

CHANNEL PARTNER GUIDEBOOK

A guide to working with Honeywell Aerospace





The purpose of this guidebook is to enhance the effectiveness and overall efficiency of the channel partner relationship by clearly outlining tools to make working together smooth and metrics to measure success. The methodology spelled out in this guidebook is intended to foster communication, collaboration, and create a synergy that will result in increased effectiveness of our partners and create a win-win situation for all the parties involved. The results will enhance the overall profitability and productivity of Channel Partners.

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INTRODUCTION

Channel Partner Excellence Framework

Attributes of a Channel Partner

Channel Partner Attributes

Honeywell Channel Partners Benefits

Channel Partner Types and Key Differences



Honeywell engages a worldwide network of authorized Channel Partners established to assist in the service and support needs of Honeywell products in the aerospace community.

Channel Partners, as an authorized extension of Honeywell, provide customers with a Honeywell-approved source of parts, support for parts, installation, maintenance, repair, service, warranty, and special program applications.

This document provides the processes and sources of information for the authorized Channel Partner network to successfully manage the business and technical interfaces for the support of our mutual customers using Honeywell products.

Channel Partner Excellence Framework

For Honeywell to be fully effective with our Channel Partners, we need to:

- Standardize the way we operate.
- Identify and enable global best practices.
- Ensure Channel Partners follow a consistent model with a systematic and programmatic approach.
- Operate with a global mind-set, while aligning to and adopting the regional and local customer base, markets, and opportunities.

Attributes of a Channel Partner

A Honeywell Aerospace Channel Partner is a company that partners with Honeywell to market and sell Honeywell's products, services, or technologies.

Our Channel Partners have a specific channel role, which has been endorsed by Honeywell, and a current contract for the role identified for partnering.



INTRODUCTION

Channel Partner Attributes:

- Each partner serves unique and specific market needs for Honeywell.
- Mutual growth results.
- Return on the investment made by Honeywell.
- Ability to utilize existing customer relationships.
- In-depth local market knowledge.
- Ability to stock inventory and handle the logistics involved with product delivery.

The Honeywell Channel Partner network is comprised of many diverse entities to market the Honeywell brand and create the appropriate selling solutions for Honeywell products, services, or technologies and unless their License agreement indicates otherwise, any Channel Partner is free to use any Authorized source for repairs and NOT obligated to return product directly to Honeywell for repairs.



Benefits of being a Honeywell Channel Partner

Honeywell Channel Partners are members of a carefully selected group of companies chosen because of unique market reach, bias for growth and a strong track record of performance, integrity, and compliance.

Honeywell Channel Partners Benefits:

- Growth opportunities and lead sharing.
- Preferred pricing on Honeywell parts per standard T's & C's associated with type of authorization.
- Advanced technical support available from Honeywell Technical Operations.
- Eligible for co-marketing support from Honeywell that could include the following:
 - Co-branded lead generation campaigns and lead sharing (email, advertising)
 - Co-branded promotional content (customer success stories, info-graphics, brochures)
 - Branding materials (physical, digital)
- Promotional benefits.
- Maintenance, Repair, and Overhaul (MRO) Channel Partners will be listed on Honeywell MyAerospace Repair Capability Module (ROCAPS), showing repair capability by part number (see section 5).
- Listed on Honeywell Channel Partner Directory (see section 5).
- Dedicated account manager.
- Periodic business reviews to collaborate on sales pipeline and growth strategy.
- Opportunity to participate in retrofit, modification and upgrade (RMU) campaigns.
- Opportunity to participate in supplemental-type certificate (STC) development and licensing.
- Product and service familiarization training.
- Licensed MROs have access to Honeywell proprietary technical data such as maintenance manuals, etc.

Channel Partner Types and Key Differences

Below is a list of a few of the more common Channel Partner types and the key differences each represents.

- Dealer – Buys Honeywell product to install in end-user products (not a reseller/distributor).
- Distributor – Buys and stocks Honeywell product to distribute/resell (does not install).
- Maintenance Repair and Overhaul (MRO) /Mechanical Service Center (MSCA) – Licensed to perform maintenance, repair, and overhaul on Honeywell products and buys Honeywell products to be used in the performance of the licenses. Does not resell Honeywell product (does not distribute or resell hardware).





CHANNEL PARTNER EXPECTATIONS

Five Scorecard Dimensions

Payment Behaviors

Partner Engagement

The Difference Between PMRs and QBRs

Performance Management for Channel Partners

Channel Partner Responsibilities

Channel Partner Scorecard



Honeywell Expectations of a Channel Partner

Given Honeywell's strategy to craft a Channel Partner network that results in mutual growth, it is vital that both parties are accountable to high standards. Honeywell has identified five dimensions that we believe provide a well-rounded portrait of how a Channel Partner performs. These dimensions are a mixture of financial, business process, and cultural tenets that, when engrained in the way a Channel Partner conducts business, creates a win-win situation for both parties.

