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# Workcloud Sync™

The Next Generation  
of Front-Line Collaboration

Your Name Here

February 2025

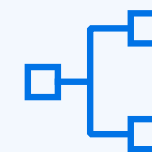




# Front-Line Workers Are the Backbone of Your Organizations



**Increased Workflow  
Productivity**



**Better Coordination  
of Key Workflows**



**Improved Quality  
Control**



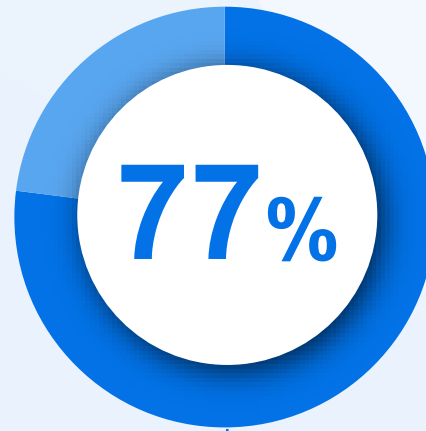
**Higher Customer  
Satisfaction**



# Yet, as Essential as They Are, Front-Line Workers Are Struggling



of manufacturing workers are dissatisfied with their jobs and will be seeking new positions<sup>1</sup>

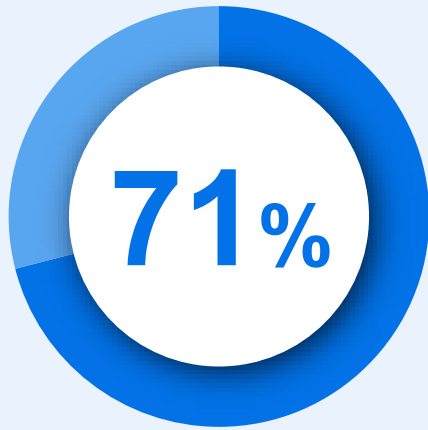


of manufacturing workers report feeling burnt out<sup>2</sup>

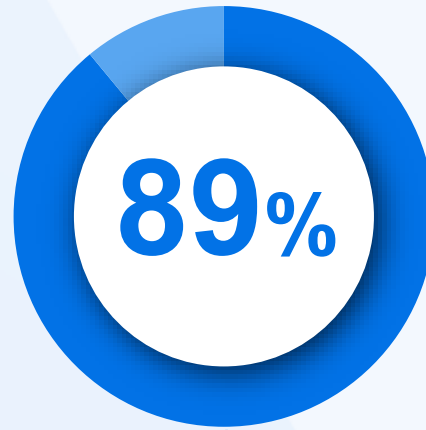
Sources: 1. Monster, 2023; 2. Workforce, 2023



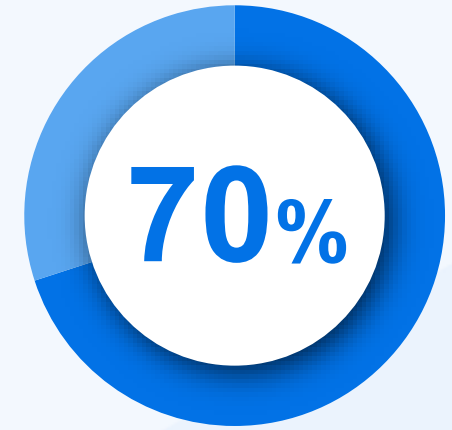
# That's Why Winning Organizations Are Investing in Them



of manufacturing organizations are planning on implementing technology to streamline workflows in the next 5 years<sup>1</sup>



of manufacturing organizations are planning to increase investment in technology<sup>1</sup>



of manufacturing organizations are planning on augmenting workers with mobility technology in the next 5 years<sup>1</sup>

Source: 1. Zebra's Connected Factory, 2024;

# Workcloud Sync – A Revolutionary New Collaboration Solution

**Empower real-time collaboration** with PTT calling, voice and video calling, to-dos, and multimedia messaging in one single application

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**Foster quick and easy adoption** with a modern, intuitive user interface

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**Leverage a low touch** solution provisioning and management experience

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**Pair with Zebra mobile computers** for a world class user experience



# Augment Your Front Line to Augment Your Organization

Elevate their collective  
performance with  
**Zebra Workcloud Sync™**

Bring together workers, processes and  
information on a single, intuitive application,  
intentionally built for front-line collaboration.



