

The logo graphic consists of three overlapping, flowing lines in purple, green, and yellow, forming a shape reminiscent of a stylized infinity symbol or a continuous loop.

Zebra
DevCon 2023
Connect | Learn | Build

Welcome

Tom Bianculli
Chief Technology Officer





WELCOME



Connect



Learn



Build



Deliver Value

The Fourth Industrial Revolution

Steam
1st Industrial Revolution



1700s

Electricity
2nd Industrial Revolution



1800s

Computing
3rd Industrial Revolution



1900s

Intelligence
4th Industrial Revolution



Today

Tabulating Systems



Programmable Systems



Cognitive Systems



1900s

1960s

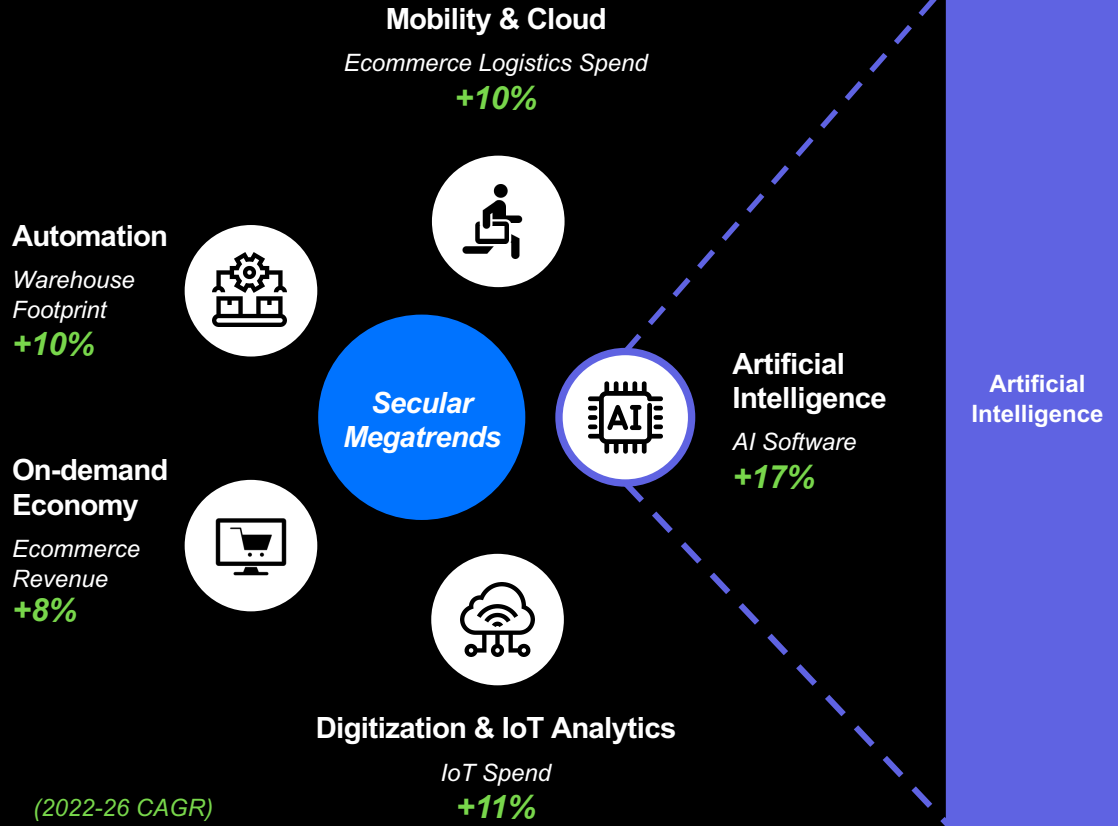
1960s

1980s

2000s

2020s

The Emergence of Generative AI



(2022-26 CAGR)

Traditional artificial intelligence (Applied AI) has been adopted across enterprise use cases

- Structured data and well-defined workflows
- Examples: computer vision, data analytics, predictive maintenance