The following dimensions Honeywell holds the Channel Partner to are aligned to the performance management scorecard. This is intended to drive consistency and synergy with Honeywell's objectives of achieving Annual Operating Plan (AOP) targets, mitigating the working capital impact, reducing costs to serve footprint, and holding channel partners accountable to representing Honeywell favorably.

Five Scorecard Dimensions:

- **Growth**

- Revenue aligned to targets.
- Targeted sales from non-Honeywell direct segments along with white-space recapture.
- STC development (where applicable).

- **Working Capital**

- Licensing past due dollars.
- Weight Average Days to Collect (WADC) - WADC is the sum of Weighted Average Terms (WAT) and Weighted Average Days Late (WADL). The weighting is done using the AR amounts of closed invoices.
- Disputed invoices.

- **Cost to Serve**

- Order submittal aligned to automation (i.e., use of Electronic Data Interchange (EDI) or Honeywell's MyAerospace.com portal).
- Number of lines ordered at lead time vs. short-to-lead request.
- Number of order management cases on hold pending Channel Partner action.

- **End-User Support**

- Support End-User on-time to delivery request – measuring delivery performance to the end-user.
- Stocking Levels – maintaining minimum inventory stocking levels per contract.
- Repair and Overhaul turnaround time (TAT) performance to end-user – measuring cycle time.

CHANNEL PARTNER EXPECTATIONS

• Channel Partner Behaviors

The Channel Partner network is a major component of the Honeywell Aerospace sales model and has been designed to act globally, execute locally, and perform as an extension of Honeywell's direct sales force. Our channel network should mirror how Honeywell conducts business in the marketplace relative to presence and approach.

The following behaviors and characteristics are required for Channel Partners to exhibit, otherwise future viability in the network will be under consideration.

- **Growth Champion** – Creates value for Honeywell by increasing sales, profitability, and value for customers. Proactively seeks new customers and new markets, while demonstrating a willingness to invest in people, capital, or other resources to grow together.
- **Honeywell Ambassador** – Acts as an advocate for Honeywell by providing excellent service to customers at every touchpoint. Enthusiastically promotes Honeywell products, services, and brand image.
- **Commitment to Excellence** – Seeks to become the standard by which peers are measured. Creates consistency between words and actions, follows applicable laws and establishes trusted relationships. Maintains state-of-the-art facilities and works tirelessly to resolve customer inquiries right and fast.

Payment Behaviors

Channel Partner are required to pay on time every time. The following process outlines the rules and step-by-step process for a Channel Partner to be placed on payment prior to order.

The sequence of events:

- Aerospace Credit and Collections (ACC) conducts weekly payment behavior analysis.
- If a >5% of a Channel Partners account receivable balance is delinquent three or more times they will be placed on payment prior to order, also known as PPO.
- If a Channel Partner triggers the criteria three times, the Channel Partner will remain on PPO for 6 Months minimum and until the account is current.
- Undisputed Past Dues > 120 days will be moved to credit hold until the account is current.
- Notification of pending PPO or credit hold will be communicated 10 days prior (Portal/Letter - Email/Phone).

Partner Engagement

One of the most important activities you will perform is the Program Management Review (PMR) and the Quarterly Business Review (QBR). QBRs are sometimes known by different names – Business Reviews or Executive Business Reviews – but no matter what they're called, they're incredibly important for identifying areas of success and opportunities for strategic advancement.

The Difference Between PMRs and QBRs

A PMR is considered a tactical event, monitoring status and immediate actions, whereas a QBR is a strategic event. The kinds of topics that are appropriate for these reviews might include:

Interaction	Objectives	Recommended Participants	Frequency
Program Management Reviews (PMR)	<ul style="list-style-type: none"> Partner key performance indicators (KPIs) Monthly Scorecard Review. Identify areas for improvement. Identify areas where Honeywell can help. 	<ul style="list-style-type: none"> Channel partner. Honeywell account manager. Honeywell customer & product support. 	Monthly
Quarterly Business Reviews (QBR)	<ul style="list-style-type: none"> Sales opportunities pipeline review. Partner key performance indicators (KPIs) quarterly scorecard review. Outlining marketing initiatives to be deployed to expand brand awareness. Expansion of the value proposition from the partner's perspective. Identify major roadblocks or obstacles to success (and how to get back on track). Report sales information, including what is being purchased and by whom. Delivery performance to end-user for new spare part and repair turnaround time, along with a review of inventory levels to support timeliness of response. Market intelligence encompassing threats and opportunities in the market, voice of the customer and what industry forums/ tradeshow the channel partner will be attending. Channel Partner to provide a 12-month rolling royalty forecast that is to be updated quarterly (at the QBR). 	<ul style="list-style-type: none"> Channel partner. Honeywell account manager. Honeywell customer & product support. Finance. 	Quarterly
Yearly Strategy Reviews	<ul style="list-style-type: none"> Review prior year performance. Align on growth target goals. 	<ul style="list-style-type: none"> Channel partner. Honeywell account manager. Honeywell regional Sales leader. 	Yearly

