# Empowering Frontline Workers:



Nutzung von KI für intelligente Entscheidungsfindung
VOR ORT



# ? ZEBRA?



# **Powering organizations** across the globe

in **global sales** (2024)

employees in 55 countries across 120 offices

80%+

of Fortune 500 companies are Zebra customers

10,000+

**Channel partners** in over 190 countries

~7,150

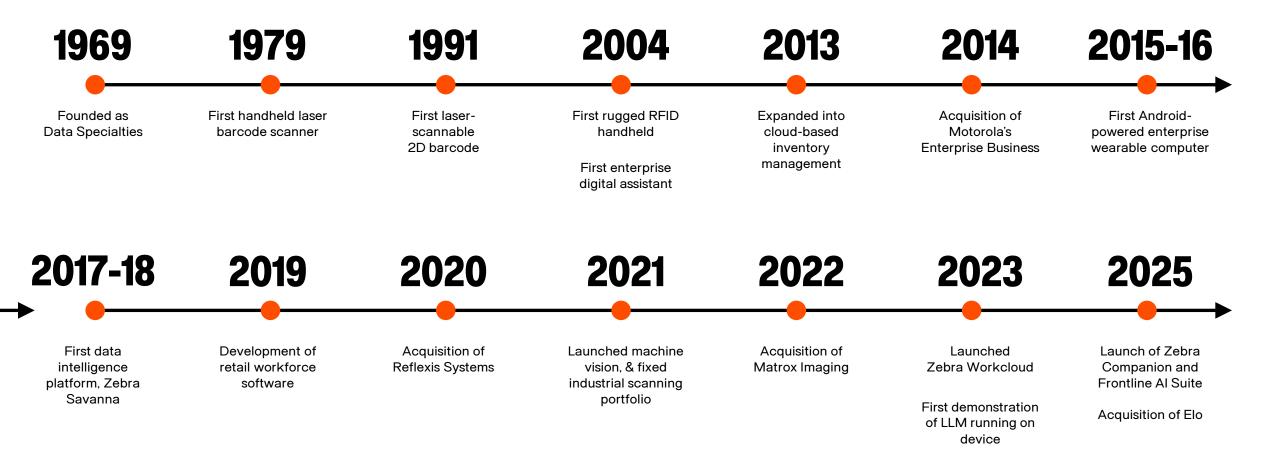
**US & Int'l patents** 

issued and pending

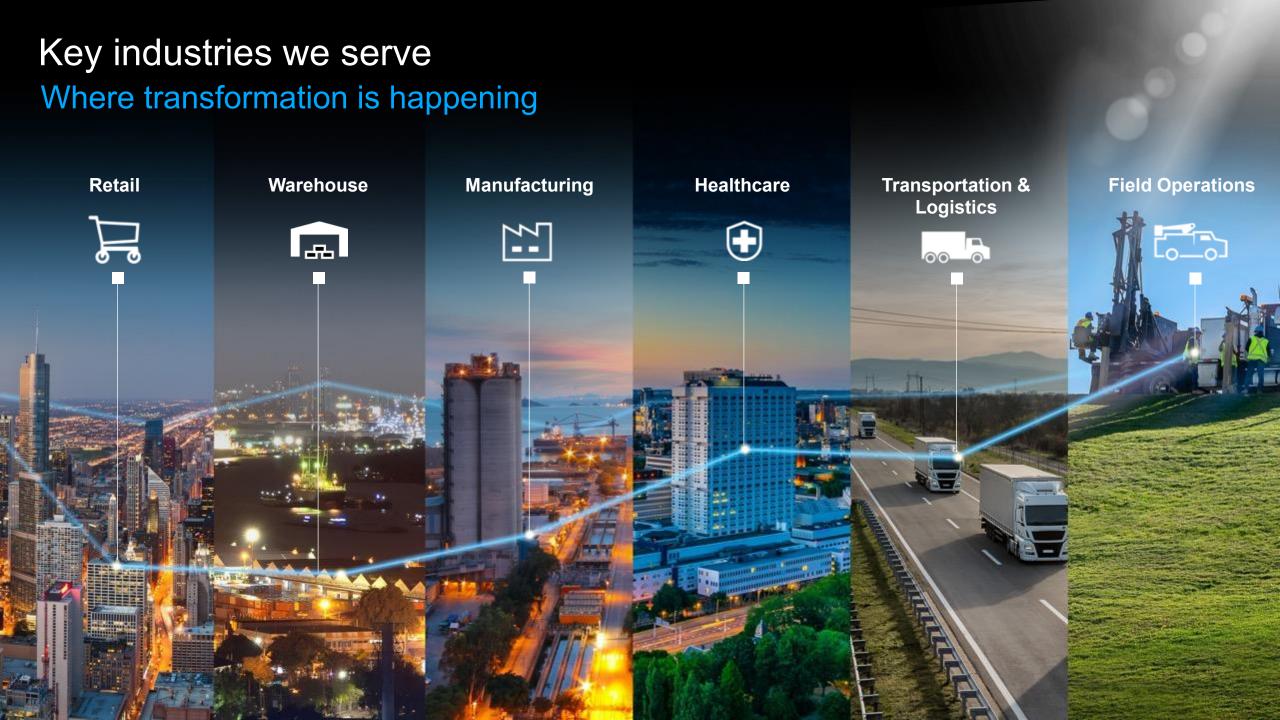
of sales to R&D



# **Driving innovation since the beginning**







# **Portfolio**

**Print Confident. Print Secure. Print Zebra.** 



**Mobility Innovation** 



**Consistent Scanning. No Surprises. Just Scan.** 



**Machine Vision Without Limits.** 





**ZEBRA** 

Real-time decisions when it matters