Generative AI delivers new benefits that complement applied AI

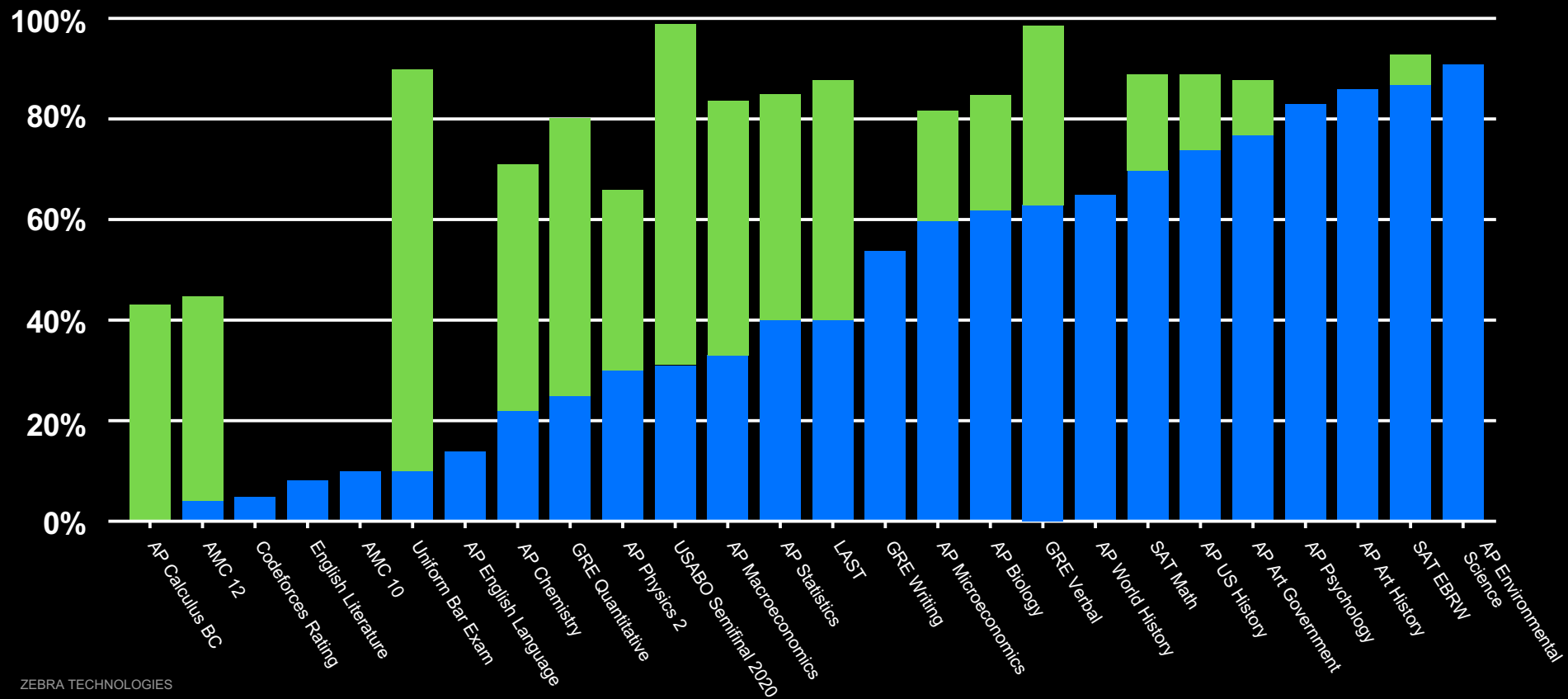
- Large datasets (structured and un-structured)
- Dynamic, interactive workflows, with degrees of decision support

AI Adoption Pathways

- **Automated Decisioning** – e.g., vision AI to detect state of shelf
- **Assisted Decisioning** – e.g., LLM support for frontline worker

Exam results (ordered by GPT 3.5 performance)

Estimated percentage lower bound (among test taker)



Shift Happens...

OPTIMIZING FOR NEW
EXPECTATIONS

 3,240

DIMINISHED
PREDICTABILITY

 \$2T

SHORTAGE OF
LABOR / SKILLS

 \$8.5T

By 2025, "labor volatility" will cause 40% of organizations to report a material business loss, forcing a shift in talent strategy from acquisition to resilience.

