



1H18

CK75 Campaigns

Overview, pricing and marketing support tools

Honeywell
THE POWER OF **CONNECTED**

Partner ConciergeSM

Campaign Assets – Migration from CK71

Email #1

Email #2

Email #3

View Emails »

Landing Pages

Campaign Assets – DC/Warehouse

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RUGGED A BUSINESS TOMORRO

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

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

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

[LEARN MORE](#)

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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 com 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

View Emails »

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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 factor 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.

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.

The CK75 mobile computer also offers unparalleled deployment flexibility, allowing the choice of Windows® Embedded Handheld (E5) or Android™ operating systems on a single device. Today's Windows Embedded Handheld E5 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.

FEATURES & BENEFITS

- 31% smaller and lighter than leading devices in the ultra-rugged class.
- Supports Windows Embedded Handheld E5 and Android 6.0. Multitasking operating systems for flexible application support and migration.
- Withstands 2 x m (8 ft.) drops to concrete, 2000 (1 m) tumbles and has an IP67 seal rating against water and dust.
- Industry's fastest and furthest 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 freezers as well as 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% | 76% | 76% | 73% | 72% |
| Market Accuracy | Empowering Staff/Worker | Integrating Technology in Workflows | User Data for Analytics | 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

| | | |
|------------------|------|------------------|
| Barcode Scanners | RFID | Mobile Computers |
| 85% | 55% | 58% |

Biggest Increase in Use: Scanners. But they're more prevalent in large companies (5,000+ 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 | Very Likely | Somewhat Likely |
|------------------------|-------------|-----------------|
| Customer Service | 61% | 38% |
| In-Store Replenishment | 54% | 46% |
| Retail Inventory | 54% | 46% |
| In-Store Tasks | 62% | 38% |

Tasks among large companies (5,000+ employees)

Tasks among small companies (1,000 employees)

24h Customer Service

All Other Tasks

For more information: www.honeywell.com

Honeywell Safety and Productivity Solutions

10000 Lakeside Blvd
Fort Worth, TX 76157
800-368-4343
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** distribution centers **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**.

| | | |
|--|---|--|
| AVERAGE UNPRODUCTIVE TIME PER SHIFT | AVERAGE MISPICKS PER WEEK | AVERAGE ANNUAL COST OF MISPICKS |
| Large Companies: 25 min Small Companies: 19 min | Large Companies: 229 Small Companies: 77 | Large Companies: \$281,000 Small Companies: \$101,000 |

WAREHOUSE

For more information: www.honeywell.com

Honeywell Safety and Productivity Solutions

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Unlocking Hidden Costs Infographic



Multi-Touch Campaigns

Multi-Touch Email Marketing

\$1,895.25
Regular price \$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

\$5,695.25
Regular price \$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
- Co-branded HTML emails
- HTML Landing page ready to post on your server
- Co-branded support collateral

Product Announcement

\$850.25

Regular price \$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

**SAVE
5%***

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 |

Contact us today to develop a campaign that meets your needs – 480-349-9263

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.



Partner ConciergeSM

Contact HPC to develop your custom marketing campaign

480.349.9263

Honeywell@PartnerConcierge.com

**Request Your
Marketing Campaign >>>**