ZEBRA CAPTURE YOUR EDGE

The value of Zebra's Services: Working with companies to create effective solutions to deliver key customer outcomes quicker

A comprehensive report evaluating the key business challenges companies face when implementing new solutions; looking at the impact of Zebra Services on ensuring project success; accelerating implementation time; and reducing the business risk to new technology solutions.

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How Zebra can unlock the power of your data to drive a competitive edge

Zebra Technologies have been empowering companies to drive operational success through Zebra products and solutions in an increasingly digitised world. Recognised as a market leader by Gartner's Magic Quadrant for the third year running, Zebra has enabled organisations to connect all areas of their operations, digitally creating a real-time, data-driven culture that allows companies to act quickly with the right action.

As companies continue to digitise operations and IT ecosystems grow, value chains become increasingly complex. Companies need a partner with the expertise and passion for innovation to guide them down the correct path of business and operations transformation. They need a partner to unlock the value of the digital world and a partner that understands the complexities of operations within enterprises. Zebra Technologies has a suite of professional and operations services and solutions to ensure companies minimise risk, maximise growth and introduce new solutions effectively.

This report is designed to showcase and explore Zebra's Services offering and the positive impact these services have throughout the digital transformation journey. They help create new sources of competitive advantage and ensure that Zebra technology is fit for purpose and delivers more efficient operations quicker.

Deploying new technology can be very demanding, and this report will address some of the common challenges that companies face when implementing new technology projects. It will explore how leveraging Zebra's Services expertise to design, implement and integrate innovative technology projects ensures that new technology quickly becomes part of the landscape with minimal risk and high user adoption, which accelerates the return on investment (ROI) whilst delivering better customer satisfaction.

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What's inside this report?

This report is organised into the following sections:

1. Solutions delivery approach to project success

Our perspective on why a solutions approach to digital transformation guarantees project success, increased productivity and accelerated results.

2. Zebra Services overview

A closer look at the offerings of Zebra's available services and how they aid progression along the solutions journey.

3. Benefits and value

What are the key benefits to a company of engaging with Zebra's Services offering to enhance the delivery of a project?

4. Tackling the challenges

What are the challenges facing companies today as they embark on a digitisation and/or business transformation roadmap and how can Zebra's Services help them achieve their goals quicker?

5. Benefits and value to sellers and partners

What are the benefits to sellers and partners of selling the solution-based approach, enabled by one or more of the services?

6. Summary and next steps

A summary of the report findings along with recommended next steps.

Unlock the full benefit of technology through a solutions approach to project delivery

With an increased global focus on digitisation, many innovative technologies have emerged, automating processes and forcing companies to embrace them to stay competitive. The Internet of Things is unlocking and connecting data from the very edge of your network, providing a unique opportunity to use data-driven insights to grow your business and strengthen your position in the market.

Technology is key to innovation; ensuring you understand how your workflows and environments may need to be adapted and optimised to incorporate a new technology is fundamental to success. All companies want to work smarter, be more productive and optimise the workplace, but the journey to a more intelligent workplace can be long. This is why many companies enlist a partner with the knowledge and industry experience — to take a solutions-based approach to technology transformation that solves for your specific business outcomes. There are some clear tangible benefits with this approach.

A better-built solution:
Ensure your new technology is designed, built and ready for integration into your IT landscape with maximum uptime to achieve your business goals today and in the future.

An accelerated time to market:
Speed up the implementation of your new technology investment by working with our industry experts to quickly address business and technical challenges, fast-track project execution and deliver a faster return on investment.

Better employee adoption of the solution:
Give your employees the knowledge they need, when and how they need it to help deliver rapid returns on your new edge-data technology.

Better management of the new technology:
Having a full visibility of your tech suite gives you instant access to business intelligence from your devices to leverage the most from your assets and workforce to continually improve operations.

Zebra's portfolio of services offers expertise at each stage of the transformation journey to optimise the adoption of your new data-led solution and deliver on your key business outcomes.

From evaluating your current IT landscape to choosing the right devices for your business and implementing them, Zebra's solutions will accelerate the delivery of your business outcomes, allowing you to realise the benefits and ROI of the new technology sooner.

Zebra Services for the Intelligent Edge

As companies move to an increasingly digitised world, connected devices are critical to a business' success. Improved process flows, greater device and technology visibility and real-time data enable businesses to continually adapt and stay competitive in the marketplace. Wherever you are in your digital transformation journey, Zebra's Services focus on capitalising on your technology investment, ensuring that integrated data streams drive increased revenue and deliver solid ROI. Our experts bring comprehensive, industry-focused, business-aligned solutions to support you throughout the whole transformation process and beyond, ensuring that the correct technology is selected, designed, integrated, deployed and adopted to meet the overarching business outcomes.

