



2025 HONEYWELL TLW VERTICAL OVERVIEW

Honeywell

AGENDA

- 1. Industry Trends**
- 2. Market Overview**
- 3. Delivering Solutions**
- 4. Use Cases**



INDUSTRY TRENDS

TRENDS IMPACTING THE SUPPLY CHAIN 2025

LABOR AVAILABILITY

High cost and shortages of labor are driving the need for cost savings and further automation of repeatable tasks¹

TECHNOLOGY DEPLOYMENT

Top drivers for determining areas of tech deployment are productivity (38%), cost efficiency (35%), and process automation (34%)²

COST MANAGEMENT

57% of supply chain professionals surveyed said cost management remains short term and functionally focused³

WORKFORCE EVOLUTION

By the end of 2024, 25% of workers will be 55+, raising concerns about attracting younger workers to backfill future openings⁴

60%

of supply chain organizations view labor shortages as a top challenge needing to be addressed⁵

80%

of distribution centers still rely on manual processes and manual labor, further exacerbating the challenges of labor availability⁶

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1: How automation will pull through the labour shortage. <https://weforum.org>

2: Honeywell Survey of 1000 Business Leaders in Retail, Transport and Logistics, and Manufacturing across North America, EU, APAC, LATAM and Middle East, OnePoll, January 2024

3: Gartner. [Supply Chain Costs](#)

4: Industrial Distribution. [Why More People Ages 55+ Are Working](#)

5: Gartner. [Future of Supply Chain](#)

6: DC Velocity. [Warehouse Automation Market: Revolutionizing Logistics with Smart Solutions](#)

SUPPLY CHAIN BETS FOR 2025 AND BEYOND



ARTIFICIAL
INTELLIGENCE
\$59B

The Artificial Intelligence industry is expected to grow to **\$59B in 2031** at a CAGR of **40.4%**.

Source: [Meticulous Research](#)



5G
CONNECTIVITY
5.5B

There were **1.6 billion 5G connections** at the end of **2023**, which will rise to **5.5 billion by 2030**. 5G connections are expected to **surpass 4G** connections by **2028**.

Source: [GSMA](#)



AUTOMATION
INVESTMENT
70%

70% of top logistics and supply chain leaders plan to invest over **\$100M** in automation over the next **5 years**.

Source: [McKinsey](#)

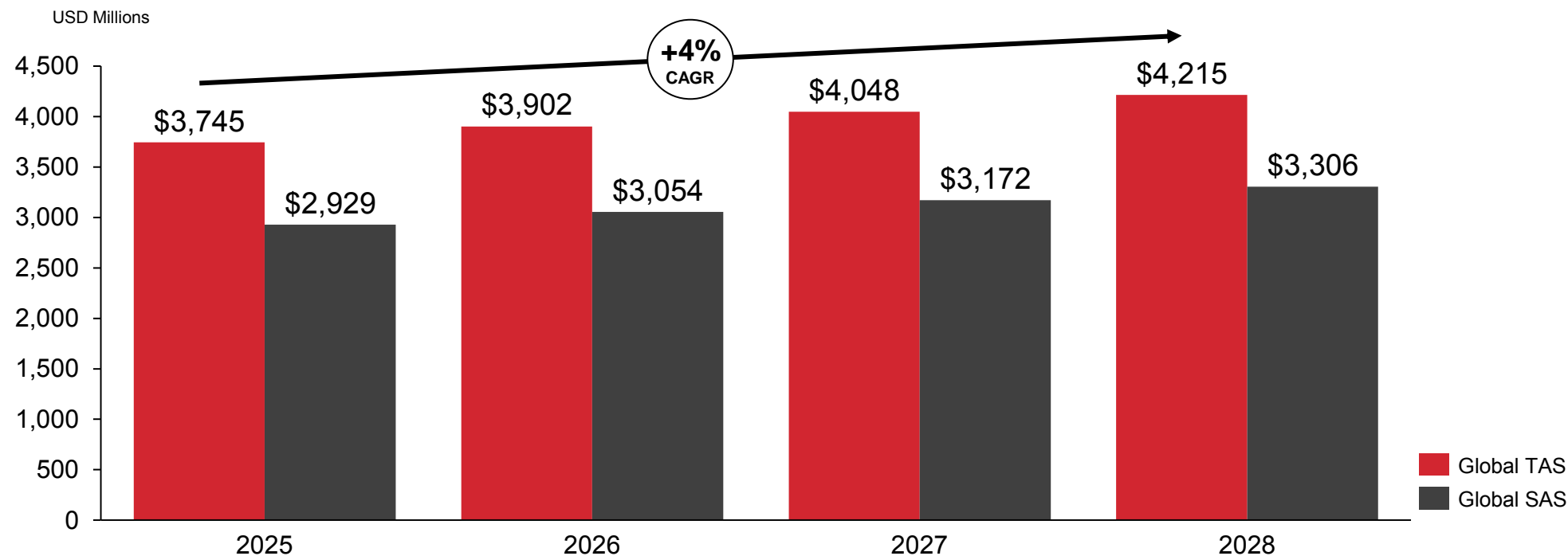


MARKET OVERVIEW

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AIDC MARKET SIZE | TLW

Overall, **future spending** on supply chain technology remains **largely positive**. This is driven by the need for companies to **invest in technologies** that will help them be **more productive**, be **more efficient**, address ongoing **labor challenges**, and allow them to **be more resilient** when faced with unforeseen supply chain disruptions.



Large market with plenty of room for growth

MARKET POSITIONING

EMPLOYEE EXPERIENCE



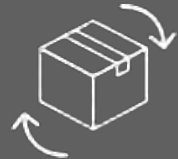
Companies will focus on delivering positive employee experiences that engage workers and drive retention. The improvement in EX will drive improvement in CX.

LABOR AVAILABILITY



As the workforce evolves, companies are challenged to attract and retain labor. This will result in an added focus in deploying technology to train workers faster and make them more productive.

SUPPLY CHAIN RESILIENCY



Investments in technology will continue to be aimed at ensuring operational smoothness amid evolving challenges, such as geopolitical risk, economic uncertainty, cybersecurity threats, and supply interruption.

COST MANAGEMENT



To remain competitive, costs will need to be effectively controlled and technology will be deployed to drive productivity, cost efficiency, and process automation across organizations.

