



## Distribution Center Sales Deck Presentation Instructions



## Deck Purpose and Structure

The DC Sales Deck and this Deck Training Guide will help you use the TAS methods of moving from **Tactical** selling to **Competitive** selling. You may want to use this deck in a **Frontal** approach featuring specific products or Vocollect Voice, or to establish a **Flanking strategy**, focusing on the unique benefits of Intermec's Total Customer Experience through the entire product life-cycle. The deck is modular, so you can also use various slides to support other TAS sales strategies as appropriate to the situation.

The deck does not provide a specific script, but rather provides a framework of 'props' to help generate dialog you can tailor to each customer's situation. These are the conversations that every successful salesperson is already having... about the unique **Business Drivers** and **Compelling Events** of the customer.

In your initial meeting your goal is to understand the customer's unique business challenges and objectives. Typically, this will take you through slide 19 or 20. **At that point you will want to ask for the DC walkthrough.**

Based on the walkthrough you will confirm your understanding of operational challenges, and explore potential opportunities for business impact. When you return from the walk-through, you will likely have outlined multiple opportunities to present to your sponsor and ask for the formal executive presentation meeting.

In the Executive meeting, you will share potential solution benefits in proposed impact area(s), and establish business case(s). You may want to begin the meeting with the video slides to show real-world success stories, integrating your findings into the slides typically taking you through slide 30. The remaining product capability slides will provide you with deeper dive information should you need it.

This approach assumes that the presenter will:

- understand the DC applications, market trends, and general issues and concerns of Intermec's leading customers
- engage the customer in a dialog of discovery to understand their particular situation, uncover their needs, and determine if a compelling event exists or can be created
- apply knowledge of the comprehensive Intermec portfolio of product and service offerings (which will likely include partner specific solution content) to recommend a highly tailored, high value solution to meet those needs.

The DC deck is intended for use with a cross-functional "C level" or senior operating executive level audience in the Operational, Technical, and Financial/Commercial areas.

## DC Environment Sales Process

Your first objective in the DC sales process should be to gain customer agreement to a DC walk-through. The best time to ask for this walk-through will depend on the natural opportunities presented in the specific customer situation, but it will always precede the detailed discussion of any specific products/services.

## DC Operational Sub-Categories

The DC deployment environment comprises a number of operational sub-categories that have widely diverging solution needs. It is critical to your position as a solution expert – and to your sales success - that you identify the category and modify your presentation to suit. At a minimum, you need to distinguish between these two basic operational sub-categories:

Operations Type	Recommended Focus
Complex, high-throughput operations with piece and case picking of varied product types with multiple or difficult handling aspects and typical receiving, put away, inventory and loading applications.	This picking environment provides a great opportunity to lead with Voice, where Vocollect products are without peer, and nearly without competition. Intermec-classic products that can be voice enabled round out the solution.
Basic, average-throughput operations with lower numbers of SKUs, lower throughput case or pallet level picking, and typical receiving, put away, inventory, and loading applications.	This environment is a more traditional fit for Intermec Classic products, emphasizing scan/screen/key based tools where positioning Voice as a future opportunity can be applicable depending on the situation.

All the Deployment Environment decks follow the same basic structure. However, because Voice can be such a strong offering in the DC, it is especially important that you correctly decide whether to focus in on a **Frontal Strategy** with Voice or address the broader Intermec Classic products and services story. This decision is likely to lead you to use a sub-set of the slides in this deck for a given customer and strategy.

### Deck Organization

#### Section One: Customer Focused Discovery.

The first few slides in the deck will help you **Assess the Opportunity** and align your **sales objectives** with the **customer's business objective**. This section gives the presenter a chance to talk about key applications and then dig into specific problems of all three buyer-types; the Economic/Business buyer, the User buyer, and the IT/Technical buyer. By taking the time to ask relevant questions and listen carefully to the responses from all three buyer-types, you will have a chance to discover the **Business Drivers** and **Business Initiatives** that create **Compelling Events**.

This section will help you determine the DC operation type as noted above, and is important to gain credibility to ask for the DC walk-through and uncover specific issues and areas of investigation.

You will need to ask for the walk-through either at the end of the case studies slides (12-19) or after showing some of the videos on slide 20. Slide 20 videos are voice only, so you will need to decide if the client is a possible Voice candidate.

#### Section Two: Why Intermec?

There are two objectives with this section. The first is to introduce Intermec's "Total Customer Experience" life-cycle approach to the customer's needs. This is what we will deliver after the DC walk-through – a thoughtful comprehensive recommendation that will cover all aspects of the operation. This methodology changes the conversation from point applications to the **business value** of Intermec solutions for the complete life-cycle. Depending on the outcome of the walk-through, you will have clarity on which sales strategy to use; a **Flanking Strategy**, a **Frontal Strategy** or maybe both.

The second objective of this section is to introduce the specific Intermec solutions that address the needs and **Compelling Events** expressed by the three buyer-types. This is where you will communicate the results of the walk-through, make recommendations on the specific solutions to the problem/opportunity areas you have noted in the walk through, and gain the **inside support** you need for your findings to get you to the formal executive presentation step. This section includes a complete set of high-level introductory product slides.

## Intermec Strategic Business Intent

**Intermec has great products and great experience.... but the competition can make those claims too.** Our DC Value Proposition explains where and how we are superior to the competition. The goal of this deck is to help you present that unique value:

### Value Proposition (positioning)

- For DC operations in our target market segments,
- Intermec transforms workforce performance delivering unmatched accuracy and productivity.
- Unlike other AIDC vendors who position on speeds, feeds, and price,
- Our leading voice-enabled products/services, proven user-preference and solution expertise help maximize customer satisfaction and bottom line business results.

Rationale: Based on primary research findings:

- When asked what 'performance' means, respondents were unanimous that it is accuracy and productivity.
- "Voice-enabled" is strong product leadership value; Vocollect research shows prospect awareness drives strong positive correlation to 'appropriateness' and 'likely' consideration.
- A preference for "solution-orientation" vs. "best-of-breed product" values were roughly split, so both are important to communicate.
- "Expertise in my business" was valued 100% vs. the choice of "Best Prices". Customers are looking for Intermec to be their trusted advisors with deep expertise in their business.
- When the operations leaders were asked how they prefer to have their bosses describe their operations, they chose "delivering customer satisfaction" over efficient, profitable and cost effective.
- Solutions that are accepted or preferred by workers will improve worker motivation, engagement, and well-being, all of which are uniformly viewed as very important to superior performance results.

### Intermec's DC Elevator Pitch

The elevator pitch turns our value proposition into a quick story for potential customers... short enough to deliver on a ride up the elevator.

**Situation:** Every day DC operations deal with ongoing economic uncertainty. In order to thrive they need better control of inventory and operating costs, while maintaining or improving customer satisfaction.

**Conflict:** Unfortunately, customer satisfaction and operating performance depends on one of the most expensive, difficult to manage, and what is often a source of ongoing management dissatisfaction - a strong, agile, well trained, motivated workforce.

**Resolution:** Intermec solves this difficult problem by transforming the worker performance and delivering unmatched accuracy and productivity through our leading purpose-built, voice-enabled products and services delivered by our global network of partners and Intermec resources.

**Benefit:** By focusing our deep understanding of the DC environment on the worker first, our solutions are strongly preferred by DC workers and deliver superior bottom line business results and customer satisfaction.

### Slide Commentary and Dialogue

The following pages contain notes for all the slides in the sales deck, organized around actual thumbnails. These notes are merely starting points and reminders... props from which you can generate the right conversations.

## Outline of Topics



**Purpose of This Slide:** Give the customer an overview of the presentation. Tell them what you are going to tell them.

**Customer Take Away:** Intermec focuses on listening to customers and understanding their needs. We are experts on their business, but we want to understand their unique pain points so we can optimize a solution for their specific issues. While we believe we have the best products and services, at the end of the day it is about their unique **business needs**.

## Key Points to Make

Today we are going to talk about:

- Your specific needs and challenges in your current operations,
- What objectives you have in mind to address these needs and challenges
- Why Intermec's complete solution is the smart choice for your business.
- Some of the potential solution options we can provide for your unique needs.

## Agenda



**Purpose of This Slide:** Let the customer know right up front how Intermec wants to work with them. Give them a clear picture of the entire process.

**Customer Take Away:** We have a process that is designed to find and fulfill their real needs. We won't talk solution until we are sure we understand their unique **business needs**.

## Key Points to Make

Today we are going to talk about the specific needs and challenges in your current operations,

- This is the new engagement process that Intermec will be using. It mirrors the process as defined in the Vocollect on-line training program. The cornerstone to our success is showing value to our customers and helping solve specific business needs through our deep understanding of their business. **We must become the Trusted Advisor.**
- The process enables us to rapidly understand the situation. By making the DC walk-through a key ingredient in our sales process, we can quickly determine the specifics of where we can provide value.
- Our **experience in thousands of customer implementations** has shown that this process is very effective at finding the facts upon which strong businesses cases can be built, creating ownership and participation of management in the business solution, and removing emotional assertions that are obstacles to the successful project.
- IF THE CUSTOMER is really against the walk-through, it may be a sign that they are not really interested and it may be time to walk away. Rather than going through this deck, you may want to stop and re-qualify the prospect.
- This process is well defined and detailed in the Vocollect on-line sales training program. If you have questions regarding any specific elements of the process, please refer to the on-line training modules.