Secure, private & reducing cloud costs

Human and Digi-sapien:

- SLM for Agentic Al
- Context aware Product & Person
- Intelligence On-device inference



Small Language Models are the Future of Agentic Al <a href="https://arxiv.org/abs/2506.02153">https://arxiv.org/abs/2506.02153</a> - 2nd June 2025





### **Connected Frontline**

Unifying teams, customers and Al agents for better frontline experiences.

# Intelligent Operations



(\*)





# **Asset Visibility**

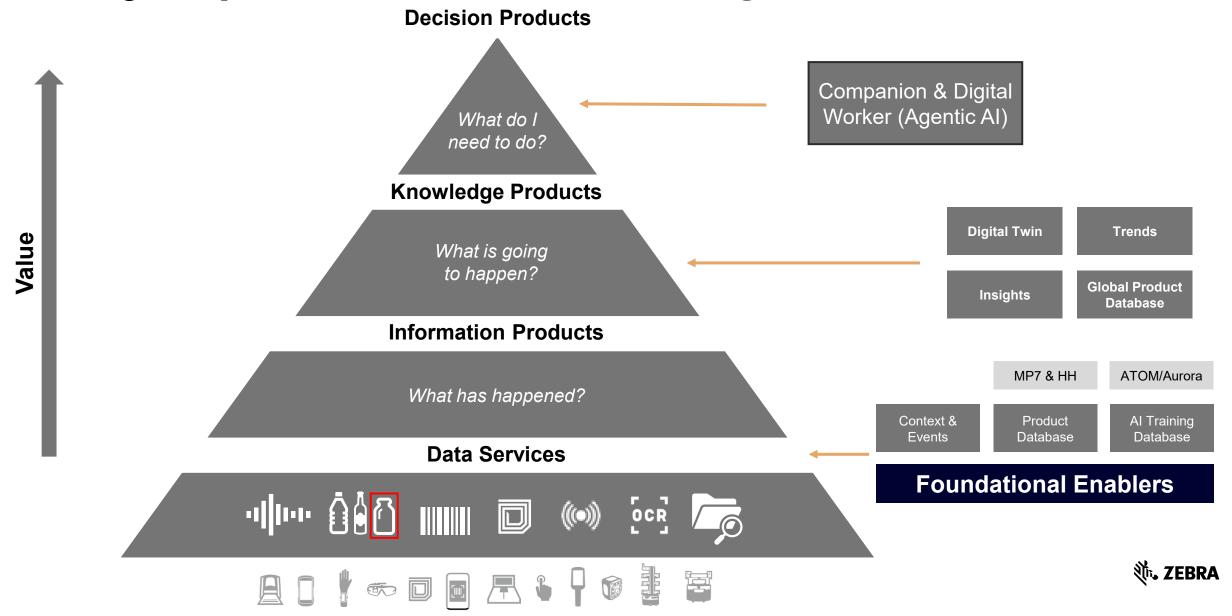
Giving your assets a digital voice to power better decisions and actions.