SUSTAINABILITY



Delivering on sustainability initiatives will be an ongoing focus as customers continue to demand products and solutions that are better for the environment and that are delivered by companies focused on sustainability.

Companies will continue to invest in sustainability where it makes the most sense – delivering both financial and sustainability outcomes.

Companies will not add costs that cannot be justified.

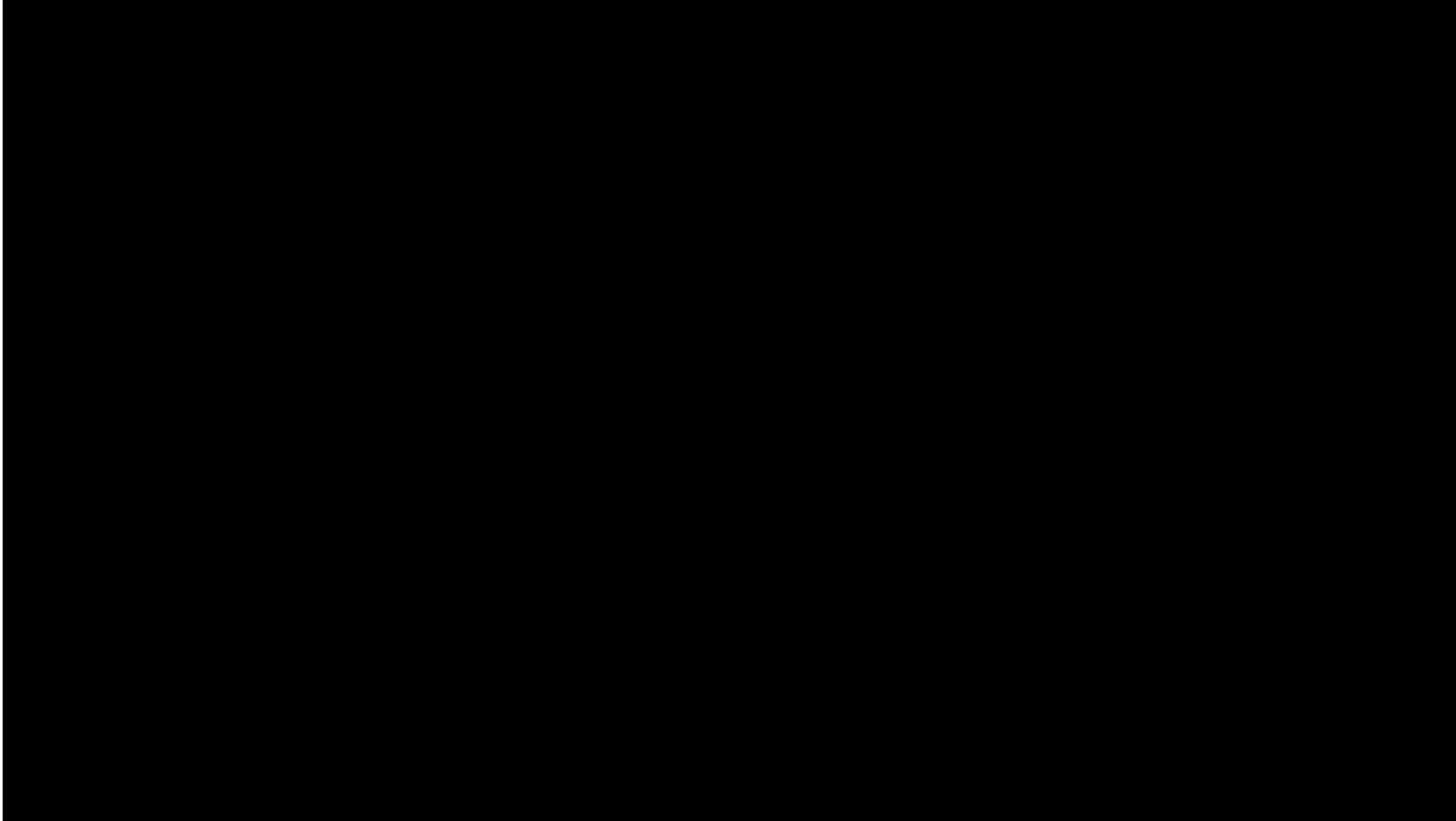


DELIVERING SOLUTIONS
WAREHOUSE & DC

OUTCOMES MOST CRITICAL TO OPERATIONAL SUCCESS

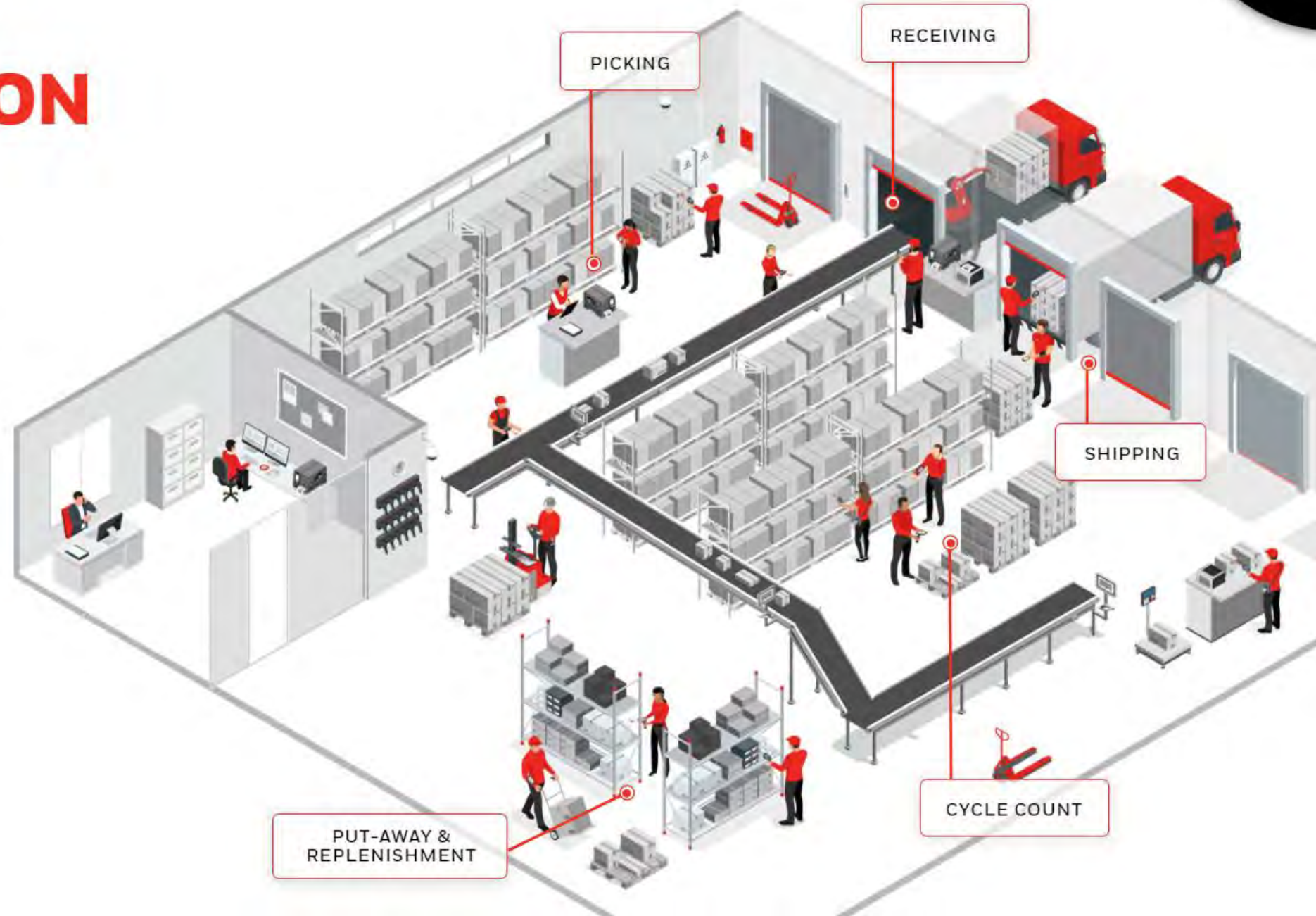


UNLOCKING YOUR SITE'S POTENTIAL



DISTRIBUTION CENTER

Amid continuous supply chain disruptions and rising consumer expectations, one of the top challenges in distribution centers is the inability to find and retain talented employees. At Honeywell, our solutions are designed for a great user experience and can help boost the productivity, accuracy and wellness of your staff for greater efficiency along the supply chain.



DISTRIBUTION CENTER RECEIVING

Receiving products at distribution centers requires detailed sorting and management. With Honeywell solutions across print, scanning, mobile and wearable applications, we can help simplify the handling of products for accessible, accurate inventories.





RECEIVING

Keep goods flowing, your dock clear, and workers on task with a comprehensive solution

- Rugged mobile device with 5G connectivity and task management software
- Industrial-grade printers you can count on to ensure all boxes are accurately labeled
- Industrial-grade scanners with FlexRange technology allowing you to scan up close and far away – no matter where you are

Solution Components



CK67



PM65



Granit Ultra



Service Contract



Workforce Intelligence

DISTRIBUTION CENTER

PUT-AWAY & REPLENISHMENT

Accurate, efficient put-away and replenishment are critical to managing inventory in distribution centers. Once received, Honeywell scanners, wearables and mobile computers can help document and store each product to ensure proficient picking and packing.





