



Modernize and differentiate your vending machine solutions with zebra technologies

Grow your vending machine business with the latest OEM components.

The vending machine sector is modernizing to take advantage of new technologies, satisfy changing consumer requirements, and drive profitability from data-driven stock management.

As technologies have advanced, retail trends have shifted, and new opportunities are prevalent in the vending machine – or automated retail – market. From vending machines that can sell you fresh produce such as fruit and vegetables, to reverse vending machines that will buy your unwanted mobile phone from you – the options are endless. Companies that jump on these – and many other opportunities – and deliver quickly, will benefit from a strong competitive position and ongoing customer loyalty.

By 2027 the vending machine sector is expected to grow by 1.3% to be worth \$146.6 billion¹ so to maximize on this expected growth, innovation and speed to market is essential. But don't let speed undermine the quality of your product. With Zebra Technologies as your OEM partner you can enjoy the best of both worlds – speed and technical excellence.

Choose from our large portfolio of industry-leading OEM components such as scan engines, software decode and imagers, as well as RFID technology for tracking stock. Alternatively, we can work with you to develop a bespoke solution that is uniquely right for you.

With Zebra you're not just buying components, you become an OEM partner. Through our expertise, we can help you find the right solution for your vending business at a price that's right for you.

¹Vending Machines - Market Study by Global Industry Analysts, Inc. (strategyr.com)



Modern payment options

An increasing number (59%)² of vending machines are offering more up-to-date ways to pay for vended goods through cashless, contactless and mobile payment channels. These innovations in payment technologies enable:

- Increased convenience – many consumers don't carry cash, so avoid missed sales opportunities by allowing them to use their cards or mobile phone to pay.
- Faster transactions – maximizing customer throughput per vending machine.
- Increased hygiene and customer safety – by minimizing points of contact with contactless payments.
- Reduced cash management – collecting and counting are a thing of the past. You'll benefit from minimized theft and vandalism.



Informed choice

Innovations such as vending machine touchscreen technology also improve the customer experience. Consumers can instantly access up-to-date information to assist their selection, allowing you to increase sales through your vending machine.

It can also provide opportunities to upsell, cross-sell, engage your customer base with loyalty programs, and deliver promotional activity.

Touchless innovations

The ability to use smartphone apps or QR codes to operate vending machines is another area of technical innovation that improves the customer experience. Not only does it increase convenience for the customer, driving return purchases, but it also minimizes touchpoints to keep customers safe.



²www.thebalancesmb.com/starting-a-vending-machine-business-4138408

Learn more about our OEM portfolio by visiting www.zebra.com/oem



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Real-time, data-driven management

Better data analysis within and across vending machines can deliver efficiencies for your vending machine business. With real-time data, decisions can be made quickly and more accurately resulting in:

- **Better stock management – increased product availability for customer satisfaction and profitability.**
- **Timely machine maintenance to minimize downtime.**
- **Improved product selection based on intelligent data analytics to maximize profitability and stock rotation.**

Efficient inventory tracking

With RFID technology, vending machine products can also be tracked from goods-in at a warehouse through to storage, dispatch, transportation and finally loading. By keeping tight control of your stock with RFID, you can benefit from better stock visibility, reduced wastage and better cash flow management. It allows you to manage stock fulfilment, allowing more accurate dispatching of products to the right vending machines.

Vending machine use cases

Clearly, a multitude of diverse vending machines are now appearing across public spaces and in our workplaces. No longer machines for just selling food and drink, the use cases stretch far and wide. Furthermore, vending machines are now more intelligent than ever before.

For example, a machine in a warehouse can identify a particular team member and dispense the correct workforce device to that user, as well as checking it back in at the end of a shift. Similarly, a vending machine in a hospital will recognize a particular healthcare worker and dispense PPE to them, including a printed name badge for verification purposes. Users can be identified using a barcode, QR code or a badge reader.

Closer to home, it's now possible to click and collect your groceries from a vending locker using a 2D barcode; so in retail, healthcare, warehousing and manufacturing, the vending opportunities are endless. Not to mention deep automated reporting for inventory management, sales tracking and sales data, giving machine owners more information about their business than ever before, upon which to make future decisions.

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Why Zebra for OEM technologies?

Zebra is a proven, time-tested technology partner that has a long history of making businesses as smart and connected as the world we live in. Zebra commits to partnering with OEMs to deliver scan engines for your vending machine requirements.

Imagine Zebra engineers working hand-in-hand with your engineering team to maximize the performance of your vending machine solutions.

Our global presence and existing relationships enable us to support you with making introductions to partners in this space, leveraging their knowledge, products and capabilities to help you succeed in this sector.

Extend your brand

Put your brand on Zebra Technologies white label products to extend your or your customers' brand image and drive consistency across a family of vending machine products.

Reduce costs

Our OEM customers have proven that by working with Zebra, their support costs reduce. This is because they deal with one family of products, a consistent interface and operational characteristics, versus each customer making a different decision on peripherals and coming back to the OEM for support when something goes wrong.

A comprehensive OEM-based solution drives quality consistency compared with ad hoc solutions that don't.

Access to experts

During the development and production phase, you can also connect with our subject matter experts, with engineering, optical, mechanical, software or regulatory knowledge, to support every aspect of the development process.



Custom products

If there are any custom requirements our engineers can perform requested enhancements.

Support

Our OEM product support is second to none, in terms of our field pre-sales engineers, product documentation, and more.

Interested in finding out how we can support you with vending machine solutions?

Visit www.zebra.com/oem

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