



EVERYWHERE AT ONCE

ScanSource and Zebra
Virtual Roadshow



ScanSource / Zebra

Grocery Solutions and Contactless Checkout Trends

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Agenda

- ScanSource Technical Support
- State of the Industry
- Retail & COVID19: Best Practices
- Retail Case Studies
- Zebra DCS Portfolio
- Retail FutureCast
- Questions & Answers

Technical Support

- Vendor and Industry Certified Systems Engineers
- Pre-Sale and Post-Sale Support
- Average of 97% deflection rate across manufacturing partners
- **Pre Sales Tech Support 800-944-2439 Ext. 4092 or email at presalestech@scansource.com**
- **Post Sales Tech Support 800-944-2439 Ext. 2160**
- **Reference Partners Account #**

Queue 2: Mobile/vehicle mount computers and/or wireless products

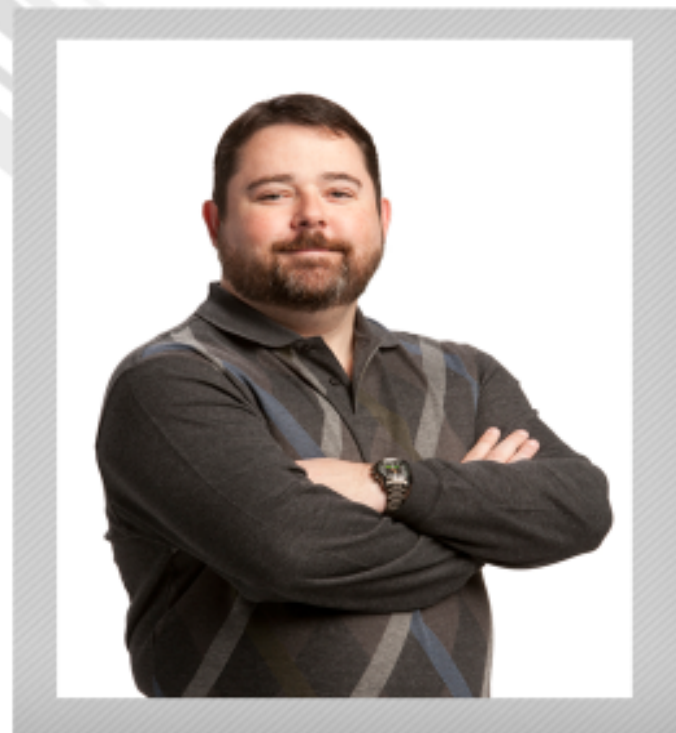
Queue 3: Bar code DT/TT printers

Queue 4: Bar code scanners

Queue 5: Point of sale terminals and software

Queue 6: RFID products

Queue 7: Cisco wireless products



43,875 Total Cases in 2020
22,594 specific to Zebra Legacy and Enterprise products

TAKE! LEAD
DISCOVER. CREATE. INNOVATE.

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Virtual Roadshow

Touchless Checkout & The Evolution of Retail POS

Navigating Retail POS Challenges During COVID

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State of the Industry Report



State of the Industry Report

The Big Picture

- DCS business in North America rebounded much faster than expected
- DCS market share:
 - Zebra #1 in North America
 - Zebra #1 worldwide
- Market has fragmented
 - Food-related companies flourishing: Target, Walmart, Kroger, Safeway & Costco
 - Delivery services booming
 - Quick service restaurants (QSR's) flourishing
- E-commerce companies off the charts
 - Department stores/specialty stores are endangered species
 - WMT Q1 US e-commerce up 99%
- Marijuana legalization continues torrid pace
 - ~7,500 dispensaries in North America today
- Thank you ScanSource & Zebra partners!

