

# PERFORMANCE PARTNER PROGRAM

START THE JOURNEY

**Honeywell**





# THE STRONGEST PARTNER PROGRAM IN THE INDUSTRY

At Honeywell Productivity Solutions and Services, we're obsessed with improving workflow performance. We've seen how even small changes in a highly scalable environment can make huge improvements across the entire enterprise. With our channel Partners, we design fluent, agile workflows that enable customers to effectively manage data and assets, optimize operational performance and processes, and drive business success.

With new and evolving technologies, services and customer expectations, the Automatic Identification and Data Capture (AIDC) industry is experiencing significant changes that make deep customer insight, skill, dedication, and above all, collaboration essential. That's why a strong and well-connected partner network is so crucial to our business.

When developing enhancements for the Performance Partner Program (PPP) in 2021, we carefully considered our evolving partner community to provide the connected, well planned framework they need to succeed. The enhanced PPP is an integrated, future-minded partner program optimally designed to support our Partners in growing their business. We believe that together we can lead the change and meet the challenges that our industry is experiencing while achieving tremendous business success together.

## WHY PARTNER WITH US?

As a technology solutions leader, we truly value our channel community. As a Honeywell Partner, you are instrumental in ensuring the customers' needs are understood and expectations are exceeded.

Since 2007 we have been on an aggressive investment path to becoming a leading provider of hardware, software and services in the data collection and information management industry. Now positioned as a market leader, our solutions portfolio is the broadest in the industry. What's more, the portfolio is comprised of innovative products and solutions developed with extensive customer insight and application expertise.

Simply put, our investments in research and development enable our Partners to compete with confidence, and win.

Our commitment to you and passion for winning together is reflected in the enhanced PPP:

- Benefit from the reach and reputation of the Honeywell global brand;
- Enjoy equitable discounts and incentives;
- Take advantage of our sales, marketing and technical expertise and support resources;
- Have confidence in the consistency of our Program, which has clearly defined and applied policies;
- In developing the PPP, we worked closely with our Partner community to ensure we created a Program second to none.

Recently added to the PPP, those Partners who are authorized to sell Honeywell Voice Solutions will be able to experience all of the benefits of the program, as outlined below, receiving our full support in growing their Productivity Solutions and Services business.



# PARTNER PROGRAM TIERS

The Honeywell PPP is designed to provide you with the right set of benefits to meet your business needs. As your commitment to Honeywell grows you will be able to move up the Partner tiers and access additional features.

Each partner tier features a set of benefits – tools, pricing discounts, plus sales, service and marketing support – designed to help you grow your business in partnership with Honeywell. The PPP is designed to optimally support you in growing your business.



<b>PLATINUM ELITE</b> PERFORMANCE PARTNER	<ul style="list-style-type: none"> <li>Recognized as strategic resellers, system integrators, and solutions providers who have the highest degree of commitment and who consistently achieve a high level of sales growth with Honeywell.</li> <li>Platinum Elite Partners offer solution expertise including software development, remote device management, implementation, and advanced customer support service models, or a breadth and depth of specializations to serve customers.</li> </ul>
<b>PLATINUM</b> PERFORMANCE PARTNER	<ul style="list-style-type: none"> <li>Recognized as strategic resellers, system integrators, and solution providers who meet our Platinum minimum revenue requirements for sales of Honeywell PSS offerings, and are committed to growing their business with Honeywell.</li> <li>Platinum Partners offer solution expertise including software development, remote device management, implementation, and advanced customer support service models, or a breadth and depth of specializations to serve customers.</li> </ul>
<b>GOLD</b> PERFORMANCE PARTNER	<ul style="list-style-type: none"> <li>Comprises of resellers, system integrators, and solution providers who meet consistent our Gold minimum revenue requirements for Honeywell PSS products, with occasional larger projects, and are committed to growing their business with Honeywell.</li> </ul>
<b>SILVER</b> PERFORMANCE PARTNER	<ul style="list-style-type: none"> <li>Comprises of entry level resellers, system integrators, and solution providers who are committed to growing their business with Honeywell PSS, and would leverage the benefits of the Honeywell Performance Partner Program to do so.</li> </ul>
<b>DMAR</b> PERFORMANCE PARTNER	<ul style="list-style-type: none"> <li>Comprises of resellers and solution providers that generate the majority of their business through online channels and that are committed to promoting Honeywell in new business opportunities.</li> </ul>