## Industry Trends/Pain Points



**Purpose of This Slide:** Demonstrate broad knowledge of the Distribution industry.

**Customer Take Away:** Understand that you have spoken to and worked with many other DC operations and that you understand the Industry and key trends at a general and detailed level.

**Note:** THIS SLIDE IS OPTIONAL. You may feel more comfortable presenting these trends here in this slide OR you may wish to delete this slide and talk about the trends within the context of a specific

audience or application.

### Points to Make / Questions to Ask

- We realize that every business is different; these are just some of the trends we are seeing as we talk to DC operations.
- This is the place to relate a success story that you have had with one of these elements with a 'like-customer' to your prospect. It is well known that a 'sticky story' where you have created success with a customer they can relate to is a key to creating credibility. When selling with a reseller, this is the perfect opportunity to build the reseller's credibility by having them relate their experience with Intermec in delivering a success with one of these points.
- This slide may also be used as a way to start the discovery process. A simple way to do that is to ask if any of these items listed here are an issue for the prospect's operation. If so, relate a story that is directly applicable to their issue.
- This can also be thought of as 'teaser' slide. This is the perfect place to start with, "I can't tell you the name of this company due to an NDA, but they are in your business and here is what they are doing..." This tease approach is effective with certain audiences and can give them the impression that you will bring them on the 'inside' while maintaining confidentiality.

### Clarification of Trends

- Workforce Morale
  - Low morale can sometimes plague DC operations and is usually attributed to the cumbersome, repetitive nature of the work processes. Deploying advanced technologies (Voice, mobile data capture, RFID) enhances worker satisfaction by providing a cleaner, safer, more ergonomic and productive work environment.
- Workforce Performance
  - Manual processes in the facility inhibit productivity. Our solutions transform worker performance delivering unmatched accuracy and productivity.
- Unique Customer Service Demands
  - Customer expectations and demands continue to rise and place additional pressure on DC operations. There is a demand for more SKU variety and Value Added Services (VAS) provided by the DC's. This contributes to space and time constraints placed on the DC. Our solutions have proven to increase productivity and through put without adding DC footprint or additional labor, thereby increasing overall DC efficiency and customer satisfaction levels.
- Major increases in transportation costs
  - High fuel prices have contributed to higher transportation costs which negatively affect the overall cost of goods sold. Cost efficiency in the DC becomes even more vital to the overall profitability of the organization.
- Sales Growth
  - Increased sales growth is vital to the overall health of the organization. A real challenge for companies is trying to grow sales and revenue in a market that is increasingly more

competitive amidst increasing customer demands. By decreasing operating costs, DC operations have a very positive influence on bottom line profitability.

- Supply Chain Network Evaluation
  - Many organizations are re-evaluating their end to end supply chain networks with the help of network design software. These tools provide answers to questions of sourcing, inventory volumes, store locations, production schedules and DC locations and velocities.
- Track & Trace
  - Regulatory and compliance demands, especially in the food industry, are placing increased demands on DC operations. The passage in January, 2011, of the Food Safety Modernization Act has made it near impossible for DC operations to track the required information in a paper fashion. Our solutions capture all necessary data electronically for accurate record keeping that can be shared with all relevant systems of record and accessed quickly in the event of a recall.



## DC Mobile Computing Applications



**Purpose of This Slide:** Engage in a customer-focused conversation where you demonstrate knowledge of the important applications and challenges in their environment. Begin the discussion and dialog to find out what is typical about their operation? What is unique or different?

**Customer Take Away:** See that you understand their business at a general level and are ready to talk about their unique needs and issues.

### Questions to Ask

- This illustration is of a typical DC operation; it is not intended to be comprehensive. There are many types of DC's with many variations in terms of goods handled.
- Research by VDC, Warehouse Education Resource Council (WERC), ARC, and Aberdeen concludes that the essential processes (receive, put away, replenish, pick, pack and ship) are relatively common across all industries.
- The very first question you want to ask of every DC is "which WMS are they running?"
- If they using a packaged WMS, find out if they are still on maintenance and support with the WMS provider, or if they are now managing the code themselves.
- The second question to ask is whether they have any material handling or automation equipment and software, and if so from whom did they buy it?
- Next, ask about their general processes using this application illustration. Does this admittedly simplistic illustration fairly represent your operation? Are there other applications not pictured here? What else are you doing differently?
- Be sure to inquire about printing and where printing is used today. Ask about label media, specific label types and where they are used, and who buys labels and printers. Many times the operations management does not get involved with label printing and printer purchasing and if this is provided by the purchasing group to them, it can be an area of dissatisfaction with the operations teams. Use this to find out what is happening and if we can serve them better. What other applications have been installed (labor, pallet building, transportation management, yard applications)? Who manages them? Who does the application integration and support?
- Ask them to describe their top operational/business KPI's (key performance indicators) or metrics that drive the business. What is most important in terms of cost control and revenue (customer service levels) and why?

## Worker Performance: Inbound Apps



**Purpose of This Slide:** Develop your **Opportunity Assessment** and your understanding of their **business needs** by discussing the challenges they have in their User roles and tasks.

This slide is targeted at operations executives and senior management responsible for the day-to-day distribution operations and team. The audience may include actual DC staff and floor workers particularly as many more mature customers rely on these personnel to evaluate solutions in the decision making process.

**Customer Take-Away:** We understand the key Inbound tasks and can discuss their specific needs in detail.

### Questions to ask:

- User buyers can often be engaged effectively by focusing on the points of dissatisfaction in their operations. What are the issues that keep them from attaining their objectives or improving their metrics for the Inbound workflows? What one or two things, if they could fix, would make the biggest improvement? What keeps them up at night?
- Discuss each role and workflow process carefully – find the linkages where processes break down.
- Take time to probe what they used to do, what they do today, what they want to do moving forward and why. What changes have they made operationally and what has worked? What did not work? Why?
- Are there any applications that are problematic today? Are there other applications not pictured here that are causing you problems? What objectives do you have for improvements specifically? Which metrics are most important or need the most attention? What is your current performance level vs. your target? What is your current performance level vs. best-in-class?
- Ask about the general receiving process. Is their system paper-based? How do they reconcile shipments received to orders? Are they doing image capture of shipping documents in the receiving process? Are they using ASN's (Advanced Shipping Notices) and if so are they satisfied with the process today? What are their receiving volumes?
- What is their process for pallet labeling at receiving? Do they have a stationary or mobile on-demand label solution? What kinds of labels are they printing? Do they have a need to improve the through-put or accuracy of label application?
- How do they do put away? Is it system directed from the WMS or self-directed by the fork lift operators? Are they using a large format or smaller format fork truck mounted terminal to provide the WMS and location information?
- How are they confirming put away locations? Are they scanning, using voice, or using human readable/typing inputs? Are there any improvements they are trying to achieve in this process? What is their current put away rate in pallets per hour?
- Regarding the replenishment task, how are they doing it today? Are they doing replenishments in real-time based on WMS inputs or are they using a manual system that is noting empty pick locations to drive the replenishment process? What is their current out-of-stock or short order metric and can they improve it? Do their workers need to get down off their forklifts to manage the items in the slot locations? If so, how are they interacting with the mobile computers when they are "off-the-truck" mobile? Is replenishment interleaved with put away work?
- Regarding Inventory tasks, ask how they are doing it today. Are they doing physical count inventories periodically? Are they doing more real-time cycle counting and is this interleaved with picking, put away or other tasks? What are their costs for doing inventory and are they sufficiently automated with the right tools such as a variable range scanning solution that can improve throughput and data capture accuracy?
- Ask about how they are 'supported' by IT and/or their existing vendor. Do they do a lot of the work themselves – like user training, spares maintenance, deployment, etc.? If they could either

give X responsibilities to IT or take Y responsibilities from IT and do it themselves, what would those be and why?

- Are any of these IT related activities on the operations budget? Is there any thinking around outsourcing any of these activities to reduce expenses?
- What happens if a device goes down? What is the cost of a repair incident to the operation? How many are they getting a month/year? Who manages the spares pool and how are those replacements units accounted for and repaired?
- Other applications might be returns and cross-docking (very similar to flow-through). Ask about these applications as well.

## Worker Performance: Picking Apps



**Purpose of This Slide:** Develop your **Opportunity Assessment** and your understanding of their **business needs** by discussing the challenges they have in their user roles and tasks.

This slide is targeted at operations executives and senior management responsible for the day-to-day distribution operations and team. The audience may include actual DC staff and floor workers particularly as many more mature customers rely on these personnel to evaluate solutions in the decision making process.