PUT-AWAY & REPLENISHMENT

Take goods from dock to stock in less time to drive inventory availability

- Rugged mobile device with 5G connectivity and task management software
- Mobile printers you can count on to ensure all boxes and locations are accurately labeled
- Industrial-grade scanners with FlexRange technology allowing you to scan up close and far away – no matter where you are

Solution Components



CW45



RP4F



8675i Ring
Scanner



Service
Contract



Workforce
Intelligence

DISTRIBUTION CENTER **PICKING**

Picking orders correctly can increase your distribution center's overall efficiency. That's why our printers, scanners, voice technology and mobile computers enable accurate, simplified picking processes and don't leave room for error.





PICKING

Automate workflows and keep workers moving safely and efficiently through their picks to ensure order accuracy

- Guided Work software paired with rugged voice hardware
- Industrial-grade printers you can count on to ensure order labels are printed clearly and accurately
- Wearable scanners with FlexRange technology allowing you to scan up close and far away – dependent on your workflow

Solution Components



Voice Enabled
Devices



PM65



8675i Ring
Scanner



Service
Contract



Guided Work
Software

DISTRIBUTION CENTER CYCLE COUNT

Cycle counting can help distribution centers become more efficient and accurate in inventory management. Honeywell scanners, mobile computers and wearable solutions are designed to enhance cycle counts with streamlined documentation and minimal disruption to regular operations.





CYCLE COUNT

Ensure inventory accuracy and worker productivity when you pair hardware and software solutions

- Rugged mobile device with 5G connectivity and task management software
- Mobile printers you can count on to ensure all boxes and locations are accurately labeled
- Industrial-grade scanners with FlexRange technology allowing you to scan up close and far away – no matter where you are

