

ARE YOU READY – MOBILITY EDGE

Overview, pricing and marketing support tools



Campaign Assets

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

R YOUR DEVICES IN IT F
Only Honeywell Guarantees Sup

It's frustrating scrapping a mobile investment an unplanned upgrade purchase that is out of occur when you don't fully investigate your mo

Ask your mobile device vendors if they are v Android R. **Only Honeywell's Mobility Edge through Android R**, giving you the longe

Learn more about Honeywell's promise w "The Benefits of a Unified Platform for Mobile Edge for Your Device

DOWNLOAD THE WHITEPAPER NOW

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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

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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.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/cwfjt



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? 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

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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
Ad Type =>	Sponsored Content/Ads	InMail	Sponsored Tweet
Objectives =>	Whitepaper downloads => New Leads	Whitepaper downloads => New Leads	Whitepaper downloads => New Leads
Budget Recommendation =>	\$2,000	\$2,000	\$1,000
Estimated Results =>	300 Link Clicks 45,000 Impressions	300 Link Clicks 9,000 Sent InMails	1500 Link Clicks 80,000 Impressions
Timing =>	February - March 2019	February - March 2019	February - March 2019
Targeting =>	Available just for Promoted content	Available just for Promoted content	Available just for Promoted content
Link =>	https://now.honeywellaidc.com/Mobility-Edge-Brief.html	https://now.honeywellaidc.com/Mobility-Edge-Brief.html	https://now.honeywellaidc.com/Mobility-Edge-Brief.html

Keywords and Strategy

dolphin CK65	10	\$3.30
honeywell VM1A	50	\$3.30
thor VM1A	90	\$3.30

Sales Tools

2019 | **MOBILITY EDGE PLATFORM**

Honeywell
THE POWER OF CONNECTED

Honeywell Internal

End-User Sales Presentation

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Honeywell | Mobile Computer
HONEYWELL CONFIDENTIAL

Dolphin™ CT60 Mobile Computer

Primary market

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

Focus applications

- Point of Sale
- Navigation
- Asset tracking
- Return management

Key Benefits

- Work shift management
- Inventory management
- Spare/return management
- Asset protection

Field Engagement

- Productivity
- Logistics apps
- Item location
- Charging
- Electronic device
- Cross channel

Material and design

- Multi-use device
- Inventory management
- Quality control
- Documentation
- Barcode scanner

Audio and Materials

- Amplifier
- Speaker
- Headset
- Headset
- Process

Features

- The Mobility Edge hardware platform and software suite allow users to integrate their mobile devices into their existing IT infrastructure and workflow.
- The Smart Dock feature delivers immediate savings on support and maintenance costs while maximizing efficiency, enabling users to quickly

Thor VM1A Vehicle-Mount Computer

Benefits and vehicle-mount computers are essential tools in the day-to-day workflow of warehouses, manufacturing plants, and industrial 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 workflow or your IT infrastructure. You need the Thor™ VM1A.

Built with many of the same easy-to-use, easy-to-manage 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, application certification, and deployment across the enterprise. The Thor VM1A is upgradable from Android 7.0 to Android 8.0, and features extended security update support to maximize return on customer investment and provide a longer lifecycle. The device's advanced ergonomic 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 600 processor, integrated keyboard, and 3.2" MEMO display, readable both indoors and outdoors, supports both resistive and capacitive touchscreen options, and is available with an optional screen protector 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

Features & Benefits

- The Smart Dock** feature enables mounting and removal in seconds without touching cables, reducing support and maintenance costs while maximizing uptime by allowing the swapping of computers between vehicles in minutes.
- The fast replaceable front panel** reduces maintenance costs by enabling on-site certified personnel to swap out the front panel and allow on-site repairs rather than returning devices to the repair shop.
- Security updates** are as important as computer capability for maximizing a computer's useful life. Mobility Edge products provide the most years of security updates, that is, a specific Android device.
- No need to choose between optimizing productivity and minimizing IT support costs.** All Honeywell Mobility Edge computers share a common hardware and software platform. From an IT perspective, they are all the same product.
- The Mobility Edge hardware platform and software suite allow users to integrate their mobile devices into their existing IT infrastructure and workflow.**

Honeywell | Mobility

FUTURE PROOFING WITH MOBILITY EDGE

THE BENEFITS OF A UNIFIED PLATFORM FOR MOBILE COMPUTING

Built on the future-proof Mobility Edge platform, the Android-based Thor VM1A vehicle-mount computer is built tough to handle heavy warehouses, ports, and industrial 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 front panels for spare computers, and saves valuable time and maintenance costs by training in-house staff to service touchscreen or keyboard features.

Data Sheets & Brochure

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

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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

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

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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 us today to develop your custom marketing campaign

480.349.9263

Honeywell@PartnerConcierge.com

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