Design a Better Solution

Workflow & Design Consulting

Program Mgmt.

Solution Validation

Software Integration

Site Surveys

Network Assessments

MDM Consultancy

With capabilities spanning the whole technology and operational transformation process, Zebra Services can help create, evaluate and advise on any new solution, working with you to ensure it will deliver on your business outcomes.

Seamless Implementation and Deployment

Software Integration

Program Mgmt.

Staging

Kitting

As a market leader in connected devices and with over 40 years in the field, Zebra Services can work with you to smoothly integrate new technologies into your current IT ecosystem. From cost-effective device staging and kitting to managing the implementation and "go live", Zebra Services will help ensure you stay on track, effectively launching the new solution into market for maximum return.

Better Training and Adoption

Learning Services

Effective training allows you to increase the return on your Zebra investment and accelerate user adoption of your new edge-data technology. Zebra's award-winning Learning Service can be tailored to meet the specific needs of your environment. Whether you want to upskill your workers with an online training programme or run an in-person training workshop, Zebra Services can facilitate it. Zebra has the distinct capability to offer everything you need to develop your workforce — across all products and solutions and for all roles and skills. Increased user adoption optimises your solution and maximises your ROI.

Fully Managed and Supported

VisibilityIQ™ Services

Support Services™

Increase uptime and achieve full visibility into the performance of your new solution with Zebra's industry-leading support and Visibility Services. By being able to see how your devices are performing across the network in a clear and comprehensive way, you can spot problems before they impact your business, ensuring smoother operations. Use data-driven business insights to optimise your business's critical devices, ultimately getting more out of your assets and workers to drive better productivity and increase efficiencies.

Collaborate with Zebra Services to accelerate the delivery of your business outcomes for maximum returns

When a company embarks on a technology transformation journey, the primary goal is to successfully and efficiently deliver the project to unlock the maximum return on investment and drive the competitive advantage for the business. By working with Zebra's Services, companies can shorten the "solution journey", introducing the value of new technology quicker, reducing risk, containing cost and accelerating growth. There are four key steps in the solution journey:

Discover, Design and Build	Integrate and Deploy	Train and Adopt	Manage and Support

1 Discover, Design and Build:
As a leader in solution development, Zebra have the expertise and vertical knowledge to assist in creating unique solutions that are bespoke to the distinct needs of your business and serve customer-required outcomes. From gathering up business requirements and mapping out workflows to ensuring that the site is ready for the new technology, Zebra have experts to advise at each stage of the design process, ensuring that you build a better, more robust solution that has been tested, validated and optimised, and that's ready for deployment.

2 Integrate and Deploy:
Ensuring that your new solution integrates seamlessly into your current IT infrastructure can be time-consuming and costly. Zebra's Services offering works with companies on business logic workflows, integration best practices, network mapping and end-to-end connectivity, ensuring that the new solution can be introduced into the business successfully, quickly and with minimal operational disruption.

3 Train and Adopt:
Employee adoption of new edge-data technology is critical to the successful implementation of your new solution. Zebra's Learning Services ensures that employees get the knowledge they need, when they need it to help deliver rapid returns on your new investment with a customised learning plan bespoke to your business. With the option of in-device training, employees can learn on-the-job, adopting the technology in a more effective way and delivering returns quicker.

4 Manage and Support:
Better management comes from better insight. Zebra's VisibilityIQ Foresight solution enables full transparency across operations, allowing you to act upon actual data from the device fleet to continually improve operational processes, identify new sources of revenue and transform business outcomes. Zebra's unparalleled experience in the management of complex business transformation projects brings best practice across the whole project; for example, Zebra's OneCare solution, which provides ongoing support for devices and users, or Zebra's Circular Economy initiative, which works with companies to manage devices at the end of their lifecycle. At each step of the project, Zebra have expertise to help manage the best possible outcome.

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Maximise the benefit of your new technology with Zebra Services to deliver on your key business outcomes

With over 40 years of expertise in the technology solutions space, Zebra Services work with companies to ensure that technology transformation projects are:

Designed and built better
Be it gathering all the business requirements, advising on current infrastructure, creating test environments, integrating the solution or creating a POC, Zebra Services can ensure your solution is built bespoke to your company's requirements and will work with your current IT environment.

Completed quicker
Realising return on investment can only be achieved on successful project completion, Zebra Services can guide you through the solutions journey at an accelerated speed, whilst ensuring minimal risk, to unlock the full value of your investment in as quick a time as possible with only a positive impact on your business.