# Workcloud Sync – A Complete, Collaborative Experience

Empower your front-line workers

## Forums

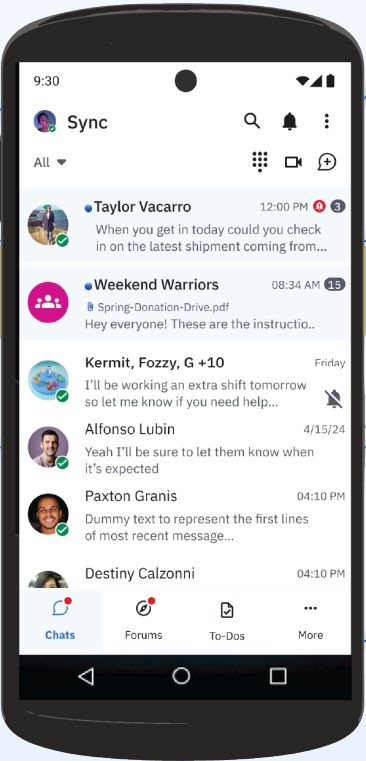
- Interactive forum posts
- Broad communication to celebrate teamwork, inform employees about new policies, and more

## Chat

- Quick sharing of text, audio, videos, images and PDFs
  - Schedule, prioritize, and broadcast messages

## To-Dos

- Create, designate priority, and distribute to-dos in real time
  - Gain real-time visibility into task completion status and ensure accountability
- Create checklists for repeated to-dos like store opening and closing



## Voice Calling

- Private calls, group calls or company-wide
- Dynamically assign calls based on role for quick response

## Video Calling

- The perfect complement of voice
- Ideal for connecting remotely and visual collaboration

## PBX Telephony (add-on)

- Call out to customers on the go
- Direct inbound calls to the right worker

## Push to Talk

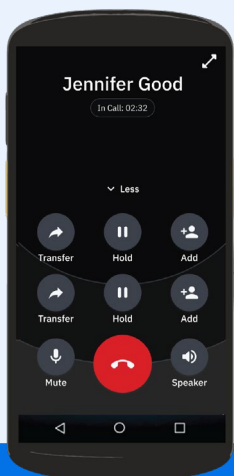
- Instantly connects individuals, groups or site members
- Speeds up the coordination of priority activities and emergencies

## Robust Functionality That Comes Standard

Location tracking of workers	Alerts and notifications	Presence status	Analytics and reporting	Central administrative hub
Role selection	Single sign-on	Search	Dynamic content translation	User directory

# Voice, Video, and PBX Calling

## Empower associates with real-time collaboration



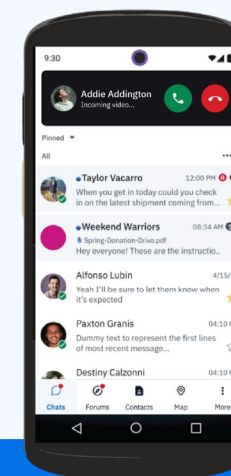
### Point-to-Point Voice

- Align on priorities at the start of the day or shift
- Talk one-to-one, as a group or to teams
- Call from chat, contact, maps and task view
- Add callers, place calls on hold, resume and transfer



### Point-to-Point Video

- Complement point-to-point voice
- Manage issues remotely, e.g., regional districts showcasing new displays
- Video conference to individuals or teams
- Video call from chat, contact, maps and task view



### PBX Telephony

- Untether workers from desktop phones by adding PBX to voice
- Route customer calls to the right worker, reducing caller wait times
- Enable workers to contact customers directly
- Transfer calls, place on hold, forward, create conferences