Solution Components



CK67



RP2F



8675i Ring
Scanner



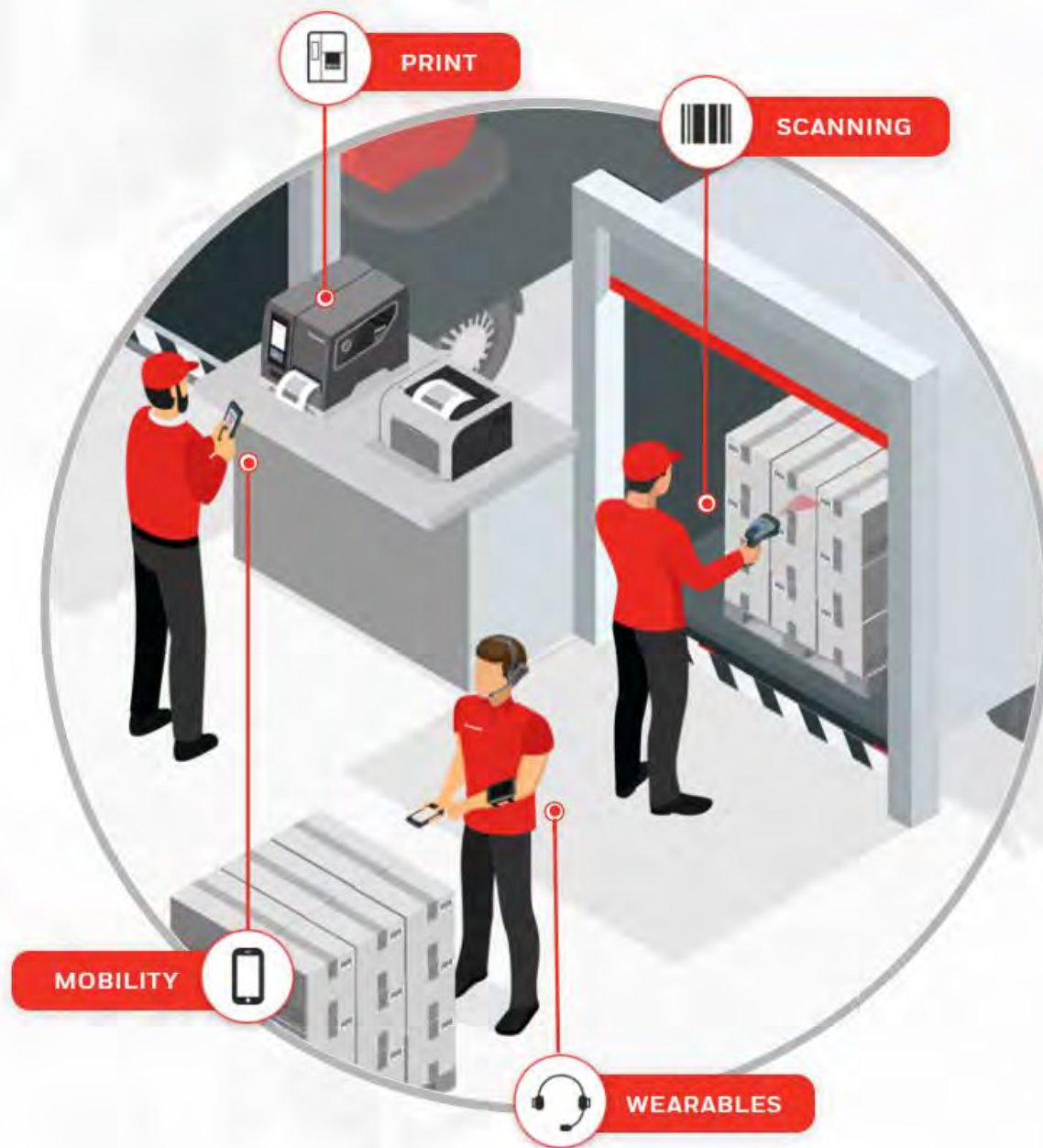
Service
Contract



Workforce
Intelligence

DISTRIBUTION CENTER SHIPPING

Send your products to the right destination with accurate, easy-to-read shipping labels. Managing tracking information, confirming shipments, checking requests and more can be streamlined with Honeywell printers, scanners, mobile computers and wearables.





SHIPPING

Keep orders flowing out the door to the correct locations to keep your customers satisfied

- Rugged mobile device with 5G connectivity and task management software
- Industrial-grade printers with label verifier technology you can count on to ensure all orders are accurately labeled
- Industrial-grade scanners with FlexRange technology allowing you to scan up close and far away when on the dock or in the truck

Solution Components



CT47



PX940



Granit Ultra



Service
Contract



Workforce
Intelligence

OUR SOLUTIONS WORKING TOGETHER

		Mobility	Print	Scanning	Voice	Software	Services
Warehouse & DC	Receiving	✓	✓	✓	✓	✓	✓
	Put-Away & Replenishment	✓		✓	✓	✓	✓
	Picking	✓		✓	✓	✓	✓
	Cycle Count	✓		✓	✓	✓	✓
	Shipping	✓	✓	✓	✓	✓	✓
T&L	Pickup	✓	✓	✓		✓	✓
	Picking From Back of Truck	✓				✓	✓
	Delivery	✓	✓			✓	✓
	Truck Inspection	✓			✓	✓	✓

HONEYWELL TLW SOLUTIONS AT A GLANCE

MOBILITY



VOICE



SCANNING



PRINTING



Operational Intelligence
Asset Management and Optimization



Workforce Intelligence
Task Management and Optimization



Smart Talk
Unified Communications



Guided Work
Voice-Directed Workflows



SwiftDecoder
Vision Technology



Enterprise Management
Global Service & Support

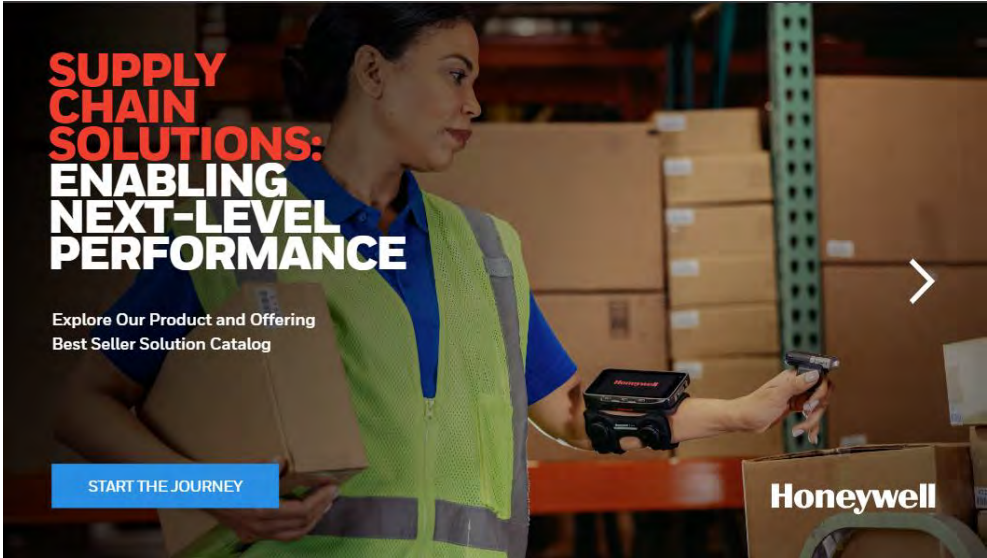
MARKETING ASSETS

Supply Chain Best Sellers Guide

SUPPLY CHAIN SOLUTIONS: ENABLING NEXT-LEVEL PERFORMANCE

Explore Our Product and Offering Best Seller Solution Catalog

START THE JOURNEY



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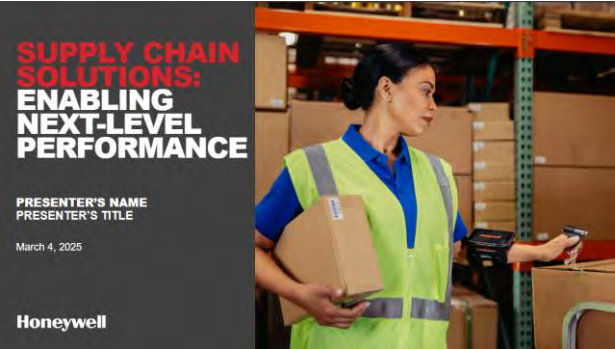
Supply Chain Best Sellers PPT

