

IMPROVE PRODUCTIVITY AND CUSTOMER SERVICE IN THE RETAIL STORE WITH AUTOMATED INVENTORY MANAGEMENT

The MC2100 in retail



THE CHALLENGE: SLOW MOVEMENT OF INVENTORY AND INVENTORY INFORMATION THROUGH THE RETAIL STORE

When a customer walks through your doors, they have chosen your retail store over other shopping options, including online stores and catalogs. In order to earn a sale and their repeat business, customers need to find the items they want, ready and waiting on the shelves of your store. Your ability to make sure your customers find what they want, when they want it, is dependent upon the efficiency of your inventory management processes.

If you use manual paper-based processes in your store, you insert time and the opportunity for errors into your inventory management processes. Information is touched twice — first collected on paper and then entered into a spreadsheet or other program, where it is finally visible. As a result, end-to-end inventory

management processes move more slowly — orders and replenishment of shelves on the sales floor can be delayed, making out-of-stocks and lost sales more likely. And if a customer is looking for a specific item that you know is somewhere in the store, it can be harder if not impossible to locate. These inefficiencies ultimately reduce your ability to best serve your customers.

THE SOLUTION: AUTOMATE END-TO-END INVENTORY MANAGEMENT WITH THE MC2100

The MC2100 mobile computer from Zebra allows retailers of all sizes to utilize bar code scanning to cost-effectively automate end-to-end inventory management. Now, small retailers with as few as five employees can affordably utilize the same mobile tools that large retailers use to greatly improve the efficiency and accuracy of inventory management.

Associates can simply scan a bar code to capture and access the information they need to complete the inventory management task at hand — they no longer need to write information down, take that paper to a computer and then look up or enter data. Now, in record time, store associates can move merchandise from 'dock-to-stock', prepare and ship orders and price products correctly. Paper-based errors that can lead to an out of stock and a lost sale are eliminated — no longer can associates accidentally write the wrong information down or mistakenly transcribe or mis-key data when entering it into the computer.

A variety of models allows the MC2100 to fit right into the technology environment you have today. You can choose from models that connect to an existing wireless LAN, or in the event you do not have a wireless network in your store, batch mode models allow associates to work offline and sync the data on the MC2100 with your business systems via Bluetooth or a cradle. Regardless of which model you choose, associates can capture and access data when and where they need it.

Zebra is known for developing business-class devices that last, and the MC2100 is no exception — it can handle the inevitable everyday drops, spills and bumps yet still operate reliably.

And since this single device can automate all inventory management processes, you control the pace of change — you can automate some functions today and automate additional processes whenever it makes sense.

STREAMLINE EVERY ASPECT OF INVENTORY MANAGEMENT

Address your end-to-end inventory lifecycle needs with this single affordable device:

Receiving

With the MC2100, associates can rapidly and accurately process incoming shipments — you'll no longer miss a sale because an item a customer wished to purchase was sitting in a box in the back room, waiting to be moved into stock. Now, a quick scan can instantly reconcile the shipment with the original order — the need to print paper orders that must be manually checked as items are unpacked is eliminated. In just seconds, the inventory is visible in your computer — and available for purchase.

Put-away

When workers can scan the bar codes on items and the shelf tag, merchandise is always stored in the right place and easy to find. False stockouts that can lead to a lost sale when items are placed on the wrong shelf are eliminated.



Every day, there are many pricing activities to execute in your store. Shelf tags and item price tags need to be checked for accuracy and corrected if needed — while missing or damaged price tags need to be replaced. Items need to be marked down for upcoming sales — and marked back up as soon as the sale ends. By pairing the MC2100 with a mobile printer, associates have everything they need to complete pricing activities faster and more accurately than ever before. And with a design that is at home out on the sales floor as well as the backroom, associates can use the MC2100 to manage inventory pricing from the moment items arrive at your back door to the moment they are sold.

Picking, Packing and Shipping

When associates can scan items they are selecting to fulfill an order, you can be assured that your customers receive the right items in every order, every time. The ample display on the MC2100 allows associates to easily crosscheck the name and address on the order with the name and address on the shipping label, ensuring that every order is sent to the right customer. The result? Orders can be fulfilled faster and more accurately, improving associate productivity as well as customer service and satisfaction.

