

# *Are Smartphones Right for Your Warehouse?*

Sponsored by:

**Honeywell**

Presented by:

**Doug Brown**

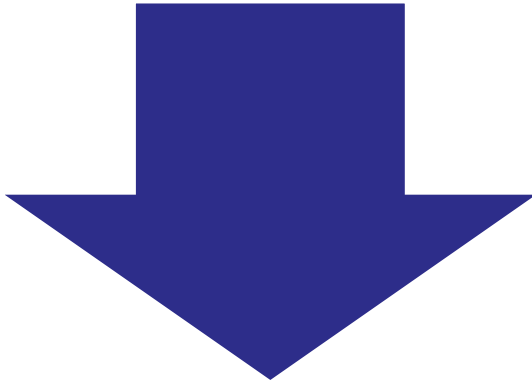
**Supply Chain Vertical  
Marketing Manager**



**MHI**

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# Why we're here



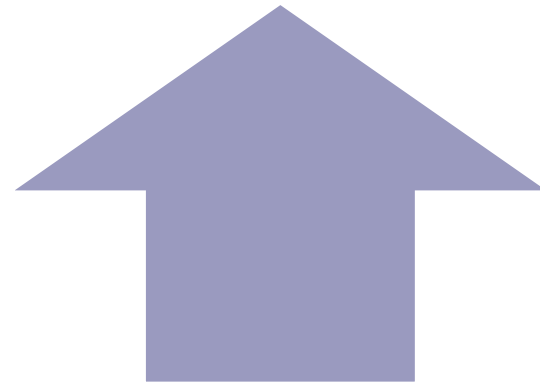
## Drive costs down

- Economic uncertainty
- Fewer people
- Avoid capital investment



## Drive productivity up

- Emerging global markets
- Increased worker mobility
- Need for end-to-end visibility



