



2019

## R You Ready – Mobility Edge

Campaign overview, pricing and marketing support tools

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

Partner Concierge

# Campaign Assets

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

**HOW R YOU SECURING YOUR DEVICE?**  
Android™ R from Honeywell is Your Best Option

Does any other device vendor guarantee support for Android R? Honeywell's Mobility Edge™ is built to give you the longest security lifecycle in the industry.

Here's our promise: when you invest in Honeywell's Mobility Edge you will be able to upgrade all the way to Android R.

Learn more about Honeywell's promise when you download the whitepaper "The Benefits of a Unified Platform for Mobile Computing: 4 Reasons to Use Mobility Edge for Your Device Deployments."

[DOWNLOAD THE WHITEPAPER NOW](#) | [LEARN MORE ABOUT MOBILITY EDGE](#)

Multi-touch emails

**Honeywell** THE POWER OF CONNECTED | Safety and Productivity Solutions

## R You Choosing the Right Device Provider?

android enterprise recommended

Honeywell is the **ONLY** Manufacturer Committed to Delivering **Android™ R** Support

Why risk your business on a device and vendor that cannot support Android R? Each additional version of Android your investment supports gives you added time in delaying costly upgrades.

By extending through Android R, Honeywell's Mobility Edge™ platform not only guarantees longevity, it guarantees security with at least one extra year of security patches provided by Google, compared to solutions only supporting Android Q.

Get our whitepaper to learn how Mobility Edge can:

- Accelerate deployments
- Optimize business performance
- Extend lifecycle
- Strengthen security

Android is a trademark of Google LLC. The Android robot is reproduced or modified from work created and shared by Google and used according to terms described in the Creative Commons 3.0 Attribution License.

Yes – I'd like to read the whitepaper, "The Benefits of a Unified Platform for Mobile Computing: 4 Reasons to Use Mobility Edge for Your Device Deployments."

Please fill out the form to download your copy.

First Name:

Last Name:

Company:

Email Address:

Landing Page



Banner Ads



# Digital Marketing

**Honeywell Productivity**  
14,348 followers  
1d

R You using mobile devices with the longest most secured lifecycle in the industry? Get support through Android™ R and download our solution brief now: <https://hwll.co/u8yqt>

Learn the 4 reasons to use Mobility Edge for your mobile workforce now. [now.honeywellaidc.com](https://now.honeywellaidc.com)

**HON Productivity @HONproductivity · Feb 18**

R You using mobile devices with the longest most secured lifecycle in the industry? Get support through Android™ R with Honeywell Mobility Edge and download our solution brief now: [hwll.co/cwftj](https://hwll.co/cwftj)

2 replies, 4 likes

**4 reasons to use Mobility Edge for your mobile workforce.**

2/18/2019  
R You using mobile devices with the longest most secured lifecycle in the industry lifecycle in the industry? Get support through Android™ R with Honeywell Mobility Edge and download the solution brief now.

Connected Enterprise (Connected)   Retail (SPS)   Supply Chain (SPS)  
Software (Connected)

Posts

HON Android R - Keyword Recommendation		
	Average Monthly Searches (Exact)	Estimated CPC Bids (USD)
enterprise mobile device management	50	\$18.91
retail mobile device management	10	\$11.00
android mobile device management	260	\$25.05
enterprise mdm	110	\$19.66
retail mdm	20	\$11.00
android mdm	480	\$16.77
warehouse management software	880	\$24.75
warehouse management system	2400	\$20.24
wms system	1300	\$17.21
wms software	1000	\$22.91
wms inventory	20	\$14.85
warehouse inventory software	110	\$19.06
warehouse inventory system	90	\$18.98
warehouse tracking system	30	\$20.24
warehouse tracking software	20	\$11.00
inventory system	1300	\$22.00
order picking software	20	\$15.68
order picking system	50	\$31.90
mobile inventory management	50	\$14.85
mobile inventory system	10	\$14.85
mobile inventory software	10	\$12.65
mobile warehouse management	10	\$14.03
android enterprise recommended devices	20	\$8.25
android enterprise recommended	210	\$8.25
honeywell mobility edge	50	\$4.40

Social Media Channel =>	LinkedIn		Twitter	
Link to =>	Whitepaper gated content	Whitepaper gated content	Whitepaper gated content	2.20
Ad Type =>	Sponsored Content/Ads	InMail	Sponsored Tweet	1.00
Objectives =>	Whitepaper downloads => New Leads	Whitepaper downloads => New Leads	Whitepaper downloads => New Leads	1.00
Budget Recommendation =>	\$2,000	\$2,000	\$1,000	3.30
Estimated Results =>	300 Link Clicks 45,000 Impressions	300 Link Clicks 9,000 Sent InMails	1500 Link Clicks 80,000 Impressions	3.30
Timing =>	February - March 2019	February - March 2019	February - March 2019	3.30
Targeting =>	Available just for Promoted content	Available just for Promoted content	Available just for Promoted content	3.30
Link =>	<a href="https://now.honeywellaidc.com/Mobility-Edge-Brief.html">https://now.honeywellaidc.com/Mobility-Edge-Brief.html</a>	<a href="https://now.honeywellaidc.com/Mobility-Edge-Brief.html">https://now.honeywellaidc.com/Mobility-Edge-Brief.html</a>	<a href="https://now.honeywellaidc.com/Mobility-Edge-Brief.html">https://now.honeywellaidc.com/Mobility-Edge-Brief.html</a>	3.30
	dolphin CK65		10	\$3.30
	honeywell VM1A		50	\$3.30
	thor VM1A		90	\$3.30

