ZEBRA TECHNOLOGIES
RFID SOLUTIONS

Fabio Giuffre’
Channel Account Manager
Zebra Facts

Channel partners in more than 100 countries

Customers include more than 95 percent of all Fortune 500 companies

7,000 employees worldwide

122+ offices across 81 countries

$4.56 billion market cap

4,200+ US & international patents issued and pending
Innovation is in our DNA

1,700 product development engineers worldwide

4,200 patents issued and pending
WHY FOCUS ON MANUFACTURING?

25% Of non-financial market in the EU

30 Million People directly employed in manufacturing in the EU

1.6 Trillion Euro of value add to the EU economy generated by manufacturing

Source: Bureau of Economic Analysis, Industry Economic Accounts
ZEBRA OBJECTIVES

• To expand our business by amplifying the use of the combined Zebra product portfolio within the Manufacturing industry primarily focused the Manufacturing Plant

• Position Zebra as a significant player in ‘factory of the future’ solutions with heritage

• Keeping a holistic view of the manufacturing demand chain drive focus around two key area’s:

  1. Track & Trace

  2. Process Compliance

• Leverage the new broader portfolio to enable manufacturers to have a better, real time visibility of the plant floor to deliver

MANUFACTURING 2020 MESSAGES

Core Message
CREATING A SMARTER, MORE CONNECTED BUSINESS FOR MANUFACTURERS

Messaging Themes
LEAN MANUFACTURING
BUSINESS PROCESS CONNECTED BY TECHNOLOGY

VISIBILITY ACROSS THE DEMAND CHAIN
TRANSFORMING THE PHYSICAL TO DIGITAL, M2M AND M2H

CONNECTING REAL TIME DATA
ENABLING A HOLISTIC VIEW OF OPERATIONS

Industry Applications

Track & Trace

- Inventory visibility & management
- Work In Progress visibility (WIP)

Process Compliance

- Quality Management System (QMS)
- Standard Operating Procedure (SOP)

Core Application Message

Key Products

EMV
- Mobile Computers
- TekSpeech Pro

RFID
- Scanners
- Card Print

Printers & Supplies
- Location Solutions
- Location Solutions

Card Print

M2M = Machine to Machine
M2H = Machine to Human / Human to Machine
CHALLENGES ARISING

• Managing supply in, build and supply out in the most efficient, cost-effective way to meet customer demand

• Need for more mobile/untethered workforces as business systems continue to become more distributed

• Gain visibility and control of available data, transforming it into actionable business information

• The need to phase in technology to current manufacturing lines and communicate with both human and machine

• Sourcing technology from forward thinking and reliable providers with large enough portfolio to address current and future state needs
DRIVERS FOR CHANGE

• Convergence of physical manufacturing with digital manufacturing, enabling organisations to digitally project the lifecycle of production facilities

• New business models and technologies such as the Internet of Things and Industry 4.0

• Increasingly regulated environment demanding traceability, accountability and quality assurance

• 50 billion connected devices by 2020, mean manufacturers have to keep pace with the ‘on demand’ consumer
MANUFACTURING INTERCONNECTED OPERATIONS

HOLISTIC MANUFACTURING PLANT VIEW

SUPPLY IN
RAW MATERIAL & COMPONENTS

BUILD

SUPPLY OUT
FINISHED GOODS

MANUFACTURING OPERATING KPI’S:
ON COST – ON PLAN – ON SPECIFICATION

ZEBRA VALUE PROPOSITION

SENSING
DATA CAPTURE
BARCODE PRINTING
RFID

ANALYZE
LOCATION AND MOTION SENSING
MOBILE COMPUTING
CLOUD-BASED DEVICE MANAGEMENT
WIRELESS LAN

ACT
ENTERPRISE ASSET INTELLIGENCE
CARD PRINTING
Key Technology Offerings

- Cloud-based Device Management
- Mobile Computing
- Data Capture
- Location and Motion Sensing
- Barcode Printing
- Wireless LAN
- RFID
- Card Printing
# Zebra Products Overview

## Asset Identification & Tracking

### Printers & Services
- **Industrial**
- **High Performance & Midrange**
- **Card**
- **Mobile**
- **Desktop**
- **Kiosk**
- **Print Engines**
- **ZebraCare**

### Supplies
- **Speciality**
- **Card Printer**

### Software
- **Zatar**
- **Link-OS™**
- **CardStudio**

### RFID
- **RFID**
- **RFID Encoders**
## Zebra Products Overview

**Enterprise Visibility & Mobility**

<table>
<thead>
<tr>
<th>Mobile Computing</th>
<th>Data Capture</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Industrial Mobility</strong></td>
<td><strong>RFID</strong></td>
</tr>
<tr>
<td><strong>Customer Facing</strong></td>
<td><strong>Hands Free</strong></td>
</tr>
<tr>
<td><strong>Field Mobility</strong></td>
<td><strong>Software</strong></td>
</tr>
<tr>
<td><strong>RhoMobile Suite</strong></td>
<td><strong>Handheld</strong></td>
</tr>
<tr>
<td><strong>Workforce Connect</strong></td>
<td><strong>Engines</strong></td>
</tr>
</tbody>
</table>

**Zebra**
Zebra Products Overview (Cont.)
Enterprise Visibility & Mobility

WLAN

Security and Location Platform

Intelligent Infrastructure: Platforms, Controllers and AP

Software

Services

Network Implementation

Network Optimization

Device and Asset Management

Technical Support

Network Infrastructure Management

Device Repair
RFID IN MANUFACTURING

Major applications
- Process steering and mgt
- Inventory management
- E-Kanban with suppliers
- Asset management
- Intelligent tools
ITS ALL ABOUT VISIBILITY

BARCODE PROCESSES ARE MAINLY APPLIED MANUALLY AND SELECTIVELY
RFID INCREASES THE VISIBILITY WITHOUT MANUAL INTERVENTIONS
**Zebra’s Core UHF RFID Products**

- RFID performance and deployment leader with best-in-class read range and read rates
- Handheld portfolio complements portfolio of fixed UHF RFID readers.

**PSION’s RFID Portfolio Fills the Gaps**

- Sold across all industries / Government & Enterprise Business
- Growing application use cases, with UHF moving into the HF and LF space
- Performance and deployment leaders – best-in-class read range and read rates
- Growing, sizeable business with strong brand recognition

- Brick/EDA form factor
- High IP65 and IP67 sealing for outdoor applications
- UHF, HF and LF devices for niche applications
- Modular design allows for lower TCO:
  - Field upgradability; one device for multiple RFID frequencies
  - Partner hardware solution development

---

**Criteria**

- RFD5500 - UHF
- MC3190-Z - UHF
- MC9190-Z - UHF
- RFD8500 - UHF

- XT15 - HF
- WorkaboutPro
  - HF, LF, UHF
FIXED RFID ANTENNAS
Broolest RFID Portfolio

**PRINTERS**

- R110Xi4 UHF
- ZT400 UHF
- ZD500R UHF
- ZE500R UHF
- Series 3/7/8 UHF HF/NFC

**REAL-TIME LOCATING SYSTEMS (RTLS)**

- WhereTag/Call UWB 2.4G
- WhereLan UWB 2.4G
- WherePort UWB 2.4G
- DartTag UWB 6.55G
- DartHub UWB 6.55G
- DartSensors UWB 6.55G
Compelling Events – Customer can define and configure the thresholds

Total Operations and Per Site (Store, DC) Operational Metrics and Data

Support: Service Desk and Repair
Device Detail