



2019

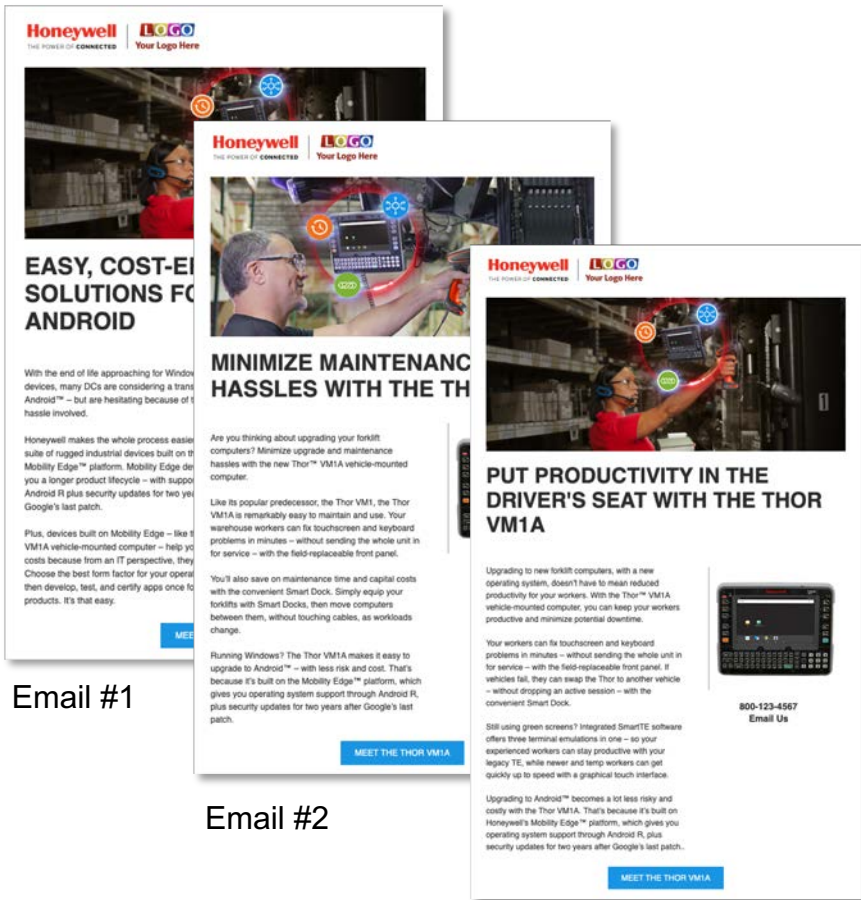
Thor VM1A Campaign

Overview, pricing and marketing support tools

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Partner Concierge

Campaign Assets

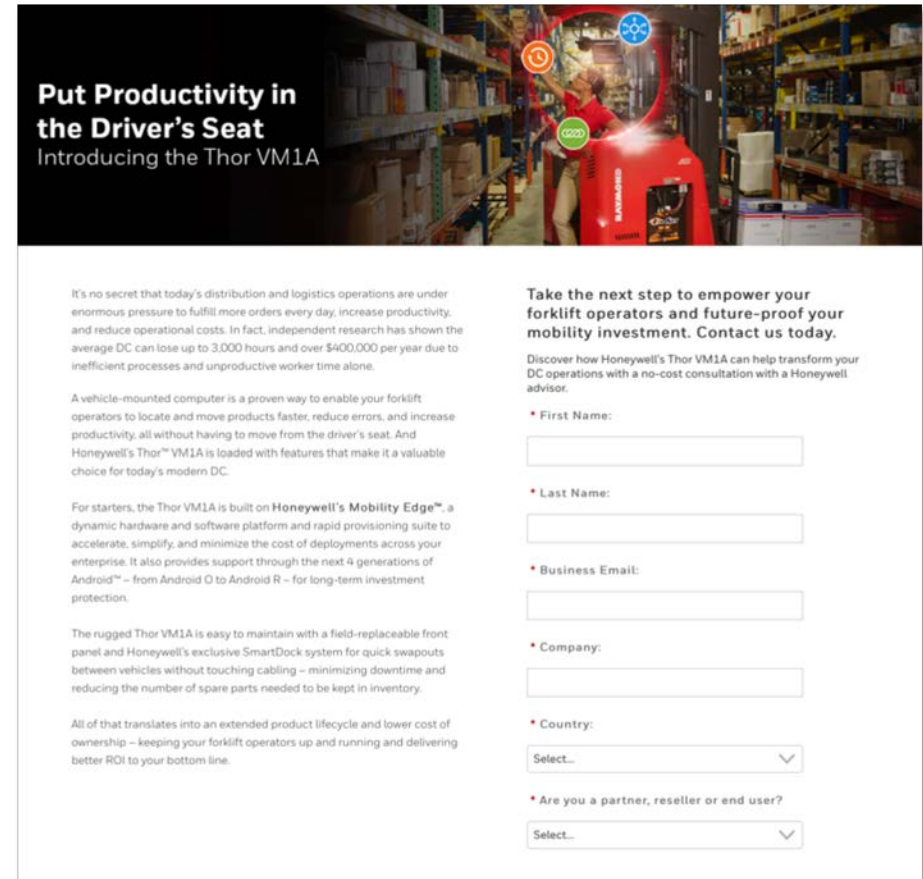


Email #1

Email #2

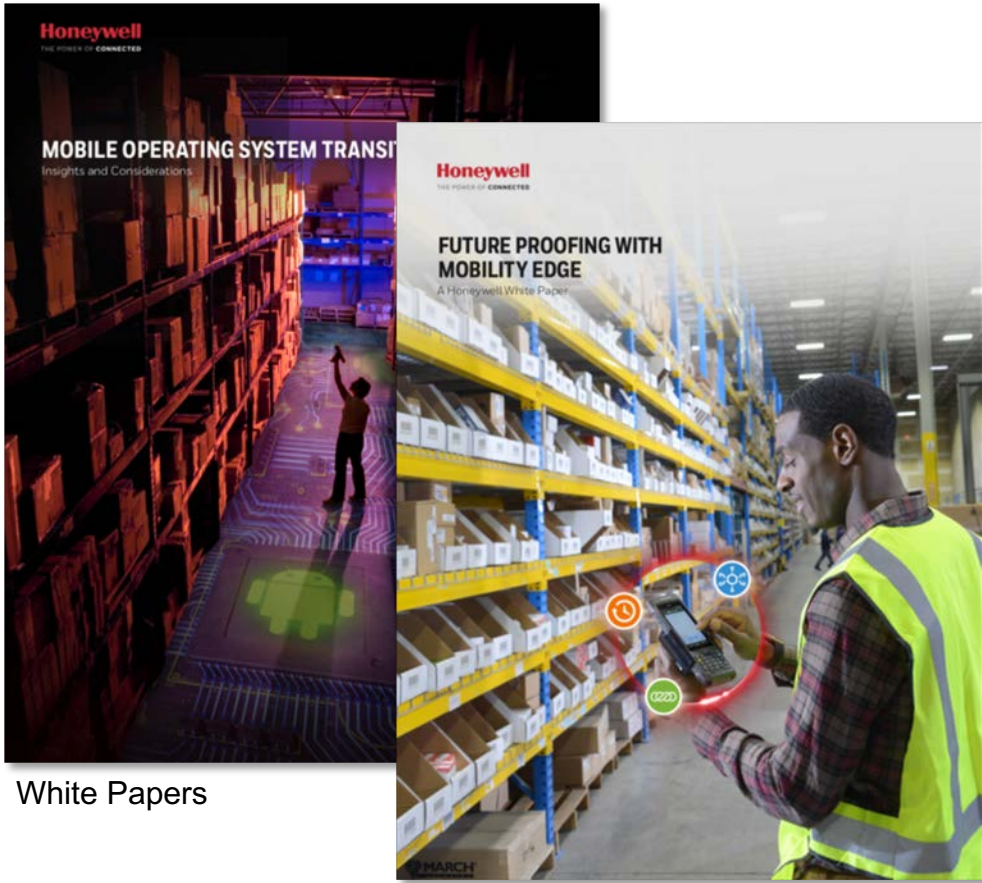
Email #3

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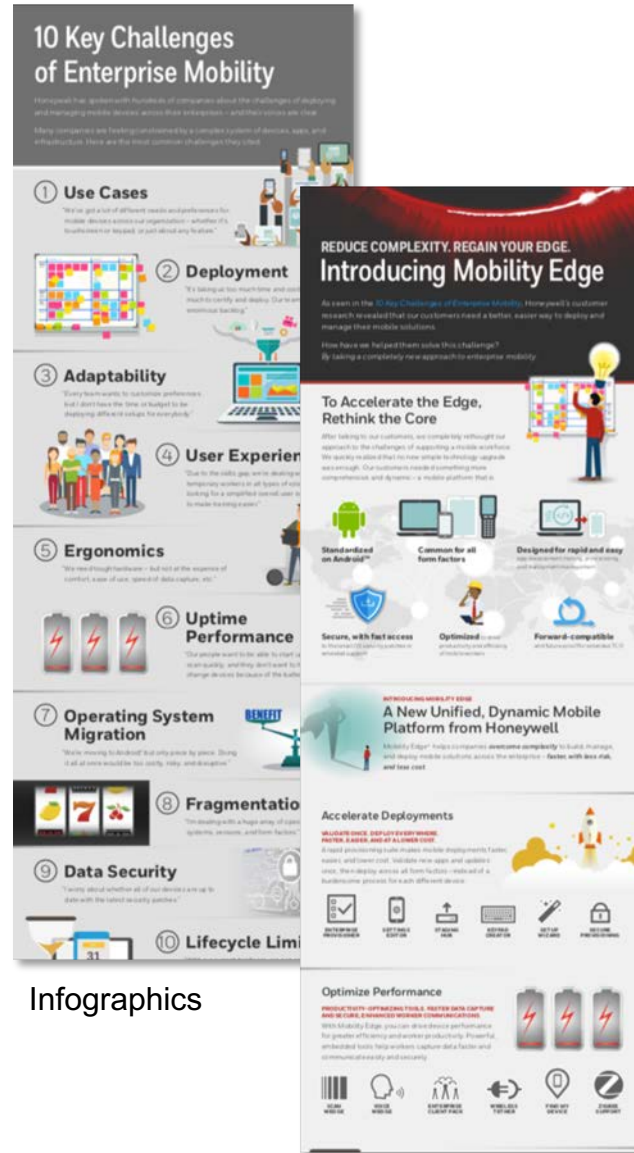


Landing Pages

Customer Focused Assets



White Papers



Infographics

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Customer Focused Tools

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Thor VM1A

Vehicle-Mount Computer

Forklifts and vehicle-mount computers are essential tools in the day-to-day workflows of warehouses, manufacturing plants, and intermodal environments. You need to keep moving products and materials in and out all day long, without compromise, and without worrying that your vehicle-mount computer won't be able to keep up with your warehouse or plant infrastructure. You need the Thor™ VM1A.

Built with many of the same easy-to-use, step-to-manual features of the popular Thor VM1 and CV1L models, the rugged, Android™-based Thor VM1A also offers all the advantages of Honeywell's Mobility Edge™ platform – including the ability to accelerate provisioning, application certification, and deployment across the