



SMART VAR SUMMIT

Enterprise Asset Intelligence

Tom Bianculli
VP, Technology Office
Zebra Technologies

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Key Defining Trends



Professional Mobile Devices

Leverage market leadership and unique offerings



Internet of Things (IoT)

Combined innovation development teams will focus on creating the next set of IoT growth engines by building on core technologies



Cloud Technology

Lead industry transformation by enabling new service solutions

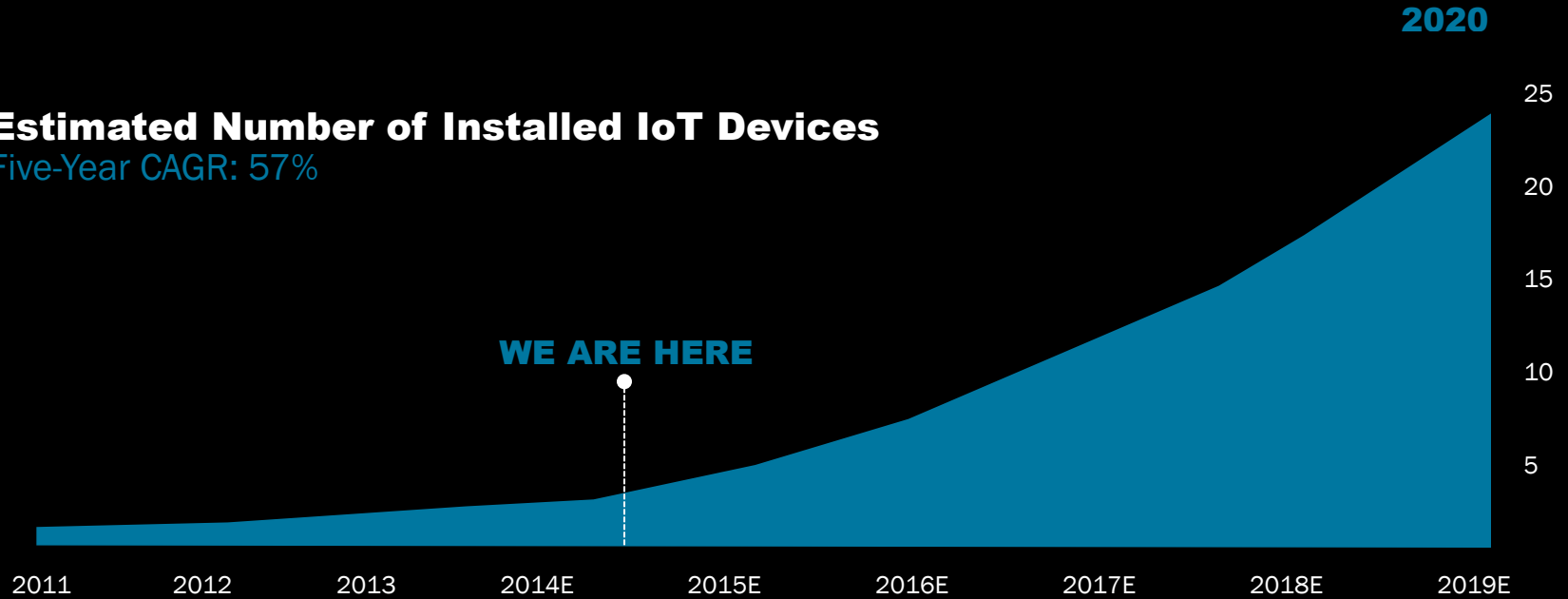
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Estimated Number of Installed IoT Devices

Five-Year CAGR: 57%



**There will be 6 billion mobile phones
but 30 billion connected smart devices
taking 42% of the mobile bandwidth.**

IOT

A DRIVER OF CHANGE FOR BUSINESSES

VC investments
in IoT startups
increased **10X**

2010 - 2014

nearly **1/2** of
IoT will be
business devices

2018

Business
will invest **\$1/4
trillion** in IoT

End of Decade

MAIN BUSINESS BENEFIT = ENHANCED CUSTOMER EXPERIENCE

4 in 5 technology
buyers interviewed
say IoT
will be most
important tech
initiative
over next decade