Pricing management

A major aspect of inventory management is pricing. The MC2100 can automate and error-proof item- and shelf-level pricing.

- **Item-level pricing:** You can pair a Bluetooth-enabled MC2100 with a compact Bluetooth printer that associates can wear on a belt, creating a complete mobile pricing solution. Now, anywhere in the store, associates can automatically print out a label with the right bar code and price — regardless of whether they need to create labels for new items in the backroom that just arrived in an incoming shipment or items on the sales floor that have lost their labels, or re-label items with the right price when sales begin and end.

- **Shelf-level pricing:** On the sales floor, associates can rapidly complete an audit of all shelf tags to make sure pricing is accurate at all times. And since new shelf tags can be printed and applied on the spot, shelf tags can be rapidly updated before and after a sale.

Replenishment

With bar code scanning, workers can rapidly complete an inventory of the items out on your sales floor. Based on the inventory levels of items on the shelves, you can automatically create and deliver an order directly to the MC2100 that details how many of each item to bring from the back to the front room. In the back room, associates can scan items to ensure they are selecting the right merchandise. Then they can scan the shelf tag on the sales floor before placing items on the shelves. The result? Shelves are always properly stocked — and the right products are always in the right place out on the sales floor.

Item tracking

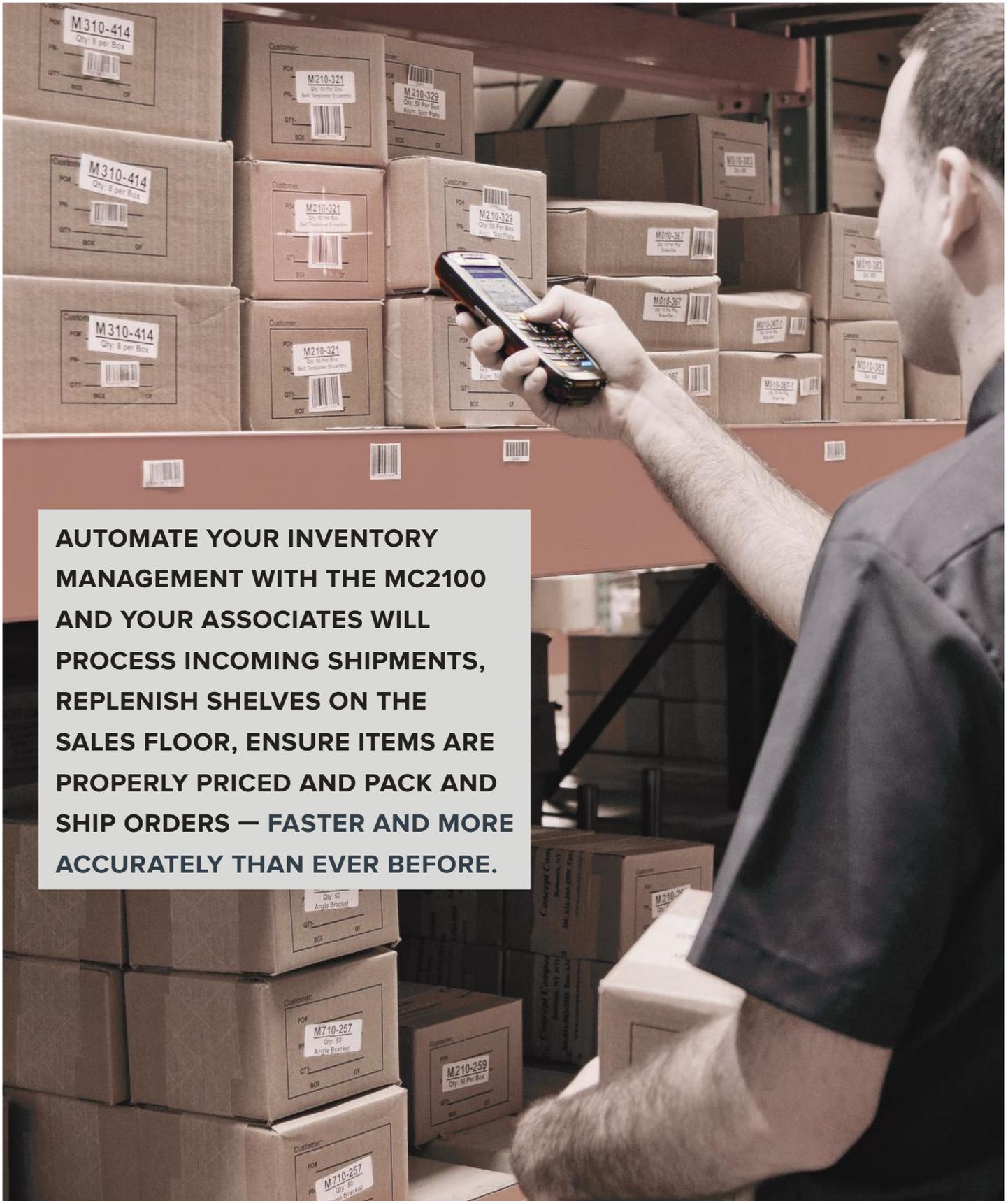
With bar code scanning throughout your inventory management processes, you have more visibility into the whereabouts of your inventory because not only can you see the location of an item the last time it was scanned — but you are also capturing information more frequently on your inventory. As a result, you can locate items faster and easier, helping prevent lost sales.

