



2019

## CN75 Campaigns

Overview, pricing and marketing support tools

**Honeywell**  
THE POWER OF **CONNECTED**

Partner Concierge

# Campaign Assets – Migration from CN70

**Asset 1 (Left):** "THE NEW CN75 RUGGED. ULTRA-RUGGED. ULTIMATE. ANDROID AND WINDOWS EMBEDDED HANDHELD."

**Asset 2 (Middle):** "RUGGED AND BUSINESS TO TOMORROW"

**Asset 3 (Right):** "MAKE THE SWITCH TO MORE: MORE POWER, MORE DURABILITY, MORE CHOICE"

Each asset features the Honeywell logo, a placeholder for a partner logo, and a "LEARN MORE" button. The background images show industrial settings with workers and equipment.

Email #1

Email #2

Email #3

**Header:** Honeywell THE POWER OF CONNECTED | Your Logo Here

**Image:** A worker in a yellow hard hat and safety glasses using a Honeywell rugged mobile device in an industrial setting.

**Section 1:** "There's Never Been a Better Time to Upgrade"

Field workers need a mobile computer that provides both power and performance in a tough, yet compact package. Introducing Honeywell's new CN75 series ultra-rugged mobile computers, offering the perfect balance of ruggedness, duty cycle and ergonomics with unparalleled versatility.

With a choice of Android™ and Windows® Embedded Handheld operating systems, you can continue to benefit from your current WEH6.5 investments, then seamlessly transition to the next generation with a simple field upgrade when you are ready.

- Flexible:** Supports WEH6.5 and Android 6.0 operating systems for flexible application support and future migration
- Ergonomic Design:** Sleek and lightweight, with a faster processor, large keyboard and upgraded WLAN and WWAN
- Rugged:** Withstands 2.4 m (8 ft) drops to concrete; IP67 sealing against rain and dust
- Compatible:** With CN70 series batteries, accessories and peripherals – saving you time and money

For more information, please refer to the CN75 data sheet.

[\[DOWNLOAD NOW\]](#)

**Section 2: An Exclusive Invitation**

Honeywell is pleased to offer the opportunity for your company to qualify for a free CN75 series demo unit and an on-site evaluation. Simply fill out the form, and one of our experts will contact you.

**Form Fields:**

- First Name:
- Last Name:
- Email Address:
- Company:
- City:
- Country:
- Phone:
- Project Timeline:
- End-User or Partner:
- Comments:

**Required Fields:**

By checking the box, you accept the Honeywell Privacy Terms and agree to receive relevant product news, industry research reports, webinar invites and case studies from Honeywell Safety and Productivity Solutions.

[\[REGISTER\]](#)

Landing Pages

# Campaign Assets – Field Mobility

**Honeywell** THE POWER OF CONNECTED | **LOGO** Your Logo Here

**ULTRA-RUGGED DEMANDING ENVIRONMENTS**

Are your current devices ready for the demanding environments your workers face? They aren't, meet the new Honeywell mobile computer.

The CN75 is ready for anything. This IP67-rated device can operate in temperatures from -20 to 60 degrees Celsius and has a 5-foot drop rating. It's built to deliver the industry's highest performance.

And with its flexible radio technology, your workers will have the time data they need to make field and satisfy customers. Happier customers – what's not to love?

[LEARN MORE](#)

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**Honeywell** THE POWER OF CONNECTED | **LOGO** Your Logo Here

**ONE ULTRA-RUGGED CHOICE OF TWO SYSTEMS.**

Are your field service operations ready to go? Or would you prefer to wait until every last bit of benefit from your investment in Windows Embedded Handheld 6.5? Now, there's a single mobile computing device that can do both. Honeywell's CN75 ultra-rugged mobile computer supports both operating systems. Extend support for WEH, then convert your devices to the next-generation OS when you're ready.

Get investment protection in an ultra-rugged device that leads its class in both durability and ergonomics. Meet the new CN75.

[LEARN MORE](#)

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**Honeywell** THE POWER OF CONNECTED | **LOGO** Your Logo Here

**FAST, ACCURATE SCANNING IN ANY LIGHTING CONDITION**

Your field workers need to correctly read a barcode even if a package has gotten damaged or dirty while in transit. Manual entries can cause errors and cost valuable time.

That's why the new CN75 ultra-rugged mobile computer is such an advantage for field service operations. Based on our proven EA30 2D imager, the CN75 delivers fast scan performance and highly accurate scans, even on poor-quality barcodes. This drives greater efficiency in your field mobility workforce, each and every day.

Only the CN75 combines industry-leading ruggedness and reliability with superior scanning performance. Give your field mobility workforce the ultimate device to deliver the best customer service: the new CN75.

