

# THOR VM1A CAMPAIGN

Overview, pricing and marketing support tools



# Campaign Assets

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

**EASY, COST-EI SOLUTIONS FC ANDROID**

With the end of life approaching for Windows devices, many DCs are considering a trans Android™ – but are hesitating because of t hassle involved.

Honeywell makes the whole process easie suite of rugged industrial devices built on t Mobility Edge™ platform. Mobility Edge der you a longer product lifecycle – with suppo Android R plus security updates for two yei Google's last patch.

Plus, devices built on Mobility Edge – like t VM1A vehicle-mounted computer – help yo costs because from an IT perspective, they Choose the best form factor for your operat Then develop, test, and certify apps once to products. It's that easy.

**MINIMIZE MAINTENANC HASSLES WITH THE TH**

Are you thinking about upgrading your forklift computers? Minimize upgrade and maintenance hassles with the new Thor™ VM1A vehicle-mounted computer.

Like its popular predecessor, the Thor VM1, the Thor VM1A is remarkably easy to maintain and use. Your warehouse workers can fix touchscreen and keyboard problems in minutes – without sending the whole unit in for service – with the field-replaceable front panel.

You'll also save on maintenance time and capital costs with the convenient Smart Dock. Simply equip your forklifts with Smart Docks, then move computers between them, without touching cables, as workloads change.

Running Windows? The Thor VM1A makes it easy to upgrade to Android™ – with less risk and cost. That's because it's built on the Mobility Edge™ platform, which gives you operating system support through Android R, plus security updates for two years after Google's last patch.

**PUT PRODUCTIVITY IN THE DRIVER'S SEAT WITH THE THOR VM1A**

Upgrading to new forklift computers, with a new operating system, doesn't have to mean reduced productivity for your workers. With the Thor™ VM1A vehicle-mounted computer, you can keep your workers productive and minimize potential downtime.

Your workers can fix touchscreen and keyboard problems in minutes – without sending the whole unit in for service – with the field-replaceable front panel. If vehicles fail, they can swap the Thor to another vehicle – without dropping an active session – with the convenient Smart Dock.

Still using green screens? Integrated SmartTE software offers three terminal emulators in one – so your experienced workers can stay productive with your legacy TE, while newer and temp workers can get quickly up to speed with a graphical touch interface.

Upgrading to Android™ becomes a lot less risky and costly with the Thor VM1A. That's because it's built on Honeywell's Mobility Edge™ platform, which gives you operating system support through Android R, plus security updates for two years after Google's last patch.

800-123-4567  
Email Us

MEET THE THOR VM1A

Email #1

Email #2

Email #3

**Put Productivity in the Driver's Seat**  
Introducing the Thor VM1A

It's no secret that today's distribution and logistics operations are under enormous pressure to fulfill more orders every day, increase productivity, and reduce operational costs. In fact, independent research has shown the average DC can lose up to 3,000 hours and over \$400,000 per year due to inefficient processes and unproductive worker time alone.

A vehicle-mounted computer is a proven way to enable your forklift operators to locate and move products faster, reduce errors, and increase productivity, all without having to move from the driver's seat. And Honeywell's Thor™ VM1A is loaded with features that make it a valuable choice for today's modern DC.

For starters, the Thor VM1A is built on Honeywell's Mobility Edge™, a dynamic hardware and software platform and rapid provisioning suite to accelerate, simplify, and minimize the cost of deployments across your enterprise. It also provides support through the next 4 generations of Android™ – from Android O to Android R – for long-term investment protection.

The rugged Thor VM1A is easy to maintain with a field-replaceable front panel and Honeywell's exclusive SmartDock system for quick swapouts between vehicles without touching cabling – minimizing downtime and reducing the number of spare parts needed to be kept in inventory.

All of that translates into an extended product lifecycle and lower cost of ownership – keeping your forklift operators up and running and delivering better ROI to your bottom line.

**Take the next step to empower your forklift operators and future-proof your mobility investment. Contact us today.**

Discover how Honeywell's Thor VM1A can help transform your DC operations with a no-cost consultation with a Honeywell advisor.

• First Name:

• Last Name:

• Business Email:

• Company:

• Country:

• Are you a partner, reseller or end user?

Landing Pages

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# Customer Focused Assets



White Papers



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Infographics



# Customer Focused Tools

**Honeywell** THE POWER OF CONNECTED | Mobile Computers

## Thor VM1A

Vehicle-Mount Computer


Forklifts and vehicle-mount computers are essential tools in the day-to-day workflows of warehouses, manufacturing, ports, 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 workforce or your IT infrastructure. You need the Thor™ VM1A.