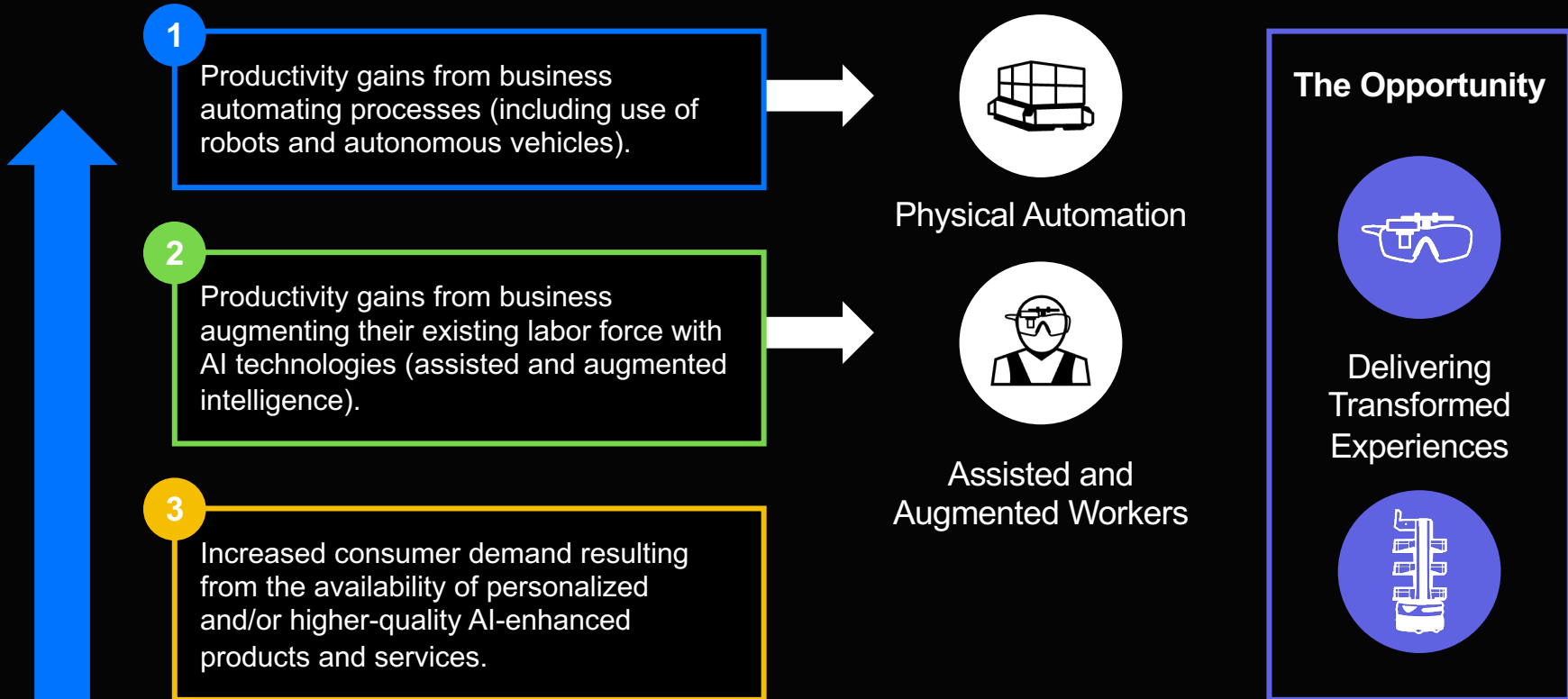
Customers will need to do more with less and leverage technology to enable role flexibility

- 2023 Gartner Predictions

...Enter AI to augment and automate workflows



As a result of the accelerating development of AI, global GDP will be up to 14% higher in 2030— the equivalent of an additional **\$15.7T**

