

November 4, 2020

HOW SUPPLY CHAIN CONVERGENCE CAN ORCHESTRATE A SEAMLESS CUSTOMER EXPERIENCE

REIMAGINE RETAIL
HONEYWELL PARTNER WEBINAR

Honeywell



AGENDA

1. Trends
2. Retail and T&L Consumer Blur
3. Last Mile Delivery
4. Reverse Logistics
5. Resources
6. Q&A

HOUSEKEEPING

- The webinar will be recorded.
- Please post questions in the Q&A box during the webinar. We will address them at the end.

SHIFTS IN CONSUMER EXPECTATIONS

On-line Growth

15-30%

Growth in consumers who purchase on-line

Same Day Delivery

77%

Of stores are seeing demand for same-day delivery

Exploring New Brands

48%

Of consumers tried a new brand because of product availability

Retail and T&L industries are quickly converging

SUPPLY CHAIN HAS EVOLVED INTO DEMAND CHAIN

CONSUMER REQUEST

RETAIL RESPONSE

I like this pattern of sweater, but you don't seem to carry my size.

2010: We're expecting a shipment next month.
2020: We have two in stock at our suburban outlet.

I can't find the matching pillowcases for this sheet.

2010: Try the Bed Store. They have everything.
2020: We can have that at your home tomorrow.

This watch is nice. I'm actually looking for the up-market version for a gift.

2010: If you can wait, I'll see if anyone picks up the phone at the central warehouse.
2020: I can have two styles here this afternoon.

Seriously? The postage costs more than the bottle of wine!

2010: I'm sorry, sir. Would you like to look at our catalog again?
2020: For no extra charge, it will be at a locker near your office tomorrow.

60%+ forecasted growth in click-and-collect in 2020

MULTI APPROACH FOR GETTING MERCHANDISE IN CONSUMERS HANDS



Store associates are increasingly doing more logistics-related tasks

LAST MILE DELIVERY

Route Optimization



Driver Safety



Cold Chain Storage



Parcel Tracking



How have your expectations changed? Would you pay in the future?

REVERSE LOGISTICS

10% of total Sales

The cost of Returned Merchandise

- On-line sales generate **3x** the returns of brick-and-mortar purchases
- Returns are **expensive to sort** and reintroduce into the Supply Chain
- Inefficient Reverse Logistics processes can reduce profits up to **30%**

16% of Retailers

Investing in decision making software

- Improving the **customer experience** while maintain profitability: Kohl's - Amazon
- Implementing T&L, mini-DC and unified platform technologies to **gain new business**
- Acknowledging that **Returns ≠ Reverse Logistics**

