Complement your retail and hospitality solution offerings for your customers quickly, reliably and affordably

Zebra is a partner you can trust to complement your product solution, provide thought leadership in all aspects of mobile technologies, and strengthen your brand with our OEM solutions

In today's retail and hospitality markets, it is imperative that you select strategic partners that understand the market needs for all mobile technologies. You need partners that can extend your brand identity, and enable you with the hardware and software tools that enhance your offering, and help you build best-in-class solutions to successfully meet your customer demands.

We offer you a direct vendor partnership that enables you to complement your own product offerings with confidence.

Are you sometimes tempted to go-it alone from scratch? Chances are Zebra already has a proven, certified solution, at a lower TCO, that you can trust to help you boost your customer satisfaction scores to industry-leading levels.

OEM barcode scanning solutions

Our scan engine portfolio is broad enough to accommodate any type of budget: from low-end duty cycle solutions to high-end functionality. We can complement and add value to your own barcode scanning offering.

You can use our scan engines to offer additional applications, from the simplest data collection to the most advanced option, enabling simultaneous multiple barcode capture, wherever they may be.

Private branded products

By putting your brand on our product, you can extend your own brand image, and enhance the quality of your solution offering across a family of products that will satisfy your customer needs.

Our OEM customers have proven that, working with Zebra, their support costs go down. This is because they deal with only one family of products, having a consistent interface and operational characteristics, versus each customer making a different decision on peripherals and coming back to the OEM for support, when something goes wrong. A comprehensive OEM-based solution drives quality consistency, vs. ad hoc solutions that simply don't.



ZEBRA

Access to the experts

During your product development phases, we have access to each of our engineering disciplines (Optical, Mechanical, Software or Regulatory) to support every aspect of that product development process.

Custom products

If there are any custom requirements to software or hardware, our engineers can perform requested enhancements. This is generally a fee-based service.

Support

Our OEM product support is second to none, in terms of our field pre-sales engineers, product documentation, and more. We can also provide additional software tools for post-sales, online Return Merchandise Authorization (RMA) and technical support.



In addition to the solutions and benefits highlighted above, we can also provide you with innovative OEM products and solutions that might be relevant to you based on our extensive retail and hospitality technology expertise. We can help you keep your customer's business operations up to date well into the future.

Location solutions

Zebra advanced beacons and SmartLens technology captures precise, indoor-location data. It consists of multi-technology sensors, a data analytics engine and applications that turn your customer's entire store into a smart store. It automatically senses and records the location and movement of virtually anything—merchandise, associates, shoppers and assets—and turns that data into easy-to-read actionable intelligence that delivers real competitive advantage.

Shopper and guest engagement through self-service and self-checkout

Zebra is the leader in self-shopping solutions that are proven to increase revenue, reduce costs and provide a platform to enable next generation digital services. Rugged, enterprise-grade handheld personal shopper computers and interactive kiosks, featuring integrated software applications, help your customers with in-store and hotel-related activities.

Point of Sale (POS) solutions

Our unrivaled portfolio of mobile computers, multi-plane scanners, interactive kiosks and advanced printing options, complement and enhance any POS and payment solution to help shrink lines, reduce hang ups, increase shopper and guest satisfaction at stores and throughout resort facilities, including restaurants and poolside services.

