



## Zebra Retail Solutions

Smarter Retail.  
Connected Teams.

Retail teams are constantly balancing customer expectations, inventory accuracy, and operational efficiency. Zebra's devices help staff stay mobile, informed, and responsive. Ericom integrates these tools with cloud voice calling, enabling seamless communication and smarter workflows across the shop floor.

### Why Zebra Retail Solutions

- ✓ **Inventory That Talks**  
Zebra devices give staff real-time visibility into stock levels, shelf gaps, and replenishment needs to avoid missed sales.
- ✓ **Checkout That Moves**  
Mobile POS and self-service tools reduce queues, speed up transactions, and improve customer satisfaction across all store formats.
- ✓ **Voice That Works Anywhere**  
Cloud voice calling lets staff talk, scan, and coordinate from anywhere in-store using a single, connected Zebra device.

### How it works

- 01 Capture:** Zebra devices scan products, track inventory, and log interactions to keep operations flowing.
- 02 Connect:** Ericom enables voice and data on one device, simplifying tools and improving team communication.
- 03 Act:** Staff receive alerts, updates, and voice access to colleagues and systems—allowing them to respond quickly, reduce delays, and improve service.

### Getting started with Ericom

- 1 Review your store layout, team roles, and communication needs.
- 2 Ericom integrates Zebra devices with your existing systems and cloud voice platforms.
- 3 We train your staff and support go-live to ensure a smooth transition and long-term success.

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# Innovative features

**Flexible Devices** Choose from handhelds, tablets, and wearables that suit different store formats and staff roles.

**Reliable Connections** Wi-Fi, LTE, and Bluetooth options ensure devices stay connected across the store.

**POS Alerts** Monitor checkout performance and receive alerts for slow lanes or device issues.

**Smart Stock Tools** Track what's selling, what's not, and what needs restocking—before it becomes a problem.

**Voice Integration** Zebra devices double as voice endpoints, enabling instant communication via cloud calling.

**Task Automation** Assign tasks, guide workflows, and reduce manual effort with built-in automation tools.

## STOCKACCURACY

Retailers need to know what's available, what's running low, and what's ready to go. Zebra's devices help teams monitor inventory in real time, while Ericom ensures the data flows smoothly across systems—keeping shelves stocked and operations efficient.

## ABOUTUS

Ericom is a trusted systems integrator for retail technology. We bring together Zebra's hardware and cloud voice calling to create connected, efficient store environments. Our team works closely with retailers to tailor solutions that improve service, streamline operations, and support growth.

## SERVICESPEED

Slow service and long queues can drive customers away. Zebra's mobile tools help staff serve faster and more flexibly. Ericom's integration of voice and data ensures your team stays connected and responsive, even during peak hours.

## NEXTSTEPS

Request a demo to see Zebra Retail Solutions in action. We'll walk through your store's needs, design a tailored solution, and support your rollout from pilot to scale. Let's help your team work smarter and serve better.



Zebra Retail Solutions can be integrated across diverse applications, including:

- Grocery and department store operations
- E-commerce fulfilment and returns
- Mobile checkout and curbside pickup
- Loss prevention and associate engagement
- Customer loyalty and personalised service
- Click & Collect fulfilment
- Shelf replenishment & planogram compliance
- Price verification & markdown execution
- Queue busting & customer assistance

Let us show you how.

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