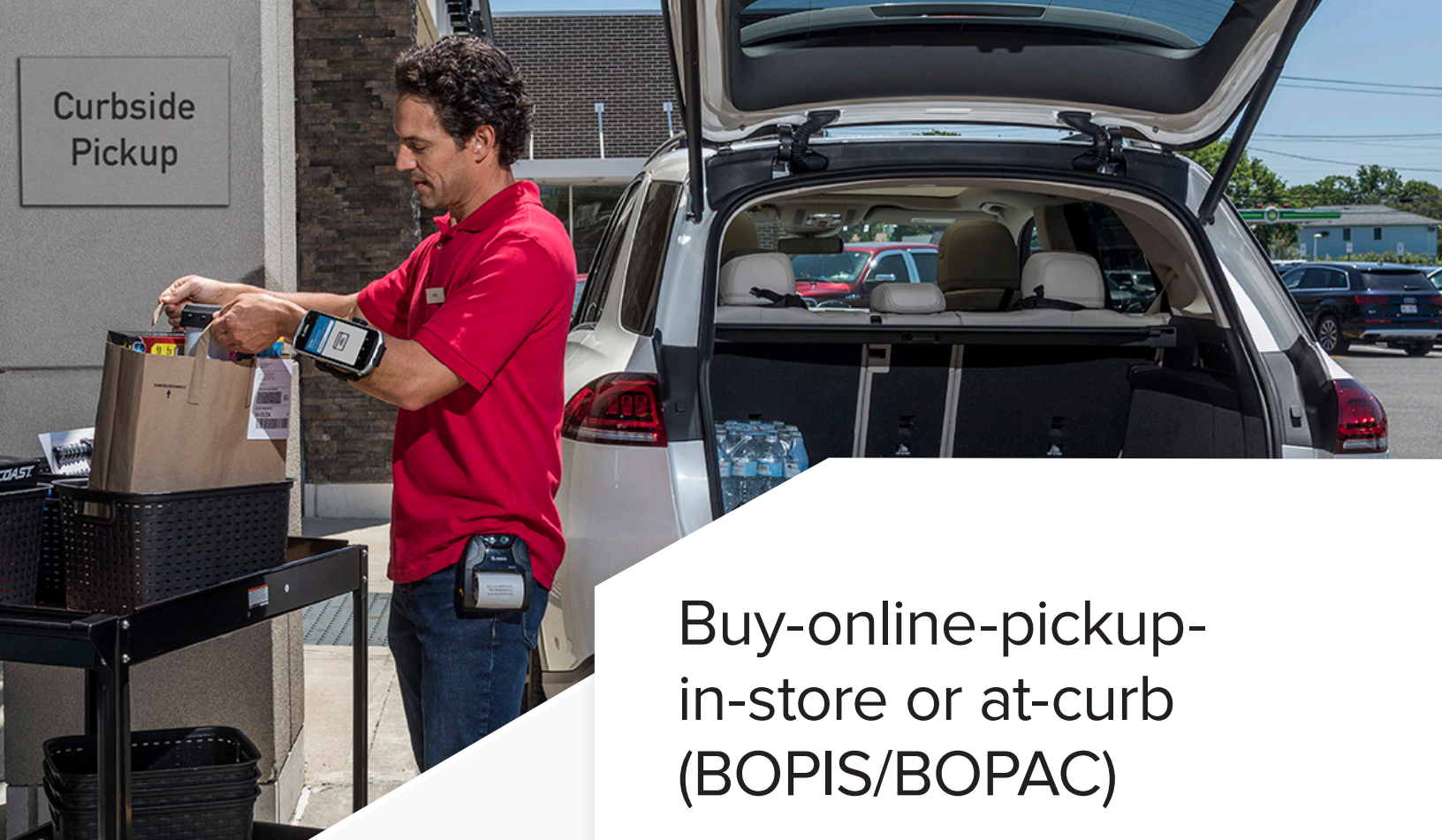**73% of all shoppers prefer self-checkout over staffed checkout lines.[7]**

Convenience continues to drive the increased acceptance of self-checkout. 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 MP72 Series Multi-Plane Scanner/Scale or a SP72 Series Single-Plane Scanner for high throughput checkout, or a Zebra ET40 tablet in a presentation stand with Workstation Connect
- Existing or new POS peripherals, such as a large display, handheld scanner, payment terminal, printer, keyboard, mouse and more
- An optional color camera for computer vision and artificial intelligence applications, such as loss prevention and produce recognition