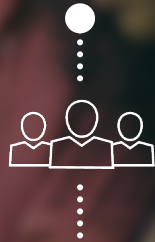




**EVERYTHING
CONNECTED**



30B Connected
devices



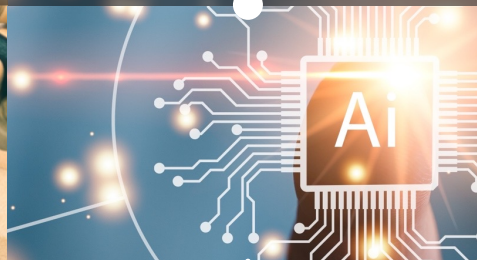
**EVERYONE
CONNECTED**



6B unique
mobile users



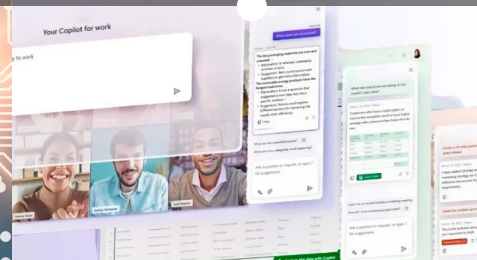
**DIGITAL
INTELLIGENCE**



+14.7T AI driven
increase in Global GDP



**TRANSFORMED
EXPERIENCES**



80% of workforce, **10%** of
tasks affected by GPTs

BY 2030



**EVERYTHING
CONNECTED**



**EVERYONE
CONNECTED**



**DIGITAL
INTELLIGENCE**



**TRANSFORMED
EXPERIENCES**

Day 1



Pietro Maggi

Android Enterprise
Advocate



**Antonio Alonso
Daroca**

Android Enterprise
BDM





EVERYTHING
CONNECTED



EVERYONE
CONNECTED



DIGITAL
INTELLIGENCE



TRANSFORMED
EXPERIENCES

Day 2



Tomasz Kulakowski
CEO

deepsense.ai
BIG DATA SCIENCE



EVERYTHING