CHANNEL PARTNER EXPECTATIONS

Performance Management for Channel Partners

Every business needs to plan. At Honeywell, we call it the Annual Operating Plan (AOP) and the Strategic Plan (STRAP). While both are conducted annually, the AOP looks at the next 12 months, whereas STRAP looks at the 5-year horizon. As we set our plans for Honeywell Aerospace for the 5-year horizon, the Channel Partner is an active participant in the process because of their intimacy in the marketplace. Once the financials are solidified and socialized with the Channel Partner, the Channel Partner scorecard is linked to the financials to track adherence/results to the plan. If the Channel Partner falls short of meeting the financial targets, their respective scorecard rating will be impacted.

Channel Partner Responsibilities

The Honeywell Channel Partner, in collaboration with the account manager, have the following responsibilities:

- Developing a clear yearly revenue plan that spans over the term of the contract. On an annual basis, but no later than September 15 of the current year, the Channel Partner will provide to Honeywell a monthly forecast of revenue the partner will place on order for delivery in the upcoming year. This forecast will meet or exceed the annual target identified in the Channel Partner base agreement for the given year. Upon review and approval by Honeywell the forecast will become binding.
- Executing and participating in business reviews - typically quarterly.
- Scorecard performance management.
- Assisting with marketing campaigns.
- Participation in trade shows/conferences.
- Adhering to the obligations spelled out in the contracts/agreements.
- Supporting audits where required.
 - Channel Partner reporting and record-keeping systems should be robust to permit transaction tracking at a level of detail sufficient to allow required royalties to be identified and accurately calculated. Report generation of activity over a given time-frame should be able to be compiled including, but not limited to, details of services performed, part numbers, customer names, customer locations, invoice dates, and invoice amounts.
- Ensuring the Channel Partner staff is adequately trained to support the end-user.
- Inform Honeywell of opportunities for new sales or whitespace.*continued on page 12



CHANNEL PARTNER EXPECTATIONS

- Data reporting on sales of products and services, including timely and accurate submission of royalty reports where mandated in the License. *see table 1 below
- Ensure regular, robust Sales and Inventory Operating Planning (SIOP) so Honeywell can have a sense of how to plan and build the forecast to support requirements when they materialize.

Table 1

Channel Partner CRM ID	Country Destination	Platform	Honeywell Cage Code	Honeywell Facility	Part Number	Part Description	Quantity	Price	Total Price	Actual Delivery Date

Channel Partner CRM ID	Date of Sale	Name of Purchaser	Aircraft Base Country	State	City	Part Number	Part Serial/Lot Number	Quantity	Aircraft Serial Number	Aircraft Make	Aircraft Model	Date of Install	Installer Name

Figure 1

Channel	All	SCT (Tier 2)	All	View	YTD	Name Group	Recom CP Parameter	Composite Partner	Year
Primary Ch...	All	Primary SCT	All	Month	Sep	All	Yes	All	2019
CATEGORY	METRIC	TARGET	ACTUAL	RESULT	POINTS AVAILABLE	POINTS EARNED	Open Orders (OE/SP, \$k):		CBM
Growth	Revenue as % of AOP	\$1,414,567	\$1,462,447	103%	45	45.00	Past Due, Current Year SLD		\$105,223
	Licensing Revenue as % of AOP	\$23,417	\$28,339	121%	5	6.05	Total Past Due		\$113,905
							Open Orders Due Current Year not PD		\$103,743
							Open Orders Due Next Year		\$306,055
Total					50	51.05			
Working Capital	Licensing Past Dues	\$0	\$123	0.97	5	4.86	Past Due Royalty Reports:		
	WADL	0	13	0.35	7	2.47			
	Channel Partner Driven Disputes	0	243	0.94	5	4.69			
	PPO Flags	0	0.04	0.98	5	4.90	6		
Total					22	16.92			
Cost to Serve	OE/SP - % of Lines Ordered M2M	95%	98%	1.03	4	4.00			
	R&O - % of Lines Ordered M2M	95%	60%	0.63	4	0.00			
	Stationary Orders > 10 Days	0	2,372	0.00	4	2.94			
	% Lines Requested for Expedite	2%	0%	1.00	4	4.00			
Total					16	10.94			
End User Support	Deliver 95% On Time	At Standard	*		4	3.30			
	R&O TAT Aligned to HON IDS	At Standard	*		4	3.31			
	Adherence to Minimum Stocking Levels	At Standard	*		4	3.13	The Results for each behavior input metric will display "*" unless all of the inputs for are the same.		
Total					12	9.75	Behavior Results		
CP Behaviors	Growth Champion	At Standard	*				0.9785	Excellent (100+)	
	HON Ambassador	At Standard	*				0.9889	Good (80-99)	
	Commitment to Excellence	At Standard	*				0.9817	Fair (60-79)	
Total							Poor (0-60)		
Total Before Multiplier					100	88.66	Multiplier		Final Score
							0.9830		87.15

