

CK75 CAMPAIGNS

Overview, pricing and marketing support tools



Campaign Assets – Migration from CK71

THE NEW CK75 ULTRA-POWER AND WINDOW

We're sending you this message because indicate you purchased an Intermec CK71 mobile computer in the past.

Are you thinking about upgrading your fleet? Honeywell would like to introduce our new CK75 ultra-rugged mobile computer.

The CK75 offers the same rugged durability of our popular predecessor, the CK71 – but with a faster processor, enhanced near/far scanning, a more ergonomic form factor. In fact, it's lighter than others in its class.

The best part: The CK75 supports both Windows Embedded Handheld 6.5 and Android™. Continue to benefit from your current IT investment while preparing your business for the future.

[LEARN MORE](#)

RUGGED AND BUSINESS TO TOMORROW

We're sending you this message because indicate you purchased an Intermec CK71 mobile computer in the past.

Upgrading your mobile computer fleet shows your operations, or your bottom line. In fact, it should ultimately enhance both.

The new Honeywell CK75 ultra-rugged mobile computer – successor to our popular CK71 – is designed for next-generation mobile technology and hassle-free. Extend your legacy investment in Windows® Embedded Handheld 6.5, while preparing your business for the future.

And throughout the migration, take advantage of current investments by continuing to use IT, batteries, peripherals, accessories and software before – no need to rewrite software or retrain employees.

[LEARN MORE](#)

MAKE THE SWITCH TO MORE: MORE POWER, MORE DURABILITY, MORE CHOICE

We're sending you this message because our records indicate you purchased an Intermec CK71 ultra-rugged mobile computer in the past.

Windows® Embedded Handheld 6.5 is nearing its end of life. But you don't have to make the switch to another OS now if your business isn't ready.

That's because Honeywell's new CK75 ultra-rugged mobile computer supports both Windows Embedded Handheld 6.5 and Android™ 6.0 operating systems. Now your business has the option of extending your WEH6.5 investment, then seamlessly transitioning to Android.

You'll get all the rugged durability of your existing CK71 devices – with a faster processor, powerful near/far scanning capabilities and an enhanced camera. All in a more ergonomic form factor that is 31% smaller and lighter than others in its class.

Is your business ready to make the switch?

[LEARN MORE](#)

Partner Name
123-456-7890

Email #1

Email #2

Email #3

Is Your Business Ready to Keep Up with 24/7 Connected Customers?

There Has Never Been a Better Time to Upgrade Your Devices

The demands on business leaders to increase productivity while tightening costs are ever increasing, and more companies are looking to do this by refreshing their mobility deployments.

The Honeywell CK75 ultra-rugged mobile computer – the successor to the field-proven CK71 device – gives you access to next-generation computing performance and application response time, while giving you the option to extend support for Windows® Embedded Handheld 6.5. When the time comes for a transition to new applications based on Android™, the CK75 devices can be converted to Android 6.0, saving your investment in computers and peripherals.

An Exclusive Invitation

Honeywell is pleased to offer the opportunity for your company to qualify for a free CK75 demo unit and an on-site evaluation. Simply fill out the form, and one of our experts will contact you.

• First Name:

• Last Name:

• Email Address:

• Company:

• City:

• Country:

• Phone:

• Project Timeline:

Comments:

Required Fields

By checking the box, you accept the Honeywell Privacy Terms and agree to receive relevant product news, industry research reports, webinar invites and case studies from Honeywell Safety and Productivity Solutions.

[REGISTER](#)

Landing Pages

Campaign Assets – DC/Warehouse

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

RUGGED A BUSINESS TOMORRO

Are your mobile computers me your warehouse and DC opera that can withstand demanding: being agile and responsive to i

The new CK75 fits the bill with combination of durability and e rugged design that can survive but is 31% smaller and lighter 1 class. This keeps your workfon reducing errors from fatigue.

And with support for both Wind Handheld 6.5 and Android™ 6, your business – and your mobi future.

[LEARN MORE](#)

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

ONE ULTRA CHOICE OF SYSTEMS.

Is your warehouse or DC operatic Android™ 6.0? Or, would you pre every last bit of benefit from your Windows® Embedded Handheld?

Now, there's a single mobile comt you do both. Honeywell's CK75 u computer supports both operating extend support for WEH, then cor devices to the next-generation O: is ready.

Get investment protection in an u leads its class in both durability a new CK75.

[LEARN MORE](#)

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FAST, RESPONSIVE AND HIGHLY EFFICIENT SCANNING FOR YOUR DC

To ensure accuracy and increased traceability in your warehouse, you need a device with superior scanning ability. Honeywell meets that need with the new CK75 ultra-rugged mobile computer.

The CK75 delivers extreme read ranges and lightning-fast performance using proven Honeywell imaging engines. It provides the quickest, most accurate reading of 1D and 2D barcodes – from 6 inches to up to 50 feet away.

Speed your warehouse workflows with unmatched scanning performance in one ultra-rugged, ergonomic device: the CK75.

Partner Name
123-456-7890

[LEARN MORE](#)

Email #1

Email #2

Email #3

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

THANK YOU FOR REGISTERING

View the Video to Learn More about the CK75

Thank you for registering for a chance to win a free CK75 demo unit and an on-site evaluation for your organization. One of our experts will be in touch with you shortly.

In the meantime, if you'd like to learn more about the CK75 ultra-rugged mobile computer, please watch our video or visit the CK75 product page.

