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October 22, 2020

# The Future Demands Action NOW; Will You Miss This Opportunity For Growth?

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# Today's Presenters



Daniel Burrus  
Strategic Business Consultant  
Burrus Research, Inc.

Daniel Burrus is considered one of the World's Leading Futurist Speakers on Global Trends and Disruptive Innovation. He is a strategic advisor to executives from Fortune 500 companies helping them to develop game-changing strategies based on his proven methodologies for capitalizing on technology innovations and their future impact.

# Today's Presenters



Paul Hilton

Industry Strategist, Zebra Technologies

Paul Hilton has more than 15 years of working in supply chain and logistics. From running field service operations out of college to managing field solution implementations, Paul's now an Industry Strategist at Zebra Technologies focusing on Utility, Oil/Gas and other field service groups. He helps companies in those spaces accomplish their objectives and achieve better visibility into their operations.

# Today's Presenters



Gary Randall

VP of Sales, American Barcode and RFID

Gary Randall is responsible for defining the solutions, products, and partners that best meet AB&R customer's requirements and manage the sales strategy to put those solutions into place. He has been a member of the team since 1997 as it has grown from a small sales-driven company serving Arizona, to a now full end-to-end solution provider with an international customer reach helping customers Manage Assets, Track Inventory, Mobilize the Work Force, and Secure the Work Place.



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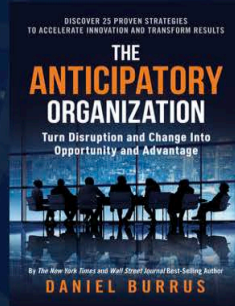
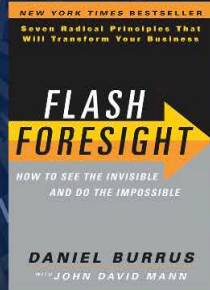
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## THE FUTURE DEMANDS ACTION NOW!

Will You Miss This  
Opportunity For  
Growth?



Daniel Burrus  
Burrus Research, Inc.

# PANDEMIC TREND ACCELERATION

eCommerce	10 Years in 5 Months
Visual Communications	5 Years In 5 Months
Cloud Services	4 Years in 5 Months
A.I., Machine Learning & Cognitive	6 Years in 5 Months
Remote Working	10 Years in 5 Months
Virtualization of Products & Services	5 Years in 5 Months
Robotics and Automation	4 Years in 5 Months
High Speed Data Analytics	5 Years in 5 Months

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# PANDEMIC TREND ACCELERATION

Telemedicine & Virtual Office Visits → 5 Years in 5 Months

Tele-Education & Remote Instruction → 8 Years In 5 Months

Business Process Automation → 4 Years in 5 Months

Virtual Reality Applications → 2 Years in 5 Months

Internet of Things (IoT) → 4 Years in 5 Months

Smart Virtual Assistance & Chatbots → 5 Years in 5 Months

Blockchain Applications → 2 Years in 5 Months

Adaptive & Predictive Cybersecurity → 5 Years in 5 Months



A man in a dark suit and tie stands on a bridge at night, holding a white briefcase. The bridge's steel structure is illuminated with blue and white lights. In the background, a city skyline is visible, featuring the Oriental Pearl Tower and other skyscrapers. Light trails from traffic are visible on the bridge deck.

# TRANSFORMATION

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# NEW MINDSET



# NEW RESULTS

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# ANTICIPATE

## DISRUPTIONS

*Before They Disrupt*

## PROBLEMS

*Before You Have Them*

## OPPORTUNITIES

*Before The Competition*

# ANTICIPATORY MINDSET

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# START WITH CERTAINTY

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# TWO TYPES OF TRENDS

**Hard  
Trends**

**Based On  
Future Facts**

**Soft  
Trends**

**Based On  
Assumptions**





# DEMOGRAPHICS

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# HARD TRENDS

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Energy Efficiency  
Transparency  
Security  
Safety  
Labor Relations  
Healthcare

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## HARD TRENDS

# TECHNOLOGY

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# HARD TRENDS

**INCREASING**

- Edge Analytics
- Appliances That Power The Edge
- Embedded Security
- A.I. M.L. and Deep Learning
- Next Gen Virtualization
- High Performance Data Analytics
- Use of 3D Printing
- 5G IoT Applications
- Intelligent Dynamic Applications

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# HARD TRENDS

In The Next 5 Years  
We Will

## TRANSFORM

HOW WE...

**SELL**

**MARKET**

**COMMUNICATE**

**COLLABORATE**

**INNOVATE**

**EDUCATE**

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# **DIRECT YOUR FUTURE**

**FUTURE**

## **Or Someone Else Will**

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**Paul Hilton**  
Industry Strategist

# Zebra Technologies Celebrating 50 Years



**2x R&D**

of nearest competitors\*

**4,200+**

US & intl patents issued  
and pending

**10,000+**

channel partners in over  
100 countries

**~\$4.2B**

global sales

**7,500+**

employees worldwide

**117**

offices across  
50 countries



You know Zebra for...

Sensing / Scanning



Mobile Computing



Barcode Printing



...but we're an end-to-end, visibility  
solution company

Software



Data  
Platforms



Supplies



Services



Locationing



Partner  
Community



# Zebra's RFID Portfolio Snapshot

## FIXED READERS & ANTENNAS



FX9600



FX7500



ST5500



AN600



ATR7000

## MOBILE READERS



MC3300R



RFD8500



RFD2000



DS9808-R



L10 Tablet

## PRINTER ENCODERS, LABELS & CARDS



ZT400R Series



ZD500R



ZQ520R



ZC350 and UHF Card



RFID Labels

# Enterprise RFID Use Cases



## T&L

### Inventory management

- Distribution, Shipping and Receiving
- Asset Tracking
- Baggage Tagging



## MANUFACTURING

### Real-time tracking

- Work-In-Process
- Order Accuracy
- Automated Receiving



## HEALTHCARE

### Elevates patient care

- Specimen Labeling
- Records Management
- Patient ID



## RETAIL

### Reduces out of stocks, improves productivity

- Inventory Visibility
- Asset Tracking
- Authentication
- Loss Prevention

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**Gary Randall**  
VP of Sales and Marketing

# MANUFACTURING





# RFID IN YOUR WAREHOUSE



# UTILITIES





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