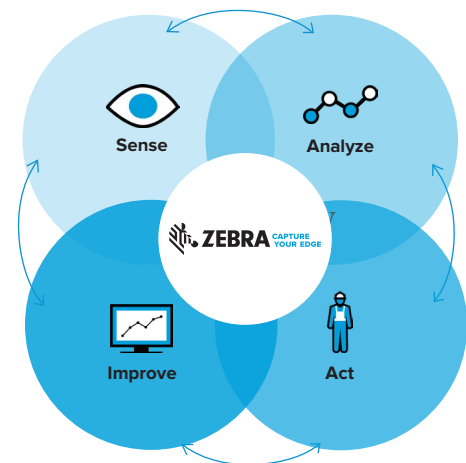### Better adoption and employee experience
Ensuring your employees embrace, use and see the value in the new technology is critical for project success. Upskilling and educating your workforce encourages higher adoption of the technology, which unlocks benefits across the entire solution that can be sustained over time.

Better solution management
Complex transformation projects require exceptional attention to detail both during the implementation and after. Zebra experts' knowledge of the products and solutions is unrivalled, ensuring the smooth integration and deployment of the solutions and, additionally, the optimisation of the solution through continually monitoring and improving it.

Continual Improvement Cycle

Zebra's team of solution experts will continue to work with you post deployment to ensure that the solution is performing optimally through analysing its real-time data. Striving to continually improve it, Zebra experts will help you monitor the solution for nuances or changes, analyse its performance, adapt it based upon data-led changes and improve it to help you achieve your evolving goals.

The benefits of partnering with Zebra Services

Zebra has a number of services to support you on the solutions journey, helping you make the most of technology and data to build a better, optimally integrated, robust solution. With an array of different services to support each part of the solutions journey, Zebra can help you can realise the benefits of your new solution quickly with minimal risk. Giving you access to industry expertise, Zebra Services work with you to ensure any technology investment is successfully rolled out and adopted by users.

Business Challenges	How Zebra Services Supports	Customer Outcomes
Skills gap within business	New technology requires new knowledge and skills. Zebra's expertise in transformation can ensure that that there is no gap in skills for the implementation of the new technology.	De-risked technology implementation.
Complexity of new solution	Zebra Services can use time-tested methodologies and workflows to optimise the new solution, test and validate it and ensure a seamless integration to the current infrastructure.	Best practice integration with minimal delays for better project success.
Time constraints	By effectively project-managing and ensuring the new solution has been tested and is ready for deployment, Zebra Services can accelerate the time to launch.	The project is completed quicker and the value and ROI is achieved sooner.
Capacity constraints	With capacity already stretched in day to day operations, Zebra Services can reduce the onus on the current team by working with you as a partner.	Minimal impact on business operations throughout project implementation.
Risk to business	With services that test compatibility and validity of new solutions prior to deployment, Zebra Services can mitigate the risk to current operations and the business.	Minimised downtime, cost control and accelerated ROI.
Time to ROI	Zebra Services address business and technical challenges quickly and prior to full deployment for successful project implementation.	Reduced integration and deployment issues for faster realisation of ROI.
Budget constraints	Zebra Services apply proven and test methodologies to large-scale project management, ensuring the transformation project stays on track and within budget.	The project is completed on time and in budget with minimised change orders and no additional spend.

Each of Zebra's Services supports you along the solutions journey to a robust, innovative technology solution that delivers maximum ROI both today and in the future.

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Zebra Services accelerated the large-scale rollout of new devices for major logistics company

Example of how Zebra Services developed, deployed and optimised a large-scale, multi-site device implementation refresh for a leading logistics company.

| Discover, Design and Build | Integrate and Deploy | Train and Adopt | Manage and Support |

The Challenge

A major logistics client had a goal of device standardisation as part of their technology roadmap. They wanted each of their depots, across the whole country, to be using the same devices with consistent apps and functionality. The scale of this project was vast and made more complex by imposed compressed timelines. The client needed a partner who could work quickly with agility to handle such a large-scale project with very tight timelines.

The role of Zebra Services

Zebra Services worked with the client to formulate a bespoke solutions-based approach to the device refresh and standardisation. From staging the new devices to managing the recycling of old devices through Zebra's circular economy programme, Zebra Services project-managed the entire refresh, providing comprehensive support and technical guidance to ensure that the project stayed on track for completion in the new compressed timescales.

Additionally, Zebra's Learning Services were leveraged to successfully train all users across all depots to be proficient in using the new devices in their daily tasks, thereby increasing productivity and driving efficiencies in operations.

