ZEBRA

Why Zebra Prescriptive Analytics is the Perfect Analytics Solution for Retail CIOs

Zebra
Prescriptive Analytics™

Powered by Zebra Savanna™

In this eBook we will examine:

- What makes Zebra Prescriptive Analytics the optimal solution for CIOs

- How this solution leads to fast ROI

- The variety of complimentary services included in every customer agreement

Introduction

With retailers' profits stretched thin by aggressive pricing wars and flimsy account loyalty, choosing to adapt an analytics solution is no small decision for a retail CIO. The solution you ultimately choose must provide maximum return on investment (ROI) by limiting the burden on internal resources; offering essential services like data integration, training and coaching at no charge; and scaling up easily and quickly at the same time.

Enter Zebra Prescriptive Analytics, by Zebra Technologies. This robust, turnkey solution automatically analyzes data and distributes any insights to the appropriate stakeholder in the form of opportunities combined with a workflow. Each opportunity explains in simple, easy-to-understand language what is happening and exactly how to respond through a "prescriptive action." These prescriptive actions empower employees to resolve problems before they can cause significant losses. Here are four reasons why Zebra Prescriptive Analytics is the perfect solution for retail CIOs:
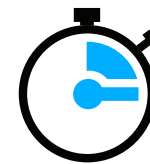
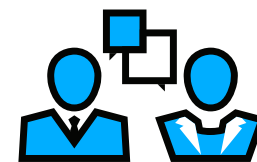# Four reasons CIOs should choose Zebra Prescriptive Analytics

1 Minimal burden on IT resources

2 Live in days

3 Expert services at no extra charge
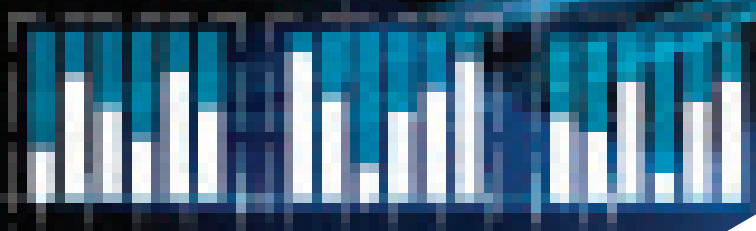
4 Industry-leading cybersecurity

58%

64%

85%

Reason #1

Minimal burden on IT resources

If you're a typical CIO, your people are likely already at capacity juggling the multitude of projects and initiatives you set for them, plus daily requests that come in from around your organization. The good news is that Zebra Prescriptive Analytics has little to no impact on their daily to-do lists. Our goal is to minimize any disruption to our customers' IT teams.

Aside from a few high-level meetings to get access to your data, our Data Operations and Customer Success teams handle all technical aspects of the solution internally. Even after deployment we provide a variety of services that other solutions may require of your own team, including troubleshooting, new data-stream integration, user training and more. This results in minimal burden on your resources, allowing your people to continue their day-to-day work while we get your solution up, running and continuously generating ROI.

Reason #2

Live in days

There is nothing more frustrating than a prolonged waiting period between signing an agreement and being able to use your solution. You need your people using your solution as quickly as possible, so they can begin generating the ROI that justifies your investment. Reducing time to value also helps to minimize risk.

As a turnkey solution, Zebra Prescriptive Analytics' suite of deployment best practices and in-house experts ensure your solution will be up and running in days or weeks, not months. We've helped multibillion-dollar retailers go live in as little as three days, one of which went on to gross millions of dollars in ROI within just six months of deployment.

Reason #3
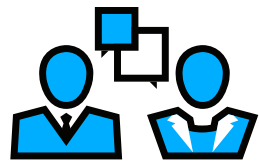
Expert services at no extra charge

Included with your Zebra Prescriptive Analytics agreement is access to our Customer Success team (CST). They offer a variety of training, analysis, and advisory services to help you accelerate the ROI and adoption of your solution, aligned with your desired outcomes and objectives. Once you have engaged with Zebra Prescriptive Analytics, your CST becomes an extension of your in-house analytics and process team. Their unlimited services accelerate your time to value and help increase your adoption rate, free of charge.

Their services include:

1. System training for a variety of skill levels
2. Pattern / machine learning optimization and refinement
3. Value generation and desired-outcome alignment
4. Data validation and integration
5. Rollout guidance
6. Troubleshooting

Reason #4

Industry-leading cybersecurity

Your data is the key to unlocking opportunities that help you increase profits, margins, and revenue. We take security very seriously at Zebra Technologies. We have invested in all of the latest cybersecurity protocols and technology to ensure your data is secure at all times, including partnering with Google Cloud Service (GCP).

Between Google and Zebra, our cybersecurity measures include:

1. Routine penetration testing
2. Multiple backup systems and response plans
3. Multifactor authentication system for back-end administration
4. GCP-supervised data-disposal process
5. Extensive integrity monitoring
6. Meticulous firewall rule maintenance
7. Physically and digitally secure Google data centers
8. Several layers of encryption for all data

Reach out to us anytime at fran@zebra.com for more information on Zebra Prescriptive Analytics.

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