

**Honeywell**

NORTH AMERICA  
REGION

Safety and Productivity Solutions (SPS)

**PERFORMANCE PARTNER  
PROGRAM 2017**

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## **The Most Innovative Partner Program in the Industry, Evolved**

At Honeywell Safety and Productivity Solutions (SPS), we are driven by our customers' need to connect with their business processes and information. From an unparalleled range of switch and sensor solutions to workflow process and performance solutions, we have seen how even small changes in a highly scalable environment can make a huge improvement across the entire enterprise.

With new and evolving technologies, services and customer expectations, the automatic identification and data capture (AIDC) industry is experiencing significant challenges that require deep customer insight, skill and dedication, and above all, collaboration. That's why a strong and well-connected partner network is so crucial to our business. With the widest range of partner skill sets and specialties in the industry, our 2017 partner network offers customers a unique depth of knowledge and experience. Across every part of the enterprise, Honeywell SPS partners can deliver robust solutions that help customers' workflows perform better.

When developing new features for the Performance Partner Program (PPP) in 2017 we carefully considered our evolving partner community to provide the connected, well planned framework they need to succeed. In 2015-2016 we took the best facets of previous programs across our printing, scanning, data collection and voice technology businesses and incorporated these into our partner program framework. The PPP 2017 is a further evolution of our existing program: 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

At Honeywell, we design leading technologies that create fluid, agile workflows to optimize processes, improve operational performance and thereby drive our customers' success. Since 2007 we have been on an aggressive investment path towards our current position as a leading provider of hardware and software services and solutions for the data collection and information management industry. Today, our workflow performance solutions offering is the broadest in the industry. What's more, our innovative technology portfolio was developed based on our in-depth customer insight and supply chain expertise.

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

As a technology solutions leader, we truly value our channel partner community. You are instrumental in ensuring the customer's needs and challenges are understood, and that their expectations are exceeded. Our commitment to you and our drive for succeeding in partnership with you is reflected in the new program.

- Benefit from the reach and reputation of the Honeywell global brand
- Enjoy equitable discounts and incentives
- Extend the depth and breadth of your customer offering with our fast-growing network of industry and technology experts, solution providers and independent software vendors
- Take advantage of our sales, marketing and technical support resources
- Gain access to our dedicated partner portal and online resources
- Connect, collaborate, promote and grow your business

## Partner Tiers and Specialisms: Differentiated Benefits that Grow With Your Business

The Honeywell Performance Partner Program is designed to provide you with the ideal set of benefits to meet your business needs. As your commitment to Honeywell grows you have the ability to move up the partner tiers and access additional benefits. Each partner tier features a set of benefits – tools, pricing discounts, incentive rebates and sales, service and marketing support – designed to help you drive sales revenue and grow your business.

In addition to partner tiers, the Performance Partner Program 2017 differentiates partners by their specialism. For example, partners whose expertise and business offering is concentrated on printer technology have the opportunity to become Printer & Media Specialists. Those that primarily have expertise in delivering scanning/barcode technology have the opportunity to become Scanning Specialists.

Lastly, select partners offering solutions and services designed to improve workflow performance across the distribution center have the opportunity to become Workflow Solutions Specialists. These specialisms are applied in addition to your partner tier, so for example a partner who delivers Vocollect™ voice solutions across the DC and who meets the correct tier criteria would be a Platinum Performance Partner: Workflow Solutions Specialist.

### Minimum Program Requirements:

- Completed partner application and profile, including the legal name of the company and all affiliated companies
- Realize less than 50% of revenue from online sales for Platinum, Gold and Silver tiers
- Complete online Training and Accreditation with SPS University
- Honeywell logo presence on company website with link back to Honeywell website, as well as commitment to maintaining a Honeywell solution offering online
- Report end-user data through distribution (POS/lead reporting)

## Partner Program Tiers

Your Performance Partner Program tier is based on a set of requirements outlined in more detail in the requirements table, and includes revenue, business planning and training / certification status.

Honeywell conducts an official review of partner performance on an annual basis and also monitors performance throughout the year. Partners who qualify for higher level requirements are eligible to be promoted to the next program level in the following year. Therefore, if you were an existing partner of Honeywell in 2016, your initial tier for 2017 will be based on your achievements in 2016.