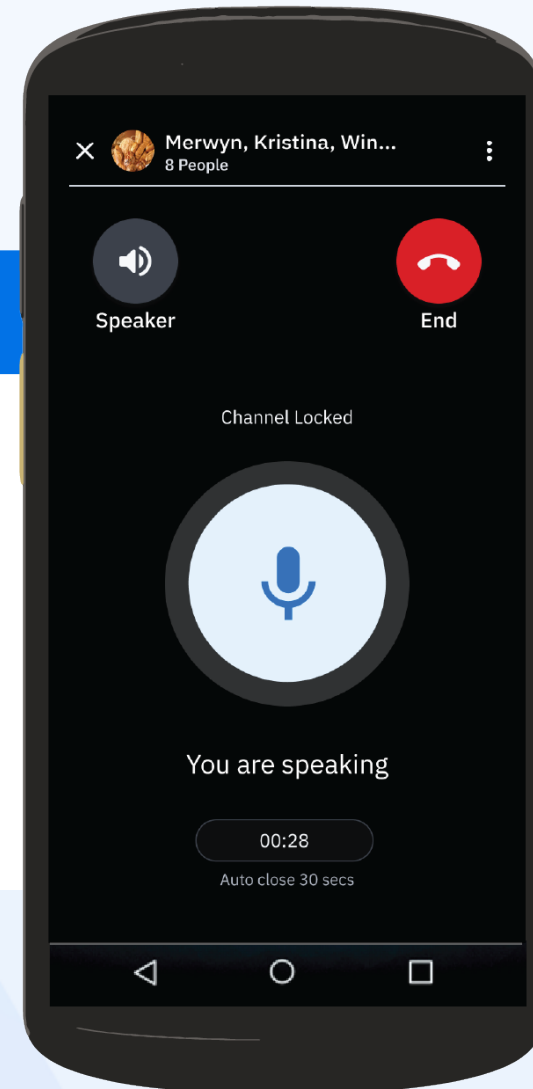
# Push-To-Talk

Instantly connect at the push of a button



## Push to Talk (PTT)

- Initiate 1:1, 1:many, and 1:group push-to-talk calls
- Conduct private calls
- Push to talk from chat, contact or maps
- Manage interactions with presence status (available, busy, do not disturb, away, offline, in call)
- Use Emergency PTT for immediate response to such timely situations as injuries and theft



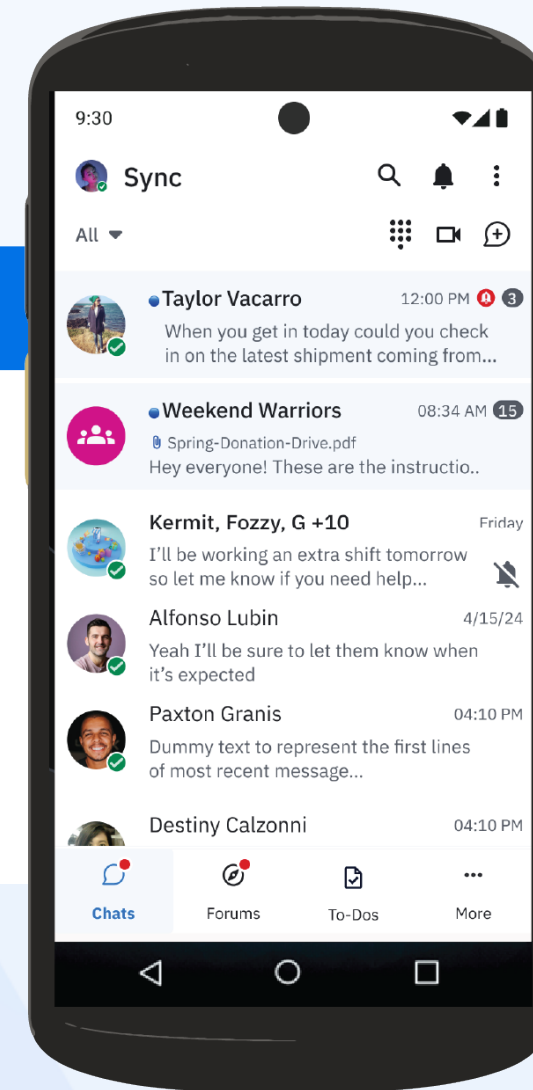
# Chat

## Multimedia messaging in real time



### Chat

- Send 1:1 and 1:many messages with text, images, audio, and video in real time
- Utilize broadcast messaging to send important info out to broad audiences
- Schedule chats to go out to specific employees at a specific time
- Set priority level in chats to ensure employees are notified of important info



