

Deployment

Mobility Edge Platform

Lifecycle

Performance

2019

Mobility Edge Campaigns

Overview, pricing and marketing support tools

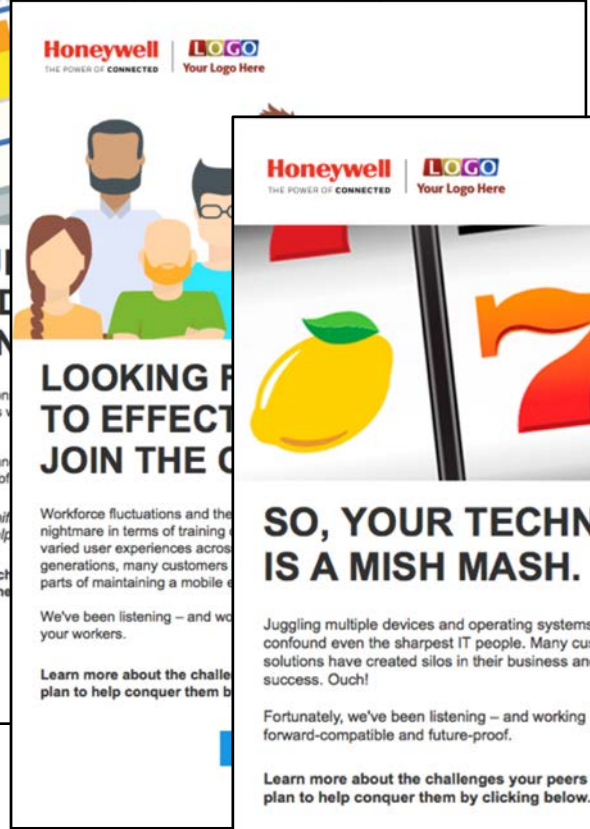


Partner Concierge

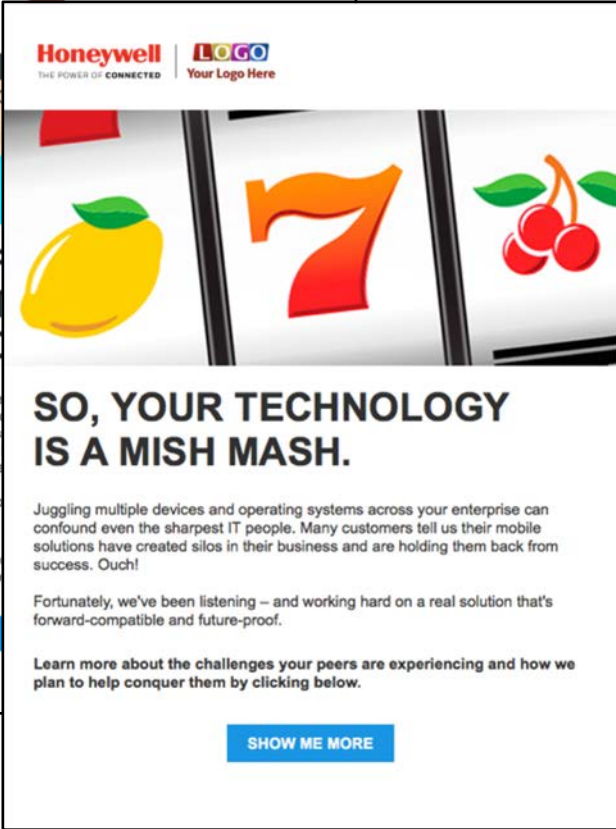
Campaign Assets – Email Templates



Email #1



Email #2



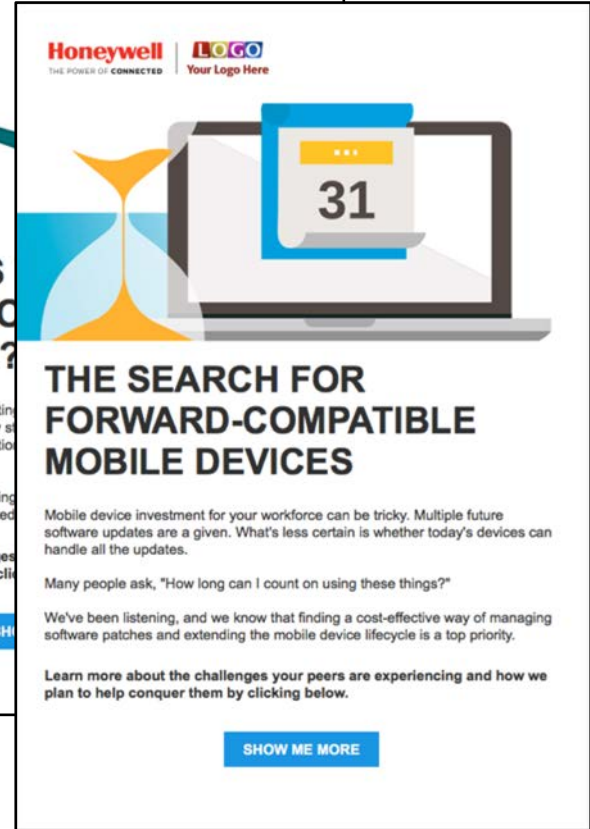
Email #3



Email #4




Email #5



Email #6

Campaign Assets – Landing Page



1 Use cases

"We've got a lot of different needs and preferences for mobile devices across our organization – whether it's touchscreen or keypad, or just about any feature."

