



# Embracing the Retail Revolution: The Era of Rapid Change and RFID Innovation

Today's consumers expect retailers like you to make operational decisions in real time. It's no surprise then that surveyed retailers whom Retail Systems Research identified as "winners" strongly agree that the real-time insights of the Internet of Things (IoT) has had and will have a profound impact on how they conduct their business. What is one IoT technology with a proven track record? RFID.



## RFID Gives Retailers Responsiveness

When RSR asked retailers to gauge the opportunity for impact IoT had on their operational processes, retailers ranked the following as processes that can gain "a lot of value" from IoT deployment.

- 71%** Supply Chain Planning
- 65%** Inventory Management
- 64%** Loss Prevention
- 57%** Returns Management
- 54%** Collaboration with Suppliers
- 52%** Brand/Product Authentication
- 50%** Waste Reduction and Sustainability
- 49%** Demand Forecasting
- 48%** Store Shelf Intelligence
- 39%** Fresh Item Management

## Why Do Retailers Rely on RFID?

Retailers shared their RFID experiences with RSR:

**77%** of retailers say that RFID provides useful data for intelligent decision-making

**54%** say RFID provides inventory visibility and operational improvements that translate into huge savings



## Revitalize Retail with RFID

It's time to rethink RFID. Tags are smaller and more affordable; readers have gotten faster and smarter. In short, the ability to derive insights from RFID data has improved exponentially.

## RFID is a Modern Must-Have

Retail transformation is nothing new to you—or Zebra. Let's build on your momentum with Zebra RFID solutions and modernize your store operations.

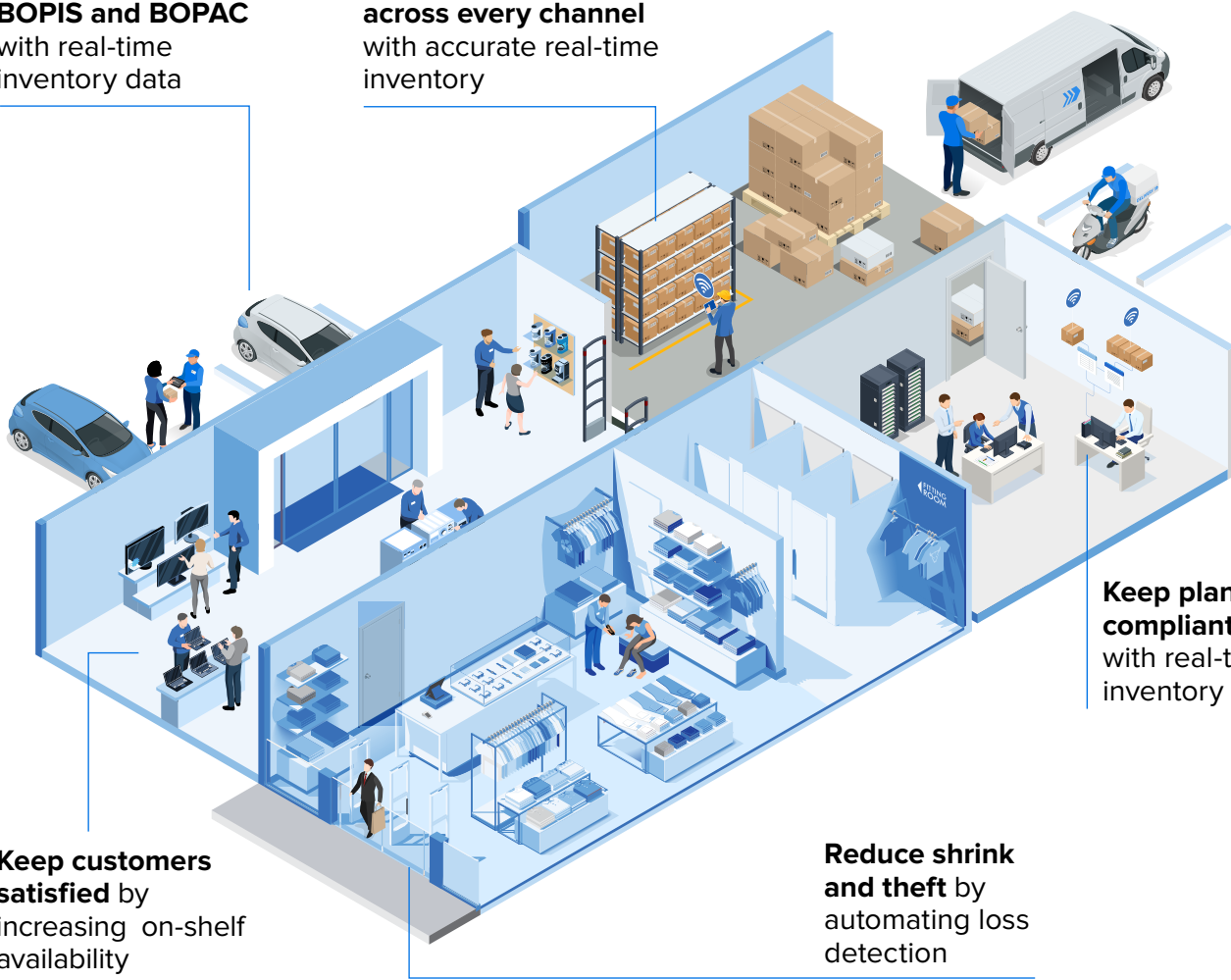
**Effortlessly fulfill BOPIS and BOPAC** with real-time inventory data

**Increase visibility across every channel** with accurate real-time inventory

**Keep planograms compliant** with real-time inventory visibility

**Keep customers satisfied** by increasing on-shelf availability

**Reduce shrink and theft** by automating loss detection



# Let's Build Your Modern Store Together visit [zebra.com/retail](https://zebra.com/retail)

For more insights from the full Retail Systems Research Report, Digital Transformation of The Retail Business Model Benchmark Report

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Notes:  
\* RSR's definition of these Winners is straightforward. Assuming industry average comparable store/channel sales growth of 4.5 percent, they define those with sales above this hurdle as "Winners," those at this sales growth rate as "average," and those below this sales growth rate as "laggards" or "also-rans."  
\*\* The Digital Transformation of The Retail Business Model Benchmark Report, Retail Systems Research, June 2023; pgs. 2, 3, 17, 10



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