**Customer Take-Away:** We understand the key Picking tasks and can discuss their specific needs in detail.

### Questions to Ask

- What kinds of picking processes are they doing today? Is it full case, each pick? Are they doing any full pallet picking?
- How many people are picking on the largest shift? How many shifts are doing picking and how many days per week are they picking? Are order pickers paid on performance? If so, how have those metrics been established? Do they have engineered labor standards?
- What are their current metrics around picking? What is their current accuracy and productivity? How do they measure it? What is their target goal for accuracy and productivity? How much money can they save if they improve to their targets? How do they calculate those savings? Do they track on-time shipments and if so, how are they doing?
- What kinds of 'technology' are they using for their picking applications? Have they used other methods or technologies in the past and if so, what were the results? What caused them to change to the current methods?
- Do they have any special situations related to temperature zones (like freezers)?
- Do they have any specific data capture needs such as catchweight, Lot or serial number control?
- Ask if there are any applications that are problematic today? If so, in what way?
- Are they seeing other related costs to picking that they would like to eliminate beyond just labor and elimination of errors? The example might be elimination of paper or labels in a paper-based picking system. Or clean up costs of label backing materials that get dropped onto the floor, etc.
- Do they have language issues in their facilities that cause reduced productivity, accuracy, impact training and performance of new workers?
- Do they have peak seasons with 'casual labor' and if so, how do those people perform compared to regular employees?
- Do they understand their injury and worker comp claims by activities in the DC? Is there any correlation between types of tasks and injuries? Have they done this analysis to find out if there are any changes that can be made in terms of process or technology used to alleviate injuries/claims?
- Get them to discuss specific improvements they are working on now or would like to work on.

## Worker Performance: Outbound Apps



**Purpose of This Slide:** Develop your **Opportunity Assessment** and your understanding of their **business needs** by discussing the challenges they have in their user roles and tasks.

This slide is targeted at operations executives and senior management responsible for the day-to-day distribution operations and team. The audience may include actual DC staff and floor workers, particularly as many more mature customers rely on these personnel to evaluate solutions in the decision making process.

**Customer Take Away:** We understand the key Outbound tasks and want to discuss their specific needs in detail.

### Questions to Ask

- What kinds of outbound processes do they have today? Are they working with full pallets, mixed pallets, totes? Other?
- How many people/fork lifts are doing outbound applications on the largest shift? Do they focus on outbound applications more from one shift to another?
- What are their productivity standards for the outbound apps? How have those metrics been established? Do they have engineered labor standards? What are their current metrics? How do they measure it? What is their target goal for accuracy and productivity? How much money can they save if they improve to their targets? How do they calculate those savings?
- What kinds of technologies are they using for their outbound applications? Have they used other methods or technologies in the past and if so, what were the results? What caused them to change to the current methods?
- Do they have any special situations related to temperature zones (like freezers)?
- Ask if there are any applications that are problematic today. If so, in what way?
- Regarding Crossdock - are they using the Crossdock process of taking full pallets directly from the receiving doc to the shipping door today? If so, what are the core technologies and processes they are using? Are they doing re-labeling of the pallets at receiving or at the put location? Do they require fork lift driver mobility or any other workflow options they are not doing today?
- Regarding Flow through – are they doing a Flow through function at their shipping doors? If so, are they satisfied with their productivity and accuracy? Are they using any particular unique technology or process that is working well or less well?
- Regarding packing and audits – are they doing any in-process or secondary packing workflows? If so, how are they accomplishing the packing function? What kinds of technologies are they using? What are they packing (kinds of products), what are the handling requirements, how many people are doing this function, what are their productivity and accuracy metrics, how measured, and are they on target?
- Regarding audits - are they currently doing any audits of outbound pallets, cases, totes, other? If so what is their process? How are they actually recording and comparing for accuracy? Are they using any technology to do this? Is the audit function cost in line with what they think is reasonable? How many people are doing audits and what is the cost of the function on a monthly basis? What is the audit function revealing in terms of quality of the other processes (picking and packing)? Are there opportunities to improve the quality metrics the audit function is measuring, what have they tried, etc?
- Are they performing any additional VAS (Value Added Services) for their customers?

## Business Needs and Challenges



**Purpose of This Slide:** Develop your **Opportunity Assessment** and your understanding of their **business needs** by engaging in a customer-focused conversation about their most important economic business challenges. This slide is intended to be used with economic buyers to explore the financial (basic revenue and cost) issues and pain points. Used appropriately, it can be also effective with technical and user buyers. Additionally, this slide can help to uncover any **business initiatives** that are underway and which pain points they are addressing. If you used the first slide, you probably already hit on some of this, so this is where you reinforce and verify.

**Customer Take Away:** Intermec focuses on solving your most important business issues. Mobile Computing is all about ROI; lowering costs AND increasing customer service and revenues..

### Questions to Ask

- Under which budget does the purchasing of the mobile computing system (hardware, software, and services) fall? Who makes the ultimate purchasing decision? What are the investment and ROI criteria that are used to evaluate investments?
- What are the most critical business objectives? Is it revenue growth or cost containment focused? What external pressures and issues does the company face today? Is that new and if so why? Probe issues related to customer satisfaction, changing customer expectations and what they can do to better meet those expectations.
- Is there a strategy to grow the operations revenues? If so, how are they doing this? By handling more products, driving more turns, reducing SKU's to the highest movers, other? Are they being asked by more demanding customers to deliver to more locations or more frequently with smaller orders?
- Are they managing all of the supporting roles and functions internally within IT, or have they or do they plan to use an outsourced services model?
- What is their philosophy on using a Cap-Ex purchasing vs. a potentially more scalable Op-Ex purchasing model such as a lease? Do they have cash constraints or accounting philosophies that would dictate a preference?
- Where are the first order pain points? By first order we mean those problems that are akin to 'bleeding from the neck'. If they don't get them solved, they face serious business health risks. A good probing question can be 'What is the one thing about your operation that keeps you up at night?'
- Where are their second-order pain points? (Smaller, less threatening situations that over time and/or in combination with multiple similar issues will cause a pronounced deterioration in the business.) Think of these as 'death by a thousand cuts' problems. These are often times found most effectively with the user buyers. They know where the profit 'leakages' are much more often and are more acutely aware of them than the economic buyers.
- Ask about key performance indicators (KPI's) or key metrics they use to drive their business. Which are the most important, which are farthest from their desired target, which represent the greatest risk/cost if they don't get fixed? On the positive side, which represent the greatest upside? Examples might be improving accuracy, performance, reducing employee turnover, etc.
- Ask about how they would calculate an ROI for an investment in rugged mobile computing solutions? Who is responsible to set that up? What are the internal measures, processes, etc.? When do they lock purchasing budgets? How have people been successful in the past taking previously earmarked dollars and getting them re-directed to another new investment idea?

## IT Needs and Challenges



**Purpose of This Slide:** Develop your **Opportunity Assessment** and your understanding of their **business needs** by engaging in a customer-focused conversation about their most important IT and related technical challenges. This slide can also help to uncover any **business initiatives** that are underway, and which pain points the initiatives are addressing.

**Customer Take-Away:** Intermec pays great attention to the critical role of IT in achieving operational success. We want to understand your unique IT needs and issues.

### Questions to Ask

- What products (hardware, software and services) are they using now for their primary applications?
- How satisfied are they with device up-time and reliability, service level agreement performance, software customization costs and support, etc.?
- What is their current metric for each class of product (VMU, handheld, scanners, printers (both fixed and portable) for uptime and cost of maintenance? Are they achieving their desired results or do they feel they can do better?
- What is the cost of 'down-time' related to a damaged mobile device? How is that accounted for and in which budget – who is assigned the metric - IT or Operations?
- What is the host application and computing platform? Who manages integration of new applications and mobile computers with the host app? Is it internal or do they use a systems integrator?
- Have they standardized on an integration tool kit that enables very low upgrade risk and costs when they move to newer generation hardware?
- Are they managing and integrating a mix of mobile devices and is that stressing the IT and support infrastructure?
- How have printers been integrated into the host application interfaces? Are there opportunities to improve accuracy and productivity by moving printers closer to the point of work?
- Have they evaluated their data interfaces for performance and most importantly worker productivity improvement opportunities?
- How do they manage sparing and replacement of equipment that is sent in for repair? How do they handle equipment management in general?
- How do they handle both the initial provisioning and then image management for products that are returned from repair into operation? Are they using a tool to help manage that and control costs?
- Who is in charge of managing the equipment room and is that being done cost effectively? Are computer and printer assets and accessories like batteries being managed appropriately to ensure full-shift operations and proper charging? How is normal use and replacement of batteries and other consumables being measured? Who pays for this and is there an opportunity to improve cost control here?
- How is wireless network security and data interchange performance being managed? Who has the role to optimize that? What tools are being used today? If they are using terminal emulation, whose product are they using? Have they done a performance evaluation to see if Intermec's products can improve important worker productivity metrics?
- Who is responsible to train new employees and new users on applications? Is that being done cost effectively? Do they measure performance of new employees and are they satisfied with how quickly new employees can achieve standard performance and accuracy metrics?
- How do they manage and provide help desk activities and services? Is that being done in a cost effective way today? Are they using any tools or applications to help them with problem identification and resolution?