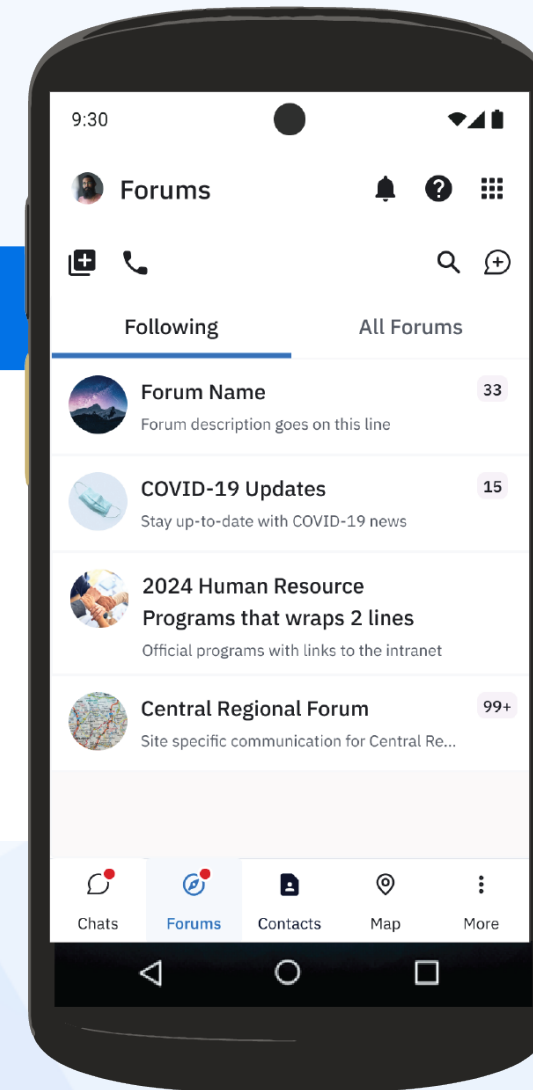
# Forums

Utilize broad communication for quick updates



## Forums

- Post texts, images, videos, audio files and attachments
- Inform staff through corporate-wide communications
- Manage permissions to ensure forum information goes to the right users
- Receive analytics on forum performance
- Encourage interactions and teamwork