10 Key Challenges of Enterprise Mobility

Here's what we're hearing from hundreds of companies.

Honeywell's voice of customer research shows that many organizations are feeling constrained by a complex system of mobile devices, apps, and infrastructure. Some of the most common challenges are cited above.

What are we doing with these insights?

We've created Mobility Edge™ – a unified, dynamic hardware and software platform that helps you deliver and manage mobile solutions across your enterprise. Faster, with less risk, at lower cost.

Yes – These are my issues, too. Let's talk.

Please fill out the form for a no-cost session with the Honeywell team.

* First Name:

* Last Name:

* Email Address:

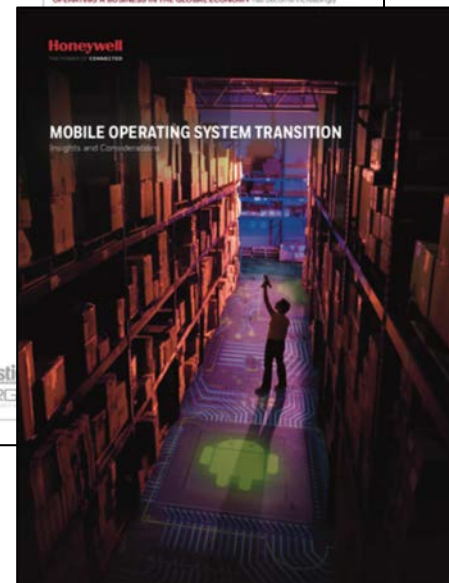
* Company Name:

* Phone Number:

* Country:

* State:

Landing Page



MOBILE OPERATING SYSTEM TRANSITION

Insights and Considerations

Logistics

Call To Action

REDUCE COMPLEXITY. REGAIN YOUR EDGE. Introducing Mobility Edge

As seen in the *10 Key Challenges of Enterprise Mobility*, Honeywell's customer research revealed that our customers need a better, easier way to deploy and manage their mobile solutions.

How have we helped them solve this? By taking a completely new approach.

10 Key Challenges of Enterprise Mobility

Honeywell has spoken with hundreds of companies about the challenges of deploying and managing mobile devices across their enterprises – and their voices are clear. Many companies are feeling constrained by a complex system of devices, apps, and infrastructure. Here are the most common challenges they cited.

- 1 Use Cases**
"We've got a lot of different needs and preferences for mobile devices across our organization – whether it's touchscreen or keypad, or just about any feature."
- 2 Deployment**
"It's taking us too much time and costing us too much to certify and deploy. Our team has an enormous backlog."
- 3 Adaptability**
"Every team wants to customize preferences, but I don't have the time or budget to be deploying different setups for everybody."
- 4 User Experience**
"Due to the skills gap, we're dealing with a lot of temporary workers in all types of roles. We're looking for a simplified overall user experience to make training easier."
- 5 Ergonomics**
"We need tough hardware – but not at the expense of comfort, ease of use, speed of data capture, etc."
- 6 Uptime Performance**
"Our people want to be able to start up and scan quickly, and they don't want to have to..."

Standardized on Android™ Common form factor

Secure, with fast access Optimize performance

INTRODUCING MOBILITY A New Unified Platform for Enterprise

Mobility Edge™ helps you deliver and manage mobile solutions across your enterprise. Faster, with less risk, at lower cost.

Accelerate Deployments

VALIDATE ONCE. DEPLOY EVERYWHERE. FASTER, EASIER, AND AT LOWER COST.

A rapid provisioning suite makes mobile deployment easier and lower cost. Validate new apps and configurations once, then deploy them everywhere.

Multi-Touch Campaigns

Solution Announcement

\$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

Multi-Touch Email Marketing

\$3,495

- Six email blasts to your target list
- Campaign landing page
- Detailed reporting for sales follow-up
- 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

Integrated Lead Generation

\$5,995

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

DIY Marketing

No Cost

- Download campaign assets and collateral
- HTML emails and HTML landing page
- Support collateral and tools

**Request Your
Marketing Campaign >>>**

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 >>>**