## Our DC Vision



**Purpose of This Slide:** Show that Intermec is not just selling product, but has an “end game” we are working toward

**Customer Take Away:** Understand that this is not just a vision of the future, but something that Intermec is delivering to customers today.

## Points to Make

Intermec Mission:

- Intermec believes that distribution workers – the people – are the cornerstone upon which great DC performance is built today and well into the future.
- Intermec is creating a superior human work performance experience with solutions that disappear for workers as they do their jobs. A great example is Voice.
- Workers who can perform their tasks with no mental reference to their tools are the fastest, most accurate, safest and most satisfied/happy workers.
- Intermec will lead the development of these solutions, with technologies that fundamentally change the man/machine interface.
- Intermec’s solutions will eliminate human errors associated with the exchange of host application information creating ‘near perfect’ systems accuracy and data integrity.



## Key Technology Trends



**Purpose of This Slide:** Demonstrate knowledge of the DC Technology

**Customer Take Away:** Understand that 1) Intermec is on top of and driving many of the latest advancements in the DC.

2) Intermec is a leader in developing not just technologies, but purpose-built solutions from the technology innovations. 3) The core of our Voice-of-Customer work is that we truly take the time to engage with customers to understand the DC. 4) What makes us special is our ability to build real-world solutions from key technology

building blocks.

Note: You may feel more comfortable presenting these trends here in this slide OR you may wish to delete this slide and talk about the trends within the context of a specific audience or product.

### Points to Make

- It is very important not to get drawn into a 'product comparison' or 'speeds/feeds' discussion at this point. The key objective is to win the DC walk-through.
- The main point to make here is that we are leaders in adapting technologies to purpose-built solutions. After the DC walk-through, we will discuss our total life cycle approach and the specific solution elements we will propose to solve specific problems and/or areas of opportunity to improve their operations. The point being that we are uniquely qualified to do this from our deep understanding of how to adapt technologies to their real-world business needs.
- Mobile computers continue to improve in power management, feature/function capabilities, increased ruggedness, ease-of-use and ergonomics
- Imager technology is driving convergence of traditional barcode scanning with advanced imaging capability for new applications
- The use of voice technology is rapidly expanding across the industry verticals, workflows and into smaller operations
- Development of SaaS/HaaS models to continue and migrate toward in-premise applications
- Emergence of cost effective WWANs to begin replacing WLANs in-premise, eliminating costly services and roaming issues
  - This is not yet a Trend, however, many DC operators are beginning to investigate WWANs as more cost effective alternatives to WLANs. Ask your prospect if they have investigated WWANs and if so, what feedback they can provide us.
- Point-of-print technologies improving key metrics performance
- Demand Driven Supply Chains are enabling companies to reduce shelf level out of stocks as well as reduce safety stock levels at the store back room, DC and supplier locations.
- You might mention RFID if it is relevant – that Intermec has the industry leading portfolio of RFID intellectual properties.

## Vision into Practice

**Purpose of These Slides:** This is the last section to pitch to win the DC walk-through. Here you will use the voice of our customers to sell our success stories. Nothing proves our value and credibility more than customers who are willing to speak for us. Here is your chance to use these or your own “sticky” success story

**Customer Take Away:** Understand 1) that Intermec is delivering the Vision to our customers today... this is not just a vision of the future, but is available to them today. 2) Intermec is a solutions leader, not just another “me too” hardware vendor. 3) Intermec has experience with other customers of all sizes in their industry, and 4) I can trust them to do the job of making my company and me successful. I want them to do a walk-through of my operation.

The image displays a grid of 12 customer success stories, each presented in a separate slide. Each slide features a company logo, a brief description of their success with Intermec, and images of Intermec hardware like mobile devices and printers.

- Achieving the Vision: Retail/Wholesale Grocery**
  - FOOD CITY: Voice faster at Food City
  - GIANT EAGLE: Giant-Eagle soars with voice
  - Quicker picks in the DC
  - Kwik Trip
- Achieving the Vision: General/Specialty Retail**
  - SPORT CHALET: Sports Chalet sprints with Voice
  - METRO: Metro Moves it with RFID
  - Bass Pro Shops makes big catch with Intermec
  - Best Buy
- Achieving the Vision: CPG**
  - WASHINGTON: Sweet scanning success at Washington Fruit
  - Mission meets mark with RFID
  - MISSION
  - kraft foods: Voice results taste good to Kraft
- Achieving the Vision: 3PL**
  - HAVI LOGISTICS: Intermec helps HAVI keep cool
  - CDS sees success with Intermec
  - Burris runs better with Voice
  - BURRIS
- Achieving the Vision: Med/Pharma**
  - api: Voice delivers down under
  - Smart printing keeps Medtronic DC healthy
  - Medtronic
  - Smith Drug: Voice prescribes accuracy for Smith Drug
  - Smith Drug
- Achieving the Vision: Foodservice**
  - AFFILIATED FOODS INC.: Affiliated Foods Voice
  - Voice the right choice for worker performance
  - BIRITE
- Achieving the Vision: Automotive**
  - Smart printing keeps it rolling
  - Pepboys picks voice
  - PEPBOYS
  - DAF: DAF delivers with paperless logistics
  - DAF A FAWCON COMPANY
- Achieving the Vision: Industrial/Parts/Technology**
  - Bally bets on Auto ID for worker performance
  - Building a better DC with the multi-function CK3
  - AK
  - TRANSSTAR: Transstar trusts SmartPrinting for doubled throughput
  - TRANSSTAR

**Points to Make:** Tell the stories of the solutions that accomplish our vision. Operations buyers in particular, who are typically pragmatic buyer types love to hear stories about other customers like them who succeeded with the technology, especially if you can relate a story where a past customer got promoted because of their project success with Intermec. **You may want to ask for the DC walkthrough after talking about success stories.**

### Common Themes to Emphasize for all Success Stories.

THESE ARE THE “THREE PILLARS” MESSAGES YOU SHOULD DELIVER WITH EVERY SUCCESS STORY:

1) Intermec delivers **Leading Voice-enabled Purpose-Built Products and Services**

- 2) Intermec delivers **User Preferred** solutions
- 3) Intermec has **Deep Solutions Expertise**

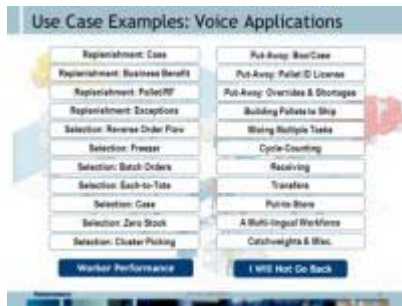
- Intermec has a relentless focus on **Customer-Preferred, Voice-enabled, Leading Purpose-Built-Products**, Services and reseller partnerships that deliver superior customer value.
- Intermec imagers deliver greater productivity and flexibility with industry leading near/far, scan speed and motion tolerance performance
- Intermec 70 Series is the premium ultra-rugged handheld product line in the industry delivering unmatched reliability and TCO
- Intermec's Global Solutions' complete range of development tools, professional, managed and support services deliver superior solution performance and life cycle TCO
- Intermec's mobile printers, the fastest first-label-out printers, deliver higher productivity and point-of-use accuracy
- Intermec printers are preferred over competitive printer products for ease-of-use, media and print head replacement
- Intermec's OEM imaging products are the preferred solution by the most important hardware vendor/competitors in the industry
- You will probably want to DELETE the pages that do not apply to this customer.
- If your users (workers and management on the DC floor) believe you have their best interests at heart, yours is a company where they want to work and your retention goes up. Workers want to be at a company where management cares about them. Giving them great tools is a great way to show that.
- We are executing on our vision, this is how we do it, and this is what our customers say.
- We bring a deep solution expertise mentality
- Intermec's Global Solutions' complete range of development tools, professional, managed and support services deliver superior solution performance and life cycle
- Intermec believes that distribution workers – the people – are the cornerstone upon which great DC performance is built today and well into the future.
- Intermec is creating a superior human work performance experience with solutions that disappear for the worker.
- Combined with our partners' specialized expertise and capabilities, we deliver long term value, ROI and a complete customer experience
- Intermec and Vocollect rely on our global network of best-in-class DC experts to develop complete life cycle solution.

### **General Points to Cover in Voice Success Stories**

We have listed a number of Voice stories for you to use in the right situations... especially when complex picking is involved!

- Voice is the perfect example of a tool that completely disappears for the user.
- Double-digit improvements in productivity and accuracy using Intermec's Vocollect Voice.
- Common comments from users are - "If we went back to the days before Voice, I would probably have to leave my job. Voice makes life that much better for me."
- Our picking process reengineering with Vocollect Voice has delivered proven results to 99.98% accuracy and up to 50% productivity improvement.
- The Vocollect Talkman wearable and vehicle mount voice terminal is preferred around the world as the leading voice solution.
- Intermec with its Vocollect subsidiary has over 10 times more voice distribution installations around the world than all other voice providers combined - with over 1500 customers and over 300,000 voice users every day.