Note: Numerical figures illustrated in scorecard above are hypothetical and for example purposes only. The scorecard shown is not intended to represent any specific Channel Partner performance data or to be used as a benchmark.

- **Channel Partner Scorecard**

The Channel Partner scorecard is a tool enabling the Honeywell account manager and the extended team to assess and evaluate how the Channel Partner is performing to expectations. As mentioned previously, the five major dimensions are captured in the scorecard, and within each dimension we have key performance indicators (KPIs). The KPIs are illustrated in Figure 1 above.

The scorecard is measured monthly, and the Channel Partners can earn more than 100 points because we want to encourage our Channel Partners to go above and beyond to exceed expectations. The points system is critical because a scale system has been derived from understanding how a Channel Partner is performing to the targets in addition to how they are performing to their peers.



HONEYWELL ACCOUNT MANAGER

Channel Partner Account Manager Role

*Honeywell reserves the right to update, modify, or change content within the Channel Partner Guidebook at our discretion.
Printed copies of this document are not controlled and therefore printed copies should not be considered current.*



Key Roles and Responsibilities

In this era of selling, there exists even greater reward to those who can anticipate and understand the changes customers are undergoing and adapt their strategies to their Partner – selling smart by delivering value beyond what the individual pieces of the offering bring. Selling smart requires knowledge and skill: knowledge of our market and our go-to-market strategy, knowledge of our tools and processes, knowledge of the people within Honeywell who can help you be successful, and the sales skills to apply this knowledge.

Channel Partner Account Manager Role

- They are the face of Honeywell and key point of contact for our Channel Partners.
- They orchestrate the relationship between the Partner and Honeywell internal stakeholders (Marketing, Finance, Customer Support, Supply Chain).
- They are responsible for maintaining a strong customer relationship with their partner base.
- They provide comprehensive service and develop a strong understanding of their partner's needs.
- They are the trusted advisor, the voice of the partner, and are core to building intimate, mutually profitable strategic relationships with our channel ecosystem.





WORKING WITH HONEYWELL

The MyAerospace portal

Frequently Asked Questions

Primary Vertical Markets

Repair and Overhaul

Channel Partner Aerospace Directory

Honeywell MyAerospace Repair Capability Module
(ROCAPS)

Technical Support



The MyAerospace portal

The [MyAerospace Portal Channel Partner Resource Center](#) site will enable the Channel Partner to conduct day-to-day business, understand policy, and have intimate knowledge of process. Use of all appropriate functions on the portal, including but not limited to electronic ordering for all parts which are eligible for electronic ordering, is required in order for both partners to achieve the cost savings and efficiencies found using this technology.

Frequently Asked Questions

- [MYAEROSPACE TRAINING.](#)
- [Place an Order.](#)
- [Get Order Updates.](#)
- [Get Technical Support.](#)
- [Find a Capable Repair Center.](#)
- [Submit a Warranty Claim.](#)
- [Terms & Conditions - Honeywell Aerospace.](#)
- [Contracts & Reporting \(MSP, HAPP, MPP\).](#)
- [Evolving Your Experience.](#)
- [Warranty & Programs.](#)
- [AOG.](#)



Primary Vertical Markets

Airlines and Cargo Jets

Productivity and efficiency for airline operators

Business & General Aviation Jets

- [Authorized service centers.](#)
 - [BGA Partner Instructions](#)

Defense and Space

- [Defense.](#)
- [Space.](#)
- [Helicopters.](#)

GoDIRECT Services

For HAPP / MPP Dealers and Service Centers.

Honeywell Aerospace Products

Honeywell Aerospace products and services are offered for virtually every aircraft type flying today.

Repair and Overhaul Orders through the MyAerospace Portal

Speed in processing your repair order is important to all of us. Using the MyAerospace portal allows Honeywell to provide faster repair turn times, as non-value added cycle time is reduced. As an authorized Honeywell channel partner, you are reminded that the Honeywell policy requires utilization of the

MyAerospace portal to create repair and overhaul orders, Honeywell reserves the right to reject, and will have no liability for, orders which were not entered in the MyAerospace portal.

What do I need to know about the policy?

