

How VARs Can Capitalize On Retail's Mobility Trend

Retailers are convinced of mobility's benefits and are looking for the right solutions.



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Why is the mobility trend in retail more than hype?

Retailers are opening their wallets to buy "modern mobility" products, — they aren't just talking about it. Early adopters like Nordstrom and Lowe's defied the status quo and bought "consumerized" devices a few years ago. At Honeywell, we see the trend skipping over Geoffrey Moore's technology adoption chasm and into the knee of the growth curve. And it's not necessarily about payment — it's about buying attractive but durable devices a retailer can put into the hands of every on-duty store associate to help customers select and locate merchandise, in addition to performing traditional store operations. A Tier One retailer will roll out tens of thousands of Honeywell Captuvo sleds with Apple iPod Touch 5s to every store this year. That validates the trend.

How can VARs take advantage of the mobility trend?

Two points to make: start thinking about which customers would benefit from payment, regardless of their industry, and stop trying to hold back the tide. End users know the total life cycle management value proposition. But some see great value enriching their mobility applications with payment. Many end users see value in the simple and familiar interface of "modern operating systems," specifically in the potential to reduce new associate training time. Many end users are comfortable putting a slick "consumerized" device in front of the customers, as it reinforces their brand rather than diminishing it. Finally, many specialty retailers, restaurant chains, and neighborhood retailers are buying mobile devices for the first time, since the top line, revenue-focused value proposition makes enterprise mobility economical for the first time.

What are some common mistakes VARs should avoid when it comes to selling and implementing mobility?

Don't rely on incumbency. "Modern mobility" is a disruptive trend. Talk about all the options with your end-user customer. If you stick to the script that worked five years ago, you may lose your trusted advisor status and find someone else eating your lunch. By modern, I mean iOS, Android, or Windows 8 embedded devices like Honeywell Captuvo sleds for iOS and the Dolphin 70e Black enterprise hybrid device.

Where do you see mobility in retail going in the coming years?

I see continued experimentation, especially with "majority" and "late" adopters of "modern mobility." Some end users aren't completely happy with current form factor choices after their first pilot (smartphone too small, tablet too big) and will continue experimenting (say a 5-inch device) where a traditional smartphone screen is too small for product renderings or drawings, and a 7- or 10-inch tablet is too big and heavy to carry all day. Whatever the final choices, unit sales of mobile devices are growing.

How does Honeywell's partner program allow VARs to be successful at selling mobile solutions (or POS solutions in general)?

Honeywell's multi-tiered partner program is designed to recognize our highly valued VARs and empower them to quickly and effectively capitalize on new retail business opportunities — including the latest retail mobility trends. Depending on partner tier, Honeywell has a comprehensive partner program portfolio which includes MDF, discounts and rebates, leads, and specialized marketing programs and tools to name a few of the key offerings. Together, Honeywell and our network of business partners provide our retail customers with industry-leading, targeted solutions for identifying, tracking, and managing assets all along the retail supply-chain.

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