# Why we're here today

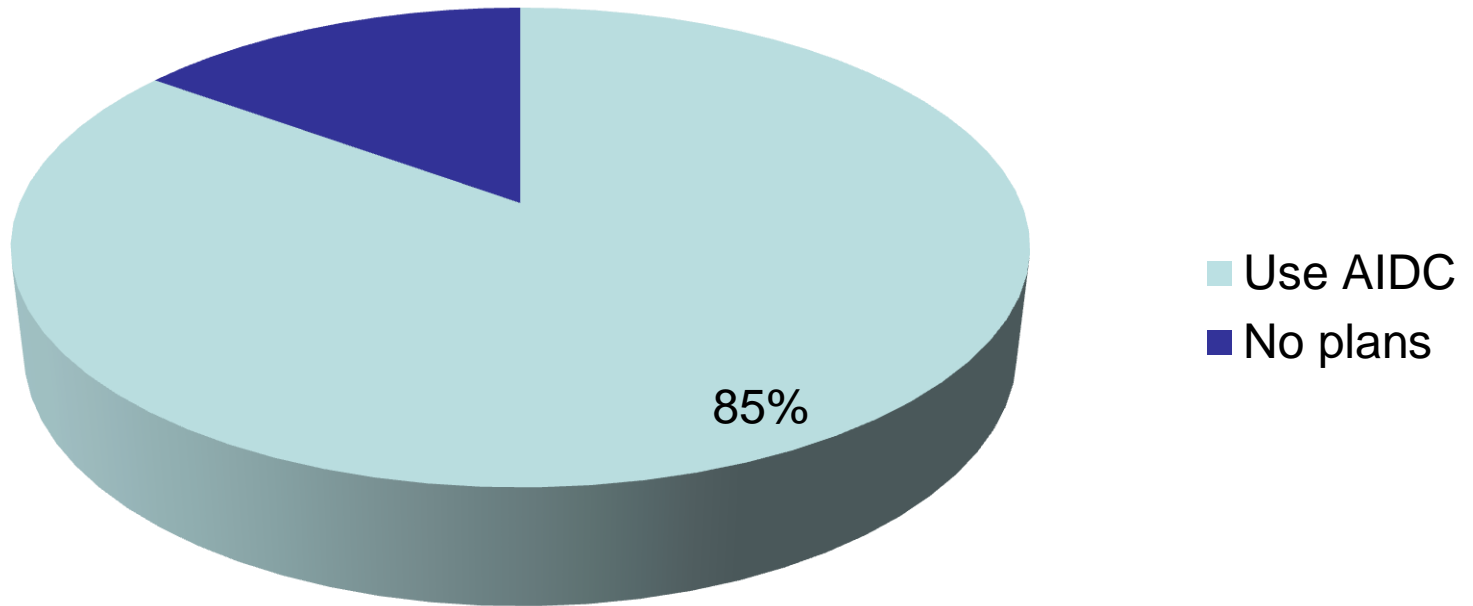


*Inside the four walls warehousing & DC applications*

# About the survey

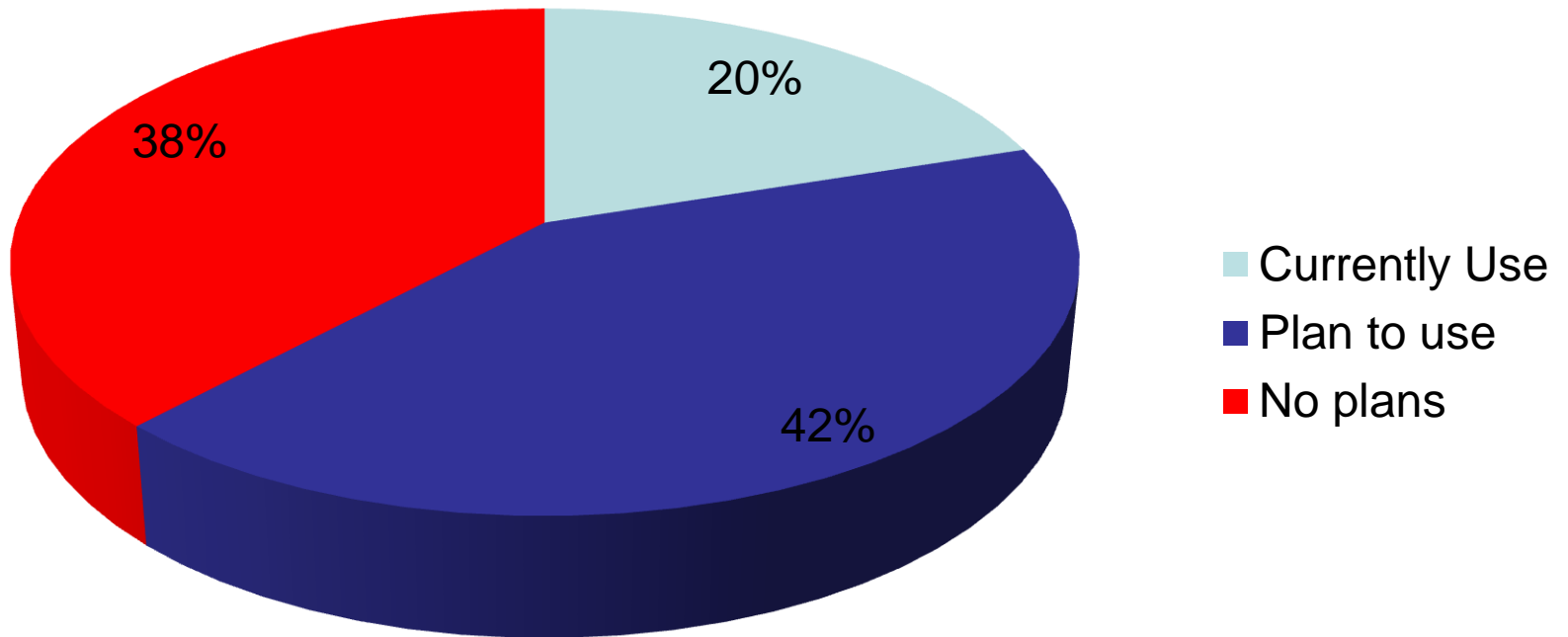
- Online survey September 2012
- Conducted by Peerless Research for *Logistics Management*
- 260 Respondents
  - 36% Operations Management
  - 24% Supply Chain Management
  - 31% Executive Management