[GO TO PRODUCT PAGE](#)

Landing Pages

Sales Tools

Honeywell | Mobile Computers

CK75

Ultra-Rugged Mobile Computer

Honeywell offers a true no-compromise solution with the CK75 Ultra-Rugged Mobile Computer. In addition to being 31% smaller and lighter than any other form factors in its class, the CK75 mobile computer is optimized for warehouse and distribution environments with premium, industrial-grade materials for the perfect balance of ruggedness and duty cycle, along with features that focus on enabling flexibility and agility, even in the most extreme conditions. Extend the use of the CK75 mobile computer into cold storage and freezer environments with the heater-equipped Cold Storage CK75 Mobile Computer.

When workload demands shift unexpectedly, the CK75 mobile computer gives workers the flexibility to quickly transition to tasks that require near or far scanning, speech, voice and image capture, without wasting time finding and reorienting themselves on unfamiliar devices. Because the CK75 mobile computer supports Honeywell wired or wireless headsets and voice software, customers have the option of traditional or voice-enabled workflows. With a dual-band 802.11 a/b/g/n WLAN radio, the CK75 mobile computer delivers rock-solid performance and consistently fast response times, even in areas where you might experience low signal levels or intermittent connections.

The CK75 mobile computer also offers unparalleled deployment flexibility, allowing the choice of Windows® Embedded Handheld 6.5 or Android™ 6.0 operating systems on a single device. Today's Windows Embedded Handheld 6.5 users can continue to deploy CK75 mobile computers into their existing applications running existing software. When the time comes for a transition to new applications based on Android, the CK75 units can be converted to Android 6, saving the investment in computers and peripherals.

Smaller and lighter than others in its ultra-rugged class, the CK75 mobile computer is optimized for warehouse and distribution environments with premium, industrial-grade materials and next-generation features for maximum business agility.

FEATURES & BENEFITS

- 31% smaller and lighter than leading devices in the ultra-rugged class.
- Supports Windows Embedded Handheld 6.5 and Android 6.0. Machine-learning operating systems for flexible application support and migration.
- Withstands 2.4 m (8 ft) drops to concrete, 2000 (1 m) tumbles and has an IP67 rating, rating against water and dust.
- Industry's fastest and farthest imaging engines deliver superior motion tolerance and barcode read performance.
- Optional Cold Storage version includes touch screen and scan window heaters to support use for extended periods in freezer as well as transitions into and out of freezer areas.

CK75
Data Sheet

Request Your Marketing Campaign >>>

GROWING PRODUCTIVITY AND PROFITS at Today's Distribution Centers

Changing consumer buying habits and omni-channel fulfillment are increasing workloads exponentially at today's distribution centers. DCs are under intense pressure to cut costs and keep their employees as engaged and efficient as possible—every second, every day.

See how smart DCs are meeting these demands by investing in the latest data capture and mobile technologies to drive productivity and profits.

Precision is Paramount

When asked what is most important to increasing profitability, DC managers agree: **Worker accuracy is key.**

Importance of Potential Improvements on Increasing Profitability

- 78% Worker Accuracy
- 76% Improving Staff Productivity
- 76% Improving Technology Infrastructure
- 73% Use Smart Equipment
- 72% Worker Mobility

DCs Believe in Tech

Since 2012, **more and more DCs are investing in technology** to drive productivity and profitability.

Technology Solutions Currently in Use

Biggest Increase in Use: Scanners. But they're most prevalent in larger companies (2,000+ employees) than small ones (<1,000 employees).

DC Scanner Use

92% 80%
LARGE COMPANIES SMALL COMPANIES

Mobile Computing Rules the Day

Practically all **retail DCs are using mobile computers today** in the next 3–5 years; they want to use them for **more tasks.**

Likelihood of Applying Mobile Computing to the Following Tasks

Task	Small Companies (<1,000)	Medium Companies (1,000-4,999)	Large Companies (5,000+)
Customer Service	45%	55%	65%
Inventory Management	45%	55%	65%
Replenishment	45%	55%	65%
Mobile Inventory	45%	55%	65%
On-Site Tasks	45%	55%	65%

Customer Service (24%)
All Other Tasks (24%)

For more information:
www.honeywell.com

Request Safety and Productivity Solutions:
www.honeywell.com

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Improve Productivity in DC Infographic

Where Are the HIDDEN COSTS IN YOUR DC?

With the rise of omni-channel fulfillment, today's distribution centers (DCs) are more productive and efficient than ever before—right? The truth is a little more complicated.

The Clock is Ticking

It's an unavoidable fact in all jobs: **Not all "work" hours** are actually spent working.

22 Average number of **unproductive minutes** in a warehouse worker's 8-hour shift

7 Minute increase since 2012

Picking Errors Are a (Big) Problem—Part 1

There are **far more** of them than you would imagine.

134 Number of mispicks per week in average DC

Picking Errors Are a (Big) Problem—Part 2

They **cost** distributions operators **big bucks.**

\$201,000 Dollars the average DC loses in picking errors every year.

Bigger Isn't Necessarily Better

Compared to small companies (<1,000 employees), large companies (5,000+ employees) have **more unproductive time** per shift, **more mispicks** per week and **more costly mispicks.**

Metric	Large Companies (5,000+)	Small Companies (<1,000)
Average Unproductive Time per Shift	25 min	19 min
Average Mispicks per Week	239	77
Average Annual Cost of Mispicks	\$261,000	\$103,000

For more information:
www.honeywell.com

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www.honeywell.com

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Unlocking Hidden Costs Infographic

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 co-branded collateral
- HTML emails
- HTML Landing page ready 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

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

**Request Your
Marketing Campaign >>>**