enterprise. The Thor VM1A is upgradable from Android O to Android R, and features extended security update support to maximize return on customer investment and provide a lower TCO. The device's advanced enterprise configuration and software support tools also simplify frequently repeated tasks such as unit setup and distribution of security and software updates.

Compact, ergonomic, and powerful, the Thor VM1A has numerous breakthrough features designed to maximize productivity, minimize visual obstructions, and reduce or eliminate downtime. The powerful Qualcomm 660 processor, integrated keyboard, and 2x2 MIMO WLAN communications keep workers connected and productive. Built to withstand extreme temperatures, the device's large 8-inch display, readable both indoors and outdoors, supports both resistive and capacitive touchscreen options, and is available with an optional screen defender for use in cold storage and freezer environments.

The Smart Dock feature delivers immediate savings on support and maintenance costs while maximizing efficiency, enabling users to quickly



Built on the future-proof Mobility Edge platform, the Android-based Thor VM1A vehicle-mount computer is built tough to handle harsh-warehouse, ports, and intermodal and manufacturing environments.

Shift computers as vehicles fail or workloads change. The field-replaceable front panel allows enterprises to minimize investments in spare parts by substituting low-cost spare panels for spare computers, and saves valuable time and maintenance costs by leveraging in-house staff to service touchscreen or keyboard failures.

FEATURES & BENEFITS

- The Smart Dock feature enables** mounting and removal in seconds without touching, adding spring or support, and maintenance costs while maximizing capital expense by allowing the shifting of computers between vehicles as workloads change.
- The field-replaceable front panel reduces** maintenance costs by enabling on-site unattended personnel to service the most wear-and-tear-prone components themselves rather than returning them to the repair depot.
- Security update availability is just as important as** computer durability for maximizing a computer's useful life. Mobility Edge products provide five more years of security updates than typical Android devices.
- No need to choose between optimizing** productivity and managing IT support costs. All Honeywell Mobility Edge products share a common hardware and software platform. They will partner live, they are all the same products.
- The Mobility Edge hardware platform and enterprise** software tools drive an integrated, repairable, available approach for accelerated and secure development, deployment, performance, and lifecycle management.