## Vocollect Voice Use Case Videos



**Purpose of This Slide:** Provide a catalog and link for the short application videos for Voice.

**Customer Take-Away:** Intermec has the deep solution expertise to address the fine details of their applications.

### Key Points to Make

- It is very unlikely that you will know which of these videos to show – if any – without first conducting the walk-through.
- After the warehouse walk-through, if you find Voice applications you will be able to show the short videos that apply to the situations you discovered.
- This is a Frontal attack move under the TAS strategy. We have the best Voice solutions for their applications and want to go straight at them.
- **This is the best place to ask for the DC walkthrough.**

### VIDEO LOADING INSTRUCTIONS

Each item on this page is linked to a Vocollect video. If you do not copy the videos to the correct location on your PC, the links will not work.

### To make these links work you must:

1. Create a directory on your C drive called: **C:\Vocollect Sales Video Library\Video Snippets**
2. Copy all videos in the “Vocollect video snippets” location on the Intermec intranet to that file.

## Intermec Total Customer Experience (TCE) Life Cycle Approach



**Purpose of This Slide:** This Total Customer Experience Life Cycle slide is the key to Intermec's total solutions approach. Whether you use this to set up a **Flanking Strategy** or use it to introduce a **Frontal Strategy** for a voice-centric opportunity, the message is equally compelling. Intermec and its global reseller network are completely committed to the long term, full life cycle approach to our customers' success. **Introduce to the audience (all buyer types) that Intermec offers a unique business value** because we bring complete life-cycle solutions to the table, and we take the mentality of a partner investing in their success. This slide can be used as the introduction

to the Executive audience at that point in the sales cycle once the DC walk-through is completed and your sponsor has agreed that the ROI and numbers are ready for prime-time.

**Customer Take-Away:** Intermec has the deep solution expertise to address every phase of their product life-cycle. They have taken the time to learn our issues, have conducted the walk-through and are now ready to make their solution recommendations.

### Key Points to Make

- This slide is a summary of the integrated life cycle offering Intermec and our partners can deliver.
- For traditional Intermec-classic opportunities, this is the heart of the TAS Flanking strategy framed around TCE so they see there is more to our solution than a couple point products and/or price.
- HOWEVER, if you are in a situation and opportunity as noted above and with your walk-through information with high-velocity picking, you can use Voice in a Frontal approach with great confidence.
- Intermec and our partners deliver a total live cycle customer experience: the key phases are Prepare-Perform-Protect. It is a complete life-cycle solution at every phase, not just a few point applications.
- If selling direct, use this slide to suggest we will earn the right for them to consider us a true business partner.
- If selling with/through a reseller or if you expect to be fulfilling the solution through a reseller at some point, use this slide to reinforce our value combined with the reseller's value proposition – stronger/better together.

## Phase 1 - Prepare



**Purpose of This Slide:** This slide introduces at a high level the elements of the first phase of our solution set that helps companies “Prepare” for a successful deployment of their rugged mobile business solution investment.

### Key Points to Make

**PREPARE** is a critical element of our **Unique Business Value**.

- Intermec (and our partners) view this step as absolutely critical to a successful deployment.
- We are experts at properly addressing all the elements of the preparation phase of a new deployment, and will guide the customer through those steps to help ensure success.
- NOTE: Pragmatic (most) buyers always like to hear success stories from other customers that are in their business. Be prepared to relate a customer success story to one of these product/service values and benefits.

**DEFINE and DEVELOP** – we (Intermec and our resellers) provide a complete set of products and services that define and develop the solution. Our highly consultative approach will ensure that each customer’s specific needs are assessed, and the right elements of our tool kits will be applied to develop the best fit solution. Introduce these products and services at a high level. Emphasize the products and services that link to the issues and pain points you discovered above to show how we can answer their specific needs. Examples are:

- Vocollect Voice – project assessment, voice workflow application configuration/development, and host application integration.
- Intermec’s Development Library (IDL is a mature library of developer content, ready to assist in your development of custom applications, with many commonly needed modules already developed (print, scan, etc.)
- Tools and Utilities: we help you control your environment, adapt radios, adapt hardware, control user interaction with applications (lock down browser, ILaunch, etc.). Eliminates person-months from the development cycle, and especially if/when the next generation solution is ready to deploy (in the Migrate step of the PROTECT phase).
- Business Application Assessment and Technical Planning help customers build a business case and specify devices and software for both current and follow-on investment and project opportunities.

**PROVISION / DEPLOY**– we (Intermec and our resellers) provide the following products and services and offer the customer choices in how to both define and develop their rugged mobile business computing solutions. Introduce these products and services at a high level. Emphasize the products and services that link to the issues and pain points you discovered above to show how we can answer their specific needs:

- Readicare<sup>(SM)</sup>
- Staffing, staging space, and project management tools to prepare mobile devices and printers, and conduct deployment with confidence –
- Deployment scheduling and coordination
- Device / system integration, testing, storage, staging, asset set-up
- Device software configuration and provisioning
- Customization of application guides, manuals, and user training documents
- WLAN implementation - site assessment, RF survey, installation and performance assurance.
- Discuss the value our reseller partners provide and how we support them.

## Phase 2 - Perform



**Purpose of This Slide:** This slide introduces at a high level the elements of the second phase of our solution set that helps companies “Perform” to reach their objectives for maximum success and benefit with the products and services of their rugged mobile business solution investment.

### Key Points to Make

**PERFORM** is a critical element of our **Unique Business Value**.

- Intermec (and our partners) are experts at properly addressing all the elements of the performance phase and will guide the customer through those steps to help ensure success.
- NOTE: Pragmatic (most) buyers always like to hear success stories from other customers that are in their business. Be prepared to relate a customer success story to one of these product/service values and benefits.

### TRAIN

- Intermec and our resellers offer multiple training services options and can custom tailor programs especially for your users.
- VDC research shows that after wireless connectivity problems, user training needs are the most common reason end users request support.
- To effectively gain all the available ROI, training is a key element of our value proposition.

### USE

- The “USE” phase is essentially about how our products are designed and purpose-built to achieve optimal performance and lowest cost of ownership. By design they are easier to use, easier to learn, more rugged, capable, etc.
- This is the time to make the claim that our complete life-cycle process actually enhances the values inherent in our base products. Our products stand by themselves, are excellent and will surpass the user’s expectations for performance, reliability, TCO, etc. But we also know that our training and manage solutions enhance the overall performance of our products which is our unique value add.

### MANAGE

- INcontrol Mobile Device Management Services
- Discuss our managed services and support offerings. Why we do this and how it delivers that extra value that can make all the difference in terms of user performance, productivity and accuracy. This is a great opportunity to insert a story about an account where our services really helped control costs and deliver a significantly better return on investment than simple point/hardware-centric solutions do.

### Phase 3 - Protect



**Purpose of This Slide:** This slide introduces at a high level the elements of our solution set that helps companies “Protect” their mobile computing investment.

### Key Points to Make

**PROTECT** is a critical element of our **Unique Business Value**.

- The PROTECT phase is necessary to ensure the value of their initial investment gets realized effectively and especially toward the end of the life cycle as decisions are made to migrate to replacement and/or newer products.
- Intermec (and our partners) are experts at properly addressing all the elements needed to protect their investments and guide the customer through those steps to help ensure success.

### SUPPORT

- Intermec provides Web-based and telephone Technical Support Services to provide prompt resolution of product and system configuration issues. Technical Support Centers are staffed with highly trained specialists with deep expertise in voice applications and WMS/ERP interfaces, AIDC technologies, WWAN, WLAN networks and RFID systems. Medallion® repair services contract holders receive both unrestricted Web and telephone-based support for the life of the contract.

### SERVICE

- Talk about the various Medallion service options we provide including committed response times, the ability to lock in repair costs for the length of the agreement, committed repair turnaround, telephone support, online “Return Authorization” (RA), repair device tracking, service history, monitor on-time performance, device inventory statistics and other repair-related data, no-charge return shipping, free device cleaning, installation of the latest engineering updates and re-loading of the current factory software (or the customer-preferred version if specified) when devices pass through a repair cycle.

### MIGRATE

- Be sure to draw the full life cycle argument through the migration phase. Discuss how using our software application development tools in the prepare phase significantly reduces programming time and effort when migrating to the new platforms.
- System Performance Engineering helps customers and partners assess, optimize, upgrade, or extend performance of the mobile solution – with special focus on technology refresh such as an update to voice
- This is a great opportunity to insert a story about an account where our service products and our development libraries really helped control costs and deliver a significantly better return on investment.



## Solution Considerations

**Purpose of These Slides:** Relate what you saw in their DC to the solutions you are going to talk about. Transition from a general discussion to your specific recommendations for their applications and our solutions for those applications.