ADC Market Share Q4 20

HANDHELD SCANNER – REGIONAL SHARE		
NORTH AMERICA	42.2%	▲ +3.3pp
HANDSFREE SCANNER – REGIONAL SHARE		
NORTH AMERICA	35.7%	▲ +5.0pp
BIOPTIC SCANNER – REGIONAL SHARE		
NORTH AMERICA	23.1%	▲ +12.6pp

ADC 2D Handheld Market Share FY20

- Zebra – 42.4%
- Honeywell – 28.7%
- Datalogic – 9.8%
- Code – 9.2%
- Others receiving votes – 10.1%

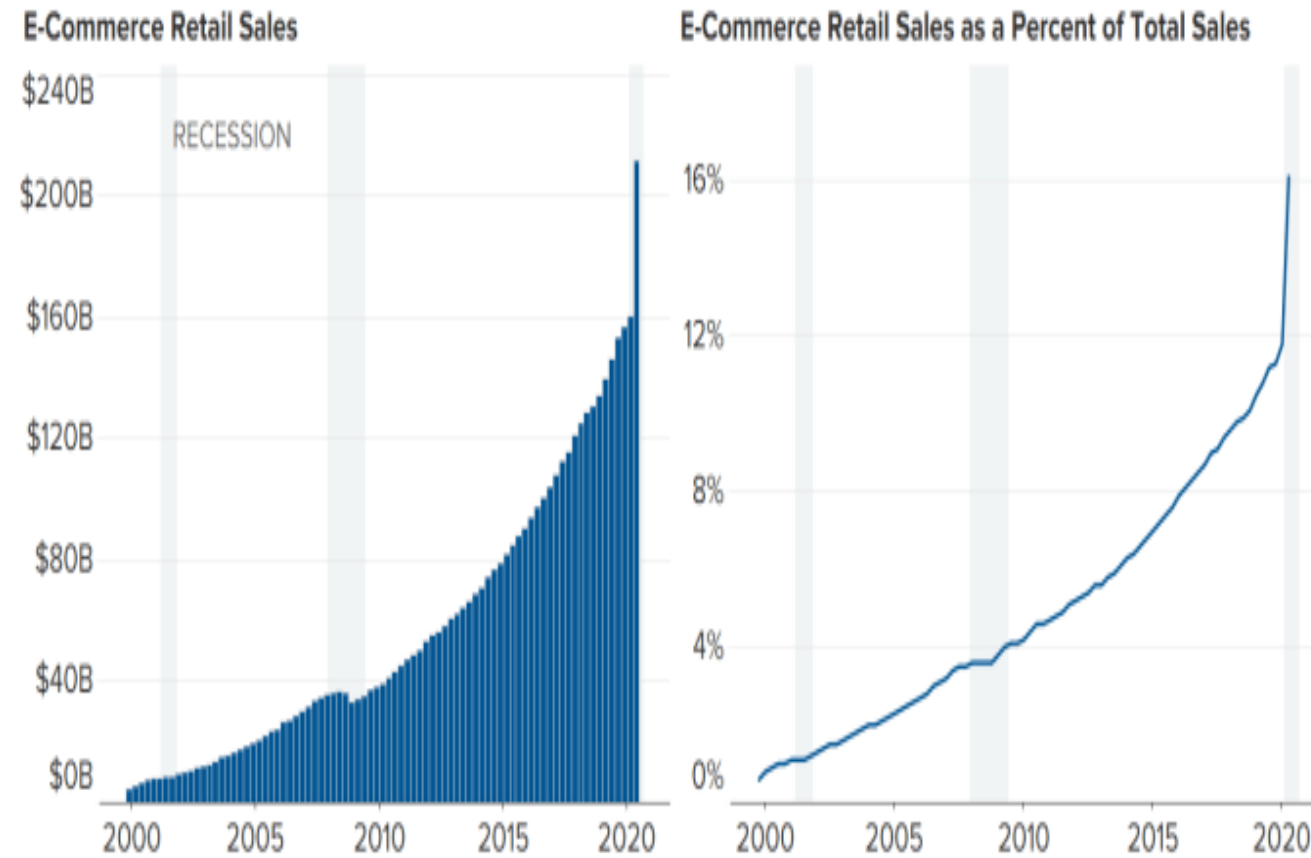
State of the Industry Report

Retail: Tectonic Shift

- Global GDP 2020: - 5.6% (3x worse than '09)
- Contactless/touchless shopping is mission critical
- Digital commerce became overnight priority
- Mass migration to e-commerce
- US consumer base is intensely bifurcated
 - The top tier largely not impacted
- Shopping malls – another nail in the coffin
 - Every day is casual Friday Saturday
- Work from home is here to stay and will have far ranging impacts on society
 - Facebook, Google, Microsoft, Apple, etc. are all planning for a long-term WFH world
 - OPEC has called peak oil: 2019
- Global GDP 2021: Estimated +4.5%*