**Partner Name**  
123-456-7890

[LEARN MORE](#)

Email #1

Email #2

Email #3

**Honeywell** THE POWER OF CONNECTED | **LOGO** Your Logo Here

**Is It Time to Upgrade Your Mobile PCs in the Field?**

**Introducing the New CN75 Mobile Computer**

The Honeywell CN75 and CN75e ultra-rugged mobile computers offer the versatility you demand, providing the choice of a Windows® or Android™ operating system on a single device to meet changing enterprise business demands.

Specifically designed for mobile field service workers who need power and performance in a compact form factor, the Honeywell CN75 mobile computer offers the perfect balance of ruggedness, duty cycle and ergonomics.

**An Exclusive Invitation**

Honeywell is pleased to offer the opportunity for your company to qualify for a free CN75 demo unit and an on-site evaluation. Simply fill out the form, and one of our experts will contact you.

First Name:

Last Name:

Email:

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Company:

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Country:

Project Timeline:

End-User or Partner:

Comments:

By ticking the box, you accept the [Honeywell Privacy Policy](#) and agree to receive relevant product news, industry research reports, webinar invites and case studies from Honeywell Safety and Productivity Solutions.

[REGISTER](#)

Landing Pages

# Sales Tools

**Honeywell** | Mobile Computers

## CN75

Ultra-Rugged Mobile Computer

The Honeywell CN75 and CN75e mobile computers offer the versatility customers demand, providing the choice of a Windows® or Android™ operating system on a single device to meet changing enterprise business demands. The no-compromise design is powered by a 1.5 GHz dual-core, multi-engine processor with 2 GB RAM and 16 GB flash, offering the highest degree of future-proofing capability.

Specifically designed for mobile field service workers who need power and performance in a compact form factor, the Honeywell CN75 mobile computer offers the perfect balance of ruggedness, duty cycle and ergonomics while providing unparalleled versatility. The CN75e device offers the same power-packed computing, but with a larger keypad design, making it ideal for delivery environments where workers may be wearing gloves or have more data input-intensive applications.

The CN75 and CN75e mobile computers deliver unparalleled reliability with smart battery technology that provides enough power to a full work shift, eliminating dead batteries and downtime. The CN75 and CN75e mobile computers are also equipped with a high-performance imager that provides fast and accurate barcode scanning capabilities even in low-light scanning environments, with unmatched motion tolerance to eliminate costly delays in scan-intensive applications.

The no-compromise design extends to radio connectivity, as well. The wide-area solutions feature a Flexible Network voice and data WWAN radio that operates on networks worldwide, offering switch-on-the-fly network selection capability and eliminating the need for multiple pools of devices dedicated to one network.

The CN75 and CN75e mobile computer' no-compromise design provides the power and performance required by today's mobile field service and transportation workers.

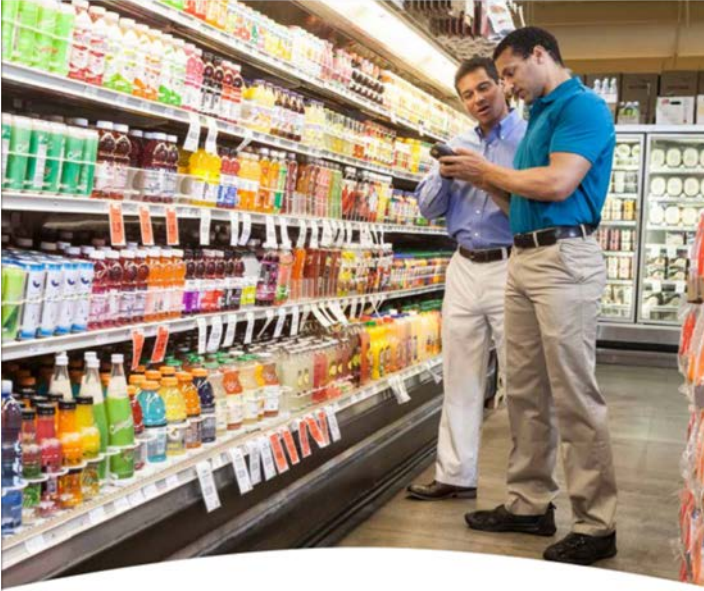


**FEATURES & BENEFITS**

-  Supports Windows Embedded, Android 5.0 and Android 6.0. Manufacture opening systems for flexible application support and migration.
-  Flexible radio technology provides optimal network coverage and a superior solution for implementing best cost routing strategies.
-  Intensity 2 A H 80 10 15 200 15, 40 lumens and has an IPET read rating superior scan and dust.
-  Advanced barcode imaging technology with motion tolerance for shoppy scanning and 40% illumination with laser assist for high read rates.
-  Full compatibility with all major application software communications and a complete set of peripherals and accessories, enabling a comprehensive enterprise business solution.