### Key Points to Make

- Intermec (and our partners) are experts at properly addressing all the elements of the Perform phase and will guide the customer through those steps to help ensure success.
- We have industry leading, user preferred solutions for every application in your DC, and we have the deep solution expertise to help you select and implement the right ones.
- Use these slides to address any aspects of value you can provide to any of these or other workflows from the walk-through.
- It is fine to talk about workflows where you saw issues, even if you don't have a strong solution offering for that situation. This will enhance your status as an expert and consultative resource that is looking out for your client.
- Use these slides to highlight the areas where you plan to focus the solution recommendation discussion from the walk-through.

## Inbound Solutions



**Purpose of This Slide:** Introduce our primary solutions sets, matched to their **business needs** and **business initiatives** around their mobile workforce. It is essential that you relate the needs and initiatives information you learned from the dialog on the preceding slides to these primary solutions sets. If they did not have any issues/concerns with Inbound applications, skip this slide.

### Key Points to Make

- We have a comprehensive set of products and services for the Inbound applications.
- Clarify which elements of the suggested solution set they have interest in, affirm their interest and introduce the target products and services uncovered in the prior dialog.
- Confirm their interest and suggest you will do a deeper dive on the specific products or services of interest in a few slides.
- Always consider positioning our unique ability to provide voice to selected multi-function and vehicle mounted computers at a later time should the prospect wish to engage in that business case development.
- SmartPrinting and the potential for on-demand distributed printing with portable printers can be an effective way to create preference for Intermec printers and media.

## Picking Solutions



**Purpose of This Slide:** Introduce our primary solutions sets, matched to their **business needs** and **business initiatives** around their mobile workforce. It is essential that you relate the discovery information you learned from the dialog on the preceding slides – or your walk-through - to these primary solutions sets.

### Key Points to Make

- If you have uncovered a Voice picking solution, go directly to the voice ROI and concentrate your efforts around that proposal. Typically you will use the **Frontal Strategy** for voice picking opportunities. Adjust your selling to that strategy and proceed to the ROI presentation.
- We have a comprehensive set of products and services for the picking applications, both with and without Voice. And we have the ability to migrate you from a multi-function device to incorporate voice at a later time too.
- Many picking applications are most productive with Voice, but some are not.
- Clarify which elements of the suggested solution set they have interest in, affirm their interest and introduce the target products and services uncovered in the prior dialog.
- Note if asked that we have multiple voice solutions for the picking application. See the Voice//DC application guide on INsider for more information.
- Confirm their interest and suggest you will do a deeper dive on the specific products or services of interest in a few slides.

## Outbound Solutions



**Purpose of This Slide:** Introduce our primary solutions sets, matched to their **business needs** and **business initiatives** around their mobile workforce. **Note:** It is essential that you relate the discovery information you learned from the dialog on the preceding slides to these primary solutions sets. If they did not have any issues/concerns from the prior discovery regarding outbound applications, skip this slide.

### Key Points to Make

- We have a comprehensive set of products and services for the Outbound applications.
- Clarify which elements of the suggested solution set they have interest in, affirm their interest and introduce the target products and services uncovered in the prior dialog.
- Always consider positioning our unique ability to provide voice to selected multi-function and vehicle mounted computers at a later time should the prospect wish to engage in that business case development.
- Confirm their interest and suggest you will do a deeper dive on the specific products or services of interest in a few slides.
- SmartPrinting and the potential for on-demand distributed printing with portable printers can be an effective way to create preference for Intermec printers and media.

## Intermec Product Success Videos



**Purpose of This Slide:** Provide a catalog and link for the Intermec product videos you might need.

### Key Points to Make

- These videos can be used to emphasize the success of a given product and application.
- It is always good (more convincing) to show a customer that is **in the same industry**, even if the application is slightly different.

### VIDEO LOADING INSTRUCTIONS

Each item on this page is linked to an Intermec video. If you do not copy the videos to the correct location on your PC, the links will not work.

#### To make these links work you must:

1. Create a directory on your C drive called: C:\Intermec Sales Video Library\Videos
2. Copy all videos in the "Intermec Sales Videos" location on the Intermec intranet to that file.

## Rugged Mobile Handheld Computers



**Purpose of This Slide:** Hit the breadth of the portfolio and the fit for handheld application performance.

### Key Points to Make

- The Intermec portfolio has been designed to provide optimum performance and ergonomics for each targeted application within the customer's usage environment.
- Each device has the best ergonomics and size in its class.
- Designed for the fastest responses and full shift usage so your workers are not slowed down.
- Integrated 2D bar code reading solutions for maximum performance whether you are scanning products up close or location markers 50 feet (18 meters) away.
- Development kits, tools, and Intermec Terminal Emulation that support running the same application across all devices (some examples below).
  - Intermec Developer Library
  - WWAN Tool Kit
  - DEX Tool Kit
  - SmartSystems Console and Server
  - And many more...(see the Intermec software slides)
- Maximized performance with Intermec software and peripherals
  - "Better together" with the combination of Intermec printers, scanners, software and RFID – faster performance, better battery life, etc.
  - Exclusive VERDEX and eMDI solutions
  - Skynax
  - Intermec Client Pack (TE and browser)
- SmartSystems remote device management for easy support no matter where your users are.
  - Ability to manage non-network connected Intermec peripherals via Intermec computers
  - ScanNGo and device health monitoring with 70 Series
- Wide range of snap-ons, accessories and docking to provide enhanced functionality and usage for specific applications and environments.

### Additional Information:

- CS40 and CN50 always have a WWAN radio.
- CK70 is a WWAN device and CK71 is WLAN only
- CN70 and CN70e can be ordered without WWAN.
- CN devices have DEX and MSR snap-on options.
- CK3 and 70 series computers have the headset snap-on option.
- All will Run Intermec Terminal Emulation
- Typical docking versions include: Vehicle, Single, Multi and Multi-pack.
- Typical accessories include: industrial memory cards, holster, carrying case, wall charger, cigarette lighter charger, pen replacement kits, screen protector kits, and a variety of cables.

## Vocollect Voice



**Purpose of This Slide:** Illustrate and introduce the broad line of Vocollect Voice products.

### Key Points to Make

- Vocollect Voice has the right combination of terminals and headsets to optimize for your workers.
- Wired, wireless, and behind the head headsets.
- User wearable and truck mounted terminals
- Industry leading WMS integration and compatibility
- Proven as the preferred solution worldwide.
- Minimize the risk of your installation by using the proven Voice solution provider; eliminate customer anxiety about new Voice technology by citing extensive track record of over 1500 successful implementations.
- Talk about Intermecc CK3 with Voice. Multi-Modal, multi-process device with voice.

## Rugged Vehicle-Mounted Computers



**Purpose of This Slide:** Hit the breadth of the portfolio and the fit for VMU application performance:

### Key Points to Make

- Designed for fast response and resistance to forklift vibrations so your workers are not slowed down.
- Connections and options for keyboards to fit different application profiles
- Tethered and wireless 2D barcode scanners for maximum performance whether you are scanning products up close or location markers 50 feet (18 meters) away.
- RFID solutions for rapid reading of multiple product unique tags
- Development kits, tools, and Intermec Terminal Emulation that support running the same application across all devices (some examples below).
  - Intermec Developer Library
  - SmartSystems Console and Server
  - And many more...(see the Intermec software slides)
- Maximized performance with Intermec software and peripherals
  - "Better together" with the combination of Intermec printers, scanners, software and RFID – faster performance, better battery life, etc.
  - Intermec Client Pack (TE and browser)
- SmartSystems remote device management for easy support no matter where your users are.
  - Ability to manage non-network connected Intermec peripherals via Intermec computers
  - ScanNGo and device health monitoring with 70 Series

### Additional Information:

- CV60 is preferred by companies that have PC based applications and want XP
- CV30 is preferred by companies that are fine Windows Mobile running Thin Client applications like TE or browser, or who desire a smaller screen
- All will Run Intermec Terminal Emulation
- Typical mounting includes: bracket, keyboard bracket, scanner cup, power supply.
- Typical accessories include: SR61BEX and SR61TXR Area Imagers, dangle suspension (retracting cable), barcode printers with vehicle mount, media, screen protectors, replacement pens, replacement touch panel, and various cables. Plus the IV7 RFID reader.