E-commerce trends accelerated by the pandemic

Data is U.S. only and quarterly through Q2 2020



SOURCE: U.S. Census Bureau via FRED, Federal Reserve Bank of St. Louis



Retail & Covid 19: Best Practices



Retail & Covid 19: Best Practices

Retail: Tectonic Shift

- Distancing
 - Low tech/table stakes for traditional retail
- Shielding
 - May impede retail operations
 - BOB, ID scanning, MP7 customer side scanner
- Lockers/Smart locks
- Click & Collect
 - Apocalypse accelerated and mainstreamed buy online, pick up in store (BOPIS/Click & Collect)
 - Drove efficiencies
 - Minimized/eliminated personal contact
 - Recast consumer behavior... likely here to stay
 - Target is a market leader in this space using a suite of Zebra products.



Retail & Covid 19: Best Practices

Contactless Payment: Opportunities in QSR & C/Store

- 2D barcode that contains the customer loyalty and/or payment information
- Loyalty application on consumer device that displays the barcode
- Aggressive 2D barcode imager is a hard requirement
- Common challenges
 - Cracked or damaged screens
 - Low backlight settings on phone
 - Scanning in direct sunlight (drive-thru, curbside)
- Top tip: Enable “Enhanced Mobile Display” parameter on Zebra scanners for improved performance on challenging screens

Enhanced Mobile
Display



Retail & Covid 19: Best Practices

Retail: Tectonic Shift

- Consumer Self Checkout (SCO)
 - Traditional supermarkets, big box retailers & C/stores migrating rapidly
 - Proven technology to mitigate physical interaction
 - NCR upgraded their SCO, now nearly touchless experience
 - NCR now recommends Tap & Pay
- Tap & Pay
 - Google Pay, Apple Pay & WeChat Pay
 - NFC contactless payment
 - According to Zebra Retail Touchpoint Survey, 71% of retailers are deploying contactless payment
- What if a retailer can't go touchless?
 - Protocols & standards
 - https://connect.zebra.com/DeviceDisinfection_us



Retail & Covid 19: Best Practices



Sanitize for Safety

How to properly disinfect your Zebra devices

[Learn More](#)



Scanners



Printers



Mobile Computers
and Tablets



Location Services
Products

Scanners

Thoroughly disinfecting your Zebra devices on a routine basis is essential to controlling the spread of infections and maintaining the safety of your employees. Follow these guidelines — organized by product and model number — to implement an effective cleaning protocol.

[Download Sanitizing
Poster](#)



