



Future-proof Your C-store Transformation



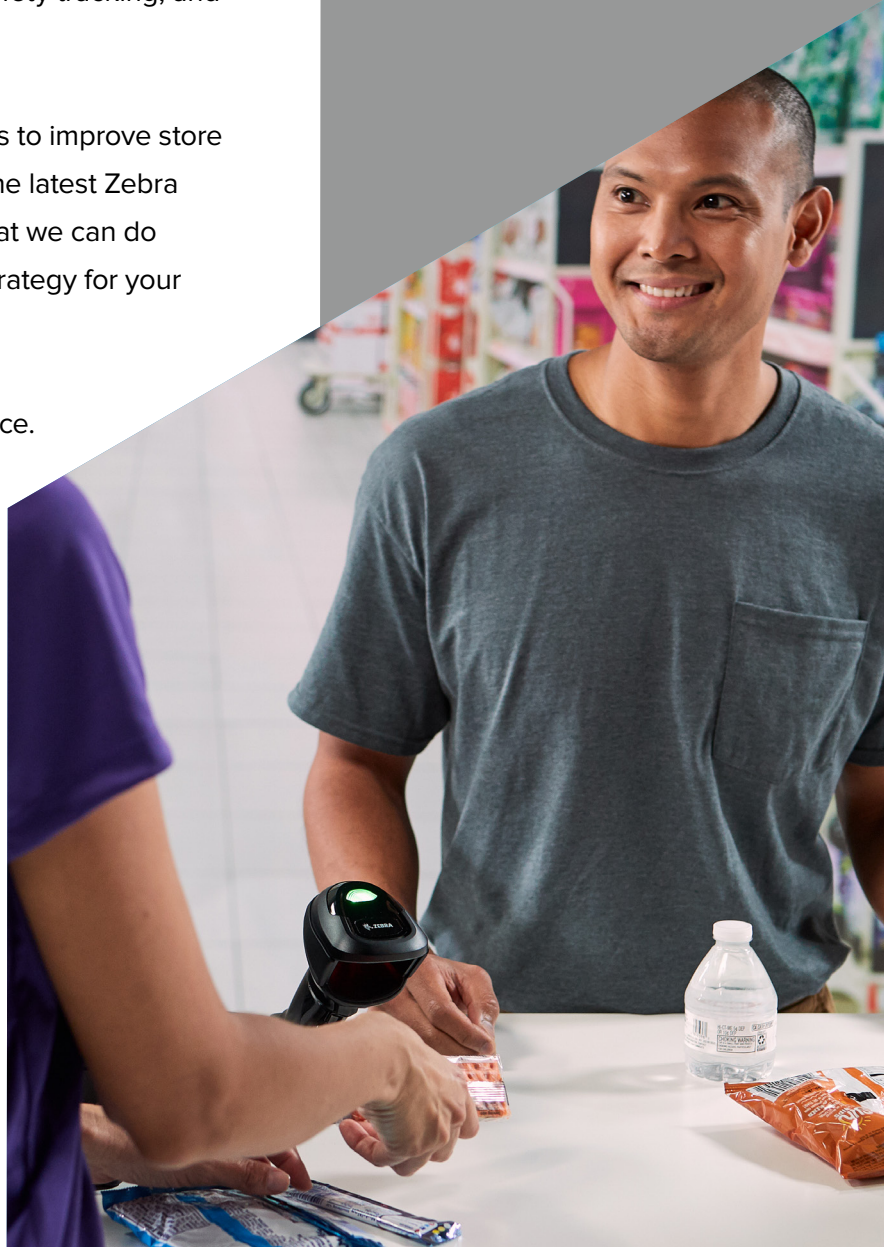
Turning Technology into a Winning Strategy for Your Stores

The application of the right technologies in your c-store operations can dramatically improve store efficiency, customer convenience and service quality. And that's why we're in business at Mobility Scanning Technologies.