# To-Dos

Enable real-time coordination of to-dos

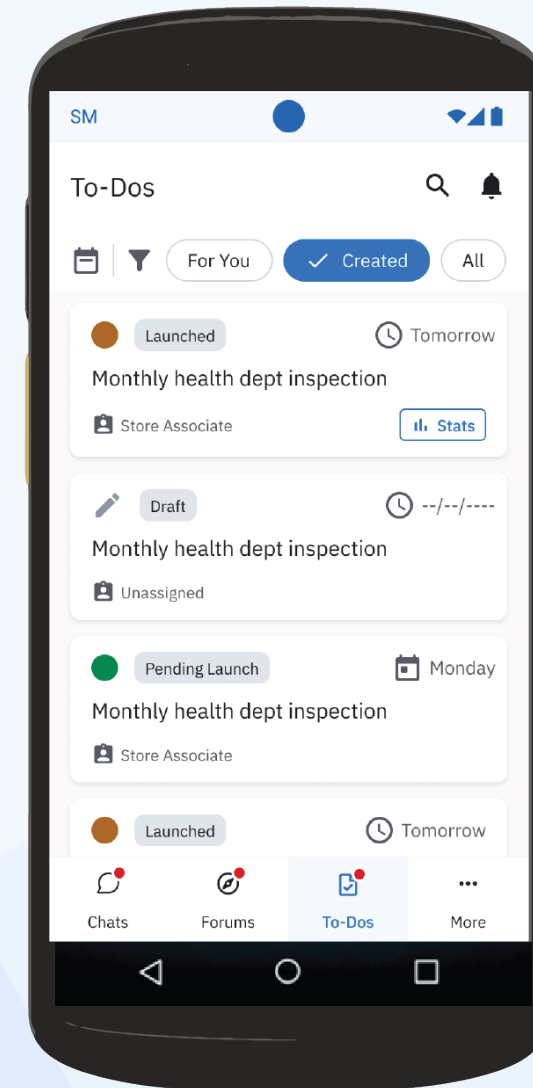
## To-Dos

### For Managers

- Create and assign to-dos, including standardized checklists
- Add description and attachments
- Schedule to-dos
- Automatically track execution in real time by department, role and person

### For Workers

- Log into a “to-dos assigned to me” inbox
- Organize by priority and date assigned
- View instructions, ask questions and respond to comments
- Mark completed
- Receive notifications for outstanding to-dos



# Base Functionality

Game-changing capabilities come standard

## Standard Capabilities

Location Tracking

Dynamic Role Switching

Alerts & Notifications

Single Sign-on

Presence Status

Search

Analytics & Reporting

Dynamic Content Translation

User Directory

Central Administration



### Location Tracking - Find workers in **real time**

#### **Locate workers inside and outside the four walls**

- Target your communication to those workers in certain areas