- This is not a new policy, it has been in place for some time.
- Per Section 2 of Honeywell's Repair and Overhaul terms (Terms and Conditions), Honeywell reserves the right to reject, and will have no liability for, orders which were not entered in the MyAerospace portal or Electronic Data Interface (EDI).
- Honeywell has previously advised your company of this policy.
- Starting January 1, 2019 Honeywell Aerospace will no longer accept orders which are not created electronically via the MyAerospace portal or via EDI.

What must I do differently?

- Create ALL repair orders in the MyAerospace portal prior to the shipment of the hardware.
 - Failure to create an electronic order will result in the hardware being held at receiving.
- Print the Repair Order Sheet (found on the Order Confirmation page) and send with the unit.



What are the benefits?

- Creating repair orders by electronic medium facilitates a timely, seamless flow into the repair cycle.
- The repair order is waiting in the Honeywell system for hardware receipt, ensuring no disruption to the receipt and flow into the repair cycle.
- Your inputs ensure that the order paperwork and documentation is 100% accurate, eliminating holds and delays.
- You receive immediate confirmation that the order has been placed.

How do I create a repair order in MyAerospace?

- Visit [MyAerospace](#) to access Online Ordering to place your order.
[View Video \(7 min\)](#)
- Use [Order Status](#) to monitor your order.
- View [training videos and additional resources](#).

Have a question about your order?

- Use the [MyAerospace](#) portal to ask questions about your order.
- This allows us to route to it to the right person and get your questions answered more quickly.
- Log into [MyAerospace](#), navigate to Order Status, search for your order, click on 'Contact Us'.

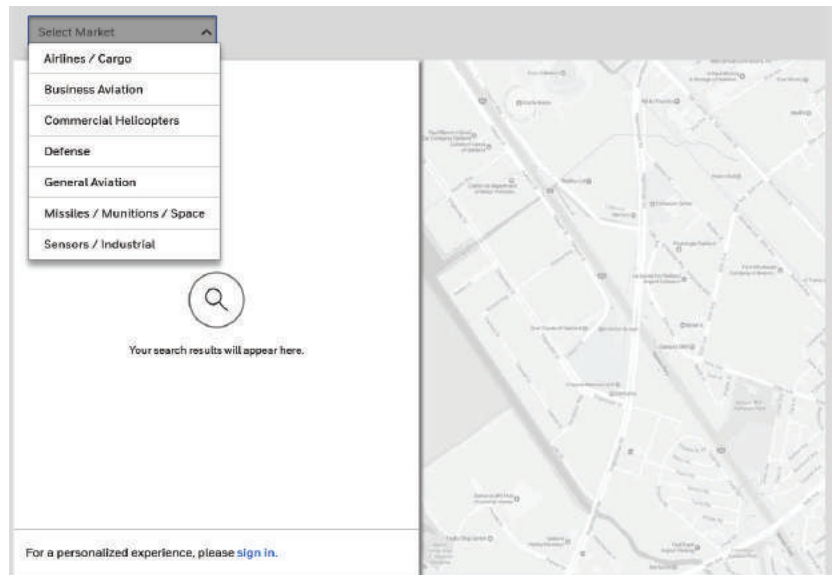
How do I learn more about Electronic Date Interface?

- Honeywell has partnered with [Aerexchange](#), an aviation supply chain solutions company, to provide a solution that automates the exchange of documents and information for commercial transactions.

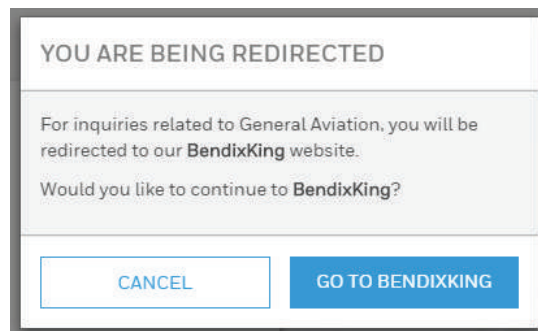
- As a Honeywell channel partner, we are eager to implement this EDI solution for high volume customers.
- Contact your Honeywell Customer Support Manager to get more information.

Channel Partner Aerospace Directory

The Channel Partner Directory is a one stop portal where you can find active Channel Partners. The directory will have the most current contact information enabling customers to search for partners who can offer them the services for the customer needs. Due to differences across the Aerospace Strategic Business Units, the first step in the tool is to select the market. The naming convention uses customer facing terminology.