30-fold increase
in Internet-
connected
physical devices
by 2020

RFID cuts item
level tagged
out-of-stocks
in retail by up
to 50%

Manufacturing
forecast to be
largest segment
of IoT
> 1/4 of total IoT
market

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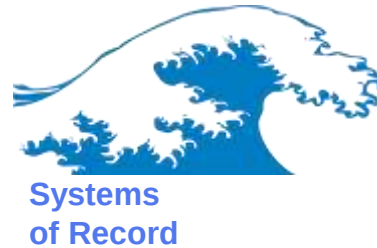
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Enterprise Computing 1990 - 2020

Three Waves of Disruptive Innovation



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See What Others Can't See

ENTERPRISE ASSET INTELLIGENCE

SENSE

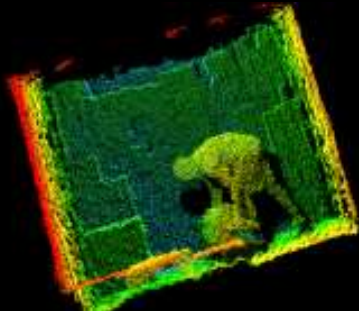
EDGE
SENSING

ANALYZE

DERIVING
INSIGHT

ACT

DIRECTING
ACTION



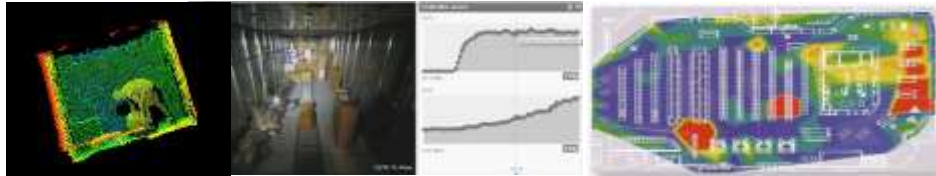
Enabling 'Asset Intelligence' Through



Smarter Devices



Smarter Things



Smarter Environments

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Smarter Answers to....

- What devices are in repair?
- What devices are due back?
- Where are devices deployed in the environment?
- Are devices performing the way your customer expects?
- Are devices being used for purpose?

Enabling Operational Intelligence

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Operational Visibility Service Enabling Partners and VARs

OPERATIONAL VISIBILITY SERVICE (OVS)

- Visibility to an entire Zebra mobile device fleet and more
- Operational Dashboard, Configurable views & thresholds
- Asset Health, Utilization Trends, Geo-Location, Metric Reports
- Reporting & Analytics with data from your operational environment (sites, device types, thresholds etc)

- **Cloud based operational dashboard, fully managed by Zebra. Sold by and additional revenue attach for partners**
- Integrated Soti MDM tool and console included in Asset Visibility Platform (AVP) and price.
- Over 20 reports on Device Location, Utilization, Operational Trends and Services
- Integrated Support Services data & reporting within the dashboard



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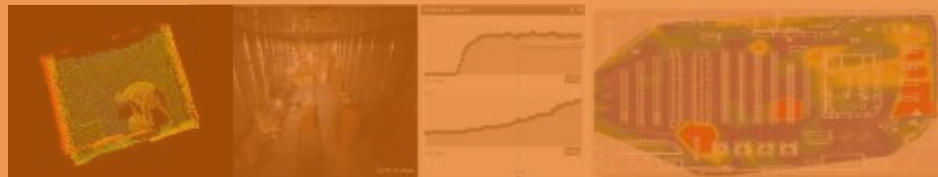
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FARM TO FORK



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38°!

Temperature
Too High!

