



Opportunities Abound

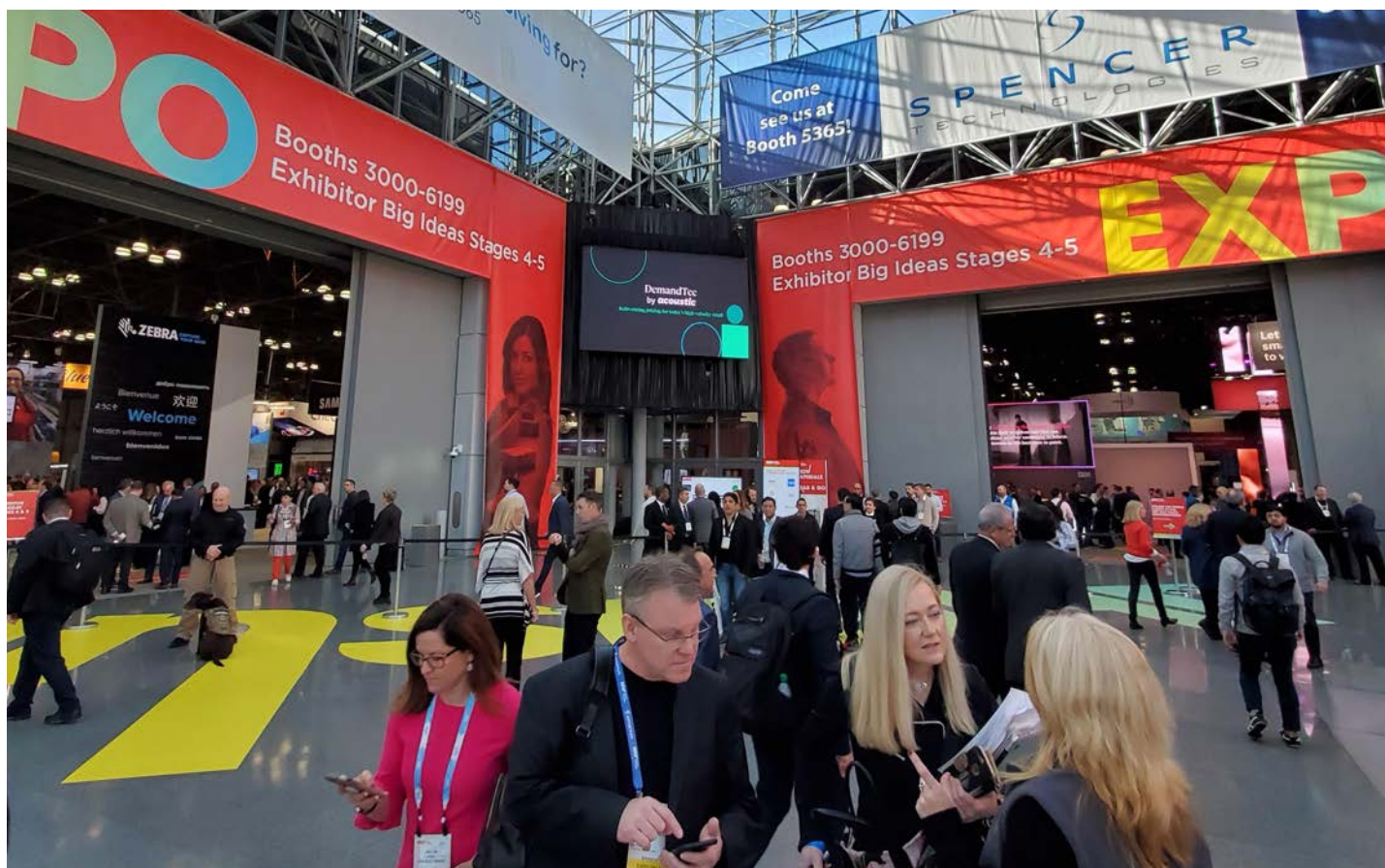
March Networks joins Zebra Technologies at NRF 2020 Vision: Retail's Big Show

March Networks kicked off the New Year in a big way, as we headed to New York for NRF 2020 Vision: Retail's Big Show. Thanks to our partnership with Zebra Technologies, we had a prime space on the tradeshow floor: in Zebra's exhibitor booth, one of the largest booths at the show. Over the course of the three-day event, we showcased how March Networks® Searchlight™ can pull data and events from the cloud-based platform, Zebra Data Services, to deliver robust solutions for the retail industry.

Our team demonstrated our newest Searchlight integration, with Doddle, a consumer fulfilment technology platform that helps manage online orders and returns. The Doddle integration is powered by Zebra Data Services, and our Doddle partners were also at the Zebra booth to demonstrate how all of our solutions work together to provide greater visibility into the returns process.

Through this unique integration, Searchlight logs events, such as product returns, from Doddle through the Zebra platform. It then matches those events with corresponding video clips for greater enterprise-wide visibility. Important transaction details like the date, time, product code or serial number can be found in Searchlight so retailers can search by these criteria. Matching each return to video helps with verifying that a return was done properly and that the product was returned in an acceptable condition. It can also help retailers easily locate video of fraudulent returns, and recoup associated losses.

Already, Searchlight's powerful combination of surveillance video, transaction data and analytics helps reduce losses, improve security, and allows retailers to better understand operations and customer trends. With the Doddle integration powered by Zebra Data Services, Searchlight can now work even smarter for retailers. ➤



At the show, many retailers came by the booth to take in a demo of how all of the technologies work together. One feature that garnered a lot of enthusiasm was the ability to track coupon usage. When special offers are provided by Doddle and used at the point-of-sale (POS), Searchlight logs the information, allowing retailers to see which coupons are resonating the most with their customers.

“The exposure we received and relationships we made by being in the Zebra booth at NRF was great,” said Jeff Corral, Director of Strategic Partnerships and Integrations at March Networks. “The retailers we spoke to were really interested in how Searchlight, Zebra, and Doddle work together to solve some of the greatest challenges facing retailers today.”

Rodney Gray, March Networks Director of North American Key Accounts, echoed Corral's excitement.

“Our team at NRF was able to demonstrate exactly how Searchlight, Doddle and Zebra Data Services work together to provide value to retailers in a seamless way,” said Gray. “We’re really excited about how these partnerships are allowing us to further benefit retailers, and give them a holistic view of what is happening inside their business. And it seems retailers are excited too; there was so much interest at the booth at NRF that we’re now speaking with several large retailers to see how our solution can help their businesses going forward.” ♦

