

# Leverage your RFID investment with enhanced inventory tracking.

Integrate high-definition video with RFID data to unlock new insights.



Inventory management using fixed RFID readers provides accurate, real-time inventory data, which benefits retailers in terms of revenue and gross profit uplift, shrinkage and more. This is why many retailers are implementing an item-level tagging RFID solution for inventory tracking.

By incorporating video into their RFID tracking solution, retailers can gain additional insight that allows them to actually see the circumstances around the last time a product was read by an RFID reader, ultimately affording them even more value from their RFID investment.

The integration of the powerful March Networks Searchlight™ software and high-performance RFID technology from Zebra® Technologies merges video with RFID. This allows organizations to track and manage inventory more accurately, identify patterns, and reduce shrink. Searchlight enables users to quickly search for and visually verify events, allowing them to gain additional business insights from their technology investments.

## Key Benefits

- ▼ **Search for missing items.** Quickly search for items by date, time, brand, product type, serial number or Electronic Product Code (EPC). Then click to access the associated video and see exactly when and how an item entered or left a location. Conduct searches centrally from any networked location, and simultaneously across multiple locations.
- ▼ **Analyze inventory flow.** Set up reports in the easy-to-use Searchlight dashboard to analyze inventory flow over time and identify suspect incidents at-a-glance.
- ▼ **Review summaries of what's happening at one or more of your stores.** Searchlight displays thumbnail images of camera-by-camera views within a store — or set of stores —providing managers with a way to remotely spot-check multiple locations and gain insight into customer activity, site maintenance, store policies and overall operational efficiency.
- ▼ **View and manage your alarms.** Get detailed reports on a variety of physical or logical events (for example, when back doors open). Events can be further investigated via video and audio, synchronized with details of the incident. The result? You can identify suspicious behavior, such as back door theft, customers loitering in front of high-value merchandise, and people entering sensitive areas.



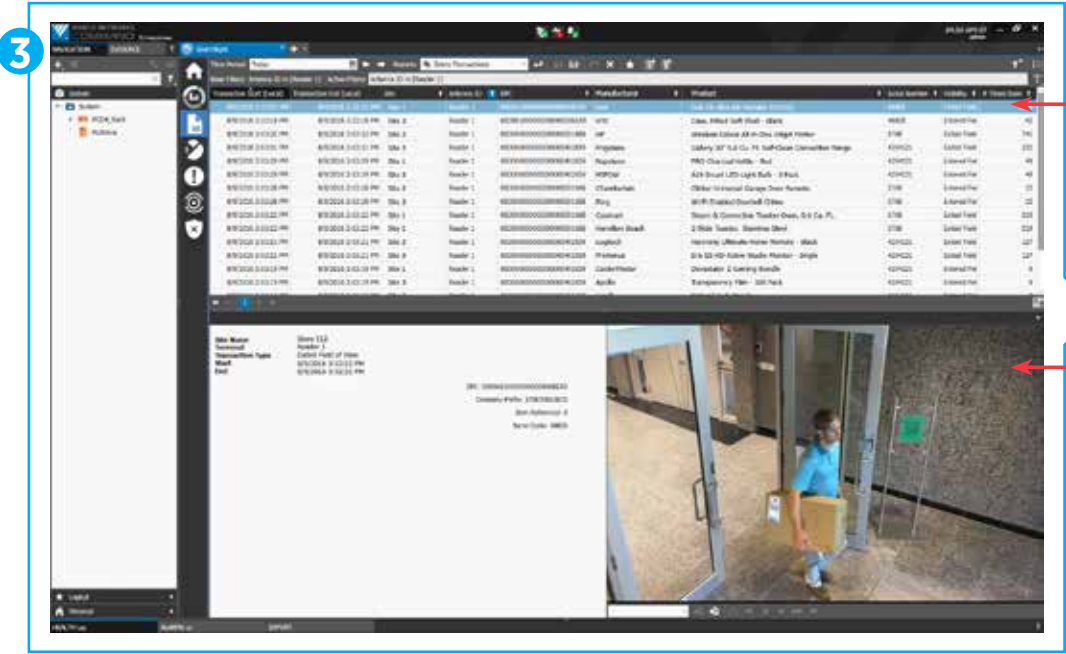
*Track and manage inventory more accurately, and improve asset protection.*

# Protect profits, reduce shrink, and get a complete view of your business



You have hundreds of sites, with thousands of items moving between distribution centers, warehouses, storage rooms and store locations. And a high-value item seemingly disappears from inventory over the weekend.

Luckily, your facilities are equipped with **Zebra Technologies fixed RFID readers and antennas** — with item-level tagging — and **Searchlight**. So you will be able to pinpoint exactly where and when the item went missing.



Searchlight lets you quickly search by date, time, brand, product type, serial number or EPC.

Then click to play the associated video and see the circumstances around when the item was last read by one of your RFID readers.

Similarly, Searchlight can use the same search capability to resolve more systemic — and potentially costly — issues, such as tracking the 10 or 12 items reported missing from inventory at the end of each month.

Find out how you can use video to enhance inventory tracking and management at: [marchnetworks.com/zebra/](http://marchnetworks.com/zebra/)