## Partner Tier Descriptions

**Platinum Performance Partners** include designated resellers, system integrators and solution providers that meet our platinum minimum revenue requirements for sales of Honeywell SPS technology, and that are committed to growing their business with Honeywell.

They offer regional or industry-specific solution expertise including software development, remote device management, implementation and advanced customer support service models.

Platinum partners exhibit a breadth and depth of specializations to serve regional businesses and customers.

**Gold Performance Partners** comprise resellers, system integrators and solution providers that meet our gold minimum revenue requirements for sales of Honeywell SPS technology, and that are committed to growing their business with Honeywell.

**Silver Performance Partners** include resellers and solution providers that meet our silver minimum revenue requirements for sales of Honeywell SPS technology, and that are committed to promoting Honeywell in new business opportunities.

The distinction of being a Silver partner is the intense support from Honeywell to grow to the next level.

## National Broadline Retailers (NBR)

PPP National Broadline Retailers are those partners that generate the majority of their business through online channels and that are committed to promoting Honeywell in new business opportunities.

## **Partner Specialisms: Recognizing Your Depth of Knowledge and Experience**

In addition to partner tiers, PPP 2017 differentiates and recognizes partners by their specialism, i.e., their type of offering to the market. Partners awarded with a specialism demonstrate a relevant depth of knowledge and experience in offering a particular technology or solution. By promoting the specialist capabilities that exist within our partner network we highlight that our program offers the widest range of partner skill sets and specialties in the industry. Our 2017 partner network offers customers an unparalleled depth of knowledge and experience, backed by the power of Honeywell partnership.

### **Printer Specialist**

With the integration of the Datamax-O'Neil partner program, the PPP 2017 includes a large number of partners offering strong experience and knowledge in delivering printers and media into the AIDC industry. By creating a specific Printer & Media Specialist category we can ensure an excellent customer experience for all printer and media services, regardless of location.

### **Scanning Specialist**

The Scanning Specialists category is for partners that excel in the delivery of solutions focusing on scanning for data capture. By recognizing this specialism within the PPP network, we are able to identify and nurture our Scanning Specialist partners' unique strengths and provide additional support and rewards to grow their business.

# Sales Training and Accreditation Program

Solutions-based selling in the AIDC industry requires deep customer insight and thorough knowledge of the technologies and market forces at play. For this reason, the PPP 2017 includes a Training and Accreditation Program for traditional AIDC products such as scanners, printers, vehicle mount and mobile computers. This program will support you as you tackle a competitive and increasingly complex marketplace. The objective of this training and accreditation is to enhance your efforts to sell and service the Honeywell Safety and Productivity Solutions (SPS) suite of offerings.

The PPP 2017 Training and Accreditation program will serve both sales and technical teams with self-paced online training available 24 hours a day, 7 days a week through our online portal, SPS University as well as some in-person, instructor-led coursework.

Technical Accreditation combines online training with an instructor-led course of two to two and a half days' hands-on technical training that is tailored to the industries and offerings with which you work most. Training accreditation will serve sales professionals as well as your team members who technically support sales, those who implement the solution and those who provide trouble-shooting support. We understand that your success fuels our success, so we have tailored our accreditation program to meet your needs. Simply select the training track that makes sense for your business and your market.

SPS University: Sales & Technical Accreditation Tracks

## Sales = 100% online

- Comprises three web-based offerings to achieve SPS sales accreditation status. These courses share best practices in consultative selling, customer-focused sales processes and the value that SPS brings to its customers and partners.
- Consists of web-based content focused on industry or product line to allow you to earn sales "badges" in the sales arena that you choose.
- Includes ongoing eLearning modules on new products to support sales professionals as they position the value of Honeywell SPS solutions with their customers.

**Technical** = combination of online and two to two and a half days' deep dive, hands-on instructor-led training

- Online modules share technical aspects of our offerings in terms of competitive advantage, functionality and value.
- Hands-on training includes installation and configuration, functional overviews and optimization as well as troubleshooting.

For our Workflow Solutions Specialist partners, we have built upon the strengths of the Vocollect certification program to develop a specific Workflow Solutions Accreditation for offerings that involve hardware, software and data transfer. This will support additional workflow solutions as they are released to the market, and will operate alongside Vocollect certification.

The 2017 Training and Accreditation program will initially include only the core accreditation courses. We will build additional online and instructor-led offerings to support other industry segments and specific product releases throughout the year.

