

HONEYWELL CONFIDENTIAL

ScanPal EDA60K Mobile Computer

Primary markets focus:

- Retail
- Warehouse
- E-commerce

Focus applications/use cases:

Retail

- Receiving
- Stocking
- Inventory cycle count
- Goods return
- Promotion and relabeling

Light Distribution Center

- Inbound
- Picking: small parts and cases
- Outbound

E-commerce

- Outbound
- Goods return
- Picking: small parts and cases

Summary of business challenges the solution addresses:

- Pending Windows® obsolescence – EDA60K provides a smooth transition path to Android
- Transition from key-based application to intuitive touch-based applications – EDA60K supports both physical keypad and multi-touch screen data input
- Need bigger screen for modern applications
- Shorter life cycle driven by ever-changing needs
- Constant pressure for being cost competitive – requires an economic but reliable mobility solution



Probing questions to guide the conversation with customer prospects:

- Is e-commerce bringing more challenges to your supply chain management?
- What applications are you using mobile devices for?
- What devices do you currently use?
- What are your scanning requirements? Distances?
- Do you need to scan 2D barcodes or 1D barcodes?
- What is your environment like? Wet? Dusty?
- How many years do you typically go between devices refreshes? Where are you in the current cycle?
- What is your Operating System roadmap? Has your software provider moved to an Android™ platform for future releases?
- What is your application strategy? How long do you plan to stay with your current WMS? Are you running TE or browser or something else?
- Does your mobile computer lose battery life before the shift is complete?

Elevator pitch:

The ScanPal™ EDA60K mobile computer is Honeywell's new rugged Android-based handheld with 4-inch touch screen and physical keypad for light warehouse management. The EDA60K device with its rugged design provides great protection against dust and water spray in targeted work environments. Coupling an ergonomic, easy-to-use modern touchscreen design with the physical keyboard, well-received Android 7.1 operating system, and the long battery runtime to last through a full shift and beyond, the ScanPal EDA60K ensures maximum productivity. The backward compatibility with CK3 handheld computer handles and battery-charging accessories reduces the total cost of ownership. The EDA60K device is ideal for retail, distribution centers, and e-commerce logistics light warehouse management applications.

ScanPal EDA60K Mobile Computer

Why choose HON vs leading competitor:

Key Customer Advantages

- Modern platform with large screen and keypad to support customers through the transition from keys to touch
- Rugged design provides great protection for users of targeted applications
- Rapid upgrades, as needs and technology change
- Long battery runtime that will last through a full shift and beyond
- Provide good performance for targeted applications with lower TCO

Launch strategy approach:

- Focus on customers seeking a more cost-efficient warehouse management solution
- Leverage current CK3R mobile computer customers and opportunities, focus on compatibility with CK3R scan handle and battery-charging accessories.
- Involve in WMS and retail ISVs
- Educate and involve partners
- Focus on customers transitioning from Windows to Android but still needing keys

Go-to-market approach:

- The majority of EDA60K device sales will be through channel partners
- They will be supplied via distribution
- A limited number of sales will be directly to large strategic accounts
- WMS ISVs and resellers will be required in the sales cycle
- Target existing customers who need to upgrade due to aging hardware
- Target existing customers and Zebra installed base that want to move to Android but are not ready to move away from keys

SUMMARY OF COMPETITIVE SITUATION

Zebra MC3200

- MC3200 is built on Android 4.1 and has less memory than EDA60K
- MC3200 screen is only 3-inch color TFT
- MC3200 IP rating, drop spec and tumble spec is lower than EDA60K
- MC3200 Wi-Fi does not support AC, Bluetooth only support 2.1 (no BLE)
- MC3200 battery capacity is lower than EDA60K
- MC3200 is lighter than EDA60K
- MC3200 has more keypad options than EDA60K

Zebra MC3300

- MC3300 is priced much higher than EDA60K
- MC3300 IP rating is lower than EDA60K
- MC3300 has the same drop spec as EDA60K, tumble spec is slightly higher than EDA60K
- MC3300 has the same battery capacity and screen size as EDA60K
- MC3300 has a slightly faster processor than the EDA60K
- MC3300 has GMS supported
- MC3200 has more keypad options than EDA60K
- MC3200 is lighter than EDA60K

For more information

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