

Zebra Workcloud Actionable Intelligence™

Make It Obvious. Make It Automatic.
Make It Scalable.

Drive retail profit through course-corrective actions



Zebra's Action Plan for Retail Pain

Your team has plenty to do. That's why we designed Workcloud Actionable Intelligence to get you past the daily dilemma of knowing which high-value tasks to tackle and in what order.

Workcloud Actionable Intelligence automatically translates your data into prioritized actions, automatically verifying execution for you. No need to leave money on the table. Now, you can combat total retail loss and gain complete control of your inventory from vendor to shelf to omni-channel customers, across your stores.



Advanced analytics make it possible.

Automation makes it practical.

Zebra's deep understanding of retail workflows makes it easy to deploy and manage.

Gain a single source of truth:

Consolidate all your siloed data streams (from POS to e-commerce to inventory data) to create an accurate, actionable view of everything.



Scour siloed data streams:

Find profit potential automatically and continuously with the span and speed of AI technology.

Uncover hidden opportunities:

Discover profit potential beyond what's humanly detectable.

Reduce false positives:

Increase success rates and respect workers' time and roles.

Value and prioritize actions:

Assign impactful tasks without additional burdens on management.

Ensure execution:

Confirm, track and monetize corrective actions automatically.

Improve 24/7/365:

Enhance your business with this AI-powered, closed-loop system that relentlessly pursues anomalies and opportunities.



Close the Loop Between Potential and Execution

Harness the power of data to move from opportunity to outcome

Make it Obvious

Continually surface complex anomalies using a consolidated view of deep, disparate data sets to uncover undetectable opportunities

Make it Timely

Automatically assign the right corrective actions to the individuals best able to address the opportunity in real time

Make it Automatic

Improve the directives you provide associates by automating data analysis, task assignment and action verification

Make it Scalable

Dynamically act on retail opportunities at scale, whether from AP/LP, inventory or supply chains, across all combinations of stores, geographies, product lines and organizational goals

Make it Quantifiable

Achieve credible ROI using an AI-based system that tracks and confirms the value of actions, as you go





Less Shrink. More Results. Same Team.

If you're in asset protection or loss prevention, you're under pressure to do more with less. What if you could leverage automation to put your investigative know-how to even greater use?

There's a practical way to decipher big data and power timely corrective actions, at scale. With Workcloud Actionable Intelligence Sales Module, you won't even need to place additional burdens on your teams or IT.

Close more investigations faster with fewer false positives. Increase your span of control and gain a built-in way to monitor tasks all the way through to completion.



Uncover Root Causes

Fast, Accurate Identification of

- Bad actors
- Honest mistakes at POS
- Online fraud
- Returns/refund issues
- Credit card chargebacks
- Promotional mis-execution
- Negative reviews and ratings
- Excessive/suspicious voids
- Price overrides
- Unnecessary damages/waste
- Vendor-related issues
- Inventory/sales mismatch

Become a Valued Strategist

Elevate Your Role:

- Expand surveillance activity with your same staff
- Move your focus beyond EBR fraud and theft
- Uncover and aggregate pockets of opportunity from across your enterprise
- Monetize the value of your expertise

Impact the Business

Power Internal Stakeholders' Success

- Reduce shrink
- Discourage crime and abuse
- Raise compliance rates
- Uncover and address POS training gaps

Increase Your Financial Impact with a Focus on Total Retail Loss

- Lift sales
- Increase basket size
- Improve margins
- Maximize labor efficiency
- Elevate customer satisfaction



Optimize Inventory from Vendor to Shelf to Customer

Optimizing inventory in your stores is just not enough. Omni-channel fulfillment at scale requires staying on top of countless threats and opportunities throughout your supply chain. But how can you, when there's so much to cover?

It's possible with Workcloud Actionable Intelligence Inventory Module. This field-proven system automatically identify anomalies anywhere along your inventory's journey—from manufacturer to distribution centers, from stores to customers. It continuously works behind the scenes and in real time, directly assigning simple, prioritized tasks to the right team member. Then, it tracks and valuates completion as part of a closed-loop system of AI-enabled, inventory optimization.

No more sifting through reports or guessing which items to tackle first. The Workcloud Actionable Intelligence Inventory Module automatically course-corrects your team's actions to drive increased sales, customer satisfaction and savings.