## Mobile Printers



**Purpose of This Slide:** Overview the mobile printers, highlight the key advantages.

### Key Points to Make

- Wide range of printers purpose-built for mobile, on-demand printing at the point of activity
- Mobile label printers can be dropped in as “choke points” reducers in the operation by saving time walking back and forth to a fixed printing station
- Fastest in the industry in their class, designed with on-demand productivity in mind, saving up to 30 minutes a day per user, time-to-first label that is proven at 20 to 30% faster than the nearest competitor
- Designed to withstand punishing field and in-premise conditions where dirt, moisture, temperature extremes and physical shock are common
- Combination of Intermec computers, printers and media results in quicker printing and better results
- Integrated card readers on the PB and PW receipt printers provide payment capture with no impact to mobile computer ergonomics
- Full complement of accessories so the mobile printers can be worn or vehicle/cart mounted - most are compatible across all new PB models
- Part of the industry's only full line of smart printers - allows you to off-load some processing or, in some cases, even operate without a computer

### Key Messages on Lead Products:

- The PB Series Rugged Mobile Printers offer best in class print speed and are easy to support and integrate
- The PB Series Rugged Mobile Printers offer best in class durability and application flexibility for lowest TCO
- The PB Series Rugged Mobile Printers intelligent design lowers the cost of implementing a mobile printing solution

### Additional Information:

- Lead rugged receipt printers are PB21 (2”), PB31 (3”), PB51 (4”)
- Lead rugged label printers are PB22 (2”), PB32 (3”), PB50 (4”)
- Additional receipt printers include PW50 (4” work board), PB2 (2” durable grade), PB3 (3” durable grade) and 6822 (full page)
- Printers support Bluetooth, Wi-Fi (802.11 b/g) wireless; serial and USB wired
- Accessories include power adapters, belt clips and shoulder strap, serial and USB cables, vehicle and mounts/docks, batteries, battery chargers, protective cases. Medallion Complete support programs available

## Fixed Printers



**Purpose of This Slide:** Overview the high performance range of fixed industrial printers in manufacturing applications.

### Key Points to Make

#### Smart

- Intermec Smart Printers are fast to deploy, increase productivity and lower Total Cost of ownership
- Smart printing delivers clear, differentiated benefits to our customers. Whether it is IT manager or business manager, Smart printing offers attractive advantages such as error proof labeling, streamlining of labeling processes and potentially eliminating hardware costs (no need for a host PC) resulting in a lower TCO and more robust solution, that our competition can't match.
- All-in-one printer language abilities in every product we ship means:
- For value added resellers: a faster deployment process.
- For distributors: easier inventory management.
- For customers: A safe investment with the confidence that our printers will fit existing IT infrastructures, deploying with drop-in simplicity to Intermec or mixed printer environments.

#### Strong

- Intermec Industrial Printers have strong performance and offer excellent Return on your Investment.
- All metal construction results in a lower TCO and potential for less downtime. Intermec printers are well known for ruggedness and delivering in mission critical applications.
- Intermec has over forty years of printing experience and has strong brand awareness in the largest markets. With Intermec's ever-growing install base and reliable printer products, customers know that purchasing Intermec printing solutions is money well spent!

#### Secure

- Intermec industrial printers with its secure and diverse connectivity offer the best investment protection in the market
- With up to 8 I/O ports, our printers provide industry-leading connection flexibility enabling customers to quickly adapt to changing infrastructure environments.
- Intermec is the only printer manufacturer to feature Wavelink Avalanche and SmartSystems device management and diagnostic capabilities reducing downtime and simplifying deployment.
- Intermec offers an industry-leading range of advanced connectivity options including the highest level of secure wireless connectivity (WPA2). As the industry's only printers with WiFi- and CCX-Certification, Intermec industrial printers help maintain wireless network integrity and reduce configuration time. Every printer ships with Ethernet connectivity, as well as with emerging network protocol IPv6, ensuring long-term enterprise scalability.

**Additional Information:** The products that fit best in Manufacturing industrial environments are High Performance PX4i and PX6i printers Rugged that ensure 24/7 non-stop label printing in even the harshest environments

## Media



**Purpose of This Slide:** Overview the Media that is co-engineered with Intermec printers with many popular configurations in stock.

### Key Points to Make:

- Intermec Media offers Duratran and Duratherm paper and film labels for the core markets inside the four walls for Distribution, Manufacturing, and Transportation and Logistics.
- Intermec Media has a global footprint and stocks products at several distribution points to give Global brand owners assurance of fast availability.
  - Currently there are five (5) in North America and 3 in the United States; Cincinnati, OH, Tempe, AZ, Seattle, WA + Canada & Mexico
  - Pre-Print and Digital Solutions for small runs
  - Manufacturing in Nijmegen, NL with Distribution in Brazil & South Africa
- Over 230 items are available for same day shipment to meet just in time requirements for customer's needs
  - On the shelf supplies to support lean manufacturing and JIT (just in time) systems
  - Common applications are paper shipping labels for cross docking applications to critical applications such as printing on specialty films for cryogenic cold storage in extreme environments.
  - Need a RFID Media that requires expertise such as testing antenna read range with deployed hardware? Custom Applications with RFID labels and tags are tested in a world-class lab
- Application's Analysts with decades of experience ensure the optimal solution is provided at minimal cost to ensure uptime performance of deployed printers.
  - Intermec Media has over 20 patents for label manufacturing
- Media face-stocks, adhesives and liner release are tested in a world-class lab to ensure the media performs the rigors of deployed printers and scan with image quality rated at ANSI Grade A
- Backed by the print head replacement program for exclusive Media customers

## Data Capture Hand Held Scanners



**Purpose of This Slide:** Illustrate and introduce the broad line of Intermec's Rugged and Light Industrial HH scanners.

### Key Points to Make

- The SR61 family of industrial handheld scanners offers a broad choice of 1D linear imager and laser and 2D area imager options. SR61 products are an ideal complement to Intermec vehicle-mount computers and printers used in distribution environments that require industrial-grade specifications.
- The SF51 Cordless Scanner is a rugged, Bluetooth scanner designed for truly "hands-free" scanning by means of the magnetic attach/release mechanism that enables users to clip the scanner in place quickly and easily.
- The SR30 is a light Industrial, general duty handheld scanner designed to collect data at the point of service (POS) for customer applications. The SR30 is targeted at customers who require affordability, ease of use, ability to streamline operations for more efficient customer service, and increased visibility of inventory items so that better purchasing decisions can be made and customer sales are not lost.
- **Key attributes of the SR61 family that make this family better than the next best competing vendor solution.**
  - Superior motion tolerance and snappy Time to Read (TTR) of the SR61THP.
    - Advanced decoding, White Illumination & faster shutter key to this performance.
  - SR61ex family has the only 2D capable long range near far reader in the market.
    - Depth of field on both linear warehouse codes and 2D matrix codes cannot be matched by any competing laser scanner.
  - VGA + image resolution supplies greater image and video detail
  - USB 2 interface saves time by quickly transferring data to host app
  - Full line of Laser, Linear imagers and 2D Area imagers.
  - High Performance: the HP imager model offers superior motion tolerance and fast time to read. A combination of white illumination and red laser aimer provide this scanner with exceptional time to read performance, saving time reading linear and 2D codes.
  - Class Leading: the only industrial bar code area imager that can read bar codes up close and far away without leaving the forklift seat.
  - Ruggedized: designed to maximize up time by withstanding 26 drops to concrete or steel from 2 m (6.5 foot), hot and cold temperature extremes, constant forklift vibration and windblown dust and rain.
  - Easy to use: all models feature highly visible easy to use aimers that make spotting the bar code fast and efficient.
  - Ergonomic: area imagers feature omni-directional bar code reading to eliminate orientation and improve operator efficiency
  - Powerful: 2D imagers feature VGA+ resolution image capture, real time video and 1D & 2D bar code scanning in the single multipurpose device spreading your investment over multiple uses.
  - Fast: features USB 2.0 full speed interface to quickly transfer bar code data or images to the host application saving operator time.
  - Future proofed: 2D imagers easily reads linear, stacked, composite and matrix barcodes.
  - Flexible: Available in both tethered cable and Bluetooth cordless models

- Adaptable: easily connects to vehicle mount mobile computers making forklift data capture fast and efficient.
- Future proofed: easily reads linear, stacked, composite, and matrix barcodes.
- **Key Attributes of the SF51 scanner are:**
  - Unique magnetic holder/wearable mechanism.
  - Complete mobility with industry-standard wireless Bluetooth® communication
  - Premium scanning performance, industrial strength design withstands multiple six-foot drops to concrete and harsh environments – seal rated IP54
  - No-hassle connection and setup of personal preferences using Intermec's EasySet® software
- **Key attributes for the SR30 scanner family are:**
  - Affordable: Low-cost tethered scanner for point-of-service (POS) applications
  - Auto-sensing cables streamline setup using plug-and-play technology
  - Aggressive Vista scan rate (500 / second) ensures fast scanning even for damaged or imperfect bar codes

**Additional Information:**

- Full line of holders, holsters and charging accessories available.
- Easy order kit configurations get operators up and running quickly.
- All Intermec scanners easily connect to Intermec computers and printers.
- Scan Map Reading Distances for the SR61 can be found at:  
<http://www.intermec.com/partner-files/guides/en/SR61T-Reading-Distances.pdf>