CONNECTED



EVERYONE
CONNECTED



DIGITAL
INTELLIGENCE



TRANSFORMED
EXPERIENCES

Day 3



James Morley-Smith

Senior Director of User
Experience, Research &
Human Factors



Making it Real

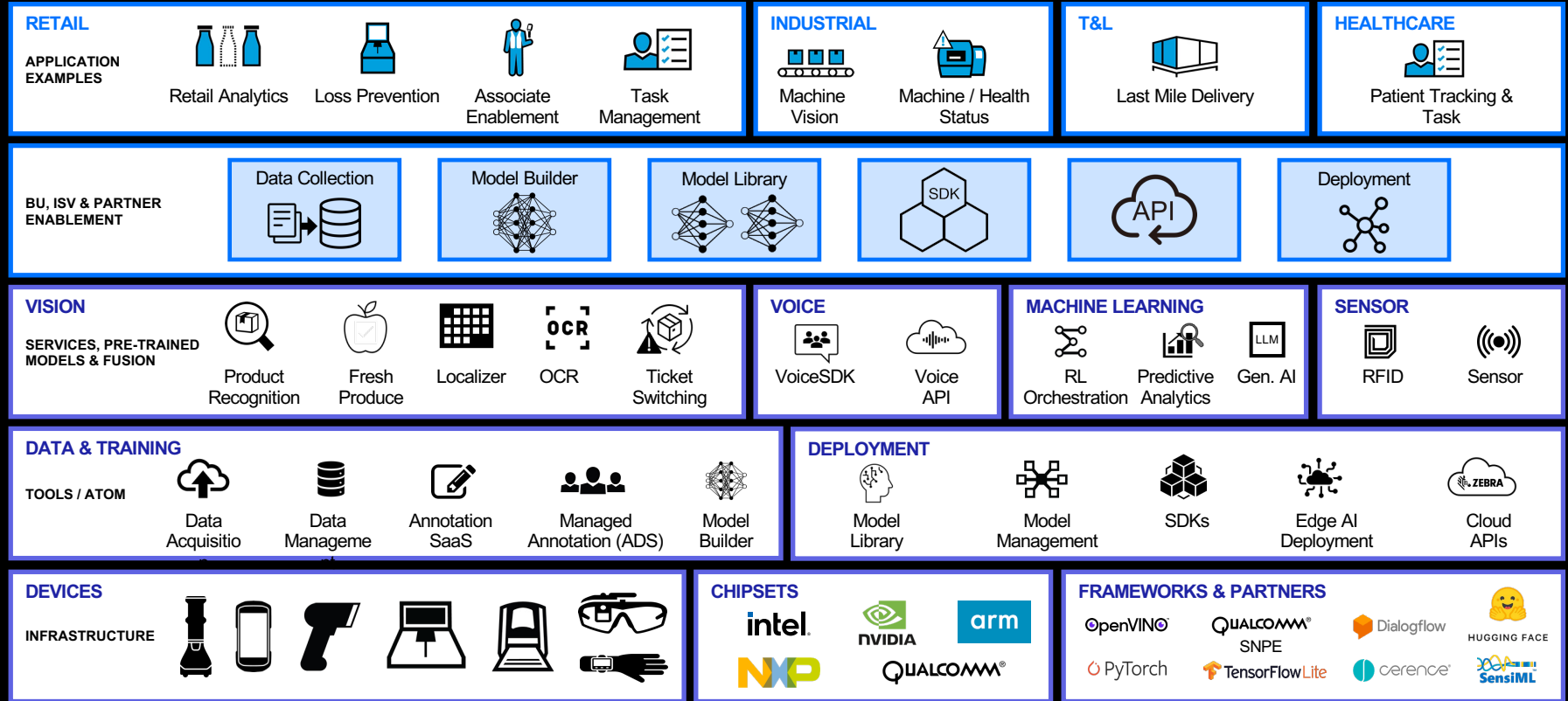
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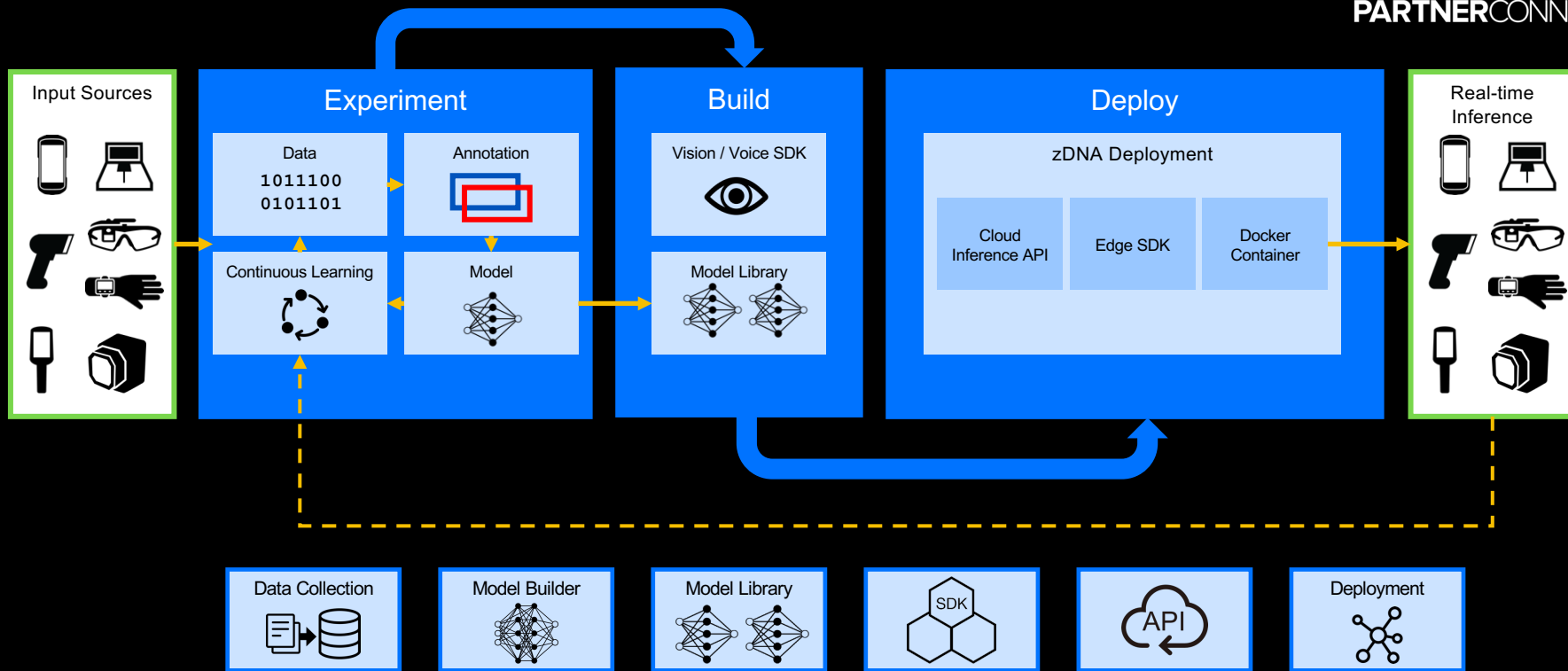
TRANSFORMED EXPERIENCES



Zebra's AI Development Framework and Components



End-to-end Pipeline







EVERYTHING
CONNECTED



EVERYONE
CONNECTED



DIGITAL
INTELLIGENCE



TRANSFORMED
EXPERIENCES

Up until now, we have primarily initiated the interaction with technology...

The next frontier is a world in which technology predominantly initiates the interaction with us...

Let's build that future together!

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