

# AutoCube 8200



## Primary market focus

Segment	Profile	Example Customers
Courier Store Package Acceptance	Retail stores of courier companies and post offices where customers can drop off packages and objects to be shipped.	USPS, FedEx, Deutsche Post
Medium Throughput Shippers	Pack & Ship stations of DCs, warehouses and retail ship-from-store locations with an average of 200-600 packages shipped per station per day	Electronics Distributors
Low Throughput Shippers	Pack & Ship stations of Small & Medium Businesses, back-offices and multicarrier package acceptance stores with an average of 10-200 packages shipped per station per day	SMB shipping
DC Space Optimization	Receiving stations of DCs that have high rate of new SKUs being added (>40 new SKUs per month).	Electronics Distributors
DC Revamp Operations	DCs that are going through an automation phase where dimensions of each SKU needs to be measured and added to WMS/Inventory database.	Early Automation phase DC

## Focus applications/use cases

Segment	Use Case
Courier Store Package Acceptance	1. Measure a package when a customer brings in a package to be shipped
Medium Throughput Shippers	1. Measure a package at a shipping station
Low Throughput Shippers	1. Measure a package at a shipping station 2. Measure a package when a customer brings in a package to be shipped
DC Space Optimization	1. Measure a package when at a receiving station when a new SKU is brought into a DC
DC Revamp Operations	1. Measure a package as part of adding dimensions of all SKUs into a WMS/Inventory database

## Summary of business challenges the solution addresses:

Segments	Value provided
Courier Store Package Acceptance	<ol style="list-style-type: none"><li>1. Increase revenue capture by accurately charging customers for shipping packages</li><li>2. Speed up counter operations through automated dimensioning</li><li>3. Optimize vehicle space planning by accurately capturing package dimensions</li></ol>
Medium Throughput Shippers	<ol style="list-style-type: none"><li>1. Reduce throughput bottlenecks at shipping stations</li><li>2. Reduce shipping chargebacks</li><li>3. Capture package images for claim processing</li></ol>
Low Throughput Shippers	<ol style="list-style-type: none"><li>1. Reduce shipping chargebacks</li><li>2. Capture package images for claim processing</li><li>3. Increase user productivity</li></ol>
DC Space Optimization	<ol style="list-style-type: none"><li>1. Optimize storage space of SKUs in a DC</li><li>2. Optimize workflows</li><li>3. Optimize load planning</li></ol>
DC Revamp Operations	<ol style="list-style-type: none"><li>1. Optimize storage space of SKUs in a DC</li><li>2. Optimize workflows</li><li>3. Optimize load planning</li></ol>

## Probing questions to guide the conversation with customer prospects

Segments	Questions
Courier Store Package Acceptance	<ol style="list-style-type: none"><li>1. What is the current workflow at the retail counter?</li><li>2. How are package dimensions determined in the current workflow?</li><li>3. How many customers do you serve per day?</li><li>4. How many packages are brought in for shipping per day?</li><li>5. What are your peak periods of the day and how long are the lines during this period?</li></ol>
Medium Throughput Shippers	<ol style="list-style-type: none"><li>1. What is the current workflow at the shipping station?</li><li>2. How are package dimensions determined in the current workflow?</li><li>3. How many packages are shipped per shipping station per day?</li><li>4. What carriers do you use for shipping and what shipping software do you use?</li><li>5. How often do you get chargebacks and how big are they?</li><li>6. How often do you have claims from customers about the condition of packages received?</li></ol>
Low Throughput Shippers	<ol style="list-style-type: none"><li>1. What is the current workflow at the shipping station?</li><li>2. How are package dimensions determined in the current workflow?</li><li>3. How many packages are shipped per shipping station per day?</li><li>4. What is the current workflow at the shipping station?</li><li>5. What carriers do you use for shipping and what shipping software do you use?</li><li>6. How often do you get chargebacks and how big are they?</li><li>7. How often do you have claims from customers about the condition of packages received?</li></ol>
DC Space Optimization	<ol style="list-style-type: none"><li>1. What is the current workflow at the receiving station for new SKUs?</li><li>2. How are package dimensions determined in the current workflow?</li><li>3. Are dimensions of each SKU captured in your WMS/inventory database?</li><li>4. How many SKUs do you have in your DC?</li><li>5. How many new SKUs do you get per month on average?</li><li>6. What WMS/Inventory database do you use?</li><li>7. How do you use the SKU dimensions for storage optimization?</li><li>8. How do you use the SKU dimensions for workflow optimization?</li><li>9. How do you use the SKU dimensions for load planning?</li></ol>
DC Revamp Operations	<ol style="list-style-type: none"><li>1. Are dimensions of each SKU captured in your WMS/inventory database?</li><li>2. How many SKUs do you have in your DC?</li><li>3. How many new SKUs do you get per month on average?</li><li>4. Do you have a need to optimize storage space?</li><li>5. Do you have a need to optimize workflows?</li><li>6. Do you have a need to optimize load planning?</li></ol>