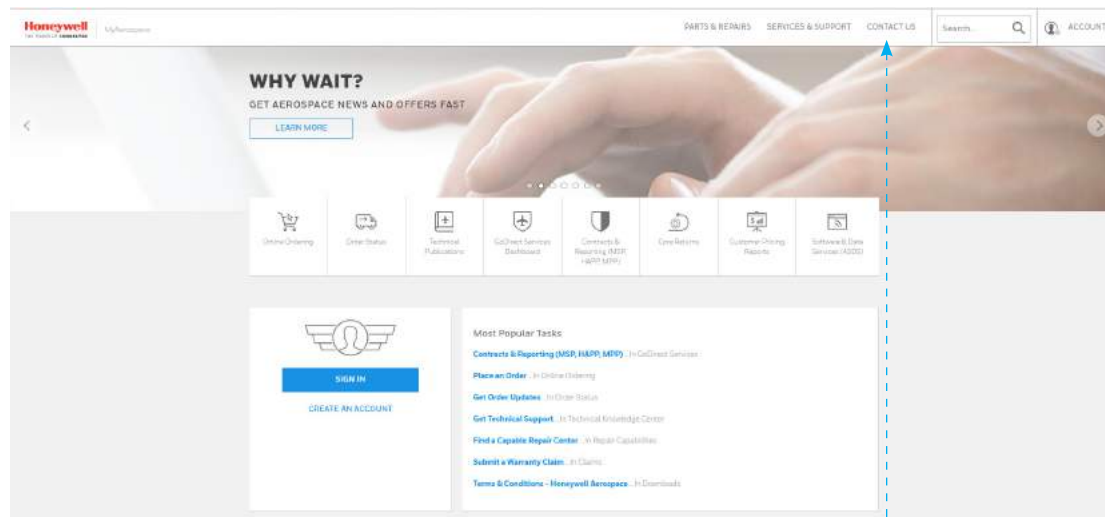


The directory has Business Aviation (BGA), Airlines / Cargo (ATR), Commercial Helicopters, Defense, Missiles / Munitions / Space and Sensors / Industrial (D&S) Channel Partners. General Aviation (BendixKing) is not currently part of the directory but is planned to be included in 2019, therefore selection of this market will redirect the user to the BendixKing website (See example below).



The Channel Partner contact information that is displayed in the directory tool comes from the Account Address Detail object in Salesforce.com. When identifying the best record to use, the CBM or account manager that maintains this data should always start by looking for a Salesforce.com “Account.” Some Channel Partner locations are considered sub-addresses (i.e., ship-to’s) and therefore, if we don’t find an “Account” we also look at the sub-addresses to see if a match can be found. The directory can be located here:

MyAerospace.honeywell.com/contact-us



Select “Contact Us” from the upper right hand corner of the page to bring up the directory.

Once the directory is displayed, you can select Market Segment (i.e., Airlines/Cargo, Business Aviation, Defense, or Commercial Helicopter). You can also change the radius to find a partner from 3000 miles as depicted below to varying distance from 100 miles to worldwide.

Honeywell MyAerospace Repair Capability Module (ROCAPS)

Historically the ROCAPS database has been a resource that customers could use when looking up which Honeywell Service Center has repair capability by part number. ROCAPS functionality has been expanded to include Channel Partner repair capability in addition to Honeywell Service Center information. Where Honeywell’s strategy is to serve customers directly, the initial search displays a list of Honeywell Service Centers. Where we’ve decided to support via Channel Partners, the search returns a list of authorized Channel Partners. Customers always have the choice to see both Honeywell and channel options. It is important to note that ROCAPS is not a list of all types of Channel Partners. ROCAPS only includes Channel Partners who are licensed to repair Honeywell products. A distributor, who resells parts, would not appear in ROCAPS.



WORKING WITH HONEYWELL

Once entering the MyAerospace site, you navigate to the “Repair Site Capabilities” module under the “Parts and Repairs” section. After keying in the particular part number in question, the result to the end-user will mirror the following:

myaerospace2.honeywell.com/onlineordering/repair-capabilities/

REPAIR CAPABILITIES
SEARCH HONEYWELL REPAIR CENTERS AND THEIR CAPABILITIES

SEARCH REPAIR CAPABILITIES DONT KNOW THE PART NUMBER?

3072500-1 LESS

SEARCH FILTERS:

CERTIFICATIONS: - SELECT CERTIFICATION - REPAIR CENTERS: - SELECT REPAIR CENTER - MANUFACTURED BY: ENTER MANUFACTURER SORT BY: - SELECT FILTER TYPE - CLEAR SEARCH

1 VALID RESULTS Available Certifications EXPAND CERTS PRINT RESULTS

3072500-1	ENGINE TURBOFAN					
Repair Center	Overhaul	Modify	Repair	Test	Inspect	Repair Station
USA - Phoenix - Mech			5	5	5	ORDER SERVICE

SHOW ADDITIONAL SERVICE OPTIONS

3072500-1	ENGINE TURBOFAN		
Repair Center	Heavy	Major/Mobile	Line
NLD - JET SUPPORT BV Licensed Partner			●
SGP - DALLAS AIR MOTI... Licensed Partner		●	●
SGP - JET AVIATION MA... Licensed Partner			●

If no Channel Partner is displayed, then Honeywell has chosen not to license the repair or the Channel Partner currently does not have repair capability. Channel Partner data in the MyAerospace portal is refreshed weekly to ensure any new license agreements are depicted and any expired agreements are not displayed to the end-user.

