



Honeywell Printer Specialist Program Overview

Welcome to the new Printer Specialist Program, which comprises part of the Honeywell Performance Partner Program. This program was designed for an exclusive group of focused partners to help drive our mutual printer business forward.

Partner Specialisms: Recognizing Your Depth of Knowledge and Experience

In addition to partner tiers, the Honeywell Performance Partner Program 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 2016 partner network offers customers an unparalleled depth of knowledge and experience, backed by the power of Honeywell partnership.

Printer Specialist Program

With the integration of the Datamax-O'Neil partner program, the 2016 Performance Partner Program 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 Specialist category, we can ensure an excellent customer experience for all printer services, regardless of location.

We are committed to growing our printer business with you. To prove this, we are investing in a small number of partners to support and reward that growth with benefits including:

- **12% Up-Front Discount on Printer Products** (cannot be combined with tier discount; can be stacked with PR)
- Priority access to **"A" category leads** and marketing investment to support your growth plans
- Dedicated **Printer Sales Specialists**
- Exclusive **webinars and newsletters**
- **Demo Discount** on new product introductions (NPI) for first 3 months of availability
- Priority access to **NPI seed units**
- Use of the **Printer Specialist logo**
- **And many more benefits to support your growth...**



Requirements: Printer Specialist Program

Honeywell welcomes all eligible partners to apply for the Printer Specialist Program; however, only the first 50 approved applicants will be accepted into the program. Honeywell will maintain a wait list and if a partner should drop out of the program or be unable to meet the program requirements, subsequent applicants will be added to the program. All requirements must be met in full before specialist benefits are made available.

Requirements and eligibility include:

- Must sign revenue commitment agreement (see terms and conditions)
- Must apply and be approved to the program
- Must have a clear business focus on printer sales
- Must have a minimum of 5 specialist salespeople dedicated to printer sales, or 50% of their workforce dedicated to selling printers
- Must have a collaborative plan in place aligned to printer sales growth
- Must be able to hands-on demonstrate Honeywell printer solutions
- Must take and pass specialism accreditation training
- Must maintain an up-to-date Honeywell printer demo pool

As a Printer Specialist Partner, we want to reward you for growing your business with Honeywell. We will track your performance and you will receive regular updates so you know how you are doing and are able to meet and exceed your goals. Please see the Terms & Conditions for full details. If you have any questions about the program, please contact your account manager. We look forward to welcoming you to the Printer Specialist Program.

For more information

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