BENEFITS

The many benefits you'll realize from the MC2100 include:

- **Increased productivity:** By eliminating paper, associates can get more done in a day, freeing up more time to spend caring for customers.
- **Reduced costs:** The same number of associates can get more done in a day, helping control staffing costs.
- **Reduced errors and real-time inventory visibility:** Provides the timely and accurate information you need to place orders in time to prevent stock outs; provides faster and more accurate visibility into customer buying trends to help hone buying decisions, ensuring that the products you order are the products your customers want.
- **Increased sales:** The right items are always in stock and available when your customer is ready to buy.
- **Increased customer satisfaction:** Customers who shop in the store find your shelves stocked with the products they want to buy; associates have more time to address customer needs; associates can answer most questions on the spot — with bar code scanning, associates can quickly check stock on any item and with push-to-talk on the same device, associates can easily reach a manager or other associate to answer a customer question.
- **Protects profitability:**
 - Prevents lost sales — the right items are on the shelf, ready and waiting for your customers; a misplaced item that a customer wants to purchase is easy to locate.
 - Ensures items are properly priced — lost profits on the sale of improperly priced items is eliminated.

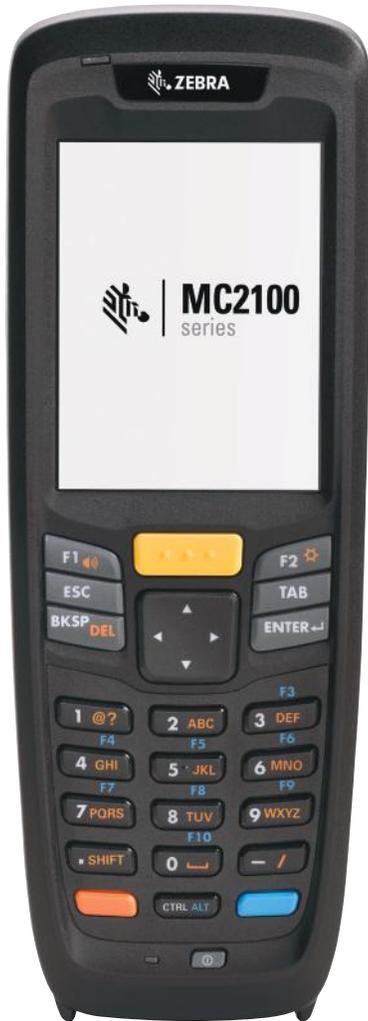
IMPROVE SALES AND THE CUSTOMER EXPERIENCE IN YOUR STORE WITH AUTOMATED INVENTORY MANAGEMENT. FOR MORE INFORMATION, PLEASE VISIT WWW.ZEBRA.COM/MC2100 OR VISIT OUR GLOBAL CONTACTS DIRECTORY AT WWW.ZEBRA.COM/CONTACT



AUTOMATE YOUR INVENTORY MANAGEMENT WITH THE MC2100 AND YOUR ASSOCIATES WILL PROCESS INCOMING SHIPMENTS, REPLENISH SHELVES ON THE SALES FLOOR, ENSURE ITEMS ARE PROPERLY PRICED AND PACK AND SHIP ORDERS — FASTER AND MORE ACCURATELY THAN EVER BEFORE.