96% of grocers surveyed have deployed self-checkout lanes, with non-grocers catching up — and 77% of non-grocers offer self-checkout.[8]

# Buy-online-pickup-in-store or at-curb (BOPIS/BOPAC)

Click-and-collect either in-store or at the curb is rapidly gaining in popularity as a shopping modality. This great blend of online shopping and the physical brick-and-mortar store is embraced for its convenience, allowing shoppers to pick up their goods in hours. However, it does require 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 with companion scanner 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)

50% of online shoppers utilize buy-online-pickup-in-store (BOPIS).[9]
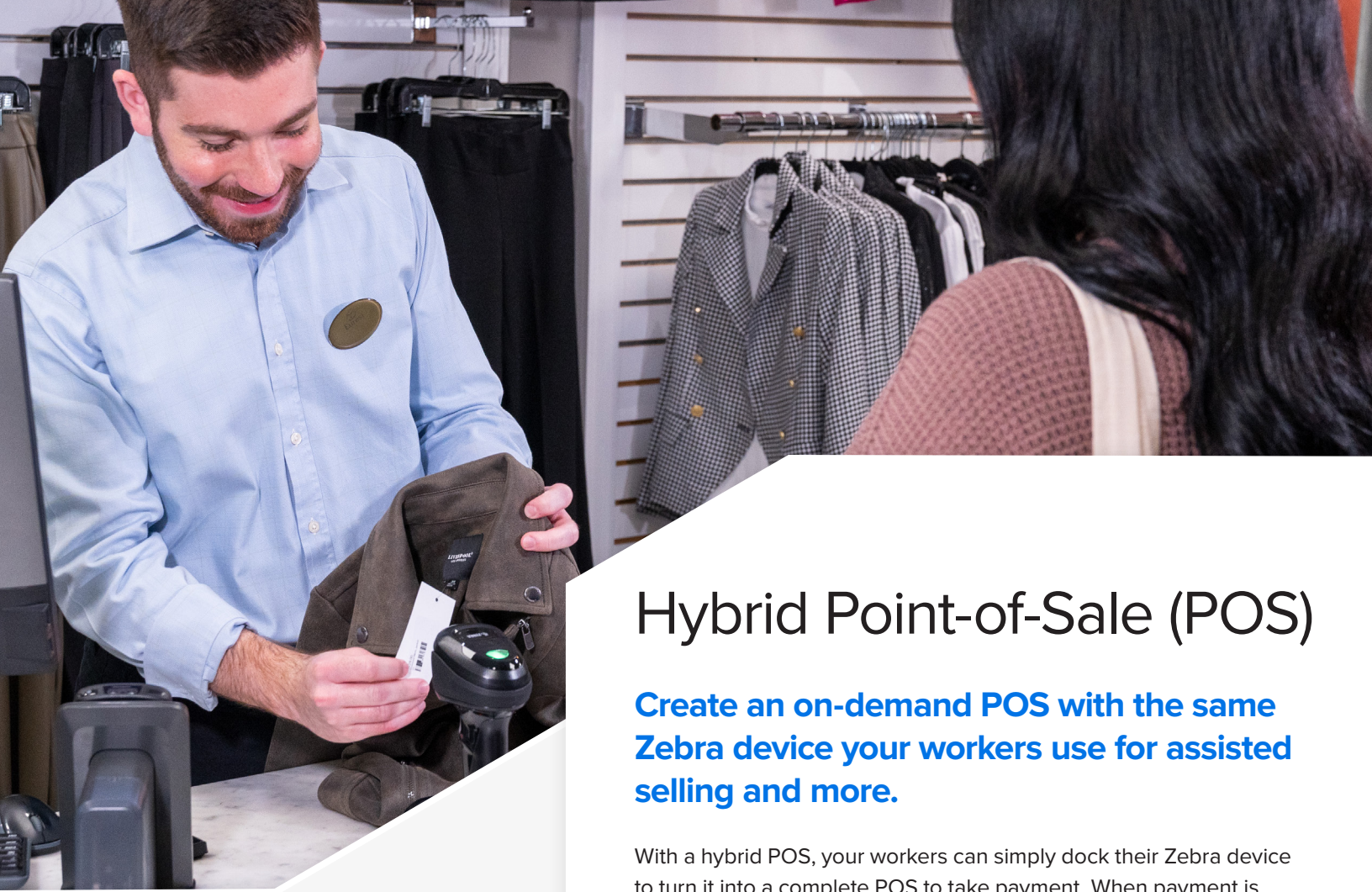
The same device your workers use to assist customers can instantly become a POS, doubling the functionality and value of your Zebra mobile devices.