Technical Support

Licensed Channel Partners shall provide level 1 technical support to end-users for licensed products and this technical support service should result in a positive customer experience for the end-user. License Channel Partners are expected to utilize Honeywell's extensive online technical knowledge database to help answer end-user technical questions. These capabilities are reviewed and assessed to ensure the respective Channel Partner has the wherewithal to address technical issues. There will be instances where the technical inquiry is beyond the scope of the Channel Partner, necessitating engagement from the Honeywell Global Technical Operations (GTO) team. GTO classifies technical inquiry into two categories; Level 1 and Level 2. Typically, a level 1 issue is a trouble shooting case that can be resolved within a 4 hour period.

WORKING WITH HONEYWELL

- Air Transport and Regional Segment Channel Partners and Operators receive technical support at levels 1 and 2.
- Definitions of Level 1 for Avionics and Mechanical are noted in the table below.
- Defense and Space Channel Partners only receive technical support when a sustainment and support contract exists.

Honeywell's requirement is for Channel Partners to answer Level 1 inquiries from their customers, anything beyond Level 1 would be defined as Level 2 and support could be requested from Honeywell Technical Support. Requests for technical support from Channel Partners should utilize the Webform process via the MyAerospace Portal. Honeywell will continue to provide Level 1 support to the Channel Partner but will track the frequency of this type of request. In cases of excessive use, Honeywell may review and take appropriate action.

Level 1 – Avionics Products	Level 1 – Mechanical Products
<ul style="list-style-type: none"> • Support of various operational software and database uploads and downloads. • Nav/charts and terrain database related technical inquiries. • Utilize appropriate software and Ground Support Equipment (GSE) tools for troubleshooting. • Supporting customer inquiries that can be answered by referencing data contained within Technical Publications. • This also includes limited data snapshots (LDS) from System Description and Operation Manual (SDOM), System Description and Installation Manual (SDIM), etc. for reference only. • Not to include any type of design info. • Troubleshooting. • Verify problem statement and proper operation per appropriate OEM documentation. • Perform maintenance procedures per appropriate OEM documentation. • HAPP sales and support. 	<ul style="list-style-type: none"> • Technical Publications references. This includes the following: LMM, Maintenance Manual (M/M), Illustrated Parts Catalog (IPC), Service Information Letter (SIL), System Performance Baseline (SPB), Service Bulletin (SB), Aftermarket Programs Information Letter (APIL) 5.0, etc. • Technical assistance requests that are published in Honeywell's Technical Publications. • Technical assistance requests that are an Aerospace Industry Standard Practice. • Software download analysis and recommendations, i.e., ECTM, EEI, etc. • MSP/CSP approval to travel or repair an engine. • Engine spare part escalations. • Channel Partner calls to generate a case number when a case number is not required by APIL 5.0. • MPP Sales and Support.



CO-MARKETING STRATEGY

What Channel Marketing Can Support/Do
Channel Partner Welcome Kits



Investing in Channel Partner Sales

Honeywell offers its Channel Partners co-marketing opportunities to promote sales priorities with the goal of generating revenue. All partners receive Welcome Kits with branding and signage materials that identify the company as a Honeywell Channel Partner. In addition, the Honeywell marketing team will work closely with Channel Partner marketing and sales staff to develop strategic, co-branded lead-generation campaigns. Leads from marketing activities are shared with Channel Partners to be actioned appropriately. To engage the Honeywell marketing team, please contact your Account Manager.

What Channel Marketing Can Support/Do



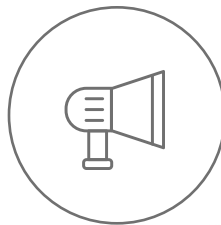
Content Marketing

- Sponsored content:
 - Articles
 - Blogs
 - Features
- Announcements
- Videos



Partner Marketing

- Co-branded literature
- Email Campaigns
- POS / Banners



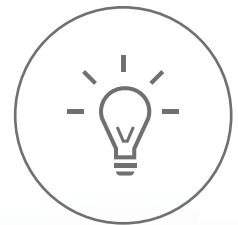
Event Marketing

- Airshows
- Workshops
- Customer Events
- Demo Events
- Virtual Reality



Social Media Marketing

- Social Media
- Targeted Ad Placements



Creative Development

- Web banners
- Infographics
- POS Materials



Channel Partner Welcome Kits

To be labeled a Honeywell Channel Partner carries prestige in the marketplace helping differentiate the Channel Partner from their competitors. We want our end-customers to know who the licensed Channel Partners are. Our Channel Partners will be provided welcome kits for them to utilize for their marketing purposes per the terms of the contract. In the event the contract is terminated or not renewed, the Channel Partner is required to return and/or cease and desist using the materials. The welcome kits are available by contacting your Account Manager.