# **Intelligent Automation**

Augmenting people with powerful technology that scales their impact.

Synergy in Action: Aligning People,
Assets, and Automation to Thrive in
an Al-Driven World

\*\*L ZEBRA\*



# **Zebra Aurora Velocity**

COST EFFECTIVE, SCALABLE PLATFORM

- Barcode reading
- Event Viewing
- Fluid Leak Detection
- Advance OCR
- Box Damage Detection
- Dimensioning
- HAZMAT/DG Label Detection and Identification
- RFID Readers



# **Zebra Frontline Al Suite**

An integrated portfolio of AI enablers, blueprints, agents and solutions that help you digitize your environments, operationalize your intelligence and maximize your workflows on the frontline of business.

### **Zebra Frontline AI Enablers**

(Formerly Mobile Computing AI Suite)

Unlock new capabilities with an advanced Al toolkit

# **Zebra Frontline Al Blueprints**

Infuse Al into your critical workflows with ease

# **Zebra Companion**

Al that works with your frontline



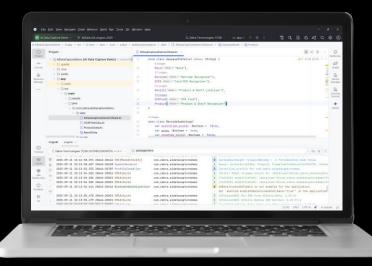




# **Zebra Frontline AI Enablers**

UNLOCK NEW CAPABILITIES WITH AN ADVANCED AI TOOLKIT

### **Enablers**



**Blueprints** 

**Zebra Companion** 

Giving your developers everything they need to build and deploy smart applications that connect your operations end to end



Shelf & Product Localizer



Barcode Localizer



Product Recognizer



OCR / Text Recognizer



Feature Extractor



# **On-device Models:**









**Barcode finder** 

**Text recognition** 

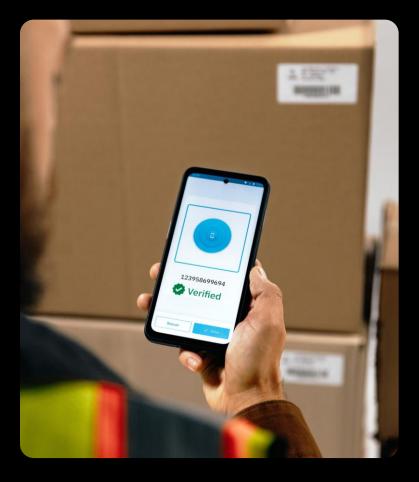
**Product recognition** 

**Tracking** 

# **Zebra Frontline Al Blueprints**

INFUSE AI INTO YOUR CRITICAL WORKFLOWS WITH EASE

**Enablers** 



**Blueprints** 

**Zebra Companion** 

Provide the core building blocks to design adaptable, ready-to-use Al workflows that tackle real-world challenges.



Display Verification



Proof of Delivery



Inventory Management



Automated Form Capture

# **Zebra Frontline Al Blueprints**

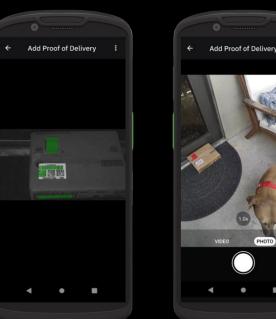
BLUEPRINT IN ACTION: SEAMLESS PROOF OF DELIVERY

**Enablers** 

## **Blueprints**

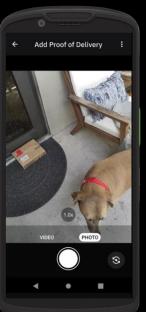
**Zebra Companion** 

### From 3-Step POD



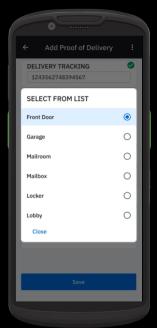
Step 1

Driver Scans Barcode on Package(s) at customer location or inside truck.



