

# How Retailers Are Navigating THE NEW ERA OF OMNI-CHANNEL

In today's omni-channel world, consumers are ordering in more ways and demanding faster fulfillment than ever before. What's a smart retailer to do? Say "yes" to data capture technologies.



## The Customer in the Driver's Seat: How E-Commerce is Revving Up Retail



More and more retail **sales** are made **online**.

47%

Surveyed retailers' **average sales from e-commerce**

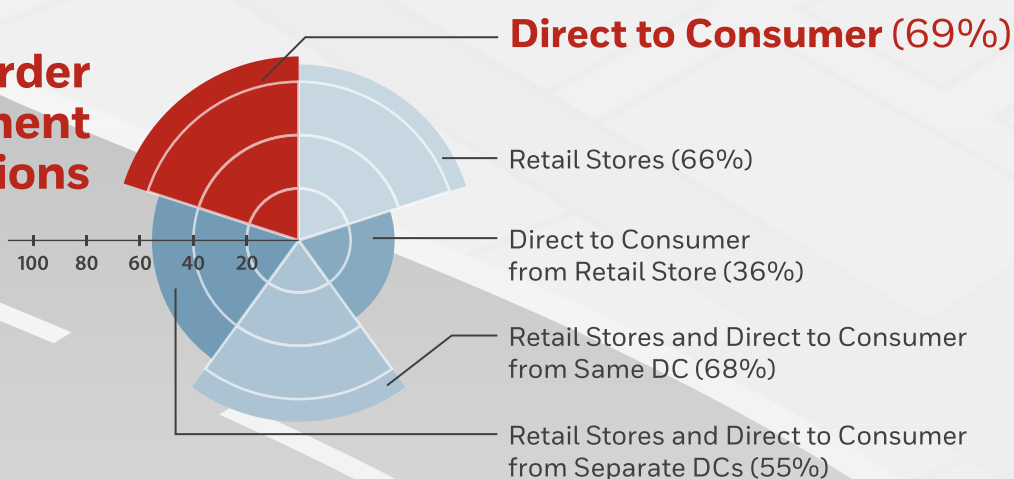


## The Rubber Meets the Road: How Companies Are Fulfilling Online Orders

Nearly **2/3** of companies offer **omni-channel** order fulfillment **options**



### Order Fulfillment Options

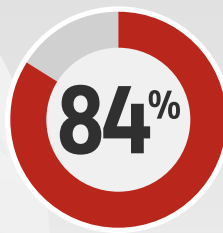


## Data Capture Technologies Pave the Way

How are companies meeting consumer demands for fast and seamless omni-channel fulfillment?



They're **taking advantage of** data capture technologies, such as **mobile devices, scanners and voice**.



Companies who agree that **data capture technologies** have had a **positive impact** on their DCs



**Savings** in a small DC operation **from** implementing data capture technologies, like voice

\$300K



For more information  
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Source: Honeywell Distribution Center Study Market Research Report, prepared by Waggener Edstrom Insight & Analytics, August 2015. The Report surveyed 263 operations and IT managers from organizations with more than 500 employees in the United States and Europe.

Omni-Channel Distribution Infographic | Rev A | 03/17  
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