Retail Case Studies



Retail & Covid 19: Best Practices/Case Studies

Walmart, Bentonville, AR

SCO migration

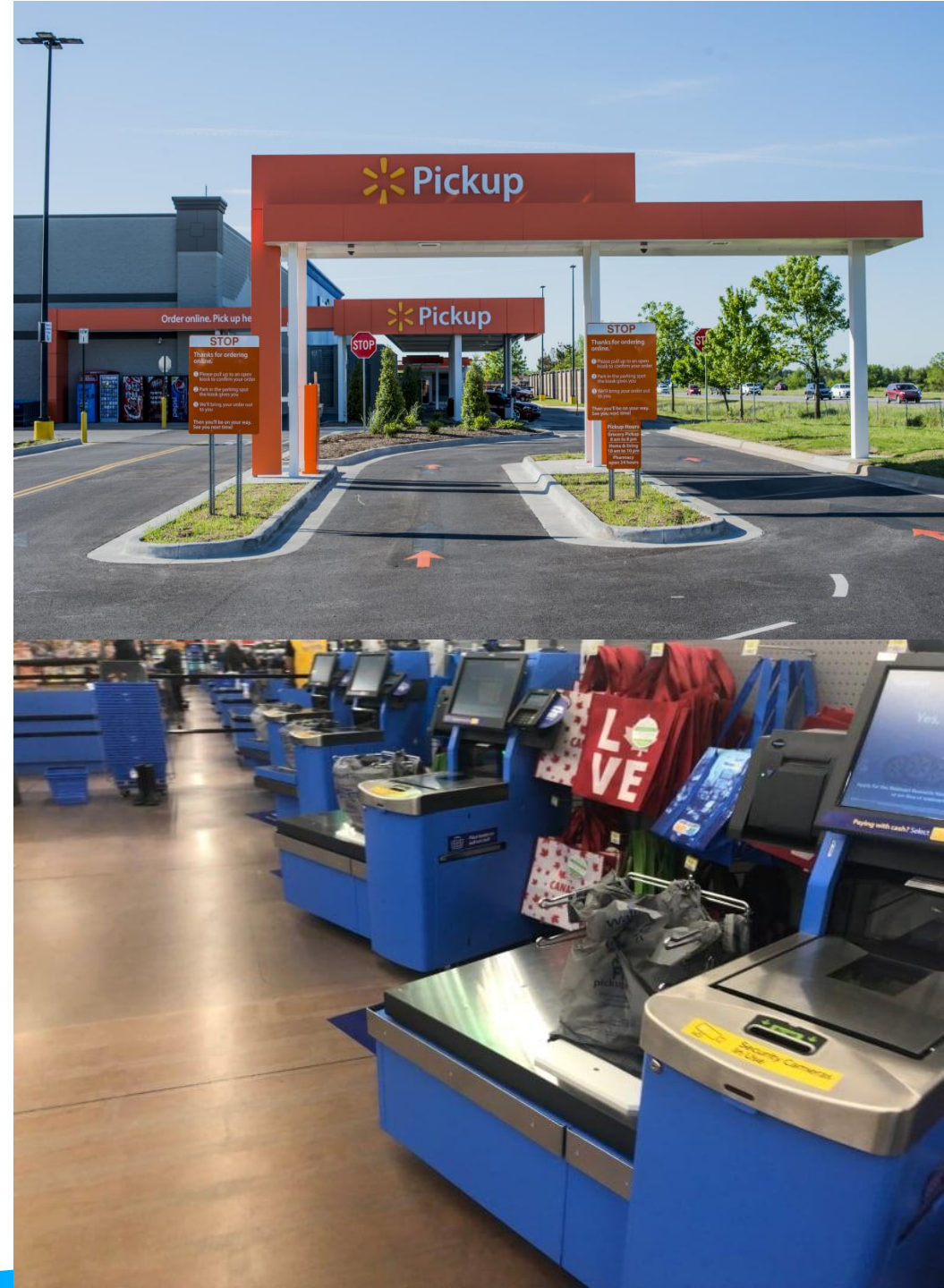
- Removed thousands of traditional/staffed lanes
- Migrated to SCO (Self Checkout) across north America
- Reduced physical interactions
- Made front end more productive
- Could the Zebra MP7000 make it even better?

Invested heavily in Click & Collect

- Redesigned customer flow using lessons from the QSR world

Smart lockers

- Also made sizeable investment in smart lockers



Retail & Covid 19: Best Practices/Case Studies

Wendy's Dublin, OH

Deployed the DS9908 across North America to support

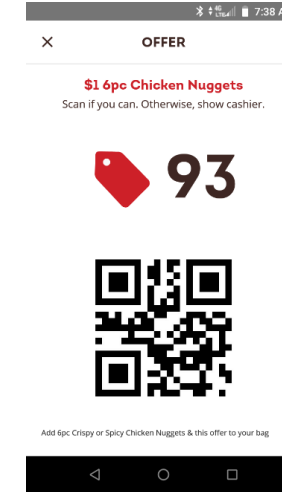
- Mobile payments
- Mobile loyalty
- Locationing
- Contactless payment

Pre-pandemic

- Typical QSR sales: 60% - 70% drive thru sales
- Post-pandemic: Wendy's ~90% (non-dining room sales)