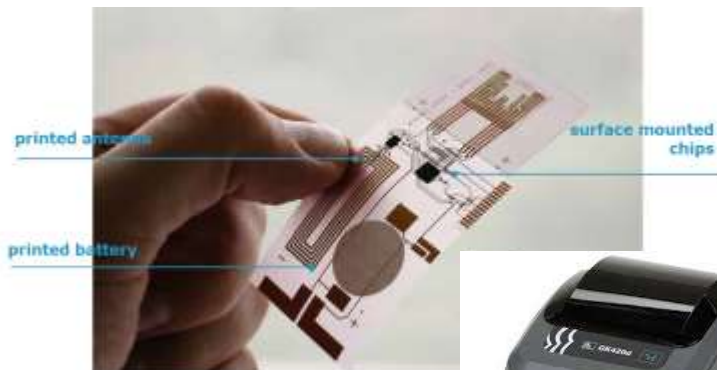
Not just food...

An estimated \$243 billion worth of cold-chain biopharmaceuticals will be in worldwide distribution by 2016, up 55% from 2010

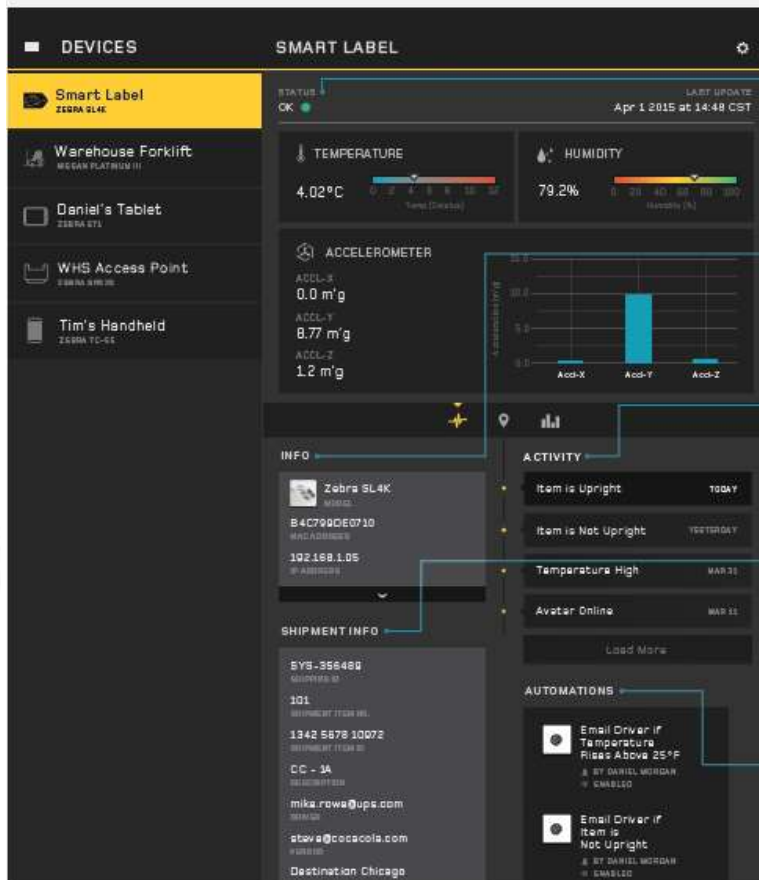


TEMPERATURE MONITORING

Smarter Things



SMART LABEL AVATAR



DEVICE STATUS & VISUALIZATION

See the device's real-time temperature in relation to a configurable threshold for each individual sensor

DEVICE INFORMATION MODULE

View device details such as model, unique ID, and IP address

DEVICE ACTIVITY STREAM

Review interactive historical events on individual devices to recount historical data

DEVICE SHIPMENT INFORMATION MODULE

Associate shipping ID's to individual or groups of sensors and provide driver and contact information to enable automatic notifications