Keywords and Strategy

**Request Your Marketing Campaign** >>>

# Sales Tools



End-User Sales Presentation

**Honeywell** | Mobile Computer  
HONEYWELL CONFIDENTIAL

**Dolphin™ CT60 Mobile Computer**

**Primary market:**

- Retail
- Field sales, etc.
- Field service, etc.
- Retail on-site

**Focus applications:**

- Point of Sale
- Navigation
- Price checking
- Return handling

**Special Features:**

- 10.4" full screen
- Information display
- Barcode scanner
- Screen/keyboard
- Broad penetration

**Field Engagement:**

- High resolution
- Clarity
- Screen/keyboard
- Electronic display
- Clarity

**Material and Design:**

- Multi-use device
- Stylable screen
- Durable design
- Rugged construction

**Audio and Misc:**

- Integration
- Speaker
- No side support
- Business response

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**Honeywell** | Mobile Computers

**Dolphin CN80**  
Mobile Computer

**Primary market:**

- Retail
- Field sales, etc.
- Field service, etc.
- Retail on-site

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**Honeywell** | Mobile Computers

**Thor VM1A**  
Vehicle-Mount Computer

Benefits and vehicle-mount computers are essential tools in the day-to-day workflow of operations, manufacturing plants, and industrial environments. You need to keep moving products and materials in and out of the shop without compromise and without worrying that your vehicle-mount computer won't be able to keep up with your workflow or your IT infrastructure. You need the Thor™ VM1A.

Built with many of the same easy-to-use, easy-to-integrate features of the popular Thor VM1 and VM2 models, the rugged, Android™-based Thor VM1A also offers all the advantages of Honeywell's Mobility Edge™ platform – including the ability to accelerate processing, responsive navigation, and management across the enterprise. The Thor VM1A is supported by the same robust on-site customer support and provides a clear choice for your IT infrastructure. The device's advanced ergonomic configuration and software support tools also simplify frequently requested 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® Snapdragon™ integrated hardware and dual SIM/MMS, 4G/LTE communications keep workers connected and productive. Built-in vibration/parking temperature, the device's large 8" multi-angle, readable both indoors and outdoors, supports both vertical and horizontal touch-screen options, and is available with an optional screen-protector for use in cold storage and frozen environments.

The Smart Dock™ feature delivers considerable savings on support and maintenance costs while maximizing efficiency, enabling users to identify

built-in computing on vehicles that is available to change. The Thor VM1A's form factor allows enterprises to maximize productivity in open yards by utilizing the cold-weather panels for open-air operation, and users can utilize the maintenance costs by bringing in mobile staff to service touch-screen or independent features.

**FEATURES & BENEFITS**

- The Smart Dock:** The Smart Dock™ feature delivers considerable savings on support and maintenance costs while maximizing efficiency, enabling users to identify
- The form factor:** The Thor VM1A's form factor allows enterprises to maximize productivity in open yards by utilizing the cold-weather panels for open-air operation, and users can utilize the maintenance costs by bringing in mobile staff to service touch-screen or independent features.
- Security:** The Thor VM1A's form factor allows enterprises to maximize productivity in open yards by utilizing the cold-weather panels for open-air operation, and users can utilize the maintenance costs by bringing in mobile staff to service touch-screen or independent features.
- No need to choose:** The Thor VM1A's form factor allows enterprises to maximize productivity in open yards by utilizing the cold-weather panels for open-air operation, and users can utilize the maintenance costs by bringing in mobile staff to service touch-screen or independent features.
- The Mobility Edge:** The Thor VM1A's form factor allows enterprises to maximize productivity in open yards by utilizing the cold-weather panels for open-air operation, and users can utilize the maintenance costs by bringing in mobile staff to service touch-screen or independent features.

Data Sheets & Brochure



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# Campaign Options

## 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

## 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*

# Campaign Options

## Integrated Lead Generation

**\$5,995**

- 80 Hours telemarketing and lead qualification
- Four 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

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

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# Campaign Options

## Account Based Marketing

**\$8,995**

- Targeting up to 300 companies
- Database append with targeted contact names
- 100 Hours telemarketing & lead generation
- LinkedIn posts
- Multi-touch email executions
- Solution focused campaign landing page
- Co-branded video and collateral
- Detailed tracking and reporting
- 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

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Marketing Campaign** 

# 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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Marketing Campaign >>>**

