



Optimizing the Power of Zebra RFID Fixed Readers

ATR7000 with CLAS

The right choice for expanding operations.



The Scenario

A large distribution center provides merchandise to 38 retail stores. Currently, they rely on barcode scanning for their tracking process. The data collected is fed into their WMS which provides a variety of reports.

However, the operation has grown. They now handle higher volumes and online orders with direct-to-consumer shipping. They would like to have better inventory location data. The WMS could then create and assign more efficient workflows.

Could Zebra help this distribution center improve inventory location tracking?

The Solution

Yes!

For each opportunity, look for the right characteristics to find the right Zebra solution.

The best offering in this case is **CLAS middleware fed by ATR7000 readers**. Here is why.

CLAS is middleware software that collects data from **Zebra's ATR7000 readers** and performs calculations to determine the real-time location of tagged assets. It is accurate within 4 feet, and often even 2 feet. And if assets are moving, CLAS also determines their direction.



Location Accuracy

Ideal for a warehouse where the size of most items ranges from a carton or tote to a pallet.

Value for the distribution center

CLAS accuracy suits their needs and sets them up to handle continuous growth.



Infrastructure

Requires passive RFID tags, ATR7000 readers, a server running the CLAS software, and an application to import CLAS data.

Value for the distribution center

ATR7000s and CLAS provide the accurate location and direction data they need.



Data Output

Does not have an interface for viewing location data. It requires another platform to hold and display the location intelligence CLAS calculates.

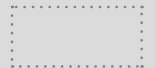
Value for the distribution center

Combining the accurate and directional location data from CLAS with other inventory and supplier data in the WMS will enable new capabilities.

How It Fits in the Solution Stack

ATR7000s send passive tag read data to a server running **CLAS middleware** which calculates tag location and direction of travel. Processed intel is available through an event stream.

Act



Analyze

Server with CLAS



Sense

ATR7000





IT Support

Requires installing ATR7000s, setting up a server with CLAS, and connecting CLAS to another enterprise-level software platform. The IT department will be very involved.

Value for the distribution center

The company is replacing their existing barcode processes. Their IT department will be an integral part of making sure the transition happens smoothly.



Target Industry

Can be used in any industry to obtain asset location and direction data using passive RFID. Retail, manufacturing, transportation and logistics can benefit.

Value for the distribution center

As a retail distribution center, the company falls within an industry that can be well-served by ATR7000s and CLAS.



Who it's for

Buyers include end customers looking to automate a process and system integrators or solution developers creating or customizing the end applications that would receive CLAS data.

Value for the distribution center

A Zebra partner set up their existing barcode system and connections to the WMS. That same partner has proposed the CLAS solution and can again do the work to integrate CLAS.

The Summary

Key points that show why CLAS is the right solution for the distribution center. CLAS works well when:

Customer needs to know asset location within a few feet and/or the direction assets are moving.

Customer has a software application into which they want to integrate asset location and moving data.

Assets being tracked benefit from the low cost of passive tags.

Customer has an IT staff, or a Zebra partner, that can oversee the initial system integration and ongoing maintenance and security.



To learn more about how ATR7000 with CLAS can help you leverage business opportunities, please visit www.zebra.com/atr7000



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
+1 866 230 9494
la.contactme@zebra.com

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners. ©2021 Zebra Technologies Corp. and/or its affiliates. 08/03/2021.