Built with many of the same easy-to-use, easy-to-maintain features of the popular Thor VM1 and QV1 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 upgradeable from Android O to Android R, and features extended security update support to maximize return on customer investment and provide a lower overall 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 2.2" 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 defroster 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 shift computers as vehicles fat or workloads change. The field-replaceable front panel allows enterprises to minimize investment in spare parts by substituting low-cost spare front panels for spare computers, and saves valuable time and maintenance costs by leveraging in-house staff to service touchscreen or keyboard failures.



### FEATURES & BENEFITS

- Smart Dock:** The Smart Dock front panel reduces mounting and removal in seconds without touching, cutting, taping or support and maintenance costs while minimizing capital expense by allowing the shifting of computers between vehicles as workloads change.
- Field-replaceable front panel:** Reduces maintenance costs by enabling on-site unskilled personnel to service the most wear- and abuse-prone components themselves rather than returning them to the repair depot.
- Security update availability:** As important as computer durability for maximizing a company's useful life, Mobility Edge products provide five more years of security updates than a typical Android device.
- Hardware platform:** No need to choose between optimizing productivity and enterprise 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.
- Hardware platform:** The Mobility Edge hardware platform and enterprise lifecycle tools drive an integrated, repeatable, scalable approach for accelerated and secure development, deployment, performance, and lifecycle management.

Datasheet



Justine Clark & Terry Solesbury | FUTURE PROOFING FOR BUSINESS MOBILITY

## 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.

**System set (modules) Android-based Platform**

- Single certified module that includes CPU, memory, WWAN, WLAN, BT, NFC, Zigbee
- SOM is the core of all global mobile computing offerings moving forward
- Handhelds, VMC, Tablets, etc.
- Various form factor types (touch, key, sizes)
- 3 Device classes based primarily on AIDC performance and/or reliability
- Honeywell commitment to SOM availability through 2025

**Development, Deployment & Performance Optimizing Tools**

- Some of our Zebra-differentiated Tools
- 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

**Android Security**

- Android single
- 8+ year
- last C
- Hone

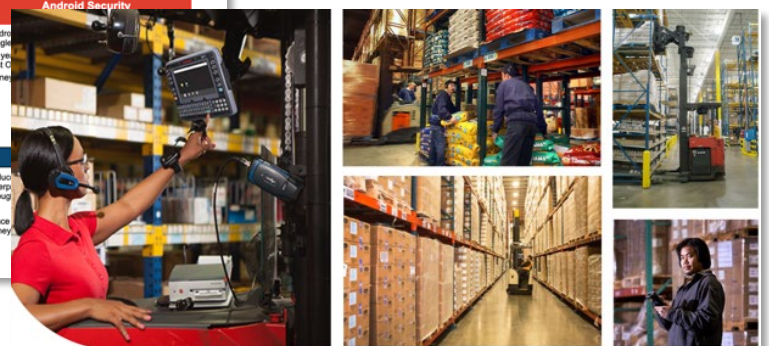
**Customer Benefits**

- Flexibility and reduced costs to deploy additional device form factors and classes due to no added dev or cert costs given common module/image
- Reduced TCO via enterprise lifecycle with HW, SW and OS support through 2025
- 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
- Reduce enterp. through
- Peace Honey

**HONEYWELL MOBILITY EDGE**  
A Unified and Dynamic Platform for Your Mobile Workforce

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Customer Presentation



THOR VM1A AT-A-GLANCE  
Click to add text

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# Sales Tools

**Honeywell** Mobile Computers  
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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 replenishment
- Inspection/Quality
- Lot tracking
- Work order tracking
- Material moves

**Intermodal**

- Container moves
- Lot check-in / check-out

**Summary of business challenges the solution addresses:**

- Omni-channel fulfillment challenges require rethinking of entire supply chain
- Pending Windows® obsolescence forcing transition of applications and tools, possibly before the customer is prepared
- Transition from traditional dedicated function device to multi-purpose associate tool
- Network security – network hacking can lock up computers and halt operations, Processing security updates increases the IT workload
- Asset estate, “one size does not fit all”
- Supporting multiple devices is expensive
- Shorter life cycle driven by ever-changing needs, operating system and of life and the availability of security updates
- Real time work/flow management and asset visibility required to drive e-commerce business performance

**Elevator pitch:**

The Thor VM1A has long been our best-selling vehicle mount computer because the field-replaceable front panel and Smart Dock provide up to \$240k 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 easily-maintained field-replaceable front panel and Smart Dock features that made the VM1 so popular.




**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 BtoB 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 hard? Wet? Do you have cold storage locations?

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Sales Guide



**THOR VM1A AT-A-GLANCE**  
Click to add text

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Sales Training Tools and Assets

## PreLaunch Webinar / Launch PPT

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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

# 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](mailto:Honeywell@PartnerConcierge.com)

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