# BUSINESS GROWTH

**Honeywell supports Partners in every stage of the sales cycle from generating and converting leads, to developing the opportunity and providing competitive pricing to help close the deal.**

The PPP is designed to drive customer acquisition and retention and deliver genuine business growth. These benefits are all exclusive to PPP members.

## **Project Registration & Pricing Support**

Honeywell understands the value of your contributions to our business. The Project Registration (PR) Program rewards Partners who engage Honeywell early in the sales cycle, and provide value added solutions.

You can find out more about our PR Program [here](#).

In competitive bids, Partners can also apply for further discounts via the Price Exception (PE) Program to help deals involving comparable products from other vendors.

You can find out more about our PE Program [here](#).



## **Growth Incentive Rebate (GIR)**

For Partners with the highest level of revenue commit with Honeywell, we offer the opportunity to earn Growth Incentive Rebate (GIR) Program when you meet and exceed agreed upon revenue targets.

You can find out more about our GIR Program [here](#).

## **Demo Program**

The Honeywell Demo Program provides deep discounts on products for use in customer and event demonstrations, demo centers, training and proof of concept activities.

You can find out more about our Demo Program [here](#).

*(NOTE: To access any of the above-mentioned benefits, a registered account on the Partner Portal is required)*



# MARKETING SOLUTIONS

## Partner Portal

Our new PPP transitioned to a cloud-based, connected web platform that enables our Partners to receive support from Honeywell in a centralized way. Partners using the platform will benefit from a single sign-on experience to access all the tools they need to market, sell, and support Honeywell's solutions.

Partners can register for access [here](#).

If you have successfully registered on the Partner Portal, you can login [here](#) to take advantage of all the benefits we have prepared for you as member of the PPP.

## Lead Generation

We allocate a significant proportion of our marketing budget to generating leads for our Partners. PPP members who demonstrate the highest level of commitment with Honeywell PSS can receive these leads via the Partner Portal where they will have the ability to convert them to opportunities and realize revenue. You can find out more about our Lead Management process [here](#).

In addition, we have developed a Partner Finder tool, which is available for End Customers on the external marketing website, which will allow End Customers to identify and request contact from Partners within a specific geography and/or with specific capabilities. Each request made by an End Customer will result in a lead being sent to you – the Partner.

In case you have not setup your company on our Partner Finder, you can find the instructions on how to proceed [here](#).

## Marketing Development Funds (MDF)

As another incentive to partners with the highest level of revenue commit to Honeywell, we will provide funding to support marketing activities that create demand, generate leads and grow our mutual business through our MDF Program. MDF funding will be allocated to lead generation activities that show strong ROI potential and support the collaborative business plan.

You can find out more about our MDF Program [here](#).

## Co-brandable assets

Honeywell is providing support in demand generation activities by producing marketing assets, available on the Partner Portal, that can be instantly co-branded with your company logo and downloaded for your distribution.

You can find out more on our co-brandable options [here](#).



*(NOTE: To access any of the above-mentioned benefits, a registered account on the Partner Portal is required)*



# BENEFITS

The PPP brings members our strongest line-up of benefits to help you grow your business profitably with Honeywell. As well as tiered financial benefits, the PPP provides a wide range of value-add tools to assist you at every stage of the sales cycle.