AUTOMATIONS MODULE

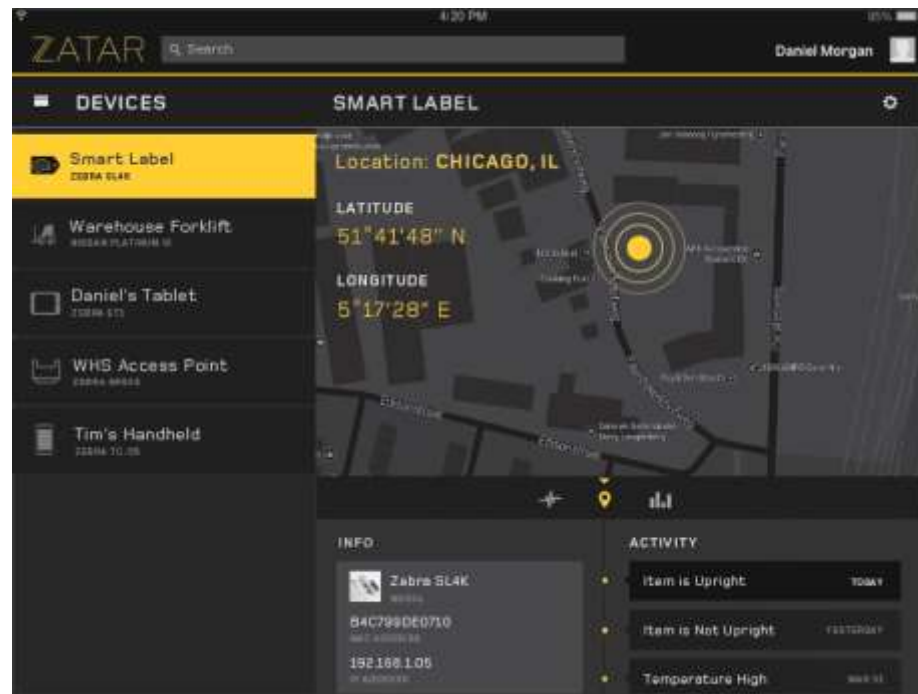
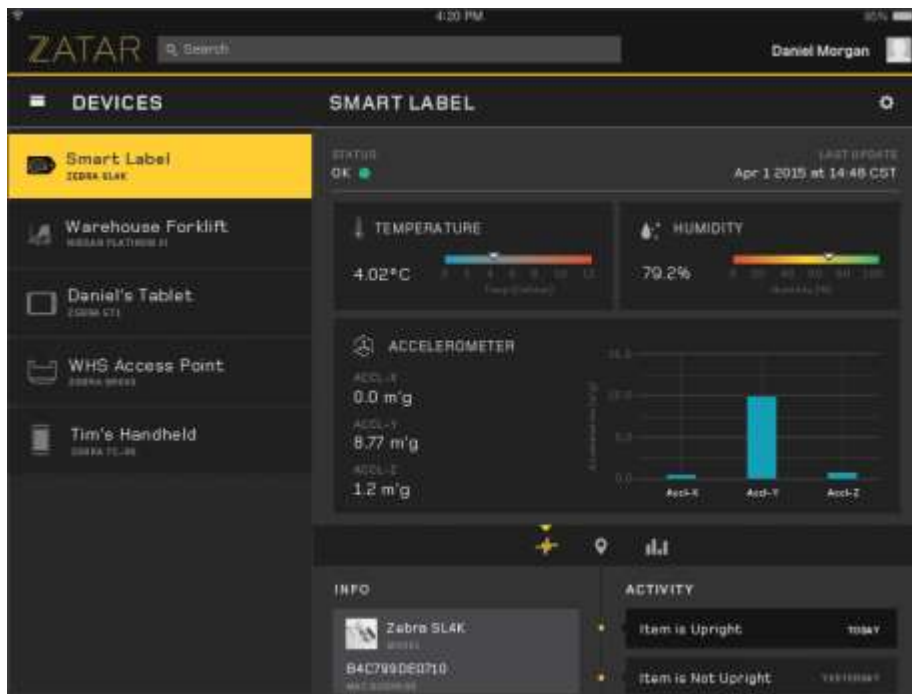
Create custom automations that are triggered when the device updates in real-time

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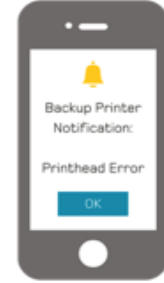
IOT Application Categories