Datasheet



Justine Clark & Terry Solesbury | FUTURE PROOFING FOR BUSINESS MOBILITY

Mobility Edge™

- ACCELERATE DEPLOYMENTS
- OPTIMIZE PERFORMANCE
- EXTEND LIFECYCLE

What makes up the Mobility Edge™ Platform?

A unified & dynamic platform design to reduce complexity to build, deploy, manage and extend the lifecycle of mobile solutions across customers' enterprises better, faster, with less risk, & less cost.

Android N → R + 8 years

<p>System or Module (SOM) Android-based Platform</p> <ul style="list-style-type: none"> Single certified module that includes CPU, memory, WLAN, LAN, BT, NFC, Zigbee SOM is the core of all global mobile computing offerings moving forward. Various form factor types (touch, key, sizes) 3 Device classes based primarily on AIOG performance and/or reliability Honeywell commitment to SOM availability through 2023 	<p>Development, Deployment & Performance Optimizing Tools</p> <ul style="list-style-type: none"> Some of our Zebra-differentiated Tools: <ul style="list-style-type: none"> Deployment Tools Staging Hub Set-up Wizard Performance Optimizing Tools Wireless Tether & Find My Device Voice Wedge ML/AI-based learning engines for optimization in battery, decoding and dimensioning 	<p>Android Security</p> <ul style="list-style-type: none"> Android single 5+ year last C Honeywell
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Customer Benefits

- Flexibility and reduced costs to deploy additional device form factors and classes due to no added dev or cert costs given common module/law image
- Reduced cost and time to deploy, manage and optimize mobile devices via a complete suite of tools that are common across the entire portfolio.
- Optimized performance over time via learning engines
- Reduced enterprise through
- Peace of Honeywell

Customer Presentation

HONEYWELL MOBILITY EDGE
Unified and Dynamic Platform for Your Mobile Workforce

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THOR VM1A AT-A-GLANCE
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Sales Tools

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Thor VM1A Mobile Computer

Primary markets focus:

- Warehouse
- Manufacturing
- Intermodal

Focus applications/use cases:

Warehouse

- Picking items, cases or pallets
- Replenishment
- Material moves
- Shipping - receiving (these include loading and unloading trucks)
- Reverse logistics
- Cold storage

Manufacturing

- Line equipment
- Inspection/Quality
- Lot tracking
- Work order tracking
- Material moves

Intermodal

- Container moves
- Lot check-in / checkout

Summary of business challenges the solution addresses:

- On-site observed fulfillment challenges require rethinking of entire supply chain
- Pending Windows® obsolescence forcing migration of applications and basic security before the customer is prepared
- Transition from traditional dedicated function device to multi-purpose associated tool
- Network security - network hacking can lock up computers and halt operations. Processing security updates increases the IT workload
- Mixed estate - "one size does not fit all"
- Supporting multiple devices is expensive
- Shorter life cycle driven by ever-changing needs, operating system and/or life and the availability of security updates
- Real time workflow management and asset visibility required to drive e-commerce business performance

Probing questions to guide the conversation with customer prospects:

- Is e-commerce bringing more challenges to your supply chain management?
- What devices do you currently use?
- How many years do you typically go between device refreshes? Where are you in the current cycle?
- What is your Operating System roadmap? Do you plan to stay with Windows or transition to something else?
- How important is network security to your corporation? Are you worried about hacking on your computers?
- What is your application strategy? How long do you plan to stay with your current WMS? Are you running TE or Brewer or something else?
- What is your MDM strategy?
- Do your current processes and use cases rely on physical keys for optimal productivity?
- What is your environment like? Extremely harsh? Wet? Do you have cold storage locations?

Elevator pitch:

The Thor™ VM1 has long been our best-selling vehicle mount computer because the field-replaceable front panel and Smart Dock provide up to \$240 in lifetime savings by reducing downtime, equipment cost, and support cost. The Thor VM1A is even better. Built on the Mobility Edge™ platform, it shares a common hardware and software platform with other Mobility Edge products, significantly reducing IT deployment, operations, and support costs. Product life is increased with the extended availability of security updates. And, the VM1A retains the easy-maintained field-replaceable front panel and Smart Dock features that made the VM1 so popular.

Sales Guide

THOR VM1A AT-A-GLANCE
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Sales Training Tools and Assets

PreLaunch Webinar / Launch PPT

Version of the W3 and download the ScanPal by going to one of

Collateral and Marketing materials

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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 collateral
- HTML emails
- Landing page 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

Contact us today to develop a campaign that meets your needs – 480-349-9263

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

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