## PPP 2017: North America Partner Requirements at a Glance

	Platinum	Gold	Silver	NBR
Annual SPS Revenue	✓✓✓	✓✓	✓	✓✓
>50% Business from Field Sales	YES	YES	YES	-
Business Reviews	Quarterly	Bi-Annual	-	YES
Collaborative & Marketing Plan Development	Annual	Annual	-	Bi-Annual
Trained & Accredited Sales Staff	4	2	optional	optional
Trained & Accredited Technical Staff	2	1	optional	optional
Offer End-User Technical Support	YES	optional	-	-
Fund Approved Marketing Programs at 50%	YES	YES	-	YES
Online Display of Honeywell Logo and Products	YES	YES	YES	YES
POS & Lead Reporting	YES	YES	YES	YES
Utilization of Provided Tools (SFDC, Portals)	YES	YES	YES	YES



# Marketing and Business Development Resources

## Marketing

Honeywell understands the value of and need for marketing support as a strategic component of our Performance Partner Program. We offer best-in-class tools to help you generate highly effective marketing campaigns that drive customer acquisition and retention and deliver genuine business growth.

## Marketing Development Funds (MDF)

Honeywell will continue to provide funding to support marketing activities that create demand, generate leads and grow our mutual business through our MDF Program. MDF will be allocated to lead generation activities that show strong ROI potential, represent Honeywell technologies and solutions well and support the collaborative business plan.

## Lead Generation

We allocate a significant proportion of our marketing budget to generating leads for our partners. Performance Partner Program Platinum or Gold tier members will have access to leads generated from the wide range of campaigns we implement.

## Honeywell Partner Concierge

Our Partner Concierge website is a ground-breaking marketing resource, enabling you to cost-effectively target, develop, customize and execute a wide range of powerful and robust marketing campaigns. Concierge includes a library of Honeywell end user marketing campaign assets that are free of charge for you to co-brand, along with a wide range of marketing consultancy and delivery services to help build strategic marketing plans that deliver measurable ROI. Visit [www.partnerconcierge.com](http://www.partnerconcierge.com) for more information.

## Driving Business Growth

Honeywell supports partners in every stage of the sales cycle, from generating and converting leads, to training and certifying you on new product and technology advancements, to protecting you with the right pricing to close the deal. These benefits are all exclusive to Performance Partner Program members.

## Project Registration & Pricing Support

Honeywell understands the value of your contributions to our business. Project Registration rewards partners who engage Honeywell early in the sales cycle, or who provide value added solutions. In competitive situations, partners can also apply for further discount to help win deals involving comparable products from other vendors.

## 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.

## **Integrated Salesforce.com Platform**

Salesforce.com is Honeywell's integrated management system through which our partners can access a variety of tools to drive their business, including:

- Collaborative business planning
- Project Registration discount, demo discount and deal support
- MDF and lead management

## **Account Management**

Each Platinum and Gold Partner is assigned a Honeywell business representative within their region. These business representatives engage partners in collaborative planning and help drive stronger partner performance.

## PPP 2017: North America Partner Benefits at a Glance

	Platinum	Gold	Silver	NBR
Recommended Pricing Discount	✓✓✓✓	✓✓	✓	-
Recommended Pricing Discount	Additional Upfront Discount	Additional Upfront Discount	Additional Upfront Discount	Additional Upfront Discount
NEW Partner Loyalty Program	Eligible			
Service Attach Rebate	Eligible	-	-	-
Demo Gear	Eligible for purchase through distribution			
Leads	Eligible	Eligible	-	-
Performance Partner Center Access	YES	YES	YES	YES
SFDC Licenses	2	1	-	By Request/ Approval
MDF Eligible	YES	YES	Select	YES
Logo Use	YES	YES	YES	YES
Collaborative Plan & Marketing Plan Development	Quarterly	Semi-Annually	-	Semi-Annually
Partner Advisory Council	By Invitation	By Invitation	-	By Invitation
Service Support	Phone, Email	Email	Email	Email
Marketing Support	Channel Marketing Manager, Partner Concierge	Partner Concierge	Partner Concierge	Channel Marketing Manager, Partner Concierge
Partner Support	Assigned VPM, Solutions Architect (SA)	Assigned VPM	Distributor	Assigned VPM

**For more information**

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