

MOBILITY REVOLUTION CAMPAIGNS

Overview, pricing and marketing support tools



Campaign Assets – Mobility Revolution

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ENABLING THE REAL-TIME ENTERPRISE


There will soon be more active mobile phones than people. And as billion intelligently connect to form the Internet of Things, new opportunities exist.

From the shop floor to store shelves, companies are innovating with IoT: generate new revenue streams and get closer to their customers.

Partner value added information and call to action in this section....

An enterprise mobility strategy is less about managing mobile devices for the business – enabling it to integrate and deliver new and innovative how your business can gain maximum value from your mobility initiatives

[LEARN MORE](#)



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ARE YOUR MOBILITY INITIATIVES AS STRONG AS THEY COULD BE?


Mobility combined with cloud computing is changing business – making it more immediate, more relevant and more intelligent.

Is your company ready for the mobility revolution? Can you seamlessly connect your mobile workforce to back-end systems for increased productivity? Are you prepared for an exponential increase in business activity from your always-connected customers? Are your teams responsive enough to keep up with an always-on business world and 24/7 connected customers?

Partner value added information and call to action in this section....

Take our self-assessment to evaluate your current strategy.

[FIND OUT MORE](#)



Email #1

Email #2

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THE HIDDEN COSTS OF CONSUMER-GRADE DEVICES

For companies investing in mobile technology, consumer-grade PDAs appeal. At one-half to one-third the price of enterprise-grade hardware, the high failure rate, thinking they would have to replace a consumer-grade before they could justify the cost of buying a more rugged, enterprise-grade.

Partner value added information and call to action in this section....

This simple analysis can be deceiving – and ultimately expensive. Hard costs pale in comparison to the true costs of a device failure in a business.

[LEARN MORE](#)



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UNLOCK VALUE AND DRIVE PROFITABILITY IN THE FIELD

Field service and logistics workers need mobile devices that are ergonomic, easy to use and can withstand being dropped or drenched by rain.

Honeywell's ultra-ruggedized CK75 mobile computer offers unparalleled performance and reliability to help ensure workers in the DC or out in the field are equipped to deliver superior customer service.

Partner value added information and call to action in this section....

By adding support for both Android™ and Windows®, customers can continue to benefit from their current investments and have greater flexibility in their choices of today's modern operating systems.

[FIND OUT MORE](#)



Email #3

Email #4

Campaign Landing Page



THE PATH TO GROWING A SUSTAINABLE BUSINESS HAS CHANGED



The path to growing a sustainable service business has changed. It's no longer sufficient to have the quickest service response.

As consumers increasingly look for best-in-class response time, best-in-class organizations are empowering their field service personnel with the right technologies today.

Discover how your peers are using today's mobile technologies in field applications to transform their business: [Download our free research brief.](#)

Landing Page #1



SELECTING THE RIGHT MODERN OPERATING SYSTEM



Organizations today face a choice of three modern operating systems, each of which enable the opportunity to engage customers in powerful new ways, boost employee productivity and connectivity, and enrich the business with innovative new services.

Learn the most important decision criteria for each of the three options: [Download our free white paper.](#)

Landing Page #2



THE HIDDEN COSTS OF CONSUMER-GRADE DEVICES



For companies investing in mobile technology, consumer-grade PDAs and smartphones have undeniable appeal. At one-half to one-third the price of enterprise-grade hardware, buyers may be tempted to accept the high failure rate.

This simple analysis can be deceiving – and ultimately expensive. Hardware acquisition and replacement costs pale in comparison to the true costs of a device failure in a business setting, like lost productivity, lost revenue opportunities or worse – a lost customer.

Landing Page #3

Download Our Free Application Brief

First Name:

Last Name:

Email:

Phone:

Company:

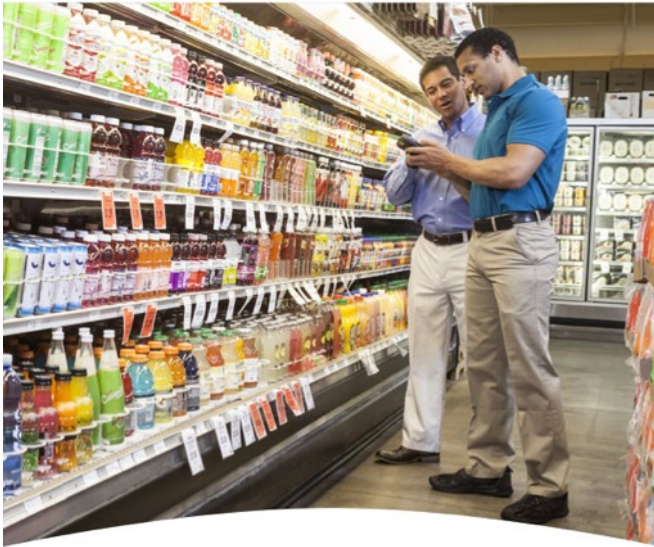
Country:

Industry:

By ticking 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.