Pay per use



Predictive Maintenance



Alerts & Notifications



Remote Maintenance



Customer Experience



Crowds & Clouds

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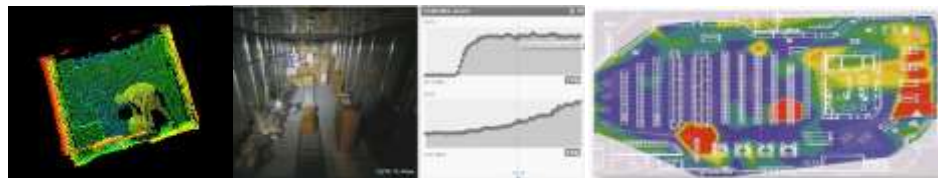
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Smarter Devices



Smarter Things



Smarter Environments

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Intelligent Cross Dock Environment

- QUANTIFYING OPERATIONS
- OPTIMIZING WORKFLOW
- INCREASED THROUGHPUT, SCHEDULING & PLANNING
- EMPOWERING MANAGERS & WORKERS



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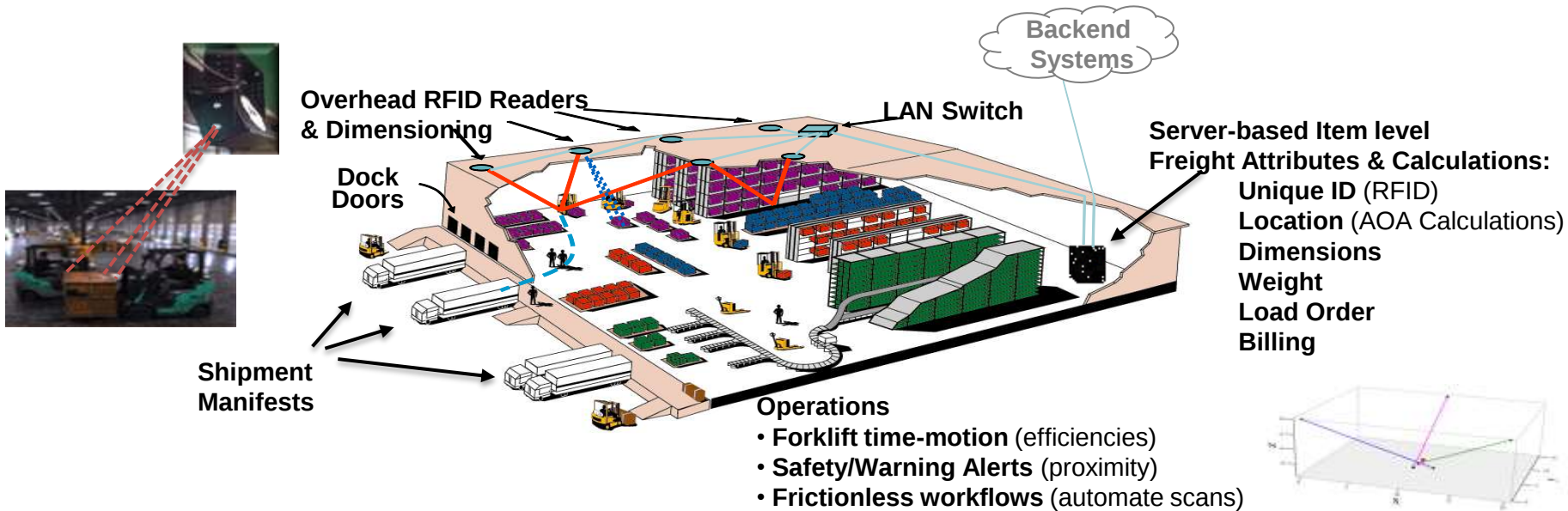
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Intelligent Cross Dock Environment

Limited visibility of freight attributes (e.g. dimensions, weight), real-time tracking, or locating per piece of shipment lead to inefficient operations and customer billing.



Overhead technology that reads, locates, dimensions, and tracks objects tagged with passive RFID UHF tags to maximize operational awareness & execution.

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Enabling the Age of Asset Intelligence TOGETHER

The Intelligent Edge

Smarter Devices

Smarter Things

Smarter Environments

The Empowered VAR



Re-branding/selling OVS



Enabling IoT Applications



Vertical Based Solution Platforms

Transformed Experiences



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THANK YOU

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