CN75  
Data Sheet

**WHITE PAPER**




**Strategic Insights into Selecting the Operating System that Best Meets Your Long-Term Business Vision**

**Honeywell**

Selecting the OS that best meets your needs.  
White Paper

**APPLICATION BRIEF**



**Things to Consider when Using Smartphones for Data Capture**

**PURPOSE-BUILT SCANNERS AND MOBILE COMPUTERS WITH INTEGRATED IMAGERS DELIVER FAST, ACCURATE SCANNING**

**SUMMARY**

**Industry**

- Collection & Delivery
- Healthcare
- Field Workforce
- Ports & Intermodal
- Postal
- Retail
- Warehouse

**Products**

- Dolphin™ CT30 Mobile Computer
- Captivo™ Enterprise
- Sticks for Apple® devices
- Voyager 1500g Area-Imaging Pocket Scanner

**Typical Applications**

- Barcode scanning and data collection

**Customer Benefits**

- Quick and accurate data capture
- Power that lasts the duration of a shift
- Ability to tailor a solution specific to your application
- Positive impact to productivity and ROI

Barcodes and data collection applications go hand-in-hand across industries. A valuable choice for businesses looking to improve efficiency and reduce overhead, barcodes are both cost effective, reliable and reduce the potential for human error.

Smartphones are also commonplace today. Equipped with low-cost, high-resolution digital cameras, these consumer devices are now increasingly used to scan and decode barcodes.

Although consumer grade devices offer barcode scanning capabilities to look up prices, access data, or access content on a QR code with the simple download of a mobile app, they have limitations that make them unsuitable for many business applications.

Alternatively, Honeywell enterprise class scanners and mobile computers with integrated imagers offer distinct advantages that deliver significant productivity gains and attractive ROI when compared to consumer grade devices for data capture.

**Honeywell**

Things to consider when using smartphones for data capture.  
Application Brief

**Request Your Marketing Campaign** 

# Multi-Touch Campaigns

## Multi-Touch Email Marketing

**\$1,995**

- Three email blasts to your target list  
Each email executed twice to maximize penetration
- Campaign landing page
- Detailed reporting for sales follow-up
- Co-branded collateral
- Program development and management

## Integrated Lead Generation

**\$5,995**

- 80 Hours telemarketing and lead qualification
- Three email blasts to your target list
- Campaign landing page
- Detailed reporting and daily leads distribution
- Co-branded collateral
- Program development and management

### Additional Marketing Tools

**Lead Nurturing**                      **\$1,995** *per month*

*6 Month program*

- Up to 2,500 prospects / leads
- Monthly variable data email blast featuring sales rep name and contact
- Landing page content and graphics
- Monthly telemarketing follow-up
- Detailed reporting and status updates
- Program development and management

**Prospect Profiling**                      **\$2,500**

*Up to 150 prospects*

# Email Marketing Campaigns

## DIY Marketing

**No Cost**

- Ready to execute co-branded collateral
- HTML emails
- HTML Landing page ready to post on your server
- Support collateral

## Product Announcement

**\$895**

- One email blast to your target list  
Email executed twice to maximize penetration
- Campaign landing page
- Detailed reporting for sales follow-up
- Co-branded collateral
- Program development and management

### Additional Marketing Tools

Blog Post Copy <i>Up to 400 words</i>	\$350 to \$475
Digital Marketing <i>Up to 7 posts</i>	\$375 to \$595
Database Append <i>Per contact</i>	\$0.40 to \$1.00
New Database <i>Per contact</i>	\$0.25 to \$0.75
SEO and PPC	Starts at \$500

# 10 Steps to Successful Lead Generation

1. Define goals & objectives (*complete PDW*)
2. Define call to action / offer to prospects
3. Review and prioritize prospect database
4. Partner sales review and approval
5. Honeywell CMM/VPM review and approval
6. Sales training and readiness
7. Demo units or supporting collateral (*infographics, white papers*)
8. Campaign tactics and timeline
9. Lead tracking, reporting and feedback to HPC
10. Plan lead nurturing and management activities

# Lead Definitions

## Phone Appointment

Prospect has agreed to a phone appointment with a sales rep.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

## A Lead

Leads with a project, budget and a timeline OR a prospect requests a sales rep to contact them with specific information and may not have shared budget or timeline.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

## B Lead

Leads with a project, may or may not have a budget or defined timeline.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

## C Lead

Leads with revenue potential in the future. They are interested in receiving information and communication in the next 30 to 90 days. Prospects should be contacted by telesales and nurtured until they transition to an A or B lead.

## D Lead

Email click-through, individuals who downloaded a whitepaper or prospects who requested specific information sent to them. Prospects should be contacted by telesales and nurtured until they transition to an A or B lead.





**Contact HPC to develop your custom marketing campaign**

480.349.9263

Honeywell@PartnerConcierge.com

**Request Your  
Marketing Campaign >>>**