Outcomes Delivered

By engaging with Zebra Services, the company saw:

- **Accelerated implementation** of the project through first-class project management

- **Increased user adoption** of devices through bespoke learning

- **Optimised operations** through a well-designed solution

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Zebra Services increased operational productivity in a prestigious service provider

Example of how Zebra Services supported a large-scale device refresh for a client in the services industry, managing the transformation with a longer-term view to drive increased productivity and returns.

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The Challenge

A large service-provider client found that their fleet of mobile devices were no longer supported on their existing OS and many of the devices had reached their end of life. Productivity was being negatively impacted, so the client needed to implement a universal upgrade to their device suite. The immediate business need was to simply roll out new devices, but the client wanted to future-proof their investment and use this as an opportunity to unlock increased productivity potential through connectivity.

The Client enlisted the help of Zebra Services' expertise to implement smarter devices and a Zebra Visibility Services solution — VisibilityIQ Foresight — which would allow the client to make data-driven decisions to maximise asset utilisation and monitor operational productivity.

The role of Zebra Services

Zebra Services worked with the client to successfully roll out the devices and the VisibilityIQ Foresight solution, which would not only support the new devices ongoing, but would provide the granular insight to continually monitor their new assets.

Outcomes Delivered

By engaging with Zebra Services, the company:

- Increased productivity due to greater visibility across the devices

- Optimised asset management through the gathering of device data across the entire network

- Accelerated the rollout of devices across the organisation

- Fully supported the fleet of devices for the longer term

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Zebra Services increased utilisation of new technology in a large multinational retailer

Example of how Zebra Services helped optimise and manage a large-scale technology and device implementation for a multi-country retailer.

| Discover, Design and Build | Integrate and Deploy | Train and Adopt | Manage and Support |

The Challenge

A large multinational retail client aimed to implement a professional, fully integrated personal shopping solution across all its stores in all countries for an enhanced in-store shopping experience for its customers. The client had already automated aspects — e.g., with self-service checkouts — but they wanted to implement a longer-term, fully digital shopping experience.

The role of Zebra Services

The client partnered with Zebra Services to scope, manage and implement this shopping transformation based upon Zebra's deep industry knowledge and experience in retail.

Zebra Services initially project-managed a cross-country pilot programme of the new solution — testing and optimising the solution at each stage before facilitating the full country rollout. The Zebra technical expertise on-site allowed the client to troubleshoot and configure the solution for that country before seamlessly integrating it into each store.

Zebra Learning Services also ensured that all employees were trained and proficient in the new technology, encouraging shoppers to embrace the solution and allowing the client to unlock the efficiencies it delivered. The client was successful in achieving a rise in utilisation of self-service checkouts and reducing waiting times, therefore reaching its overarching goal of providing a better shopping experience.

Outcomes Delivered

By engaging with Zebra Services, the company:

- Reduced risk with a controlled POC process prior to deployment

- Maximised adoption with instructor-led training for employees

- Accelerated deployment with successful project management

- Fully supported post installation

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Protect and grow your customer base by moving from product discussions to value-based sales with Zebra Services

As a trusted partner of Zebra, you already know the business impact and rewards associated with Zebra's technologies and devices. Zebra Services' offering provides an opportunity to layer on even more benefits and rewards by unlocking new ways to generate revenue for both the immediate and the longer term. The solutions approach to selling Zebra's products and services creates a need from the start of a project to completion and beyond. Increasingly more revenue streams are uncovered as you help customers adopt their new technology in a more effective, solutions-based way.

Zebra Services will help you build a stronger pipeline. The offering is constructed in a modular way to enable our partners to have maximum flexibility in choosing the correct offer to complement their own skills and expertise. The continual improvement nature of the services means your customers will come to you time and time again to adjust, optimise and improve their solution. The initial credibility you gained through implementing the solution ensures that you are the expert they will consult when they require adjustments and expansion of their current solution.

The benefits to you are clear:

- **Protect your profit margins** — grow opportunity size and minimise discounts with value-based offerings.

- **Expand your market reach** — through helping customers go to market quickly and efficiently, you create noise around your solution.

- **Protect your customer base** — with a solutions value based approach you embed yourself in a customers organisation, generating loyalty and preventing migration.

- **Compete more effectively** — you become the partner that provides the value; you take your customers on their journey to digital transformation, advising at each stage.

- **Grow your technical expertise** — leverage the technology developments to deliver a better solution to your customer.

- **Future growth** — realise the longer-term benefits of partnering, with Zebra Services becoming the "go to" company for change orders and business evolution.

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