SUPPLY CHAIN SOLUTIONS: ENABLING NEXT-LEVEL PERFORMANCE

PRESENTER'S NAME
PRESENTER'S TITLE

March 4, 2025

Honeywell



Supply Chain Technology Listicles

7 WAYS HONEYWELL IS USING AI TO IMPROVE END-TO-END PRODUCTIVITY

The integration of AI into enterprise solutions is transforming the supply chain in profound ways.

1. DIGITIZING YOUR WORKFORCE WITH AI

AI-powered mobile devices and wearables are enabling workers to perform tasks more efficiently and accurately. For example, AI-powered mobile devices can be used to track inventory levels, manage orders, and optimize routes. AI-powered wearables can be used to monitor worker health and safety, and to provide real-time feedback on performance.

2. EXPERT LEVEL KNOWLEDGE

AI-powered systems can analyze vast amounts of data to identify patterns and trends that are difficult for humans to detect. This can be used to optimize supply chain operations, such as inventory management, order fulfillment, and transportation. AI-powered systems can also be used to provide real-time feedback on performance, and to identify areas for improvement.

3. PREDICTIVE ANALYTICS

AI-powered systems can analyze historical data to predict future trends and outcomes. This can be used to optimize supply chain operations, such as inventory management, order fulfillment, and transportation. AI-powered systems can also be used to provide real-time feedback on performance, and to identify areas for improvement.

4. AI-POWERED MACHINE IMAGING

AI-powered systems can analyze images from cameras and sensors to identify objects and patterns. This can be used to optimize supply chain operations, such as inventory management, order fulfillment, and transportation. AI-powered systems can also be used to provide real-time feedback on performance, and to identify areas for improvement.

5. AI-ENABLED VOICE AUTOMATION

AI-powered systems can understand and respond to voice commands. This can be used to optimize supply chain operations, such as inventory management, order fulfillment, and transportation. AI-powered systems can also be used to provide real-time feedback on performance, and to identify areas for improvement.

6. PREDICTIVE BATTERY REPLACEMENT

AI-powered systems can predict when a battery will need to be replaced. This can be used to optimize supply chain operations, such as inventory management, order fulfillment, and transportation. AI-powered systems can also be used to provide real-time feedback on performance, and to identify areas for improvement.

7. AI-ENHANCED SCANNING

AI-powered systems can enhance the accuracy and speed of scanning operations. This can be used to optimize supply chain operations, such as inventory management, order fulfillment, and transportation. AI-powered systems can also be used to provide real-time feedback on performance, and to identify areas for improvement.

Honeywell's partnership with Qualcomm Technologies enables us to deliver powerful, secure, and high-performance computing to enhance mobile-edge solutions. This partnership aligns with Honeywell's strategy to improve on-edge computing performance by supporting operational efficiency.

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INTELLIGENT IMPLEMENTATION

OPTIMIZING YOUR TRANSITION TO 5G CONNECTIVITY

The proliferation of connected devices, whether consumer or enterprise grade are a driving force behind continued digitalization. The expected connectivity is set by the growth in 5G capable networks and devices. With over 1.3 billion connections worldwide at the end of 2023, 5G became the fastest growing mobile broadband technology in history. It is expected to surpass 4G connections by 2025 when more than 10% of connections will be on 5G.

WHAT WILL HAPPEN TO 4G?

As companies look to become more connected in all areas of their business, they are beginning to plan their course for 5G adoption. In doing so, they also need to make careful considerations as to what company solutions partner they will collaborate with to effectively build a 5G solution that is fit for their business.

- 1. 4G Isn't Going Anywhere**
 - With 100% of connections worldwide still using 4G technology at the end of 2023, 4G is going to be with us well into the 2030s in most countries. The benefit for many companies is that the process allows them to take time to deliberately and strategically evaluate how the implementation of 5G enabled devices will enhance their workflow over the next several years.
- 2. 4G Performance Will Improve**
 - As carriers invest in their infrastructure and networks to support 5G, the performance of 4G networks continues to improve.
- 3. Uses Cases Built on 4G Will Continue to Exist**
 - Many uses cases in the mobile today, such as turn-by-turn navigation, were built to function on 4G networks. This will not change as these cases remain the same. Only 5G-enabled uses cases need the 5G network to function.
- 4. 4G is Cost-Effective**
 - For basic communications and many of the uses today, 4G provides a cost-effective way to serve the market. As more uses cases move to new technology that will add additional cost.

THREE THINGS TO CONSIDER WITH 5G

With the use of any new technology, there is a need to understand both its immediate and future impacts. Companies want to move quickly to understand those impacts and how they can leverage them to maintain their competitive advantage. Evaluating their needs today and what those needs look like in the future will help companies determine their system transition plan to 5G.

- 1. 5G is One Element of a Long-Term Strategy**
 - A holistic, strategic, long-term approach to 5G implementation can greatly enhance your business and its overall performance. When your goals and desired outcomes are shared with a collaborative and innovative partner, you will succeed more in your 5G deployment. So, clearly define your goals, forecast and consider your needs to build a more accelerated capability into your mobility solutions.
- 2. Invest in Long-Lifecycle Devices**
 - Determine the important hardware specifications for your mobile device and how they will be utilized by your operation. Choosing devices that have a long lifecycle, such as Honeywell devices built on the Mobility Edge™ platform will allow your devices to grow with your operations and reduce the risk of obsolescence.
- 3. The Roadmap Paved by 5G**
 - As with the mobile broadband technology that came before it, 5G is being released in a phased approach. There is a clear testing and time path toward full long-term testing and deployment. This is a critical consideration for companies that are looking to leverage 5G in their operations. The timeline of 5G deployment will allow your devices to grow with your operations and reduce the risk of obsolescence.