As a leading consultant and provider of barcode scanning, handheld computing, and printing solutions, we help today's convenience stores transform and future-proof their operations with cutting-edge technologies and software. We provide proven solutions to help you optimize and mobilize your customer service workflows, point of sale, age verification, food safety tracking, and inventory management.

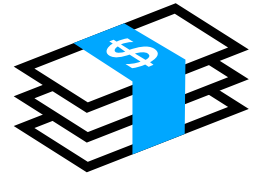
In this guide, we show you many of the best ways to improve store operations, and safety and service quality with the latest Zebra technologies. But the next step is finding out what we can do to help you turn these solutions into a winning strategy for your stores. At the end of the day, it's about creating better customer experiences, building loyalty and maximizing store profitability and performance. And our team is here to help you make it happen. Contact us now to learn more and talk about your c-store future.

From the warehouse to the store checkout, technology is the key to meeting customer expectations and staying ahead of the competitive curve. Now it's more accessible, effective and affordable than ever before with Mobility Scanning Technologies.



Your C-store Experience, Revolutionized

As c-stores continue to evolve rapidly, it's critical to stay ahead with technology that can keep up. Customer expectations are growing. There's an increasing demand for safety and the ability to find the right product when and where you need it—all within a quick, convenient shopping experience. Surpass all of these expectations and more with solutions designed to solve your challenges—only from Zebra.



C-stores are looking to spend

64%

of their tech budget at store-level¹

With Zebra as your partner, optimize your c-store with:



An enhanced customer experience

Utilize innovative technology to provide safe checkout experiences with frictionless shopping options



Efficient point of sale

Speed up transaction times with self-scan models to improve efficiency, expedite age verification, reduce hang ups and shrink lines



Accurate food and beverage labeling

Comply with FDA requirements for food and beverage labels to keep customers safe and informed



Timely insights

Leverage actionable data to deliver flawless fulfillment and minimize costs and loss



Inventory control

Get accurate visibility into your inventory to reduce the risk of carrying too much or running out



Elevated worker capabilities

Increase efficiency and empower your team with quick, accurate access to information from anywhere



Discover end-to-end solutions for every challenge you're facing with technology built for now and the future—only with Zebra. It's time to transform. You've got this.

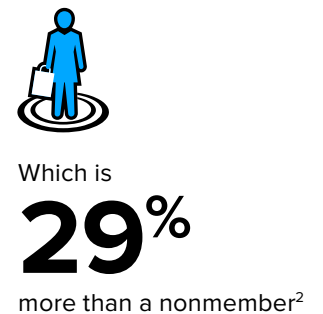
Utilizing Digitized Loyalty to Drive Results

Are you looking to set yourself apart from the competition? The c-store landscape is highly competitive, and many are adopting an up-and-coming solution—digitized loyalty programs. This solution offers a way for customers to interact with a brand through rewards, points and special offers that are earned on each visit, boosting brand loyalty. Read on to uncover other ways you can improve each point of sale to entice customers to keep coming back.

How popular are loyalty programs?



Loyalty programs attract customers



Transform Your Traditional Checkout Experience

Customers expect a seamless, quick and convenient experience from online to in-store. Equip your associates with the latest in technology to meet the high demands of today's shoppers.



42%

of c-stores plan to add new equipment to their stores¹



59%

of in-store shoppers say they have better experiences when associates use the latest technology¹

In-lane point of sale solutions



Keep lines moving with scanners that read barcodes in nearly any condition, so shoppers spend less time waiting and more time shopping

Enhance associate productivity



Give cashiers the tools they need to scan coupons on shoppers' mobile phones, driver's licenses and items of all shapes and sizes, at the speed your customers demand

Automate identification verification



Utilize driver's license parsing to automatically check identity or age, and then populate data into your system in the correct format—all in a split second

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| <p>DS2200 Series with cradle</p> <p>Scan with Affordable, Simplified Technology</p>  | <p>CS60 Series</p> <p>An Adaptable Scanner for Your Workflows</p>  | <p>DS9300 Series</p> <p>Small Scanner, Big Functionality</p>  | <p>DS9908 Series</p> <p>Boost Productivity at Your POS</p> <p>Switch seamlessly between handheld and hands-free use to keep associates productive when scanning items</p>  |
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Achieve Smooth Self-checkout

Empower customers to scan their own items as they shop and checkout without a queue. With the right partner, contactless options not only offer a safe shopping alternative, but can help increase revenue, reduce costs and provide a platform to enable next-generation digital services.