Scanning Market requirement

- Compact, high-performance, handsome
- Able to scan mobile phones very fast



Retail & Covid 19: Best Practices/Case Studies

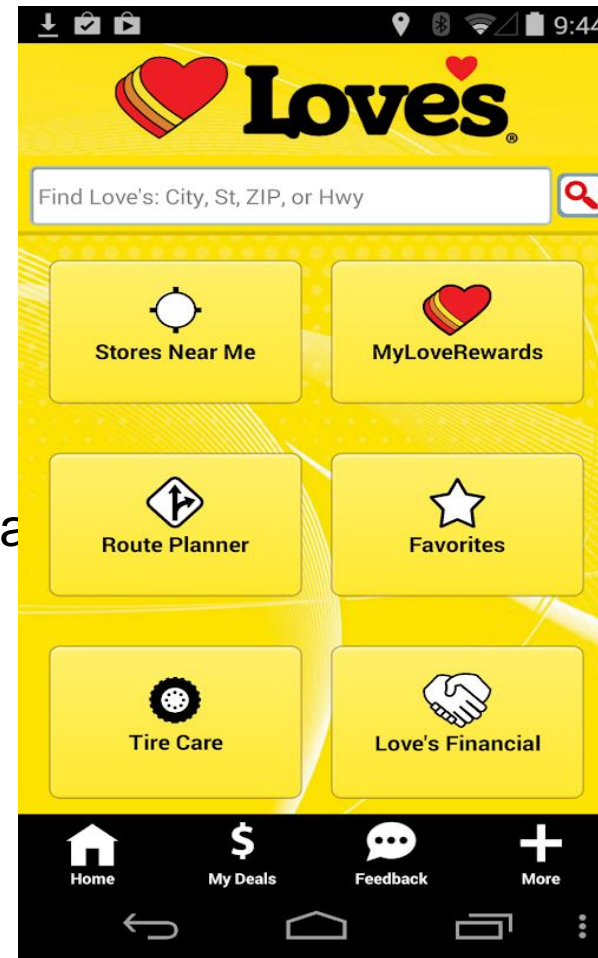
Love's Travel Centers, Oklahoma City, OK

Rolled out the DS9208/DS9308 to support mobile app

- Mobile rewards
- Mobile/touchless payment
- Fueling
- Food/QSR pre-orders
- Booking showers/hotel rooms

SCO

- Experimenting with self checkout at some loca
- Touchless experience
- App caters to Love's "frequent flyers"



Retail & Covid 19: Best Practices/Case Studies

Dari Mart, Eugene, OR

- 45 traditional C/stores, 110 POS lanes
- New payment terminals support Tap & Pay
- Rolling out mobile app and needed to scan QR codes from a variety of cell phone types and conditions
- Rolled out DS9908-DL in 2020 to support
 - Mobile app
 - Mobile coupons
 - Touchless/mobile app-based payments
 - DL parsing
- Industry 1st: Our scanners “moo”
- Lessons learned:
 - Even smaller regional C/store chains are investing in mobile apps and touchless payment systems



Zebra DCS Portfolio



Zebra DCS Portfolio: Ideal for Contactless Payment & SCO

GP HH HANDHELD



CS3070



CS4070



CS60



LS2208



LI2208



LI4278



DS2208



DS2278



DS4608



DS8108



DS8178

INDUSTRIAL HANDHELD



LI36x8-SR



LI36x8-ER



DS36x8-SR/HP/HD



DS36x8-DP



DS36x8-ER



DS36x8-DPA



Network Connect
Industrial Ethernet

HANDS-FREE & FIXED



DS457



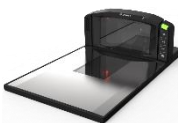
DS9308



DS9908



DS7708



MP7000



CC600



CC6000

RFID



RFD2000
(w TC20)



RFD8500



MC3330xR



MC3390xR



FX7500



FX9600



DS9908R



ATR7000



ST5500



SP5500



SR5500

SOFTWARE SOLUTIONS



SMS



123Scan



DataCapture DNA



123RFID

HEALTHCARE



DS8100-HC



DS4600-HC



CS60-HC



DS9900-HD

Zebra Hand-Held Scanners for Grocery

Tiered corded & cordless options for traditional POS lanes, SCO & BOPAC

DS8100 Series

- Corded and cordless
- Excellent scanning range 24" on 100% UPC to reach the "bottom of the basket" or cart
- Interchangeable battery: PowerPrecision+ or PowerCap
- Driver's License parsing



DS4600 Series

- Corded
- Industry leading range 28" on 100% UPC to reach the "bottom of the basket" or cart
- Driver's License parsing



DS2200 Series

- Corded and cordless
- Exceptional value



CS60 Series

- Ideal for BOPAC, Click and Collect solutions
- Scan-enable just about any Windows, Android, or iOS mobile device
- Flexible use as a companion scanner, cordless scanner, or corded scanner



