



# Zebra RFID. Maximum Gains. Minimum Pains.

## Your Industry is Changing

Nearly every industry—from healthcare and retail to manufacturing, transportation and logistics—is being challenged to connect technologies with assets and workers into a consistent, fully-scaled operational ecosystem. Only intelligent-edge technologies like RFID can do that.

RFID solutions give you the real-time visibility and data-driven insights you need to connect your operations and transform your business ahead of your competitors.

## Why RFID Now

Until now, the promise of RFID had not been realized. RFID solutions in the past were piecemeal solutions requiring components from multiple third-party providers. Today, the full promise of RFID is not only possible, it's practical.

- More comprehensive with optimized interoperability to connect assets, people and operations
- More granular to deliver actionable data to drive efficiencies, productivity, and save costs
- Easier to customize for your use cases to future-proof your operations

## Why Zebra RFID

The time to implement RFID is now. You just need the right partner to help you make it successful. Powering RFID from the start, Zebra is the only provider of complete, end-to-end RFID solutions. We deliver one platform for less complexity and greater returns. With Zebra, you transform your business with trust, insights and ease.



### Trust

- Zebra's market leadership and decades of RFID expertise, design thinking and software development gives you maximum RFID efficiency.
- RFID or barcode? We make sure you get the right solution to fit your needs so you can realize a positive ROI.



### Insights

- Zebra RFID delivers credible data with higher accuracy and consistent performance.
- Our integrated analytic platform makes it easy to access data for deeper operational analysis.



### Ease

- We minimize the pains of multi-vendor solutions to create a simple platform that elevates every system, device, tag, and worker.
- You're in command, but never on your own with support from Zebra's service teams and partners to help overcome environmental challenges for easier integration and implementation.

## Benefits of RFID



Reduce time, increase accuracy of inventory counts, track and trace



Automate processes, reduce worker hours for manual tasks



Augment workers, free their time for higher value work



Use data-insights to reveal new opportunities and act on them in real-time



Tailor RFID to overcome challenges in your specific workflows

## Zebra RFID Solutions

RFID is complex and can be unreliable if not done right. Rely on the industry's deepest, field-proven portfolio to drive full-scale transformation without the risks.



### Handheld RFID Readers and RFID-Enabled Scanners

Empower workers with greater visibility, from warehouses and loading docks to indoor customer-facing environments.



### Fixed RFID Readers and Infrastructure

Streamline asset visibility and pinpoint the location of all of your tagged assets, even if they are on the move.



### RFID Printers

Print and encode RAIN RFID labels, tags and cards where and when you need them, and leverage factory- or field-installable RFID encoding capabilities to meet your evolving needs.



### RFID Labels and Supplies

Choose from the widest selection of in-stock RFID labels and tags made with the highest-performing inlays and chips, ready to ship within 24 hours.



### RFID Antennas

Quickly and accurately track inventory and assets with the high performance and range needed for precision in high-traffic environments.



### RFID Reader Software

Optimize your RFID reader with Zebra software tools, whether you need to do a proof of concept or develop a fully featured application with RFID readers.



### RFID Design

The gains of RFID are easily lost in poor design and integration or missed opportunities. Improve the profitability of any RFID project regardless of the scale, with Zebra RFID Design, a Zebra Signature Service.

# +20B

items in industry and consumer applications successfully connected with **RAIN RFID**

Source: RAIN RFID Alliance, 2019

Within a year, **85%**

of retailers plan to implement case or pallet-level RFID, **68%** item-level RFID

Source: 2020 Shopper Study, Vol. 2, Zebra Technologies, 2019

**Global RFID in healthcare market:** \$1.9M in 2019, expected to rise to **\$7.7M** by end of 2026

Source: RFID in Healthcare Market, Facts and Factors, 2020

Nearly **50%** of manufacturers plan to implement RFID during the next 5 years

Source: 2017 Manufacturing Vision Study, Zebra Technologies, 2017

For more information about how Zebra's RFID Solutions, visit [www.zebra.com/rfid](http://www.zebra.com/rfid)



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