## RFID



**Purpose of This Slide:** Overview the RFID products and RFID enabled products, highlight the key advantages.

### Key Points to Make

- Intermec is a one-stop shop for RFID projects with the broadest product portfolio in the industry. The Intermec family of products adds a layer of compatibility and manageability across a full line of Automatic Identification and Data Capture (AIDC) hardware.
- Intermec RFID creates unique value with customer-centric designs, market-leading innovation, and a comprehensive solution set.
- IF2 – Intermec’s latest addition RFID product portfolio, the IF2 Network Reader offers advanced performance in a compact and cost-effective design. The IF2 is the best solution for enterprise and industrial applications that require a simple, yet feature-rich reader.
- IF6 – Intermec’s exclusive enterprise reader is the most intelligent RFID reader on the market. The IF61 provides local computing power to speed up data processing and reduce the cost and complexity of the overall system.
- IP30 – Intermec’s mobile handheld reader can be easily added to the CN4/CN4e, CN3/CN3e, CK61/CK61ex, or CK3. The IP30 offers unprecedented versatility by combining advanced data collection methods and communication via multiple network radios. The IP30 is lightweight, offers superior performance, and is fully-rugged to meet the demands of challenging environments.
- IV7 – Intermec’s vehicle mount reader specifically designed for easy forklift installation adds real-time visibility to warehouse operations for improved inventory management and efficient, cost-effective utilization of returnable transport items (RTIs).
- PM4i, PX4i, PX6i – Intermec’s RFID-enabled fixed printers and associated smart label media offer all-in-one firmware, rugged construction and the latest security protocols.
- Intermec’s durable asset tags are rugged and chemical resistant, offering superior performance on a variety of surfaces, including metal, plastic, and wood.
- Advanced RFID Extensions (ARX) is an Intermec-exclusive software solution available on the IF2, IF61, and IV7 readers that identifies tags in motion. This feature can be used to accurately identify the tags of interest versus nearby stray tags for increased material handling efficiency and improved data accuracy

## Software and Tools



**Purpose of This Slide:** Overview the breadth of the Software and Tools offerings for all stages of a project lifecycle, highlight the key advantages, and their maturity and fit.

### Key Points to Make

- You can realize mobility benefits sooner with proven Intermec software and tools
- Intermec software and tools are specifically purpose built for mobile systems
- Intermec's terminal emulation and browser software provide optimal battery and scanning performance on Intermec computers and peripherals in thin-client environments. Both products are included in the Intermec Client Pack.
- SmartSystems Device Management tools lower the cost of the deployment & on-going management of mobile systems. SmartSystems enables capabilities like ScanNGo device provisioning and 70 Series Device Health monitoring.
- SmartSystems is also designed to work well with cross enterprise device management tools like those from companies like SOTI and Wavelink
- Intermec's proven developer tools and utilities will decrease the development effort and time, and will increase the probability of project success.
- The developer tools and utilities are designed to enable developers to fully use Intermec device features and maximize system performance
- Protect your application development investment – software developed using Intermec tools can be easily migrated to future Intermec devices
- Industry specific Solution Components speed adoption of features & technologies like mobile document imaging. Examples are mobile document imaging (eMDI) and VERDEX.

### Additional Information:

- Terminal emulation and browsers – Intermec Client Pack (Intermec Terminal Emulation plus Intermec Browser)
- Device management – SmartSystems
- Developer tools and utilities – include IDL resource kit (ex. printing, scanning), WWAN communication manager
- Industry specific components – eMDI (full document image capture), VERDEX (data extraction and verification)
- Data management – Skynax

## Global Services



**Purpose of This Slide:** Overview the breadth of the Global Services offerings for all stages of a project lifecycle, highlight the key advantages.

### Key Points to Make

- Before, during, and after deployment of mobile AIDC devices and software, Intermec Services complete the solution

## PREPARE

- **Assessment and Planning**
  - **Project Management** - Our expertise for large, multi-site AIDC technology rollouts is unmatched in the industry. We offer complete pre- and post-implementation services delivering expedited return on investment.
  - **Business Analysis** - we help customers do business application assessment and technical planning for business case development for specific product and services requirements.
- **Wireless Services**
  - Carrier Activation – See ReadiCare Service below.
  - Guaranteed Site Surveys - We can prepare the WLAN workspace, and equip vehicles for in-premise and field mobile applications. Performance is guaranteed – if ever necessary to make WLAN infrastructure modifications within 18 months of an installation to our specification, Intermec will bear the expense – so customers come in on budget, guaranteed.
  - Installations - From large in-cab fleet installations, to smaller, exacting RFID forklift installations, Intermec installers optimize fixed mount data collection devices for a fully integrated mobile technology solution.
    - We work from the mobile AIDC device up. Integrating our AIDC expertise with WLAN, WWAN technology assures performance-matched efficiency, with no waiting for follow-on system configuration, monitoring or troubleshooting at go-live. Our harsh environment expertise is available worldwide – currently supporting the US Army in Afghanistan and Kuwait.
- **Education Services** deliver customer and partner training programs for end-user solutions, ensuring a smooth product deployment every time. We design and implement custom curriculum, identify/ deploy instructors, manage training logistics, create Help Desk support plans and provide project management for all aspects of a technology roll-out.
  - On-site Training - Intermec will deliver on-site classroom events or facilitate Train-the-Trainer events for your personnel. Assessment activity is performed to ensure competency and reinforce mastery of skills. The entire training effort and logistics associated with delivering a professional training program is project-managed by Intermec's experienced Education Services team.
  - Web-based Training - We design training curriculum to fit our customers' needs, utilizing web-based training.
  - Partner Coordination/Support - Intermec can provide the entire training solution including design, development, and delivery, or supplement the training services provided by our partners. We support partners as they train their customers and deploy their solution sets.
- **ReadiCare Service** takes care of all device preparation and project management details, leaving large, complex deployments with "no worries." With dedicated staff, space, and resources, established relationships with every WWAN phone carrier in North America, and project management tools proven by over 5000 successful national deployments, Intermec will configure, activate, and ship new mobile devices to their points. Intermec Installation Services for fleet applications provide for local installation of cab-mount mobile devices and wireless appliances, to assure operator safety and wireless connectivity. When combined, ReadiCare and Vehicle Installation assure new mobile capability comes online without downtime or disruption of operations for your mobile workforce and field fleet.



## Global Services



**Purpose of This Slide:** Illustrate and introduce the broad line of Vocollect Voice products.

### Key Points to Make

- Intermec is the only manufacturer with these types of Global Solution offerings. Eliminate customer anxiety about implementing a complex mobile AIDC solution and remove an obstacle to the sale.

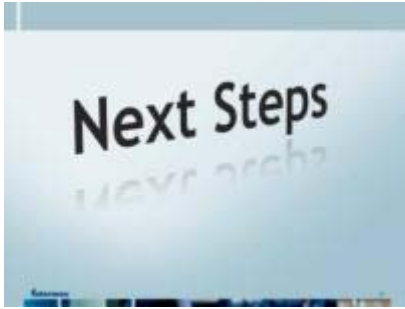
### PERFORM

- **Intermec INcontrol Managed Services** delivers integrated network and device management solutions for IT and Operations managers who need to ensure AIDC network and device performance, track assets and protect and secure network investments.
  - **Track Assets/Remote Management:**
    - With three integrated solution offerings – INview, INsync and INcommand – INcontrol leverages Intermec’s proven technology and services expertise to deliver remote network, device, and asset management; real-time tracking of all network devices; device and network health and utilization; device and data security; remote diagnostics and configuration; and comprehensive reporting capabilities through a customized Web interface.
  - **Tech Support** Intermec provides Web-based and telephone Technical Support Services to provide prompt resolution of product and system configuration issues. Technical Support Centers are staffed with highly trained specialists with deep expertise in AIDC technologies, WWAN, WLAN networks and RFID systems. Medallion® repair services contract holders receive both unrestricted Web and telephone-based support for the life of the contract.
  - **System Performance Engineering** helps customers and partners assess, optimize, upgrade, or extend performance.

### PROTECT

- **Medallion Service Contracts** provide you with committed response times and the ability to lock in repair costs for the length of the agreement.
  - **Break/Fix Maintenance**
    - Medallion Service Contracts cover more contingencies than Standard Warranty support including committed turnaround schedules, telephone support, online “Return Authorization” (RA), repair device tracking, service history, monitor on-time performance, device inventory statistics and other repair-related data, no-charge return shipping, free device cleaning, installation of the latest engineering updates and re-loading of the current factory software (or the customer-preferred version if specified) when devices pass through a repair cycle.
    - The Silver plan provides a 2- business-day in-depot turnaround schedule. Bronze delivers a 5 business-day turnaround.
    - Medallion Complete is the premium offer available at the time of equipment purchase with pre-paid 3- or 5-year options, provides comprehensive coverage of product defects, wear, failures and any damage sustained while being used as intended in the work environment. There is no charge beyond the price of the contract for repairs on any of Intermec’s data collection solutions, including eligible accessories. Medallion Complete is available in all regions. With price protection and complete coverage built into the agreement, budgeting for maintenance couldn’t be easier!

## Next Steps



**Purpose of This Slide:** Set up action items

## Key Points to Make