33%

of c-stores plan to add self-checkout to improve customer experience¹

Simple user experience



Help customers feel instantly comfortable with a familiar consumer checkout experience

Seamless connectivity



Give instantaneous access to online information such as discounts, rewards points and more while shoppers use their mobile phones

DS9908 Series

Maximum flexibility and superior comfort for a quick and easy self-checkout



DS9300 Series

Offers a form factor to fit anywhere, requiring little room for limited counter space



DS7708

Swipe-and-go scanning simplicity for busier stores with high volumes



MP7000

Keep consumer checkouts quick during a rush

High swipe for fast throughput, lower total cost of ownership (TCO) with energy savings and the color option adds produce recognition to reduce shrinkage



DS8100 Series

Add an auxiliary scanner for bottom of cart scanning



Meet Customers Where They Are

Create a convenient c-store experience at anytime, anywhere with a solution that's ready for today's customers. Enable your team to elevate customer satisfaction by offering innovative tools such as mobile scanning and transaction solutions.

Quick mobile payment options



Offer checkout in any spot, on-the-spot to give consumers flexibility when they shop

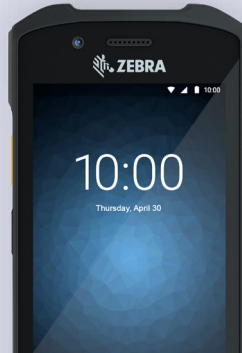
Accurate order fulfillment



Maintain accurate visibility of your inventory so you can ensure orders are fulfilled and avoid phantom inventory

TC21/TC26

Get More Features for a Value Price



CS60 Series

Dynamic Corded/Cordless Versatile Scanner



ET51 Series

Tablets Built for the Job



Convenienced Shoppers Make Loyal Customers

To stay competitive, c-stores are adding curbside pick up, drive thru services and mobile line busting. Invest in your c-store experience and your customers will choose you every time.

[Get started with Zebra.](#)

Managing Food Safety in the C-store Environment

With safety remaining top of mind for consumers and food and beverage decision-makers, c-stores are challenged to meet changing regulations and fluctuating market demands while creating a convenient store experience. Integrating advanced technology can seem intimidating, but keeping up with these standards is solvable with the right partner. Discover ways you can inspire consumer trust and enable greater operational efficiency for your business with Zebra.

Reassure with Proper Food Safety

Consumers have significantly lower levels of trust about the industry's ability to ensure food and beverage safety. Restore their confidence with solutions that exceed consumer and industry requirements.

83%

of consumers say the food and beverage industry has an important role to play in food safety³

Maintain perishables
Meet FDA requirements with technology designed to control critical temperatures, measures and other factors

Protect food prep areas
Maintain sanitary procedures for back-end food prep with automated systems to avoid errors and costs

ZQ610 and ZQ620
Powerful Mobile Printing



ZQ310 and ZQ320(silver)
Big Value at an Affordable Cost



ZD420 and ZD620
Print with Ease and Flexibility



8000D Dissolvable Labels
Stay Compliant While Saving Time and Money



\$55.5B

annual cost of medical treatment, lost productivity, and illness-related mortality due to food contamination⁴

Display product information accurately
Keep food labels up-to-date and accurate so consumers are properly informed when making a purchase

Meet government regulations
Avoid compliance issues with the proper safety procedures in place with digital technology

Utilize dissolvable labels
Use innovative labels that quickly dissolve with water from products or packaging to eliminate residue that may cause bacteria and drain blockages

Get Inventory Under Control with Technology

What if you could integrate a solution to give you more visibility into your operations for optimal inventory management? Day to day, you're faced with challenges like outdated systems and inaccurate data, making it difficult to manage your stock and forecasts. As shoppers continue to place orders online, the importance of accuracy is growing. Gain control of your inventory with solutions that improve visibility without complication.