# About the survey

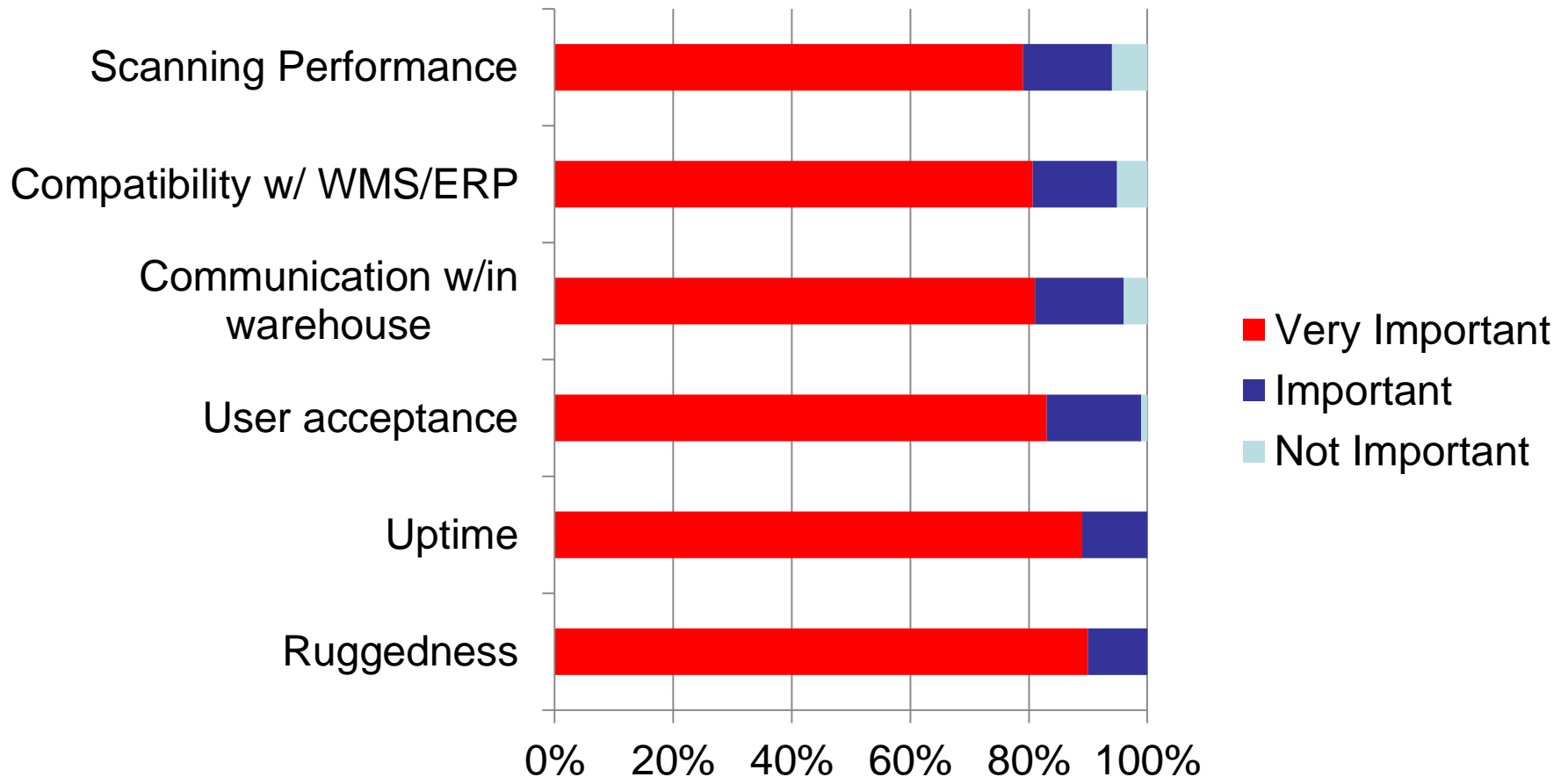


***15% of respondents still on paper***

# Are you considering smartphones?

