

# EMA Vendor to Watch: Zipline



## Zipline360 one-stop shop for distributed workforce communications delivers brand execution results in a tool that frontline teams actually like to use

*Great strategy, innovative brand marketing, and ambitious commitments to shareholders ultimately come down to the ability and willingness of frontline employees to execute according to plan. Retail is the posterchild for brand-building in a fiercely competitive world of nonstop operational complexity and change. Frontline employees serve many masters, from their store managers up the food chain through district and headquarter teams—not to mention customers. Conflicting demands, changing product information, and long task lists compete for their time and attention. Operational efficiency and brand execution suffer. Zipline’s operational platform for distributed teams cuts through the clutter and complexity, giving frontline employees the information, context, and tools needed to do their jobs well. Zipline’s success is well established, proven in retail with bottom-line results at many of the best-known global brands. It is ready to do the same for banks, hospitals, distribution centers, and restaurants...wherever the bottom line is powered by frontline team performance.*

## Zipline at a glance

Designed for excellence and ease of field execution, Zipline took a major step forward with the launch of Zipline360, the next generation of its all-in-one field operations platform. The key advancement is the open API-enabled ability to integrate other systems that frontline employees rely on for human resources, workforce management, knowledge and content, analytics, and training.

The resultant Zipline dashboard is not simply an aggregation of sources. It is a curated, structured presentation crafted to fit an individual’s role, location, and current performance. Easy to use and understand, it simplifies work because people clearly know what they need to do. The resources to do it well are all in one place.

Highlights of the Zipline suite include: easy to use, intuitive UI, open API and prebuilt integrations, contextualized and prioritized workflows across complex organizational hierarchies, a task management solution, survey capability, a comprehensive document management solution, and collaboration.

## EMA perspective

Zipline solves the last-mile problem for large organizations that depend on the performance of individuals working in field or branch locations. Unlike office workers who are armed with legions of applications and resources, frontline workers

in customer-facing roles are on their own. Yet, the daily tasks and demands of their jobs have a high velocity of information-heavy change frequently communicated in a barrage of paper, PDFs, and emails all marked “high importance.”

Without ever raising the issue, Zipline directly addresses a paradox that is critical in many frontline-dependent industries, such as retail, grocery, hospitality, and restaurants. These jobs are frequently low-paying because they are considered low-skill and can be well staffed by non-degree individuals. How then is it practical or even ethical to expect these individuals to wade through high volumes of detailed task sheets, product information, and emails on a daily basis just to do their jobs? At the very least, that time and effort would be better spent serving customers and clients.

Zipline gives each person the information they need to know each day clearly and simply. It makes other information available as needed, when needed, also easily. Meanwhile, back at headquarters, Zipline simplifies the challenge of coordinating information streams and requests from otherwise unrelated teams.

Zipline was born in retail. In fact, its original name was Retail Zipline. Successful in the proving grounds of retail, the company has opened its name, platform, and its horizons with its latest launch. With apologies to New York, if you can make it in retail, you can make it anywhere. Born in retail, Zipline’s logical destination is frontline teams across industries.



**About Vendor to Watch:** EMA Vendors to Watch are companies that deliver unique customer value by solving problems that had previously gone unaddressed or provide value in innovative ways. The designation rewards vendors that dare to go off the beaten path and have defined their own market niches.

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