CK75 Rugged Mobile Computer

Primary market focus:

In Premise Deployment Environments: Warehouse, Manufacturing, and Intermodal

Strength applications

- Picking, small parts and cases
- General materials handling transaction processing
- Shipping and Receiving
- Reverse logistics
- Manufacturing work order and material tracking

Customer Profiles:

- Existing CK71 customers
- Existing Tecton/MX7 customers
- Existing Tecton/MX7 Cold Storage customers
- Existing MX9 customers
- Existing MC9200 customers

Focus applications/use cases:

Warehouse: Picking, replenishment, material moves, shipping, receiving (these include loading and unloading trucks)

Manufacturing: Line replenishment, Inspection, lot tracking, work order tracking

Intermodal: Container moves between trucks and trains or trucks and ships

Summary of business challenges the solution addresses:

- Improving business productivity by reducing transaction times and increasing accuracy
- Sunset of WEH6.5 – CK75 provides a transition path to Android

Probing questions to guide the conversation with customer prospects

What applications are you using HHCs for?

Do the operators carry the devices all day? Where are they placed when not in use?

What is your environment like? Extremely harsh? Wet? Do you have Cold Storage location?

What is your Operating System roadmap? Do you plan to stay with WEH6.5 or transition to something else?

What is your application strategy? How long do you plan to stay with your current WMS? Are you running TE or Browser or something else?

What is your MDM strategy?

What are your scanning requirements? Distances?

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Elevator pitch

For warehouse/DC operations executives,

Who understand the demanding environments of their application and/or have experience high failure rates with less rugged devices and have to squeeze every last penny of cost from their operation and deliver ever higher levels of customer satisfaction just to stay ahead of the competition,

The Honeywell CK75 is the premium answer to extreme rugged mobile computing distribution applications,

That provides an unbeatable combination of durability and ergonomics, with world class imaging technology, Android and WEH6.5 Operating Systems, and reuse of entire hardware ecosystem.

Unlike Zebra, who claims the premium position, the Honeywell CK75 provides the most ergonomic package in the industry while providing the most durable product on the market.

Why choose HON vs leading competitor:

If a current Honeywell CK71 customer:

- Reuse existing HW infrastructure like chargers, cradles, and accessories
- Supports existing applications and support tools, no rewriting or retraining
- Proven performance in the field, years of use on CK71
- Allows WEH6.5 support to be extended on a new product
- Allows transition to Android at the right time

For more information
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If a new customer:

- Very durable rugged product
- Most ergonomic form factor in this ultra-rugged space
- Offers true support for Cold Storage applications
- Proven performance in the field, years of use on CK71
- Allows WEH6.5 support to be extended on a new product
- Allows transition to Android at the right time

Launch strategy approach

Focus on migrating existing users to next gen

Make sure they do not go to a competitor during their transition to Android

Get partners up to speed ASAP to aide with retention

Focus on new customer acquisition in Warehouse and DC operations

Go To Market Approach

- The majority of CK75 sales will be through channel partners
- They will be supplied via distribution
- A limited number of sales will be directly to large strategic accounts
- Key ISVs and Integration partners will be instrumental in providing leads and will be supportive/required in the sales cycle
    - Certifications for many of the ISVs and training of partners are key components of the BDU program. Partners must test their offerings with the product and become familiar enough with it to help the sales process. Many of the certifications are underway.
- Target existing customers who need to upgrade due to aging hardware or SW upgrades

Honeywell