The following is the list welcome kit contents and examples of the various materials.

For All Channel Partners
Plaque
Certificate – general and/or full spec
Authorized channel banner
Channel guidelines for co-marketing
Buttons for channel partner website

Website Buttons:

Honeywell
AUTHORIZED DISTRIBUTOR

Honeywell
AUTHORIZED SERVICE CENTER


Honeywell
AUTHORIZED DEALER

Honeywell
WARRANTY AND REPAIR
STATION





Certificates


THE POWER OF CONNECTED


HEREBY APPOINTS

Name Here (ATR)
Location, Here

AS AN
Authorized Level 1 and Level 2
which meets the standards required to
perform the following Service Categories:

CSA	
OK	
IS	
ISA	
ISB	
ISC	

This Dealership Authorization that defines the certificate is not transferable and will
continue in effect until December 31st, 2018, unless terminated, suspended or renewed.


THE POWER OF CONNECTED

HEREBY APPOINTS

Name Here (D&S)
Location, Here

AS AN
Authorized Level 1 and Level 2
which meets the standards required to
perform the following Service Categories:

CSA	
OK	
IS	
ISA	
ISB	
ISC	

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Channel Banner


**AUTHORIZED SERVICE CENTER
ENGINES AND APUs**



CHANNEL PARTNER RECOGNITION PROGRAM

Recognition Selection Criteria

Recognition



Recognition Categories

Honeywell has established various awards categories for Channel Partners. The categories are broken into three distinct areas, by Vertical, Region, and Globally. Different levels would receive unique types of trophies (see Trophies section), banners and promotion on Honeywell digital channels. In addition to yearly awards, there is an additional category that considers only the AOP revenue for the year. It is called the 100% Club and is for Channel Partners that exceeded 100% of their assigned AOP. Regional awards should be given at regional designated meetings and global recognition is still to be finalized.

AWARD CATEGORIES	
Award Categories	Award
Channel Partner of the Year - AERO	Engraved Trophy / Banner / Digital Promotion
Regional Channel Partner of the Year - APAC	Engraved Trophy / Banner / Digital Promotion
Regional Channel Partner of the Year - EMEA	Engraved Trophy / Banner / Digital Promotion
Regional Channel Partner of the Year - AMERICAS	Engraved Trophy / Banner / Digital Promotion
Vertical Channel Partner of the Year - D&S	Engraved Trophy / Digital Promotion
Vertical Channel Partner of the Year - ATR	Engraved Trophy / Digital Promotion
Vertical Channel Partner of the Year - BGA	Engraved Trophy / Digital Promotion
Channel Partner of the Year - Dealer - AERO	Engraved Trophy / Banner
Channel Partner of the Year - Distributor - AERO	Engraved Trophy / Banner
Channel Partner of the Year - Service Center - AERO	Engraved Trophy / Banner
100% Club Winners (tbd)	
100% Awards Club Winners list (Separate tab)	Engraved Plaque

Recognition Selection Criteria

The Channel Partner Recognition Program will use the five (5) scorecard tenants as criteria for award selection:

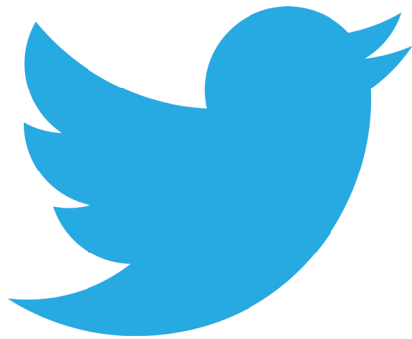
- Growth
- Working Capital
- Cost-to-Serve
- End User Support
- Behaviors

The premise is that if these are the metrics that we are using to judge the Channel Partner against, these should also be the primary metrics to achieve recognition. The 100% Club criteria would be a simple linear selection based on achieving or exceeding ones AOP each month.

Recognition

- Channel Partner of the Year (x1)
- Regional Channel Partner of the Year (x3)
- Vertical Channel Partner of the Year (x3)
- Channel Partner of the Year – Dealer (x1)
- Channel Partner of the Year – Distributor (x1)
- Channel Partner of the Year – MRO / Service Center (x1)

In addition to the above Awards, various digital promotions will be offered as well as Banners and signs highlighting the Honeywell logo and partnership with the winners.



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