Step 2

Driver places package(s) at delivery location, steps back & captures image of delivery, ensuring no people/pets are in image.

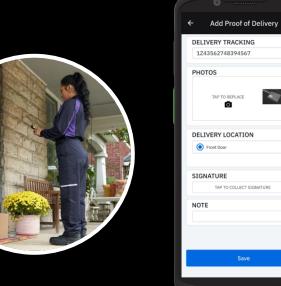


Step 3

Driver confirms or selects delivery location within App.



### **Seamless Proof of Delivery**



Zebra's Al Assisted Camera automatically blurs any people/pet in the image & detects the location type & sends it along with the image to auto-populate.



Step 1

Driver Scans package

(with scan engine or camera), steps back to frame object in view - snaps an image & heads to the next stop.



# Zebra Frontline Al Blueprints BLUEPRINT IN ACTION: DOCUMENT EXTRACTION & PALLET COMPLIANCE

Live demo?

**Enablers** 

**Blueprints** 

**Zebra Companion** 

**Asset Counting and Comparison To Delivery Note** 





**Delivery Compliance** 











Step 1 Scan Each Box for SKU & QTY.

Step 2 Compare to Delivery Note

**SCAN & CHECK** 

Frontline Worker Scans Pallet and Document – reduces time and improves accuracy



# **Zebra Frontline Al Blueprints**

**BLUEPRINT IN ACTION: FRESH PRODUCE & LOSS PREVENTION** 

**Enablers** 

**Blueprints** 

**Zebra Companion** 

MP7x



**Fresh Produce & Loss Prevention** 

### Mono & color



Mono





Ticket Switching

- Stacked Products
- Scan Avoidance

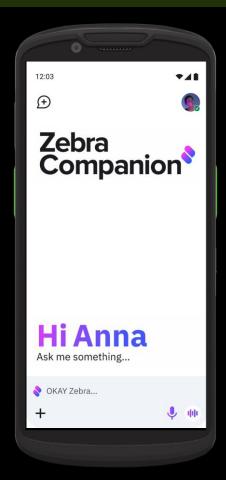
Ticket Switch

**沁 ZEBRA** 

# **Zebra Companion**

AI THAT WORKS WITH YOUR FRONTLINE

**Enablers** 



**Blueprints** 

**Zebra Companion** 

Connect your workers to everything there is to know about your business — all on your favourite Zebra devices



Knowledge Agent



Sales Agent



Zebra Device Agent



Merchandizing Agent

# **Zebra Companion**

**COMPANION AGENTS** 

**Enablers** 

**Blueprints** 

**Zebra Companion** 



# **Knowledge Agent**

In-moment Learning

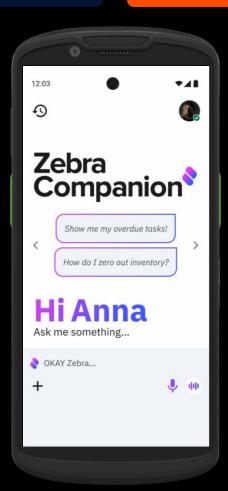
Access To Job Aids / SOPs

Add To Knowledge Base

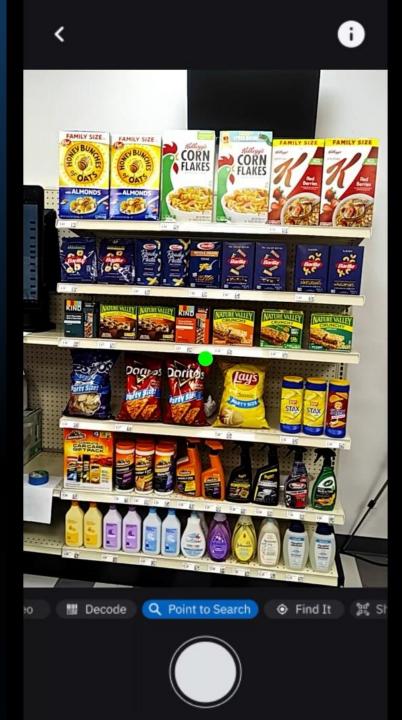
Faster On-boarding

**Higher Associate Productivity** 

**Process Improvement** 







# **Enablers Used:**

(On Device Models)