Zebra Hands-Free Ideal for Contactless Payment & Self Checkout

Quick Service Restaurants & Convenience Stores

DS9300 Series

- Offers a fit-anywhere form factor with style
- Designed for hands-free scanning but can be handheld
- Compact form factor ideal for limited real-estate at the checkout counter



DS9900 Series

- One-of-a-kind hybrid design offers maximum handheld and hands-free flexibility
- Superior comfort to boost productivity at the POS



Retail / Grocery manned lanes and self checkout

MP7000 Series

- Bust lines with next-generation POS scanning, color camera imaging and live video
- In-counter multiplane scanner for the busiest stores



Zebra Contactless Checkout

Marketing Materials

- Hands-free product transition flyers
 - DS9208 to DS9300 Series
 - DS9808 to DS9900 Series
 - Available now on Partner Gateway
- C-Store thought leadership blog
 - Scheduled for the week of May 17th
- General Purpose Hands-Free positioning guide
 - Scheduled for completion by June 25th



Transitioning from the DS9208 to the DS9300 Series

Get big benefits when you upgrade to the DS9300 Series ... the presentation scanner that fits everywhere, scans everything and is built for all-day reliability.

Support scanning performance

- Faster response
- Larger field of view for "soft area" presentation scanning
- Improved performance on low-contrast items

More features and versatility

- New reader design
- Self-Supporting Design
- Self-Parking technology
- Support for "Tap to Pay"
- Self-Supporting Design
- Self-Parking technology
- Self-Supporting Design
- Self-Parking technology

Lower TCO

- Better protection against spills with IP65 rating and chemical resistance
- Drop and crush resistance
- Improved durability and uptime
- Improved safety with auto-lock and auto-unlock

So many transactions

- Scan receipts
- Receipts compatible with DS9208 and DS9300
- Receipts compatible with DS9208 and DS9300
- Receipts compatible with DS9208 and DS9300

Part Number Transition	
If your present scanner is a DS9208, please refer to the following table for the recommended replacement DS9300 Series scanner.	
DS9208 Series	DS9300 Series
DS9208-001	DS9300-001
DS9208-002	DS9300-002
DS9208-003	DS9300-003
DS9208-004	DS9300-004
DS9208-005	DS9300-005
DS9208-006	DS9300-006
DS9208-007	DS9300-007
DS9208-008	DS9300-008
DS9208-009	DS9300-009
DS9208-010	DS9300-010



Transitioning from the DS9808 to the DS9900 Series

What do you get when you upgrade to the DS9900 Series? The same purpose-built hybrid design and ergonomics that made the DS9808 a market leader – now with faster swipe speeds, an enhanced switching mechanism, more productivity tools and improved RFID support.

Boost POS productivity

- Double the swipe speed of the DS9808
- Larger field of view for "soft area" presentation scanning
- Higher resolution, improved sensor for more better performance on challenging barcodes

The same hybrid design – only better!

- The same compact footprint of the DS9808 in the most crowded spaces
- Seamless switching between handheld and fixed use modes, now with an enhanced lock and motor switching mechanism ... no mechanical components to wear out!
- Scan range automatically adjusts for handheld or fixed use mode

More features and versatility

- Select customer feedback features to identify underperforming barcodes
- Industry-leading sensors, including Laser/Face- and Blind-Tag Perfor-
- Support for "Tap to Pay"
- Ability to capture multiple barcodes with one trigger pull
- Improved RFID support ... no need for an external power supply and over 100 countries supported

Lower TCO

- Increased protection against spills
- Same configuration only with 100% less
- Same management and up to 10% more uptime with Remote Diagnostics
- Reduced compatibility with DS9808 series
- Monthly increased to four years

Looking for a hybrid presentation scanner for the lab?

Test your current lab scanner as a scanner. The DS9900 Series for the lab is purpose-built for medical labs and pharmacies. It offers the same groundbreaking hybrid design of the DS9808 Series ... with a high density focus, ultra-thin form factor and a proven sensor for reading small 1D barcodes on test tubes and vials. The DS9900 Series is also compatible with DS9808 series for the lab.