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

Traditional Point-of-Sale (POS) Lanes

Ideal for manned and self-checkout lanes in high-volume stores.

Zebra's latest MP72 Series Multi-Plane Scanner/Scale offers the fastest checkout performance yet — with premium scanning speeds and an ease of use that ensures every customer enjoys a swift and seamless experience. Innovative features include an optional color camera that enables computer vision applications that make self-checkout easier and trouble-free — and help minimize shrink, all with low energy consumption, superior uptime and easy integration with existing infrastructure.
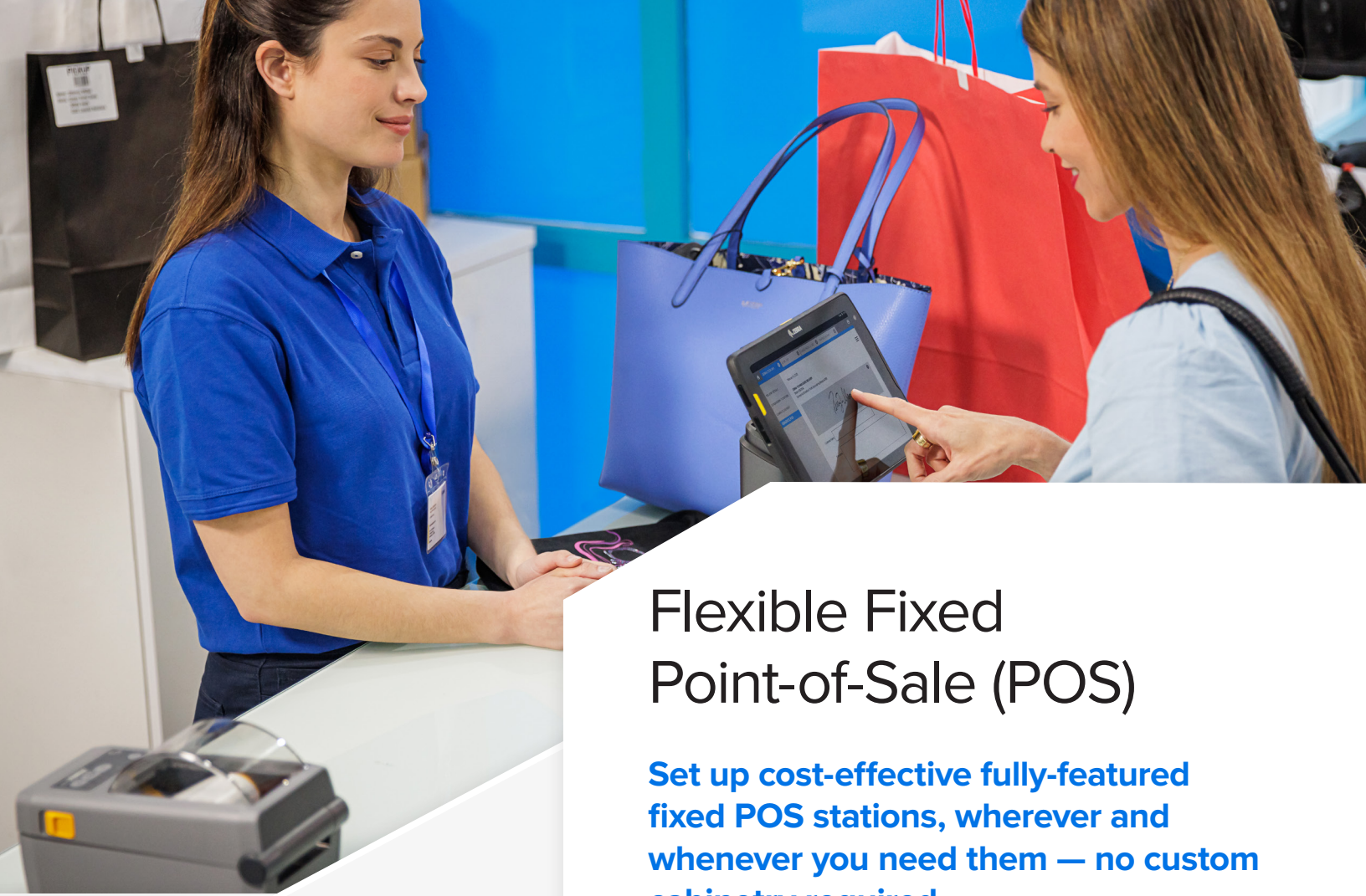
Benefits:

- Easier scanning with up to 2x larger fields of view than competitor bioptic scanners for fast and intuitive scanning
- Uses up to 50% less power than other multi-plane scanners
- Superior reliability and proven to have less than a 0.5% failure rate, minimizing downtime and repair costs

What you need:

- MP72 Series Multi-Plane Scanner/Scale
- Short, medium and long models are designed to fit into your existing furniture, minimizing installation time and cost
- Optional HD color camera for produce recognition, loss prevention applications and more

Get next generation performance in your traditional high-volume POS lanes to minimize lines on even the busiest days.

Flexible Fixed Point-of-Sale (POS)

Set up cost-effective fully-featured fixed POS stations, wherever and whenever you need them — no custom cabinetry required.

Whether you need additional fixed POS stations in a new department or need 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.

By 2027, global self-scanning stores are predicted to triple[10], with 97% of retailers planning to provide a store-owned self-scanning device.[6]

Scan-as-you-shop

77% of shoppers would be more willing to start shopping at a store if scan-and-go is a checkout option.[11]

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, such as the PS30 Personal Shopper
- Payment via a kiosk, self-checkout station or tap-to-pay on a personal shopping device

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.[12]

By 2026, 60% of the world's population will carry mobile wallets.[12] Is your business ready?

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 a 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	Handheld Mobile Computers	Tablets	Scanners	Printers	Solutions
Mobile POS (mPOS)	TC5x Series TC7x Series	ET4x Series	CS60	ZQ320 Plus ZQ620 Plus	Zebra Pay mobile payment
Self-checkout		ET4 Series with Presentation stand	DS8178 with MP72 SP72-H CC600/CC6000	ZD400 Series ZD600 Series	Payment terminal
BOPIS/ BOPAC	TC5x Series TC2x Series	ET4x Series	Optional: RS5100, RS6100 or CS60	ZQ320 Plus ZQ620 Plus	Zebra Pay mobile payment
Hybrid POS	TC53/TC58 TC73/TC78	ET4x Series	DS8100 DS9900 DS9900	ZQ620 Plus ZD400 Series ZD600 Series	Workstation Connect Payment terminal
Traditional POS Lanes			MP72, SP72, DS8100, DS4600, DS2200, DS9900, DS9300, CS60		
Flexible Fixed POS		ET4 Series with Presentation stand	SP72 DS8100, DS9300 DS9900	ZD400 Series ZD600 Series	POS application
Scan-as-you-shop	PS30 Personal Shopper				Zebra (CPOC)
Pop-up vending stations	TC58 TC57x TC78	ET45	Not necessary Optional: CS60	ZQ320 Plus ZQ620 Plus	Tap to pay mobile payment (CPOC)

FOOTNOTES

1. 2023 16th Global Shopper Study: Beyond the basket — what shoppers really want in their retail experience; Zebra Technology; 2023

2. Study: Long lines will cost retailers business — and consumer loyalty; Deena Amato-McCoy, SPECS Program Director, Chain Store Age; June 23, 2023; https://chainstoreage.com/study-long-lines-will-cost-retailers-business-and-consumer-loyalty

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

4. 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

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

6. The World Has Changed; 15th Annual Global Shopper Study; Zebra Technologies

7. Self-Checkout Is Not a Failed Experiment; Kiosk Industry; December 2023; https://kioskindustry.org/self-checkout-is-not-a-failed-experiment/

8. Global Study on Self Checkout in Retail: Use, Impact and Control; Adrian Beck; ECR Retail Loss; March 2022

9. 25 Buy Online, Pick Up In-Store (BOPIS) Statistics; Agatha Aviso; Fit Small Business; January 3, 2024

10. Self-scanning stores to triple by 2027: Report; Tatiana Walk-Morris; Retail Dive; August 3, 2022; https://www.retaildive.com/news/global-self-checkout-stores-triple-2027-report/628630/

11. 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

12. 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

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