- Ensure proper coverage of departments
- Assign tasks in the moment based on a worker's location
- Expedite response to safety issues by pinpointing workers



### Role Selection - Enable fast **department switching**

#### **Ease labor gaps with dynamic roles**

- Enable staff to work in multiple departments and roles while using the same device
- They can simply select their new role from pre-configured role options
- No need to log out or switch devices

# Manufacturing/Transportation & Logistics

## Increase Agility from the Factory Floor to the Customer's Door

### Floor Operations

#### **Push to Talk:**

Instantly reach individuals or groups to remediate production issues

#### **Video Calls:**

Share schematics to quickly problem solve with engineers

#### **Chat:**

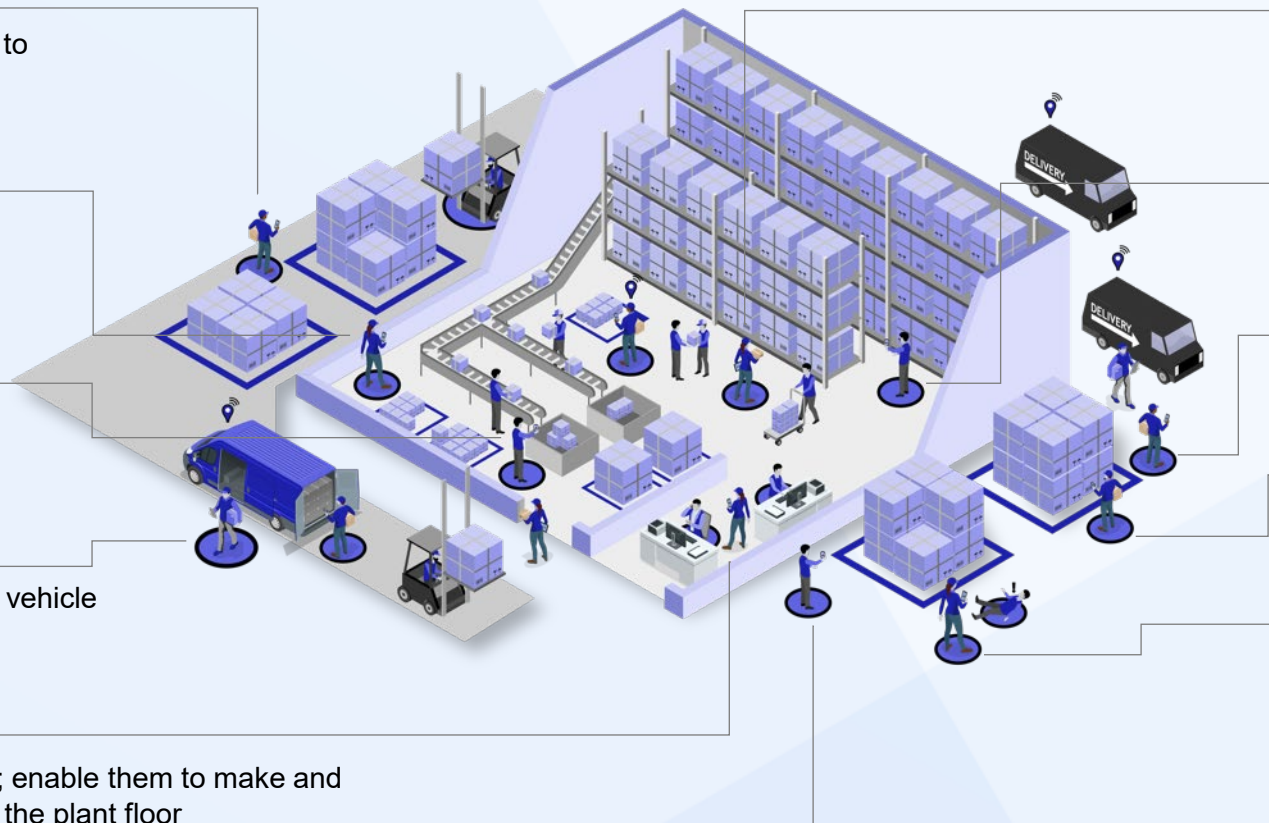
Easily communicate even in the noisiest environments

