

HONEYWELL CONFIDENTIAL

Voyager Extreme Performance (XP) 1470g, 1472g, Handheld Scanners

Primary Market Focus and Target Verticals:

- Retail Point of Sale scanner for high-throughput point of sale checkout
- Warehouse/DC/eCommerce: kitting, packing and shipping workflows
- Manufacturing: assembly

Customer Profiles:

1. Existing Voyager 1450g/1452g customers considering upgrades and refreshes
2. Customers that need good scanning at “midrange” value price, lesser than Xenon, better than competitors low price offerings
3. Retailers looking to improve throughput and maximize customer satisfaction by speeding up the checkout workflow at a lower price point
4. Customers who need fast scanning, mobile 2D barcode reading and the ability to reliably read damaged and difficult to read barcodes
5. Existing 1D scanner customers who are considering upgrading to 2D scanners
6. Customers who have chosen competing scanner solutions that are less rugged or less powerful

Focus applications/use cases:

Retail:

Primary scanner for low-throughput point of sale checkout and secondary scanner for high-throughput point of sale checkout, poor barcode reading (grocery store), mobile payment scanning (c-store and drive-thru) and mobile scanning (e-loyalty card, e-coupon and e-gift card).



Summary of business challenges the solution addresses:

Voyager XP 147Xg delivers faster scan performance on all barcodes, particularly on damaged and poor quality barcodes, while helping customers to address the growing need for mobile 2D barcode reading. And the extended reading ranges (depth of field) mean no more stretching or bending to read bar codes underneath or at the bottom of the shopping cart.

Prior Voyager and competitive models are not capable of scanning some of the poor barcodes that Voyager XP can.



Price model:

The price of the Voyager XP 147Xg is the same as the current Voyager 145Xg, with the benefit of the added/improved performance offered by the newer model.

Standard Pricing:

- Kept at the Voyager XP 147Xg web price \$60 less than 4308

Discounting:

- When we are the incumbent, match or be slightly higher than DS2208 price
- When we are not the incumbent, match the DS2208
- For very large deals where we are not the incumbent, we can consider pricing lower than DS2208

Voyager Extreme Performance (XP) 1470 Series

Pricing Strategy:

No PEs on run rate or current Voyager 145XG customers -> drive transition to Voyager XP

- Set list price high assuming PRs – drive higher ASP/margin
- 25% list price raising on existing Voyager 3 months after Voyager XP 147Xg launch

Elevator pitch:

For customers who value a balance of price and performance, minimizing acquisition and replacement costs, the Voyager XP 147X scanner:

- Improves throughput by scanning difficult to read barcodes faster – especially useful during rush hours – as well as improved reading of digital / mobile barcodes increases efficiency and reduces labor cost by delivering longer scan ranges and a more accurate aimer compared to current Voyager 145Xg – meaning less bending and reaching to scan codes at the bottom of the cart.
- Reduces customer total cost of ownership by delivering a backwards-compatible, highly reliable product, saving customers service costs, replacement scanner cost, and the eliminating the requirement to purchase new accessories when upgrading.
- Increases efficiency and reduces labor cost by delivering longer scan ranges and more accurate aimer compared to current Voyager 145Xg; providing less bending and reaching to bottom of shopping carts

Unlike Zebra's DS22X8 which requires full rip and replace of accessories to roll out, is designed only for "multiple drops" of 1.5m and 250 tumbles and has short BT range (10m), Honeywell Voyager XP 147X is backwards-compatible with Voyager 145Xg accessories (cradle, battery, battery charger), is more durable (30 drops 1.8m and 1000 tumbles), and has a longer Bluetooth range (typical 30m).

