

## Reseller Partner Program

# Honeywell

- Rich History
- Broad and Innovative Product Line
- Leader in Imaging Technology
- Unique Solutions
  - TotalFreedom
  - FIPS 140-2 Certified Encryption
  - Infection-Ready Housings

**Partners Wanted**

**Honeywell**

# Honeywell Reseller Pa



## Partner Program Overview

The goal of the Honeywell Partner Program is to build and strengthen long-term relationships with our partners—value-added resellers that demonstrate superior knowledge, support and marketing of the Honeywell Scanning & Mobility product line—resulting in profitable growth for both parties.



## Program Requirements

Resellers interested in joining the Honeywell Reseller Partner Program must meet the following criteria:

1. Meet minimum revenue commitment and achieve year-over-year growth
2. Offer pre-sale technical support and application development
3. Offer in-house post-sale technical support teams (non third-party provided)
4. Employ a field sales team
5. Run demand generation programs
6. Complete basic Honeywell training (assistance available)
7. Annual business plan with reviews throughout the year

Our partner program reflects a commitment to key Honeywell initiatives, including growth, productivity and people. This program is designed to grow our partners' sales by giving them the tools necessary to create a better, stronger Honeywell presence:



**Marketing:** Partners receive annual marketing funds and assistance to help generate leads.



**Leads:** Our lead generation programs send leads to our partners first.



**Web:** Partners will be listed on our website with a link to their website



**Products:** We provide our partners with a demo unit allowance and first access to new products.



**Rebates:** A rebate based upon sales through distribution is given to all partners

Our personalized partner portals help streamline processes by providing access to all Honeywell information on a single website, resulting in increased visibility and productivity.

Honeywell's partner program also invests in the people employed by our resellers by providing online product training and a support team of four (marketing, regional sales, inside sales and technical support) to ensure success.

**“The Honeywell Partner Program encourages the development of innovative go-to-market strategies tailored for our verticals. The program fosters collaboration with the entire Honeywell sales and marketing team and promotes the use of many tools such as co-branding to advance business growth.”**

Rad DeRose—President  
L-Tron Corporation

### Application Process

1. Go to: [http://www.honeywellaidc.com/Site.aspx/na/en/about\\_us/partner\\_program/benefits\\_and\\_requirements/](http://www.honeywellaidc.com/Site.aspx/na/en/about_us/partner_program/benefits_and_requirements/) to find the mandatory Reseller Partner Information Questionnaire.
2. Either fill out the completed questionnaire online or return to Emily Massaglia, Partner Marketing Manager—North America, via fax (856.228.1879) or postal mail (90 Coles Road, Blackwood, NJ 08012).
3. Your application will be reviewed by our internal sales and marketing teams; an interview may be required to gather additional information.
4. You will be notified if you qualify to become a Honeywell Partner.
5. Once qualified, a one page self-evaluation form which helps determine your partner level must be completed.
6. Once the self-evaluation form is returned, your official Honeywell partner level will be communicated.



### About Honeywell

Honeywell International is a diversified technology and manufacturing leader, serving customers worldwide with aerospace products and services; control technologies for buildings, homes and industry; automotive products; turbochargers; and specialty materials.

The Honeywell brand is recognized worldwide. Resellers and other Honeywell partners benefit from the global reach of the company, resulting in increased brand awareness and sales.



### About Honeywell Scanning & Mobility

Honeywell Scanning & Mobility is a leading manufacturer of high-performance image- and laser-based data collection hardware, including rugged mobile computers and bar code scanners. Our product portfolio is one of the broadest in the AIDC industry, providing you with solutions for vertical markets such as retail; healthcare; and transportation and logistics. We complement our innovative products with advanced software, service and professional solutions that enable customers to effectively manage data and assets.

**“Honeywell has an extremely organized and well thought out partner program. The program provides our sales and marketing team with all the tools necessary to represent and sell their products.”**

Dana Harder—Marketing Director  
Tekserve POS LLC

**For more information on our products:**

[www.honeywellaidc.com](http://www.honeywellaidc.com)

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**Honeywell**