Reverse Logistics = putting returned merchandise back into the Supply Chain

HONEYWELL RETAIL PRODUCTS, PROMOTIONS AND RESOURCES

HONEYWELL RETAIL & LOGISTICS SOLUTIONS



**Standardize IT
Asset Data**



**Manage RMA
and SLA**



**Optimize IT
Asset Inventory**

**Asset Management
Operational Intelligence**



**Device
Utilization**



**Event Monitor /
Alert Manager**



**Advanced
Device
Intelligence**



Push to Talk



**Honeywell
Devices - Basic**

**Unified Communications
Smart Talk**



**Channel
Configuration**



**Customization -
Enterprise**

MOBILITY

Retail Floor, Backroom, Curbside



CT40XP



CT60XP



EDA51



IH25

Mobility Edge

RFID Reader

VOICE DIRECTION

Slimline
Bluetooth Headset



SRX SL

SCANNING

High Performance
Battery-Free



Xenon XP
1950g/h

Traditional



Voyager

Hands Free



Vuquest
3320G

Genesis
7580g

Wearable



8680i

PRINTING AND MEDIA

Mobile



RP

Kiosk



PC43K

Q4 CHANNEL PROMOTIONS



Promotion	Trade In Promotion	Top Runner PR	Top Runner Essentials	Mobility Madness	Hot Sheet
Business Objective	Improve Service Attach	Accelerate Project Registrations	Accelerate Run Rate	Mobility Recovery	Reduce DOH
Eligible Products	<ul style="list-style-type: none"> Refer to flyer 	<ul style="list-style-type: none"> CK65, CT40, CT60, VM1A, EDA51 Granit, Xenon XP, 8680i, RP2/4, PX940, PM43, PX4 & 6 	<ul style="list-style-type: none"> Xenon XP, Voyager XP PX940 	CK65, CT40, CT60	<ul style="list-style-type: none"> CK75, CN75/75E, CN51, CT50, EDA70 IH21 PM43A, APEX, M-Class, MP Class, PC43, PD43, PR2A, PX6C, VM1C, VM3 7980
Ts and Cs	<ul style="list-style-type: none"> Free year of service and disposition of old hardware with the purchase of a -3 or -5 year service plan for qualifying mobile computers and printers Trade in product must be returned within 90 days Stackable with partner tier, PR discounts and PEs 	<ul style="list-style-type: none"> 5% stackable PR discount on devices and accessories PR required Stackable with partner tier and PR discounts. Not stackable with PEs 	<ul style="list-style-type: none"> 5% instant rebates on devices and accessories PR not required Stackable with Partner tier, PR discounts & Top Runner PR discounts. Accessories included. Not stackable with PEs 	<ul style="list-style-type: none"> \$ Instant rebates on devices PR required Stackable with partner tier, PR discounts, and Top Runner PR discounts Not stackable with PEs 	<ul style="list-style-type: none"> \$ Instant rebates on qualifying SKUs Stackable with partner tier & PR discounts Rebates cannot be combined with any other product promotion. Not stackable with PEs
Timing	Good through Dec 31	Good through Dec 31	Good through Dec 31	Good through Dec 31	Good through Dec 31

RESOURCES

SUPPLY CHAIN? DEMAND CHAIN, RATHER

The consumer is pulling the chain, not being led by it, which is increasingly true of all methods of omnichannel sales. Inherent in the e-commerce effect is an acute expectation of quick answers, limitless variety, SKUs, and options that accommodate consumer lifestyles. No area is immune.

CONSUMER REQUEST	RETAIL RESPONSE
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I can't find the matching pillowcases for this sheet.	2010: Try the Bed Store. They have every brand. 2020: We can have that at your home for free.
This watch is nice. I'm actually looking for the up-market version for a gift.	2010: If you can wait, I'll see if anyone has the phone at the central warehouse. 2020: I can have two styles here this afternoon.
Seriously? The postage costs more than the bottle of wine!	2010: I'm sorry, sir. Would you like to look at some other wine? 2020: For no extra charge, it will be at a local store near your office tomorrow.

Recent data on customer attitudes confirm that local stores are still solidly in demand, even if their roles will expand. In general, online shoppers prefer convenience over speed of delivery. That is an easy promise to keep at a neighborhood location with a...



5. www.marcbates.com/insights/global-commerce-2020
6. www.marcbates.com/insights/global-commerce-2020

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CONVERGENCE OF RETAIL AND T&L

In the aftermath of organizations rapidly adapting to shifts in consumer buying during the pandemic, the traditional approach to analyzing these markets as if they are two separate entities no longer applies.

While the importance of online channels to retail strategy has long been a focus, now more than ever the organizations without an omnichannel strategy are being left behind – with many shutting their doors for good. An omnichannel retail enterprise can only be properly understood – and made more agile and profitable – by looking at the full supply chain all the way from point of manufacture to the hands of the customer.

In practice, this is an extremely complex exercise. There are a number of gray areas where workflow and responsibilities overlap.

For example, online product fulfillment can take place at a store's backroom; delivery driver can be an extension of the retailer's customer experience; or online purchase might lead to impulse purchases at a click-and-collect local store.

All of these scenarios are happening now, because the consumer is rearing those retailers who can deliver on the expectations. In such an environment, successful retailers must find fluid, reliable technologies and processes to be able to introduce efficiencies unimagined a few years or even a few months ago. To thrive in times of change, their leaders will need to implement end-to-end mobile solutions, where either "end" might be unknown at present.



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WHEN RETAIL AND LOGISTICS CONVERGE

Opportunities and Trends for Omnichannel Sales and Distribution

Honeywell

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[Download from the Honeywell Partner Portal](#)

**THANK
YOU**