WHY HONEYWELL

Honeywell has extensive experience developing mobility devices that keep workers connected wherever they use 4G or 5G networks. Let our team of experts help you design a solution that meets your operational needs today and into the future.

Honeywell

INTELLIGENT IMPLEMENTATION

MACHINE VISION, ROBOTICS, AND AUTOMATION FOR THE WAREHOUSE AND DC

Warehouse and DC operators continue to face a challenging labor environment. By the end of 2024, 29% of workers will be 55 years old or older. As a result, companies are focused on increasing productivity and meeting the needs of their aging workforce, while looking for ways to attract younger workers to backfill future openings. This challenge is further exacerbated by the fact that nearly 10% of distribution centers still rely on manual processing. In an attempt to modernize their operations and better utilize their employees, Warehouse and DC operators are exploring the use of machine vision, robotics, and automation and how it can be integrated into their operations.

MISCONCEPTIONS

A misunderstanding of the capabilities and their capabilities can lead to unrealistic expectations. Several of the common misconceptions that can lead to organizational conflict and dissatisfaction with a potential solution are discussed below.

- 1. Automation Replaces Human Jobs**
 - One of the biggest misconceptions is that automation will completely replace human jobs. In reality, automation can take over repetitive and mundane tasks, allowing employees to focus on more complex and creative work. This can lead to job satisfaction and better overall productivity.
- 2. High Costs and Complexity**
 - Many believe that implementing automation solutions is prohibitively expensive and complex. While initial investments can be significant, the long-term benefits such as increased efficiency, reduced errors, and higher productivity often offset the costs. Additionally, advancements in technology will make these solutions more accessible and easier to integrate.
- 3. Only For Large Enterprises**
 - Another misconception is that automation is only suitable for large enterprises with substantial operations. However, smaller businesses and startups can also benefit from the use of small-scale automation solutions, such as automated sorting and packaging systems, which can be scaled to fit the needs of the business.
- 4. Immediate Results**
 - Some expect immediate results from automation implementations. While automation can provide significant improvements, it often requires time for proper integration, testing, and training of employees. Patience and a long-term perspective are key to realizing the full benefits.
- 5. Lack of Flexibility**
 - There is a belief that automated systems are rigid and cannot adapt to changes. Modern automation solutions are designed to be flexible and adaptable, allowing businesses to modify processes and scale operations as needed. The adaptability can be a key differentiator in a competitive market.

CONSIDERATIONS

A successful deployment of a machine vision, robotics, and automation solution is dependent on the development of a comprehensive plan and close coordination with technology integrators. Taking the necessary time at the beginning of a project to discuss the ideal solution will help align the respective objectives.

- 1. Integration with Existing Systems**
 - It is crucial to ensure that the new technology can seamlessly integrate with your current systems and processes. This includes compatibility with existing software, hardware, and networks, which can help avoid data silos and maximize efficiency.
- 2. Scalability and Flexibility**
 - Choose solutions that can scale with your business needs and adapt to future changes. This includes the ability to handle increased volumes, integrate new technologies, and maintain flexibility in your operations.
- 3. Data Management and Analytics**
 - Effective data management is essential for leveraging the full potential of machine vision and robotics. Single sources that your project can collect, store, and analyze data to provide valuable insights and optimize decision-making.
- 4. Employee Training and Change Management**
 - Implementing new technology often requires changes to workflow and employee roles. Providing adequate training and support to your staff is essential to ensure a smooth transition and maximize the benefits of the new systems.
- 5. Safety and Compliance**
 - Ensure that the new technology complies with industry standards and regulations. This includes adhering to safety protocols, such as the safe operation of robots and other human-machine interactions, so that your systems meet all compliance requirements.

WHY HONEYWELL

Honeywell has over three decades of experience delivering innovative supply chain solutions. Leverage our expertise to help you successfully implement the capabilities of developing your Machine Vision, Robotics, and Automation solutions.

Honeywell



**TLW USE CASES –
WHERE WE'RE WINNING**

WHERE WE'RE WINNING – T&L AIRLINES

Challenges

- 20+ year competitor incumbency
- Difficult environment – below the wing operations for baggage handling
- Available product not 100% meeting needs

What We Won

- 25k+ CT47s
- Op Intel licenses

How We Won

- Bringing solution to customer problem
- Maintaining relationship
- Co-collaboration and development
- Putting customer at center of solution

Key Takeaways

1. Stay close to customer
2. Bring solutions
3. Strategic approach



WHERE WE'RE WINNING – T&L M&I

Challenges

- Needed a devices refresh
- Needed to upgrade system to future proof their processes
- Yard-check solution needed updating to reduce time to completion
- Needed a "Man Down" solution for mobile workers

What We Won

- Upgrade to Guided Work
- 3,000+ Talkman devices
- Introduction of Mobility devices for Yard-checks
- Pilot for Smart Talk
- Pilot of Swift Decoder for Yard-check and inventory management
- White Glove and HEMs services

How We Won

- Joint collaboration between customer and Honeywell to deliver a full solution to keep customer working into the future

Key Takeaways

1. Listening to all of their problems
2. Provide a full solution
3. Collaboration and partnership



WHERE WE'RE WINNING – T&L LOGISTICS

Challenges

- Needed a mobile device refresh
- Panasonic – 10-year incumbent, going end of support
- Challenge to rip and replace existing vehicle docks

What We Won

- 800+ CT45XPs for drivers
- Strengthens Honeywell's position as vendor of choice for other sister divisions of parent company

How We Won

- Great collaboration with partner to position Honeywell as replacement for Panasonic
- Ruggedness and performance of CT45XP were key vs competition
- Leveraged Honeywell SHIPIT Promo for Q1 pull-in

Key Takeaways

1. Strong collaboration with customer, partner, distributor
2. Leaned on Honeywell Mobility Edge and Universal dock for Future-Proof solution
3. Positions Honeywell as leader for future opportunities across other divisions