Why choose Honeywell vs the leading competitor:

Why upgrade from laser or 1D:

- Better reading of mobile phones
- Omni-directional reading, making it easy to scan a barcode regardless of angle or orientation
- Reads barcodes for alcoholic beverages, tobacco products, lottery tickets, and for verifying shopper age and/or identity at the point of sale

If a current Zebra DS22X8 customer:

- 23% faster on 1D poor barcodes and 28% faster on digital barcodes
- Longer Bluetooth Range Honeywell Voyager 147XG 30m typical vs. Zebra DS22X8 10m
- Longer Bluetooth Range Honeywell Voyager 147XG 30m vs. Zebra DS22X8 10m
- Voyager XP 147XG is more durable:
 - o Honeywell Voyager 147XG: 1000 tumbles @ .5m and 30 drops at 1.8m
 - o Zebra DS22X8: 250 tumbles from 0.5m and "multiple drops" from 1.5m. What does multiple mean? 5 drops, 10?
- Greater scan distance, especially on the most common barcodes

If a current Honeywell Voyager 145Xg customer:

- Higher throughput
- Faster reading on poor quality codes and mobile phone codes
- Avoid having to rip out existing accessories to get enhanced performance*
- Longer reading ranges
- More accurate aimer
- Longer Bluetooth range
- IoT Operational Intelligence ready

If a new customer:

- Excellent reading performance on both 1D and 2D, comparable with competitors' products on everyday codes and better reading performance on poor quality and mobile phone codes compared to our competition
- Best-in-class reliability: Voyager is a proven product with 5+ years on the market with only 0.2% return rate
- An affordable device for customers who value a balance of price and performance, minimizing acquisition and replacement costs
- Good user experience with accurate dot aimer, long reading ranges
- 30m typical Bluetooth range

**Current voyager 145Xg cradle can be used for 147Xg scanner with FW update*

SUMMARY OF COMPETITIVE SITUATION

Zebra DS22X8 Scanners

- Zebra DS22X8 was launched in 2017 with a better performance than current Voyager 145Xg, and has captured the market share through their aggressive pricing strategy
- The new Voyager XP 147Xg has a lower cost than DS22X8, better performance on 1D poor and digital barcodes, is more durable, and has a longer Bluetooth range – all of which is intended to help win back the lost market share.

Voyager Extreme Performance (XP) 1470 Series

Probing questions to guide the conversation with customer prospects:

Q: How often do your associates come across poorly printed or damaged barcodes? How does this impact their operation?

A: The Voyager XP 147Xg is 23% faster than DS22X8 on reading 1D poor quality codes. These are the codes for which customers are looking for improvement, and can lead to key entry errors.

Q: In what applications do you scan digital barcodes on mobile phones?

A: Voyager XP 147Xg is 29% faster on reading digital barcodes found on mobile phones than DS22X8. Mobile phone use for payment, loyalty cards, coupons, etc. is expanding exponentially, especially in Asia Pacific and China.

Q: How many scanners fail over time? What down time and other issues does that cause?

A: Voyager XP 147Xg has the same trusted industrial design as Voyager 145XG which has produced failure rates of only 0.2%. Voyager XP 147Xg is engineered to 30 drops at 1.8 m (6 ft) and 1,000 tumbles at 0.5 m (1.6 ft) vs. DS22X8 multiple drops at 1.5m and 250 tumbles at 0.5m. Avoid the hidden costs of warranty –\$7.6 cost saving on service during warranty years.

Q: How far do your users move from the base to scan? If this is 10m or more, does the user stay at their workstation and are they in position to re-dock the scanner?

A: Voyager XP 1472g offers 30m Bluetooth range under Bluetooth 2.1 mode, no worries about data lost when working in a large space and taking the scanner more than 10 meters away from the base. Plus, Voyager XP 1472g provides full shift battery performance of 14 hours' scan time when using non-stop (1 scan per second). This makes it ideal for associates who must travel more than 10m from their workstation.

Launch strategy approach:

- Large run rate business transition driven by EOL of old Voyager
- Focused direct strategic account marketing and selling especially active opportunities (SFDC)
- Sales/Partner training – focus on improved performance, greater scan distance, backwards compatible, leading durability, Operational Intelligence ready, all at no additional cost
- Focus on Strategic Partnership training and solution selling

Go-to-market approach:

- Sold largely as run rate and smaller deals with channel partners supplied via distribution
- Strategic account-based large high-volume retailers may buy direct
- Target lost accounts; competitive takeaways
- Target existing customers who need more value performance/feature advantages of Voyager XP 147Xg



Voyager XP 1470g corded scanner

For more information

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