



2019

Dolphin CN80 Campaigns

Overview, pricing and marketing support tools

Honeywell
THE POWER OF **CONNECTED**

Partner Concierge

Campaign Assets

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YOUR ANDROID AND 4G TRANSITION PLAN STARTS HERE

The end of support for Windows® Mobile and 3G networks means the 4G transition is well underway. So what's a smart and savvy way to board the 4G train with little disruption? Honeywell suggests upgrading to a mobile solution built on a modern OS, powered by LTE. Not only will this move get you where you need to be, it will allow you to tap into faster speeds, an improved user experience, heightened control over security upgrades and position you to take advantage of benefits from the IoT.

To ease your 4G transition, we recommend a staggered approach with the Dolphin™ CN80. It blends both a keypad and large modern touchscreen allowing you to migrate to a more modern OS and still use the key centric applications of today plus be ready to transition to full touch screen applications in the future. And of course, because the CN80 is built on the Mobility Edge™ platform, and is supported through Android™ R, it offers a repeatable, scalable, approach for deploying and managing mobile solutions across your enterprises, with less risk and less cost.

Want to learn more about how migrating to the CN80 can be the key to easier deployments, optimized performance, extended lifecycle and better ROI on your mobile computer investments?

Contact us today.

Start Your Migration Today

Please complete the form to qualify for a no-cost demonstration of the Dolphin CN80.

* First Name:

* Last Name:

* Business Email:

* Company:

* Phone:

* Country:

Select...

* State:

Select...

* By signing up, you are providing consent for Honeywell International Inc. and its affiliates and subsidiaries (and third parties that distribute our products and other trusted business partners) to send marketing communications. You can withdraw your consent at any time. Please refer to our [Privacy Policy](#) for more details.

Landing Page

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CN80 Ease into Android

MOVE TO ANDROID. KEEP THE KEYPAD.

With Windows® end-of-life officially announced, it's time to start thinking about Android™. Many businesses are adopting a staggered approach – stay with the keypad to support keypad-dependent apps.

The Dolphin™ CN80, built on Honeywell's Mobility Edge™ platform, features both a keypad and a large touchscreen, giving you additional time to write new apps and interfaces that support both. The CN80 also facilitates the move to full touchscreen; no need to replace the hardware.

Up to 60 words customization copy here...

Want to learn more about the Dolphin CN80 or call Partner Name 123-456-7890

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CN80 Keys to an Easy Transition

TWO WAYS TO ENTER DATA, MORE WAYS TO DRIVE EFFICIENCY

Let's face it. Some workers using mobile computers are more comfortable using keys. So as technology transitions to touchscreens, you may be hesitant to lose the keypad entirely. Or what if you plan to transition to touchscreen but your application won't be redesigned for some time?

Rest easy. Honeywell's handheld Dolphin™ CN80, built on the Mobility Edge™ platform, brings the best of both worlds. With full touch and keys, employees can work the way they want to.

Up to 60 words customization copy here...

Click to learn more about Dolphin CN80 or call Partner Name 123-456-7890

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Email #1

Email #2

Request Your Marketing Campaign

EASE INTO ANDROID. KEEP THE KEYPAD. GET SUPPORT THROUGH ANDROID R.
The Dolphin™ CN80

Honeywell | **TRY TODAY**

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Banner Ads

Campaign Assets – Data Sheets / Infographics

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 challenge?
 By taking a completely new approach to enterprise mobility.

To Accelerate the Edge, Rethink the Core

After talking to our customers, we completely rethought our approach to the challenges of supporting a mobile workforce. We quickly realized that no new, simple technology upgrade was enough. Our customers needed something more comprehensive and dynamic—a mobile platform that is:

- Standardized on Android™**
- Common for all form factors**
- Designed for rapid and easy** app development, testing, provisioning, and deployment management
- Secure, with fast access** to the latest OS security patches or required support
- Optimized** to boost productivity and efficiency of mobile workers
- Forward-compatible** and future proof for extended TCO

INTRODUCING MOBILITY EDGE
A New Unified, Dynamic Mobile Platform from Honeywell

Mobility Edge™ helps companies overcome complexity to build, manage, and deploy mobile solutions across the enterprise—faster, with less risk, and less cost.

Accelerate Deployments
VALIDATE ONCE. DEPLOY EVERYWHERE. FASTER, EASIER, AND AT A LOWER COST.
 A rapid provisioning suite makes mobile deployments faster, easier, and lower cost. Validate new apps and updates

Infographics

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 choose devices because of the battery."

Honeywell | Mobile Computers
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Dolphin CN80
 Mobile Computer

Logistics, warehouse, and field mobile applications allow us to track inventory from shelves back to shelves for devices that are "off" and "on" and help us get better visibility for the new health-care world as of the impact we can have on our business. It's not just about the device, it's about the solution. The Dolphin CN80 is a rugged mobile computer that helps us do it right. The Dolphin CN80 is a rugged mobile computer that helps us do it right. The Dolphin CN80 is a rugged mobile computer that helps us do it right.



FEATURES & BENEFITS

- Secure**: Hardware and software security to protect your data.
- Easy to use**: Simple navigation and intuitive interface.
- Fast**: Quick boot and fast response times.
- Reliable**: Rugged design for harsh environments.
- Compatible**: Works with a wide range of applications.
- Easy to manage**: Streamlined deployment and management.

Data Sheet Accessories Guide



Sales Tools



Configuration Guide



Sales Training



Customer Sales Presentation

Request Your Marketing Campaign >>>

Email Marketing Campaigns

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

**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

Multi-Touch Campaigns

Solution Announcement

\$1,895.25

- Two 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

DIY Marketing

No Cost

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

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

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

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