Retail FutureCast



Retail FutureCast

Color Enabled POS Imagers: MP7000

How it works

- Every MP7000 built after 4/1/20 is pre-plumbed to support a high-resolution Zebra color camera
- MP7 instantly captures high-quality color images
- Zebra SDK provides additional data events & controls
- MP7000 tags images with event data
 - Concatenates barcode weight events
 - Captures & tags “no scan” events
- Controllable self-illumination for variable lighting conditions



Stream



Results

1.	Tomato - Truss	68.25%
2.	Apple - Royal Gala	5.6%
3.	Tomato - Gourmet	5.39%
4.	Apple - Kanzi	4.87%
5.	Apple - Jazz	3.16%

Active list  Triggered  Run/Stop 

Retail FutureCast

Color Enabled POS Imagers: MP7000

- Many customers prefer the convenience, safety and speed of self-checkout... Covid 19 accelerated that trend
- Makes SCO much more efficient & productive
- Increases throughput at traditional lanes: Shorter lines, more efficient cashiers & happier customers
- Color camera solves key concerns about loss prevention and item recognition, particularly at SCO
- Able to recognize produce at 95% accuracy
 - Reduces SCO shrink
 - Streamlines POS menu options
 - Eliminates produce switching
 - Reduces “sweet hearting”
 - Reduces interactions/touches with SCO display

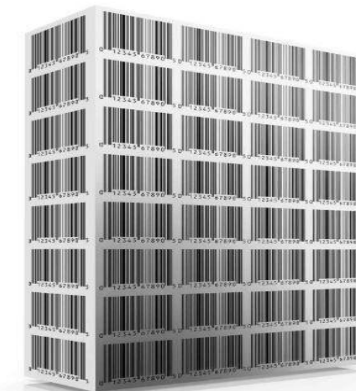


Over 50% of Grocers list expanding self-checkout as the most critical investment goal for the next 2 years*

Retail FutureCast

Convergence of emerging technologies

- 3rd Party picking & delivery services exploding
 - As home delivery grows, so will the need for fulfillment providers
 - Dozens have already sprung up all over the world
- Robotic inventory
 - Convergence of robotics, AI & machine vision
 - Only 5-10 years from being commonplace
 - Coupled with Digimarc, potential killer app
 - Near-real-time inventory
 - In test now at several North American supermarket chains



Retail FutureCast

Robotics, Machine Vision & AI

- Dark Stores
 - New global trend
 - Essentially a micro fulfilment center or DC in urban areas for rapid last-mile delivery
 - Dozens of new start ups in this space
 - “Dead” retail space is evolving
- Robotic picking
 - Will be used in micro FC's
 - Amazon pouring millions in robotics
- New trend will create opportunities for ScanSource, Zebra & our partners
 - Machine vision
 - Mobile computers
 - Advanced AI software



Retail FutureCast

Where is retail tech going in 5-10 years?

- The nature of commerce is evolving with technology
 - Entire countries and business sectors going cashless
 - Mobile commerce will continue to boom globally
- Convenience store => E-Venience store
 - Amazon Go (~20 locations)
 - BingoBox (500+ locations, 15 square meters)
- Facial recognition payment?
 - Being implemented pan-APAC
 - Aviation
 - Retail
 - Public safety



Zebra Touchless Checkout Promotion



Zebra Touchless Checkout Promotion

Touchless Checkout Instant Rebate

ZEBRA®
PARTNERCONNECT



Touchless Checkout Instant Rebate

North America

From convenience stores to quick service restaurants and beyond, reducing contact at the point of sale has never been more important. The **Touchless Checkout Instant Rebate** (the “Rebate” or “Promotion”) enables you to help your customers increase safety during checkout—and provides you with an **instant rebate of up to \$25** when customers purchase select hands-free scanners.

With Zebra’s hands-free scanners, workers can capture the data that matters most, as fast and as accurately as possible. Take advantage of this special offer to increase your profitability and compete more effectively as you bring your customers the scanner that best suits today’s needs.

Promotion valid until August 27, 2021

* Excludes Price Concessions & DS99-HD

DS9308

Compact Hands-Free Scanner

Small footprint ideal hands-free scanning with limited counter space



*\$10 instant rebate
on DS9308*

DS9908

Hybrid Hand-Held & Hands-Free Scanner

Industry’s only true hybrid optimized for both. Easily transition from HH to HF



*\$25 instant rebate
on DS9908*

Everywhere At Once

ScanSource / Zebra Roadshow Series

May 12

Zebra Mobility - Beyond the Four Walls

May 19

Zebra Electronic Temperature Sensors - Key Verticals and Applications



Thank You!