Campaign Assets – Call To Action

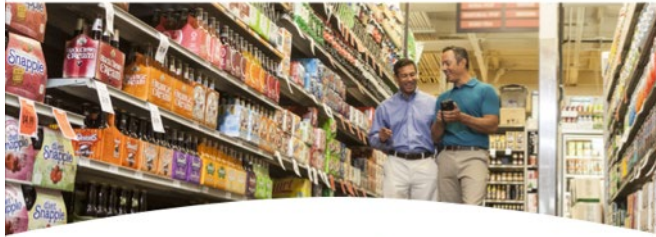
WHITE PAPER



Strategic Insights into Selecting the Operating System that Best Meets Your Long-Term Business Vision

Honeywell

APPLICATION BRIEF



SUMMARY

Industry

- Collection & Delivery
- Healthcare
- Field Workforce
- Ports & Intermodal
- Postal
- Retail
- Warehouse

Products

- Dolphin™ CT50
- Mobile Computer
- Captivo™ Enterprise
- Slids for Apple® devices
- Voyager 1605g
- Area-imaging
- Pocket Scanner

Typical Applications

- Barcode scanning and data collection

Customer Benefits

- Quick and accurate data capture
- Power that lasts the duration of a shift
- Ability to tailor a solution specific to your application
- Positive impact to productivity and ROI

Things to Consider when Using Smartphones for Data Capture

PURPOSE-BUILT SCANNERS AND MOBILE COMPUTERS WITH INTEGRATED IMAGERS DELIVER FAST, ACCURATE SCANNING

Barcodes and data collection applications go hand-in-hand across industries. A valuable choice for businesses looking to improve efficiency and reduce overhead, barcodes are both cost effective, reliable and reduce the potential for human error.

Smartphones are also commonplace today. Equipped with low-cost, high-resolution digital cameras, these consumer devices are now increasingly used to scan and decode barcodes.

Although consumer grade devices offer barcode scanning capabilities to look up prices, access data, or access content on a QR code with the simple download of a mobile app, they have limitations that make them unsuitable for many business applications.

Alternatively, Honeywell enterprise class scanners and mobile computers with integrated imagers offer distinct advantages that deliver significant productivity gains and attractive ROI when compared to consumer grade devices for data capture.

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RESEARCH BRIEF

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Enhancing the Customer Experience: Connected Devices for Field Service Workflows

WE LIVE AND DO BUSINESS in a highly connected world. That brings clear benefits, such as being able to use real-time data capture and mobile access to applications to create efficiencies, but it also brings potential challenges. The connected customer demands more from retailers, logistics providers and services companies. One bad experience and the customer may leave forever.

As a result, the way companies approach technologies that support after-sales and field service is changing. Technologies such as bar code scanners are no longer just a way to efficiently and accurately capture data—workers in the field need technology that improves the customer experience. That means one-stop service calls that fix problems on the first visit; it means deliveries that meet or beat the arrival time promise; it means accurate, damage-free deliveries, with the ability to upsell customers on the spot; and it means field service that can be proactive, rather than “break/fix” calls or routine maintenance.

The IoT is the trend toward smart, connected products that stream real-time data to back-end analytics engines so adverse trends can be detected and addressed. IoT deployments may focus on asset health, optimal equipment performance, or real-time location of vehicles or deliveries. Mobile data collection devices may themselves be IoT-connected, feeding up data useful for workforce management, dwell times at locations and, generally, the performance of a mobile workforce. When paired with insights gained from IoT-connected products installed at customer sites, mobile devices allow companies to know more about the condition of the assets they are servicing for customers, as well performance of the field workforce and the assets it uses, such as delivery vehicles.

The way that technology, including Internet of Things (IoT) technology, gets applied to field and after-sales service carries significant profit ramifications. According to a 2015 report from analyst firm IDC, some leading manufacturers are gaining up to 50% of their profits from after-sales sources, and the trend will continue as connected products become a cornerstone for revenue growth in the coming years.

Connected devices and quick access to order fulfillment applications can help keep consumers satisfied by ensuring delivery promises hit their time windows. In fact, according to Forrester Research, 73% of consumers say that valuing their time is the most important thing a company can do to provide them with good service.¹

MODERN MATERIALS HANDLING
Logistics
PRG

1

Request Your Marketing Campaign >>>

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 >>>**