



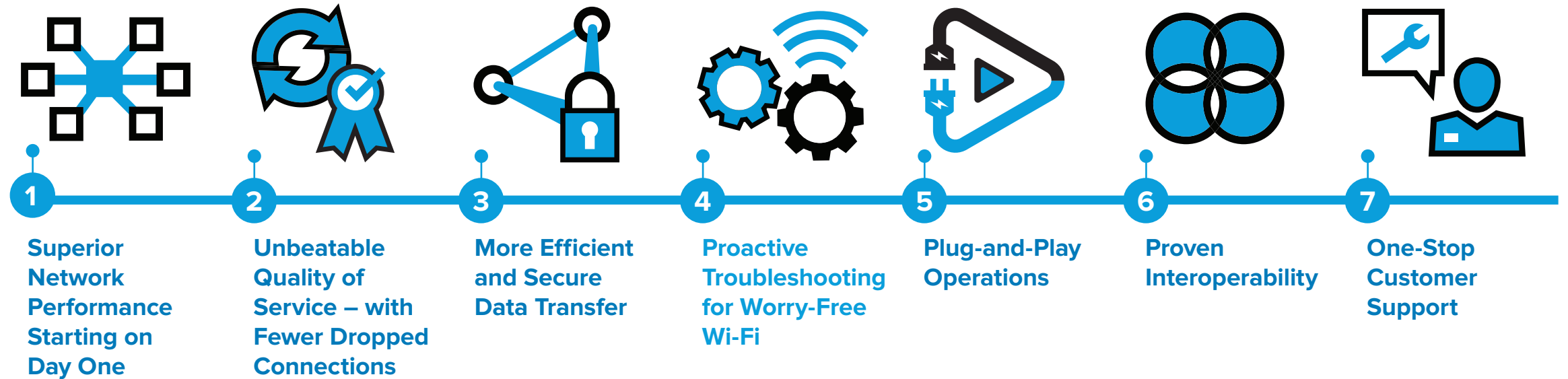
The Digital Transformation

Merchants are looking for help in adapting to the shifting retail environment. That's why Aruba and Zebra are working together to build a better edge technology solution for retailers – one that delivers the accuracy, visibility, context, quality of service and operational insights required to succeed.

Together, Aruba and Zebra take the guesswork out of technology decisions and enable decision makers to deploy best-in-class devices and network equipment while still gaining all the benefits of a single-vendor solution, including high-quality service, superior roaming, better security, easier setup and troubleshooting, guaranteed equipment compatibility and better customer care.

Delivering Unsurpassed Shopping Experiences

Today's ever-connected shoppers' expectations for more personalized service and near instantaneous fulfillment have upended the retail ecosystem. Savvy merchants, warehouse operators and fulfillment centers are increasingly turning to integrated solutions from Zebra and Aruba that leverage frontline devices and a secure IT communications network to enhance the shopper experience, support better omnichannel fulfillment and reduce operational costs. **Check out the top seven benefits the unified solution delivers:**



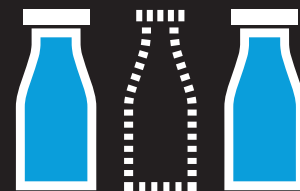
Tech Elevates the Shopper Experience

According to Zebra's 13th Annual Shopper Vision Study, more than 70% of retail associates reported that technology plays a vital role in helping them improve the shopper experience. Respondents rated the top shopper benefits realized in using mobile devices:



55%

Helped find a correct price



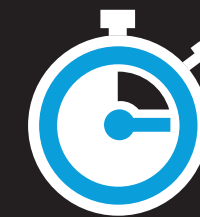
53%

Assisted in finding a product



49%

Aided in answering a shopper question



42%

Saved the customer time



42%

Saved the customer money



For more information on how Aruba and Zebra can help your retail organization digitally transform and leverage the edge to deliver operational efficiencies and improve the shopper experience, visit www.zebra.com or www.arubanetworks.com.