Put It Together

Aggregate your most diverse data sets

- Vendor Data
- 3PL Data
- WMS Data
- Store Inventory Data
- Transactional Data

Gain Control

Automatically flag the following issues

- Availability
- Quality
- Markdowns
- Expirations
- Damages
- Shrink
- Restocking
- Scanning inaccuracies
- Unit miscounts
- Misidentified inventory
- Missed sales
- Unexpected demand
- Direct store delivery inaccuracies

Get Results

Elevate the impact of inventory management

- Ensure product availability and freshness
- Eliminate pricing errors
- Improve shrink forecasting
- Optimize merchandising
- Limit markdowns
- Increase BOPIS fulfillment
- Minimize mass returns due to poor quality
- Reduce recall risk
- Match inventory to forecasted demand
- Identify training and upsell opportunities
- Keep customers coming back

Make Wins Automatic

Workcloud Actionable Intelligence Translates Your Data into Action

Look at some of the many ways leading retailers are using Workcloud Actionable Intelligence. You too can turn underutilized data into elevated associate and inventory performance, accruing millions in savings.

Inventory Module Success Stories



Fashion Retailer Remedies Wrongly Scanned “Damages”

Workcloud identified store reporting 256 damaged units worth \$11,000 in a single day (units were sent to be destroyed)

- **Action:** Regional manager to interview employees, verify damage compliance
- **Root Cause:** Items were returns, mistakenly scanned as “damages” by new associates
- **Outcome:** Shipment worth thousands of dollars intercepted, and items returned to store shelves

Sales Module Success Stories



C-store Internal Theft Conspiracy

Workcloud identified refund activity above average in frequency and value

- **Action:** Review CCTV footage and interview managers
- **Root Cause:** Assistant manager with financial knowledge and store manager conspiring to steal. Duo padded store inventory and returned non-existent merchandise to themselves
- **Outcome:** Both managers terminated and prosecuted, restitution of \$30,000 recovered



Hardware Chain Finds Machine Malfunction at One Store

Workcloud flagged a store marking down more custom-blended paint than average. Customers were rejecting their orders, forcing the store to mark down the paint down 70%

- **Action:** Paint department manager to verify blending machine working properly
- **Root Cause:** Blending machine’s red-paint dispenser partially blocked, affecting quality of customer orders
- **Outcome:** Machine fixed by vendor, customer rejects fell to normal range



Associates Abusing Manager PINs

Workcloud identified manager PIN codes were used for voids/refunds on managers’ days off

- **Action:** Review CCTV footage for days when managers not present
- **Root cause:** 30 manager PINs had been compromised
 - 11 managers** knowingly shared PINs (against policy)
 - 19 managers** had PINs stolen by cashiers
- **Outcome:** Managers who shared PINs written up/ retrained and cashiers committing fraud terminated



Grocer Finds/Fixes Training Gap Via Online Reviews

Workcloud identified a surge in negative Facebook and Yelp reviews for a specific store (poor reviews describing meat as “gray,” and “spoiled”)

- **Action:** District manager to visit store’s meat department and verify quality
- **Root Cause:** Associates routinely failing to heat-seal packages causing meat to oxidize
- **Outcome:** Grocer retrained all meat associates and corrected issue



Beauty Retailer Finds “Hidden Demand” Issues

Workcloud identified sales decrease for a popular makeup brand at specific locations

- **Action:** Store operations managers to verify on-shelf availability
- **Root Cause:** Product being kept in back room until requested due to high theft rate. Workcloud calculated this well-intended practice cost the retailer more in lost sales than the risk from theft.
- **Outcome:** Managers directed to place items back on display, sales returned to appropriate levels

Implement in Weeks. Stop the Leaks.

Workcloud Actionable Intelligence Implements Fast, Without Disruption

Workcloud Actionable Intelligence automation enables you to finally overcome the time, labor and management challenges of stopping profit leaks, optimizing inventories and improving workflows at scale. It leverages Zebra's deep understanding of retail to deploy fast and without disruption. Expand it easily, at your own pace, across functional areas, workspaces and geographies.

In a matter of weeks, and with no additional staffing, you'll address a range of profit leaks from theft and fraud to recurring honest mistakes, from vendor-based issues to high-value opportunities for front-line guidance and training.

It's time to amplify retail profits with a complete solution that targets top priorities, empowers ideal actions and quantifies results across your operation.

Join the leading global retailers using
Workcloud Actionable Intelligence.



Ready to uncover what's possible? Visit www.zebra.com/actionable-intelligence



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