## Elevator Pitch

Segments	Elevator Pitch
Courier Store Package Acceptance	For Courier Express or Parcel (CEP) retail stores looking to accurately charge customers for package shipping, speed up counter operations or optimize vehicle space planning, Honeywell's Autocube 8200 is a compact high-performance dimensioning solution that automatically, instantly and accurately measures packages and objects thus helping companies increase revenue, reduce costs and increase efficiency.
Medium Throughput Shippers	For pack & ship stations of DCs, warehouses and retail ship-from-store locations looking to reduce throughput bottlenecks, reduce shipping chargebacks or capture package images for claim processing, Honeywell's Autocube 8200 is a compact high-performance dimensioning solution that automatically, instantly and accurately measures packages and objects thus helping companies increase revenue, reduce costs and increase efficiency.
Low Throughput Shippers	For pack & ship stations of small & medium businesses, back-offices and multicarrier package acceptance stores looking to reduce shipping chargebacks, capture package images for claim processing or increase user productivity, Honeywell's Autocube 8200 is a compact high-performance dimensioning solution that automatically, instantly and accurately measures packages and objects thus helping companies increase revenue, reduce costs and increase efficiency.
DC Space Optimization	For Distribution Centers (DCs) that have a high influx of new SKUs and are looking to optimize storage space, optimize workflows or optimize load planning, Honeywell's Autocube 8200 is a compact high-performance dimensioning solution that automatically, instantly and accurately measures packages and objects thus helping companies increase revenue, reduce costs and increase efficiency.
DC Revamp Operations	For Distribution Centers (DC) that are going through an automation phase where dimensions of each SKU needs to be measured and added to WMS/ Inventory database and are looking to optimize storage space, optimize workflows or optimize load planning, Honeywell's Autocube 8200 is a compact high-performance dimensioning solution that automatically, instantly and accurately measures packages and objects thus helping companies increase revenue, reduce costs and increase efficiency.

## Why choose HON vs leading competitor

Segments	Next Best Alternative	Why Choose Honeywell?
Courier Store Package Acceptance	Tape Measure	AutoCube 8200 is <ul style="list-style-type: none"> <li>• faster</li> <li>• more accurate</li> <li>• consistent</li> </ul>
Medium Throughput Shippers	Tape Measure	AutoCube 8200 is <ul style="list-style-type: none"> <li>• faster</li> <li>• more accurate</li> <li>• consistent</li> </ul>
Low Throughput Shippers	Tape Measure	AutoCube 8200 is <ul style="list-style-type: none"> <li>• faster</li> <li>• more accurate</li> <li>• consistent</li> </ul>
DC Space Optimization	CubiScan 100/ QubeVu Dim Station	AutoCube 8200 has <ul style="list-style-type: none"> <li>• larger package size range</li> <li>• larger ambient light range</li> <li>• consistent performance</li> <li>• optimal pricing</li> <li>• flexible design (power supply, measurement area)</li> <li>• compact design</li> </ul>
DC Revamp Operations	CubiScan 100/ QubeVu Dim Station	AutoCube 8200 has <ul style="list-style-type: none"> <li>• larger package size range</li> <li>• larger ambient light range</li> <li>• consistent performance</li> <li>• optimal pricing</li> <li>• flexible design (power supply, measurement area)</li> <li>• compact design</li> </ul>

## Launch strategy approach

1. Position AutoCube 8200 as the only feasible dimensioning solution for the 'Courier Store Package Acceptance', 'Medium Throughput Shippers' and 'Low Throughput Shippers' segments. The only dimensioning option these segments currently have is the manual tape measure and this is the first product that they can use to automate dimensioning. The existing dimensioning solutions do not provide adequate return on investment for these segments.
2. For customers in 'DC Space Optimization' and 'DC Revamp Operations' segments, who did not buy a dimensioning solution as it was too expensive, AutoCube 8200 meets their functional and pricing needs.
3. For customers in 'DC Space Optimization' and 'DC Revamp Operations' segments, who already have a dimensioning solution, they can switch to AutoCube 8200 when it is time to upgrade.

## Go to Market approach

Segments	Sales Strategy	Go to Market Channels
Courier Store Package Acceptance	<ol style="list-style-type: none"> <li>1. Sales contacts existing Honeywell customers to sell AutoCube</li> <li>2. Sales contacts new customers using breakthrough technology of AutoCube as a reason and sells both AutoCube and other Honeywell products.</li> </ol>	<ol style="list-style-type: none"> <li>1. Direct to major couriers</li> <li>2. System integrators</li> </ol>
Medium Throughput Shippers	<ol style="list-style-type: none"> <li>1. Sales contacts existing Honeywell customers to sell AutoCube</li> <li>2. Sales contacts new customers using breakthrough technology of AutoCube as a reason and sells both AutoCube and other Honeywell products.</li> <li>3. Sales uses the channel to generate leads but mostly engages in the selling directly.</li> </ol>	<ol style="list-style-type: none"> <li>1. Major couriers</li> <li>2. System integrators</li> </ol>
Low Throughput Shippers	<ol style="list-style-type: none"> <li>1. Sales create, train and support the channel</li> <li>2. Sales mostly rely on channel to generate leads and do the selling.</li> </ol>	<ol style="list-style-type: none"> <li>1. Office/shipping supply providers</li> <li>2. Multi-carrier software vendors</li> <li>3. Scale vendors</li> </ol>
DC Space Optimization	<ol style="list-style-type: none"> <li>1. Sales create, train and support the channel</li> <li>2. Sales mostly rely on channel to generate leads and do the selling</li> </ol>	<ol style="list-style-type: none"> <li>1. WMS vendors</li> <li>2. System integrators</li> </ol>
DC Revamp Operations	<ol style="list-style-type: none"> <li>1. Sales create, train and support the channel</li> <li>2. Sales mostly rely on channel to generate leads and do the selling</li> </ol>	<ol style="list-style-type: none"> <li>1. System integrators</li> </ol>

### For more information

[www.honeywellaidc.com](http://www.honeywellaidc.com)

### Honeywell Sensing and Productivity Solutions

9680 Old Bailes Road  
Fort Mill, SC 29707  
800.582.4263  
[www.honeywell.com](http://www.honeywell.com)

AutoCube 8200 playbook  
Rev A | 02/17  
© 2017 Honeywell International Inc.

**Honeywell**