	PLATINUM ELITE	PLATINUM	GOLD	SILVER	DMAR
RECOMMENDED PRICING DISCOUNT	✓✓✓	✓✓✓	✓✓	✓✓	✓✓✓
PROJECT REGISTRATION	Additional Upfront Discount	Additional Upfront Discount	Additional Upfront Discount	Additional Upfront Discount	Additional Upfront Discount
GROWTH INCENTIVE REBATE	Yes	Yes	-	-	-
MARKET DEVELOPMENT FUNDS	Yes	Yes	-	-	-
DEMO PROGRAM	Yes	Yes	Yes	Yes	Yes
PROMOTIONS	Yes	Yes	Yes	Yes	Yes
LISTED ON PARTNER FINDER	Yes	Yes	Yes	Yes	Yes
PARTNER PORTAL ACCESS	Yes	Yes	Yes	Yes	Yes
PARTNER PROGRAM LOGO USE	Yes	Yes	Yes	Yes	Yes
BUSINESS PLANNING	Quarterly	Quarterly	Bi-Annually	-	Quarterly
PARTICIPATION IN PARTNER ADVISORY COUNCIL	By invitation	By invitation	-	-	-
TRAINING	In Person, Online	In Person, Online	Online	Online	Online
SERVICE SUPPORT	Phone, Email	Phone, Email	Email	Email	Email
MARKETING SUPPORT	Channel Marketing Manager	Channel Marketing Manager	Partner Portal, Partner Concierge	Partner Portal, Partner Concierge	Channel Marketing Manager
PARTNER SUPPORT	Channel Business Manager (CBM), Solutions Architect (SA)	Channel Business Manager (CBM), Solutions Architect (SA)	Inside Sales	Inside Sales	Channel Business Manager (CBM), Solutions Architect (SA)
SUBSIDIZED START UP KIT- VOICE	Authorized Partners only	Authorized Partners only	Authorized Partners only	Authorized Partners only	-



# REQUIREMENTS

## MINIMUM PROGRAM REQUIREMENTS

Becoming part of our PPP requires meeting the criteria listed below:

- Complete partner application and profile, including the legal name of the company and all affiliated companies.
- Pass our mandatory integrity and compliance validation.
- Presence and commitment of promotion of Honeywell logo or solutions (where applicable) on Partner website.
- Report end-user data through distribution (POS/lead reporting).
- Where applicable, complete online Training and Accreditation.



## PARTNER REQUIREMENTS AT A GLANCE

	PLATINUM ELITE	PLATINUM	GOLD	SILVER	DMAR
ANNUAL PSS REVENUE	✓✓✓	✓✓✓	✓✓	✓✓	✓✓✓
REGISTRATION AND USE OF PARTNER PORTAL	Yes	Yes	Yes	Yes	Yes
BUSINESS REVIEW	Quarterly	Quarterly	Bi-Annual	-	Quarterly
BUSINESS AND MARKETING DEVELOPMENT PLAN	Annual	Annual	-	-	Annual
TRAINED AND ACCREDITED SALES STAFF	✓✓✓	✓✓✓	✓✓	Optional	Optional
TRAINED AND ACCREDITED TECHNICAL STAFF	✓✓✓	✓✓✓	✓✓	Optional	Optional
END USER TECHNICAL SUPPORT	Yes	Yes	Optional	Optional	Optional
FUND APPROVED MARKET DEVELOPMENT PROGRAMS AT 50%	Yes	Yes	-	-	Yes
ONLINE DISPLAY OF HONEYWELL LOGO AND PRODUCTS	Yes	Yes	Yes	Yes	Yes
POS REPORTING	Yes	Yes	Yes	Yes	Yes



# JOIN THE PROGRAM

Our PPP onboarding process is combined with the Partner Portal registration process. Once you have completed the onboarding, you will instantly have access to everything you need to do business with Honeywell, including pricing, project registration, lead distribution, training and more.

Outlined below is the process to join our PPP:

- Go to [Partner Portal](#) and Select “[Join Partner Program](#)”.
- Follow the link to “[Create an Account](#)” option and you will be presented the **Application Form**.
- We will review your application internally and see if you meet the **Program Requirements**.
- You will be notified if you qualify to become a Honeywell Performance Partner Program Member.
- If you qualify, we will send you a link to sign our **Partner Agreement** and complete the onboarding process.
- We will then send you a **Letter of Authority** and provide **access to the Partner Portal** allowing you to access all the tools and benefits to help you grow your business with the Honeywell PPP.

In case you need support through the application form, you can find more details [here](#).