Retailers have visibility into only

60%

of their inventories³



Out-of-stocks cost retailers an estimated

638B

annually⁵

There are several factors that play into your inventory management that affect revenue, customer experience and vendor relations. With the right c-store solution, you'll boost your operations' efficiency.

Challenge



Limited visibility into operations

A lack of visibility into your inventory can impact shopper satisfaction and worker productivity



Running out of stock

Missing popular items when and where your shoppers need them can cost you



Encountering overstocks

An excess in merchandise leads to waste and can hurt sales



Incomplete displays

Manual stocking can cause errors and create inaccurate or incomplete product displays, impacting sales and vendor relations



Inaccurate labels

Outdated data can lead to inaccurate pricing decisions and misinformation for consumers

Solution

Empower staff with mobile devices

Equip associates with purpose-built tools to boost visibility with richer dimension of service and speed



Refill items, fast

Quickly replenish out-of-stocks with mobile technology that empowers associates and optimizes inventory—all while reducing costs



Forecast orders, accurately

Reduce overstocks with data capture to optimize storage space, avoid price markdowns and risk for product obsolescence



Build to plan with innovative technology

Comply with planograms with innovative RFID technology and mobile computers built for accuracy



Optimize product labeling

Offer accurate pricing and detailed product information with easy-to-read labels



What's next in your digital transformation?

Outdated systems impact the timeliness of your information, worker productivity and customer experience. Get more control over your inventory. Take the next step of your digital transformation with Zebra.

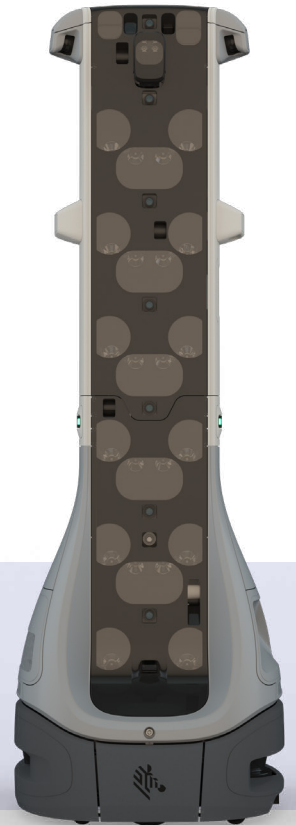
Zebra REFLEXIS

With this intelligence workforce management solution, achieve accurate budgets, forecasts and schedules to effectively control labor costs.

Zebra VisibilityIQ™ OneCare™

Powered by Zebra Savanna™

Ensure you get the reliable performance you need to keep your business running smoothly with Zebra's OneCare services. Get manufacturer assistance from experts who speak 17 languages, ready to support your critical operations so you can maximize your investment.



The Right Technology Matters

Consumers are shopping online, and their expectations are growing—exceed them. Invest in technology solutions that will help boost your productivity, from the distribution center to the back room to helping customers. It's all possible with the right partner, Zebra.



Execute Your C-store Strategy with the Right Partner

Ready to get started on your c-store transformation but not sure where to start? Leave it to the experts. Get innovative solutions customized to your business needs with a partner backed by more than 50 years of experience. That partner is Zebra. You know where you're going. Let Zebra help you get there. You've got this.

To get started, please contact
Mobility Scanning Technologies, LLC

Sources:

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5. The New Retail Mandate, 2018 Shopper Vision Study, Zebra Technologies



Mobility Scanning Technologies, LLC
New Richmond, WI 54017
www.mobilityscanning.com
833-302-2703