THE MC2100

The ideal inventory management solution for small to mid-size retailers



AFFORDABLE

You get all the features you need to automate inventory management to better serve your customers, all in one cost-effective device.

INDUSTRY LEADING BAR CODE SCANNING PERFORMANCE ON VIRTUALLY ANY BAR CODE

Five different models allow you to choose the bar code scanning engine that is best suited to the types of bar codes and typical scanning distances in your store today — and tomorrow.

RUGGED DESIGN

Delivers the total cost of ownership (TCO) and return on investment (ROI) you expect in an industrial product. Its drop and tumble specifications, sealing and Gorilla glass scanning exit window help it outlast its consumer-style competitive devices an average of three times over.

COMFORTABLE AND EASY TO USE

Our industrial design team is known for industry leading ergonomic design. Your employees will find the MC2100 is well-balanced, easy to use with one hand, with a stylus holder in the handstrap that keeps the stylus available and ready to use. The resulting all-day-comfort and ease-of-use helps employees embrace the device — and your new automated inventory procedures.

BEST IN CLASS APPLICATION PERFORMANCE

With the fastest processor and best memory combination in its class, the MC2100 has all the power needed to give users a desktop-style application experience.

PUSH-TO-TALK (PTT) INSTANT VOICE COMMUNICATIONS

Since the MC2100 comes with Zebra's Push-to-Talk Express client already on board, you can enable associates to reach others with different types of devices via push to talk the day your devices arrive. The MC2100 can

connect to other devices that also have the PTT client on board, including other Zebra mobile computers and two-way radios as well as third-party smartphones. The result is real value — you can purchase one device to meet associate voice and data needs, as well and extend the value of your other mobile devices.

PROVIDES DATA SECURITY YOU CAN COUNT ON

The MC2100 supports the WLAN security standards required to protect the data traveling from your MC2100 over the wireless network to your wired network.

EASY TO MANAGE

With Zebra's Mobile Device Management (MDM) solutions, you can easily set up, update, monitor and troubleshoot all of your MC2100 devices, no hands on required. Zebra's MDM solutions are cost-effective for any size organization, regardless of whether you need to manage just a few or thousands of devices.

EASILY CREATE APPLICATIONS THAT CAN RUN ON DIFFERENT DEVICES

With Zebra's RhoMobile Suite, you or your software developer can easily create device agnostic applications that work on the MC2100 as well as other Zebra devices with different operating systems, helping you get more out of your application budget.

ALL-INCLUSIVE SUPPORT FOR ONE LOW COST

Once you have automated your inventory management processes with the MC2100, keeping your store running smoothly will be dependent upon keeping the MC2100 up, running and in the hands of your users. And with our Service from the Start with Comprehensive Coverage support program, you will. This all-inclusive optional service covers everything, from normal wear and tear to accidental damage to any component on the device (internal and external), as well as the accessories that come with the MC2100.

ZEBRA

An industry-leading partner to help you grow your business today and tomorrow

As an industry leader in the retail industry, we have helped retailers of all sizes utilize best-in-class mobile technology to streamline operations, improve customer satisfaction and increase sales.

We truly understand your business and can recommend and help implement best practices that will give you the competitive advantage you need to make your business more successful. As a true one-stop shop, we offer a complete mobile portfolio that puts the tools your associates need to get the job done fast and right, right in the palm of their hands. No matter what you need, we can deliver — from mobile computers and bar code scanners to RFID solutions, wireless LAN infrastructure, mobile voice solutions, mobile device and wireless network infrastructure management, plus services to help you get and keep your mobility solution up and running at peak performance.