WHERE WE'RE WINNING – T&L PARCEL

Challenges

- Competition was 10+ year incumbent
- Many in key decision-maker positions were pro Zebra

What We Won

- 38,000 CT47 Globally (and growing)
- 32,000 Op Intel Licenses
- 40,000 8680i
- 35,000 RP2/4 Printers (and growing)
- 115,000 Gold Service Contracts

How We Won

- Creativity with offer and incentives
- Listening to problems/ideas and crafting solutions that addressed them
- Consistent, planned interactions from CEO to end users – same messaging top to bottom

Key Takeaways

1. Total solution approach
2. Utilize cross Honeywell business
3. HUE team helps close deals



WHERE WE'RE WINNING – T&L PARCEL

Challenges

- World's largest package delivery service operating in 200 countries delivering over 22M packages daily
- Loading 534 aircraft, 135,000 vehicles, operating in 1,800 facilities
- Operating in varied environments
- Multiple challengers
- High demand for innovation

What We Won

- CN85 (174,000)
- 8690i (65,000)
- PC/PM45's w/RFID - up to 100,000
 - Operations Intelligence and HEM management

How We Won

- We make it our mission to know their business as well as they do
- We've positioned ourselves as an extension of their IT Systems engineering and innovation teams
- Recurring face-to-face meetings
- Anywhere, anytime commitment

Key Takeaways

1. Own the relationship, own the problems.
2. It's better to be in the saddle than underneath it, own the solution and drive the cadence
3. Be strategic in your approach



WHERE WE'RE WINNING – WAREHOUSE

Challenges

- To keep Zebra out since they still have a foothold with their handhelds being used for voice.

What We Won

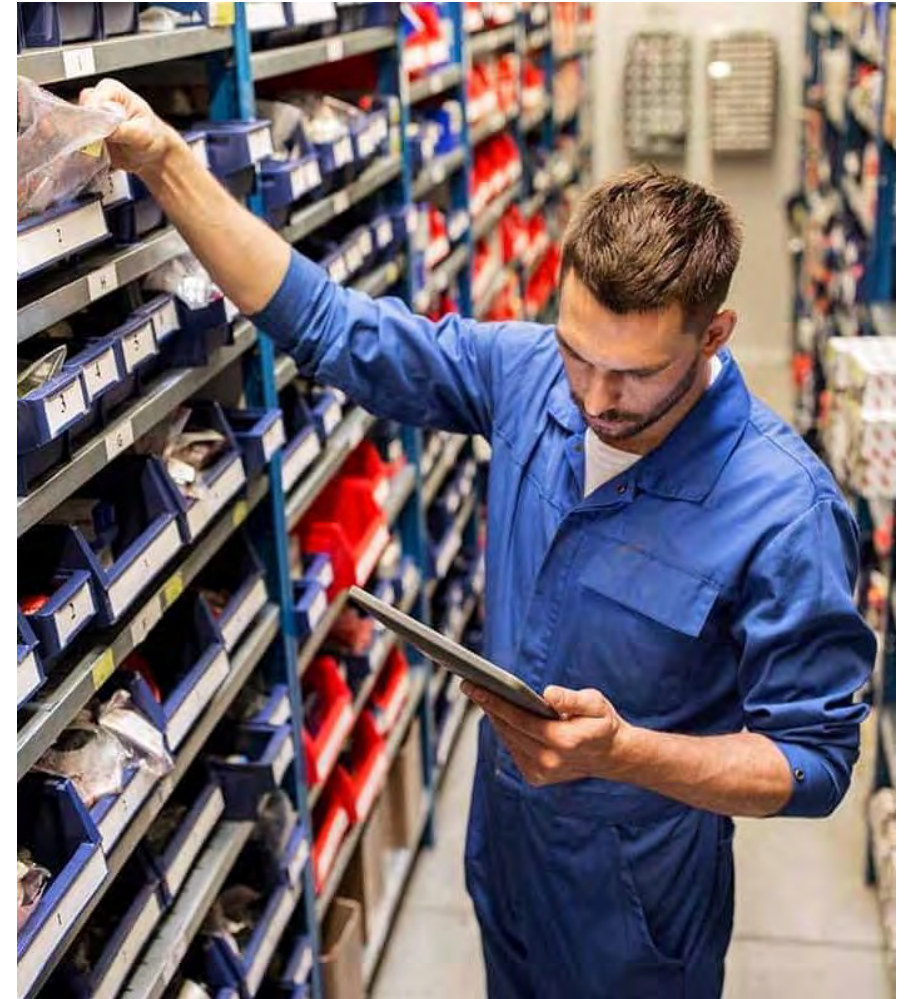
- New stores business with our CT47
- Current Stores refresh of CT40's to CT47

How We Won

- Blocking an RFP by creating a strong commercial offer
- Strong relationships with customer
- Strong SA support to the customer
- Executive leadership relationships

Key Takeaways

1. Know your customer's needs
2. Get creative on commercial offer to solve their problems.
3. Start early and work closely with customer



WHERE WE'RE WINNING – WAREHOUSE

Challenges

- New Global organization need for better visibility and control of the estate
- Standardization of Hardware and Services
- Integrating new companies

What We Won

- 10k units across various products – CK65, CT45, CW45, VM1A, PD45, PX65, RF4
- SOTI XSight for all devices
- Seagull Bartender for all Printers

How We Won

- Building a Global Honeywell team to serve customer consistently across regions
- Global Price Book to make it easier for them to purchase

Key Takeaways

1. Understanding Customer Challenges
2. Bringing real measurable benefits to customer
3. Upsell Software



WHERE WE'RE WINNING – WAREHOUSE

Challenges

- Competitively bid against multiple providers
- Bid process started and stopped multiple times

What We Won

- 1,500 CT45XP

How We Won

- Understanding customer needs and delivering solution
- Multiple site visits to ensure collaboration
- Management engagement with customer and partner
- Ability to adjust to dynamic environment

Key Takeaways

1. Stay close to the customer
2. Relationships with decision makers make a difference
3. Successful product testing eliminates many hurdles



WHERE WE'RE WINNING – POSTAL

Challenges

- Needed a high performance scanner with custom settings to handle the unique read requirements on their POS system.
- All major competitors competed with aggressive pricing (lower than HON)

What We Won

- 26,000 Xenon 1950G

How We Won

- Enable 15+ custom settings and custom read feedback to host system through firmware modifications
- Provided superior and timely responses on the customization requests

Key Takeaways

1. Collaboration with POS system vendor extremely important to meet customer requirements
2. Being responsive to vendors and partners to create solution
3. Positive response to customization requests creates loyalty



WHERE WE'RE WINNING – T&L

Challenges

- We were the incumbent with the CT60 and Zebra attacked heavily on pricing to disrupt and try to take away customer

What We Won

- 1,800 x CT47
- Op Intel

How We Won

- Won through relationship and C-suite engagement for final bidding process.
- We also were very successful in our POC thanks to the SA team.