#### **Notifications:**

Increase uptime with machinery and vehicle maintenance alerts

#### **PBX:**

Untether managers from their desks; enable them to make and take outside calls from anywhere on the plant floor



### Transportation & Logistics

#### **Tasks:**

Get rush orders out the door with streamlined task assignment and automatic progress alerts

#### **Push to Talk:**

Coordinate loading and unloading faster with instant communication

#### **Location Service:**

Locate drivers on a map to easily reassign routes

#### **Alerts:**

Get real-time trip reporting and delivery status throughout the day

#### **Emergency Duress:**

Keep teams safe with emergency duress alerts, emergency communication and location services

#### **Chat:**

Relay proof of delivery to minimize disputes

# Why Workcloud Sync?

**Create a better customer experience** by getting customers information in real time

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**Increase employee engagement** by providing a wide-reaching breadth of communication functionality on one single application

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**Improve employee adoption** by deploying one single application with a modern and intuitive user interface

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**Future-proof your communication and collaboration** technology with Workcloud Sync's modern architecture and robust product roadmap





# One Device, Endless Possibilities

## Centralize everything workers need on a single device

Combine Workcloud Sync™ with industry-leading Zebra devices for the ultimate package

Workcloud Sync also works on third-party Android and iOS devices



Optimal voice quality



Tighter integration between software and hardware



Support for shared devices



Rich enterprise capabilities



Rugged reliability

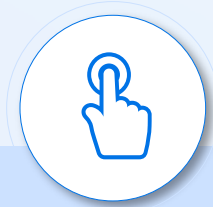


# Frictionless Onboarding, Faster Adoption

## Welcome to simplified IT



**Easy to deploy**  
with cloud-  
provisioned,  
software-as-a  
service



**Low-touch**  
onboarding



**Self-service**  
configuration



**Highly stable,  
scalable  
architecture** for  
hassle-free  
performance



**Accelerated  
innovation** for  
impactful  
customization



**Easier  
integration** into  
your existing  
tech stack



# Mitigate Risks. Maintain Compliance.

Secure sensitive data with Zebra Workcloud Sync™

Real-Time Threat Detection

Compliant with GDPR  
and HIPAA Standards



Protection of All Endpoints

End-to-End Encryption of  
Data at Rest and in Transit

# Build Into Your Eco-System

Integration opportunities with Zebra Workcloud Sync™

Secure, Seamless UX

Connect Your Smart  
Eco-System

Communicate Clearly  
& Hands-Free

Securely Enable a  
Shared Device Model

Headless API Modes

Expand Your  
Communication Eco-System

Enable Calling To  
& From Anywhere

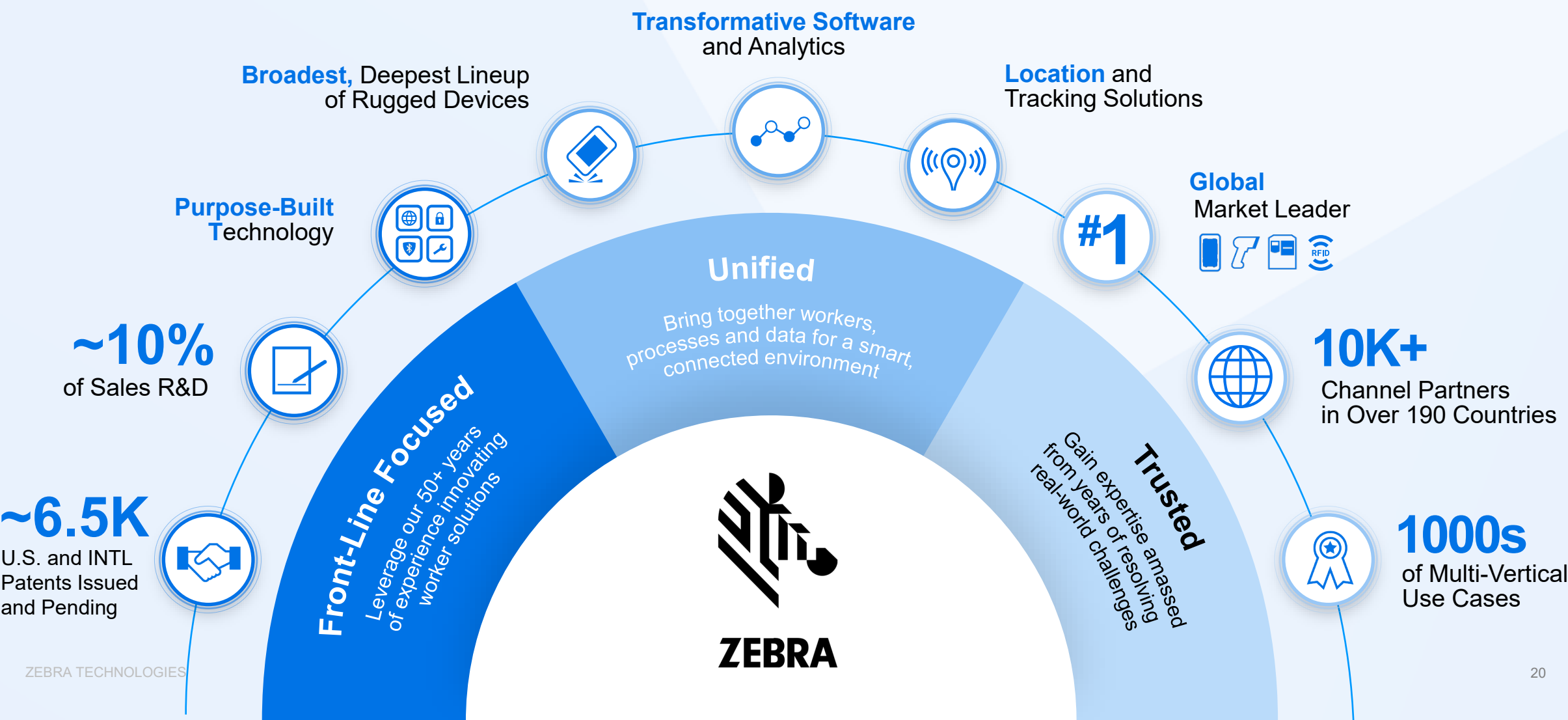
Preparing Your  
Deployment for Scale





# Let Our Industry Leadership Strengthen Yours

Gain momentum on your modernization journey



Let's Make an Impact  
Where It Counts—on the  
Front Line

Thank You



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