Retail and hospitality staff communications

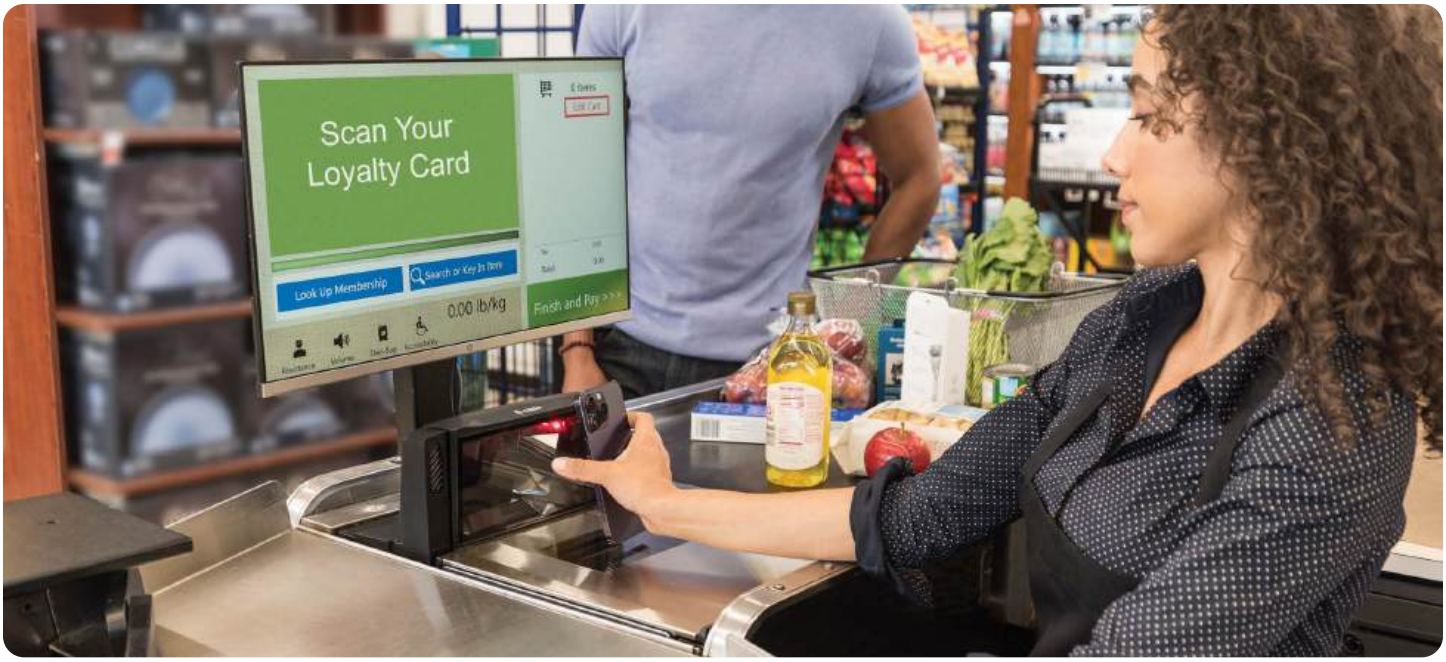
Integrated voice and data across devices and networks, with Zebra Workforce Connect software, augments staff communication capabilities to better serve shoppers and guests at retail and hospitality venues.

Card printing solutions

Our cost-effective card printing solutions provide reliable performance and outstanding image quality for membership, gift and loyalty cards, including any type of large ID badges, hotel event cards, and more.

Optional device health and management tools

These optional tools enable OEM customers to maximize uptime and prevent costly downtime. They achieve this by aggregating statistics by device, site and network to provide the information you need to effectively allocate devices between sites, so that the population of assets is effectively utilized.



Zebra OEM retail and hospitality solutions meet your customers' needs worldwide quickly, reliably and cost effectively

Zebra's comprehensive OEM ecosystem of hardware and software solutions is your own private one-stop development shop, offering the speed, ingenuity and innovative culture of a start-up, with the resources, experience and confidence that only a larger, established organization can provide. We have decades in the market and the expertise of 7,000 employees in more than 80 countries to support it.

Extending a POS solution into the mobile environment

Challenge

Industry leading retail/hospitality supplier required the ability to extend their POS Global software solution out to the hands of their mobile associates for both tableside ordering and traditional line busting/assisted selling applications.

Solution

Supplier-branded MC40 mobile computers with pre-loaded software apps allowed the OEM to extend their brand with a certified solution that integrated well with their POS solution offering. The MC40 delivered advanced scanning capabilities (loyalty/coupons), secure enterprise grade OS and communications to cordless peripherals such as printers/payment solutions.

Benefit

Improved staff productivity, higher customer satisfaction and reduced time to market.

Learn more about our extensive OEM portfolio visiting www.zebra.com/oem

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