Key Takeaways

1. Put time and effort into getting the POC right! Be there on-site to make sure everything is done correctly
2. Never get complacent as the incumbent.
3. CT47 is a great device for T&L



WHERE WE'RE WINNING – T&L

Challenges

- Customer was very price conscious
- Previous Zebra account and any issue could drive them back to competitor

What We Won

- 500 x CT47 with a further 1,000 as part of the rollout to remove all CT60s

How We Won

- Great customer engagement and stakeholder management.
- Positioned the CT47 at the right time of the CT60 lifecycle.

Key Takeaways

1. CT47 is a great T&L device
2. Our services have played an important role in retaining the customer business.



WHERE WE'RE WINNING – E-COMMERCE

Challenges

- Needed a mobile device refresh
- 5+ year Zebra incumbency
- Installed base of 40k Zebra TC52, 10k Zebra LI4278 and many printers
- High demand of increasing productivity

What We Won

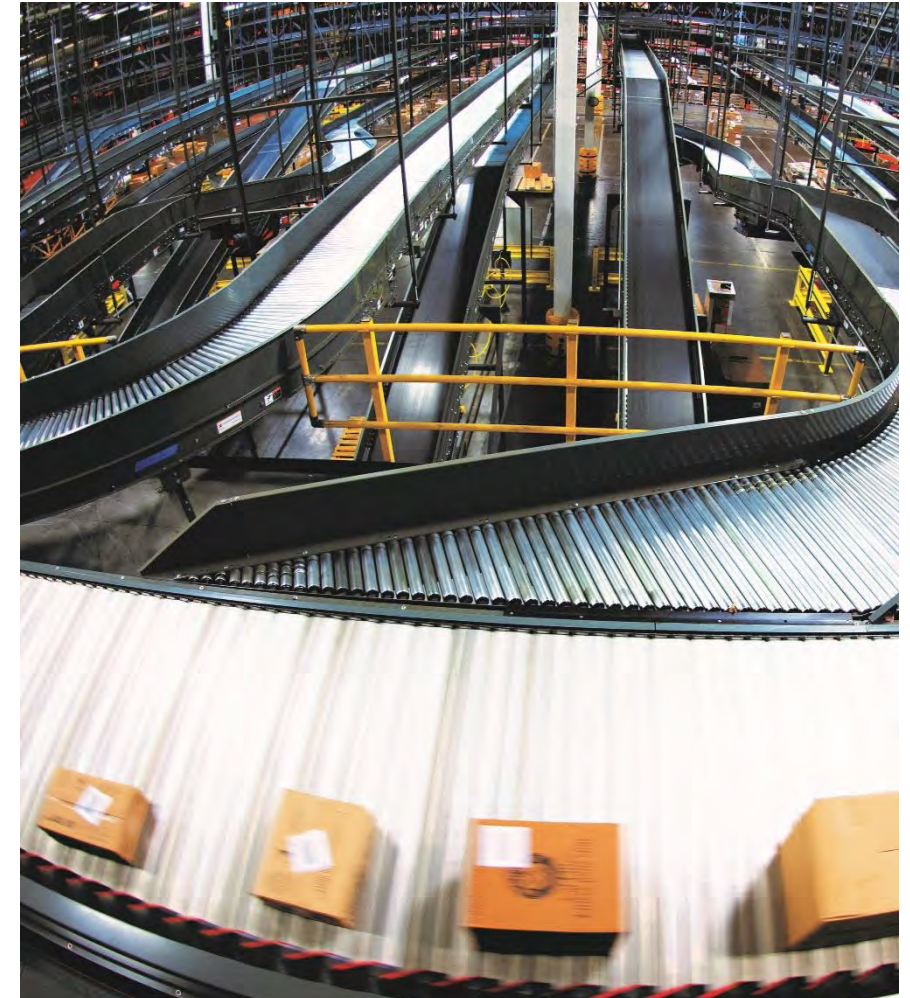
- 8,000+ EDA52

How We Won

- Create dashboard to provide visibility of all deployed devices by partner
- Quick response to any queries during the evaluation
- Build relationship and confidence with IT team and frontline managers

Key Takeaways

1. Understand customer's pain point
2. Collaboration and partnership
3. Position Honeywell as total solution provider



WHERE WE'RE WINNING – T&L 3PL LOGISTICS

Challenges

- Customer is a price buyer
- Urovo & Zebra were well positioned
- Overcome incumbent relationship bias
 - Many key decision-makers were pro Zebra / Urovo

What We Won

- 1,000+ EDA51/52 for 3PL warehouse
- Strengthens Honeywell's position as vendor of choice.

How We Won

- Ruggedness and performance of EDA5X were key vs Urovo DT50 and Zebra TC21.
- Strong partner relationship with customer leadership.

Key Takeaways

1. Strong collaboration with customer, and IT delivery partner.
2. Stay close to customer
3. Bring solutions
4. Strategic approach



WHERE WE'RE WINNING – MARINE PASSENGERS

Challenges

- Price oriented for Government account
- Zebra TC22 main contender
- Aftersales support for the 45 office branches and 115 terminal points

What We Won

- 215 + Unit EDA52 plus Op Intel and Service for 3 Years.
- Penetrate Honeywell position in the market as top-of-mind AIDC provider.
- Consideration for 2025 upcoming projects in the region

How We Won

- Performance and ruggedness of EDA52 were the key factor versus Zebra TC22.
- Close relationship and deep understanding for end customer needs.

Key Takeaways

1. Harmonious partnership and collaboration with end user customer.
2. One stop solution for customer operation.
3. Strategic approach with key decision maker.
4. Competitor price analysis.



**THANK
YOU**

Honeywell