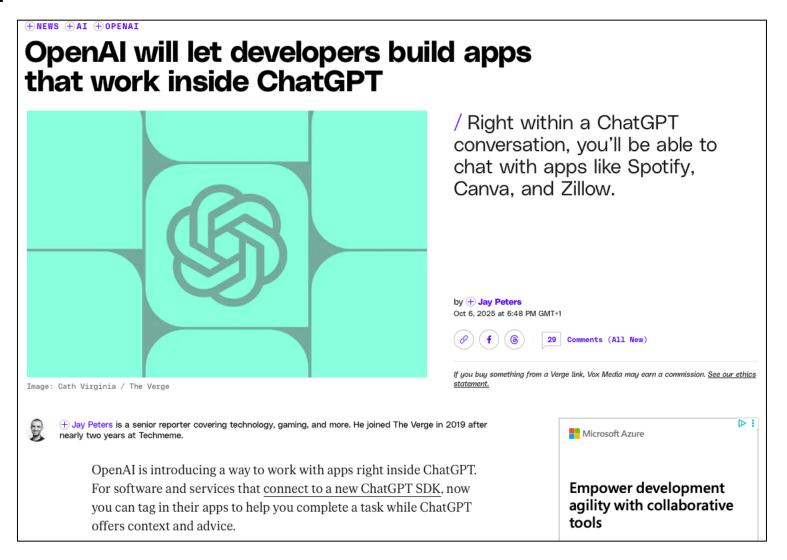
- Product Localizer
- Shelf Localizer
- Label Localizer
- Label OCR
- Small Language Model
- OpenAl's Whisper Model (translation)

Data Privacy
Security
Reduced Cloud Costs

Productivity Gains
Improved CX
Increased Sales



# **Digi-Sapien**







# Human and the Digi-sapien

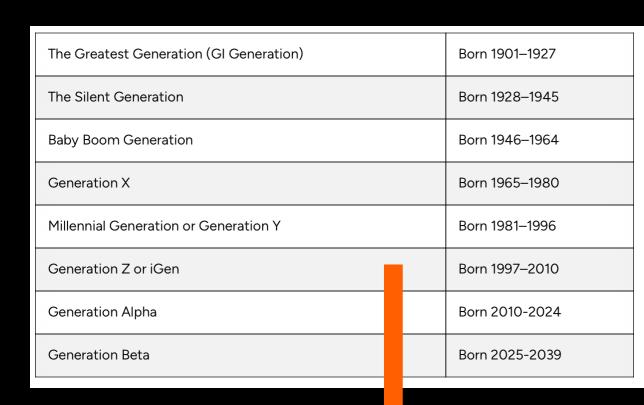
# SLM's are the digital workers where LLM's are the consultants

### Technology:

- LLMs are built to be powerful generalists
- SLMs are well-positioned for the agentic era because they use a narrow slice of LLM functionality for a specific area or task

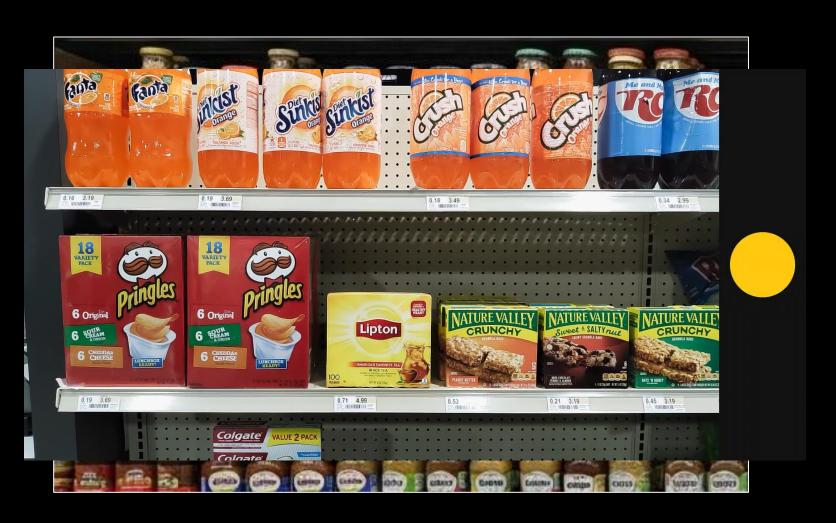
### In Practice:

- BYOC Personal companion meets Enterprise companion
- 100's of SLMs working on concurrent tasks throughout the day (AaaS) – personal and company
- Real-time data is going to be key to success



**Digital Native** 



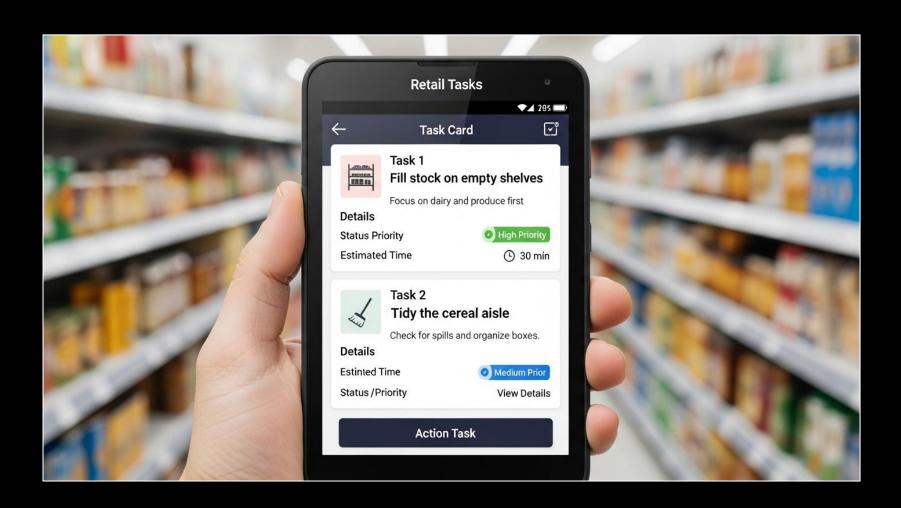


- Check Price and highlight any that are wrong.
- Replace with correct price.



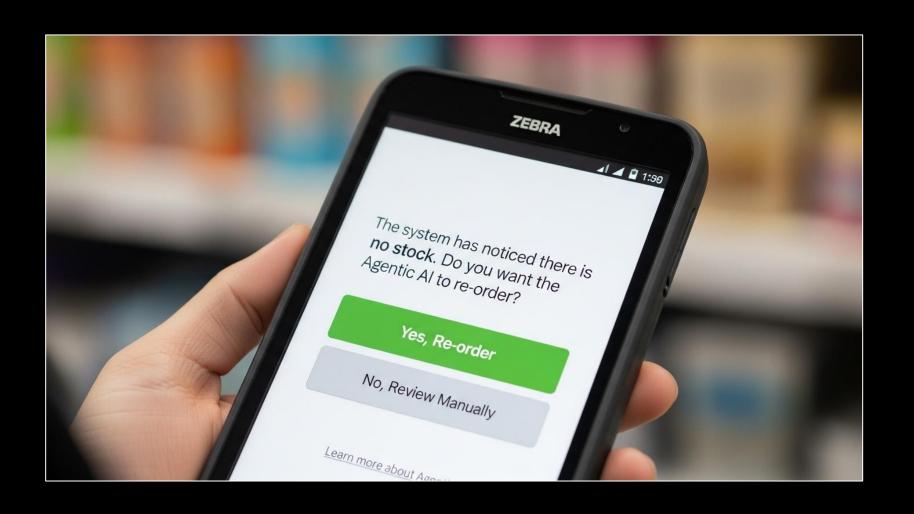






- Create tasks
- Assign based on skill level, location and priority





# Autonomous or Human-in-the loop?



# In Summary:

- Tools & Services are maturing for anyone to use
- Focus on outcomes that drive productivity or improves revenue (or both)
- Agentic shift is coming



# Thankyou