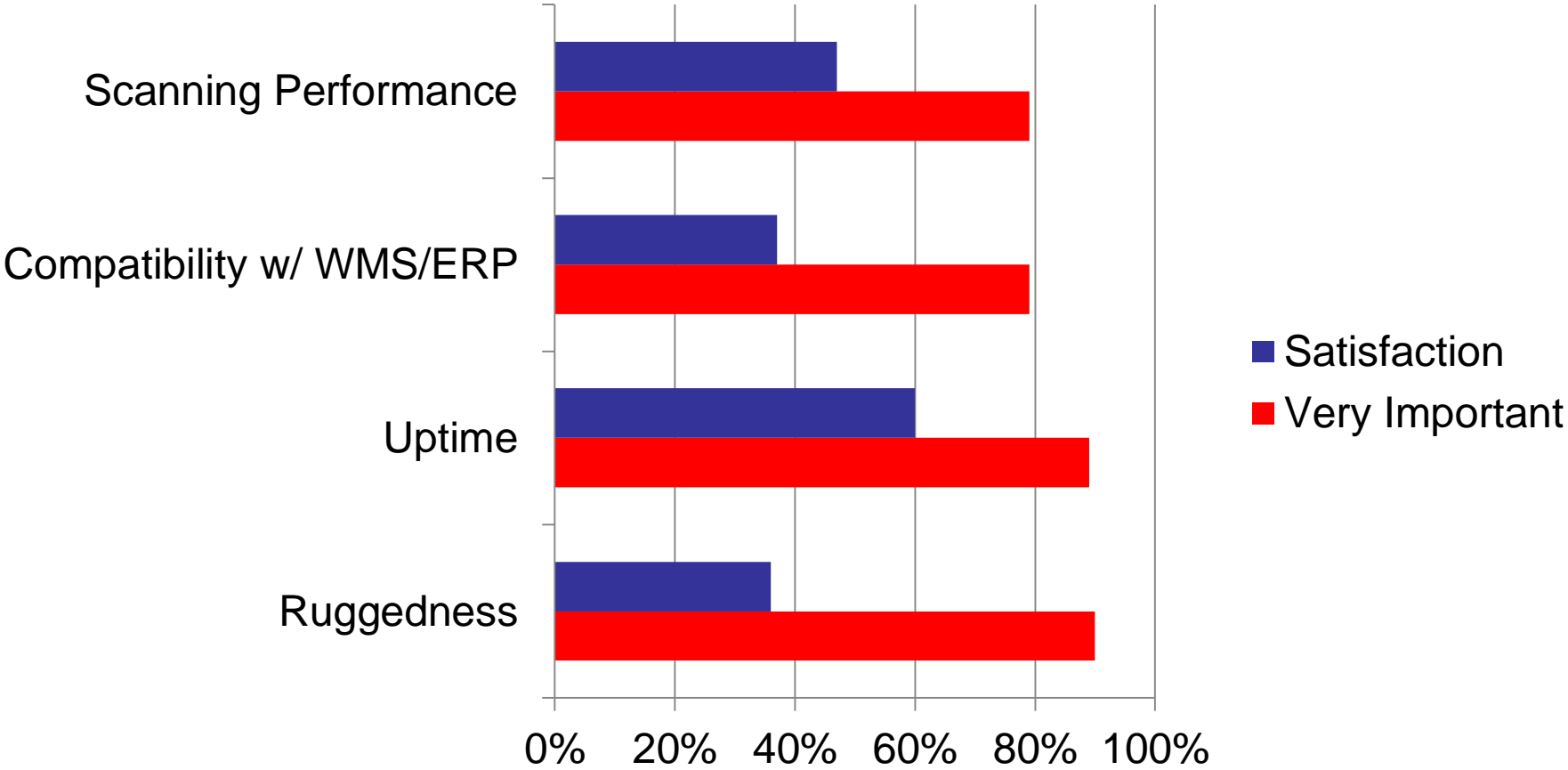


# What's important in a mobile device?



***Ruggedness is #1 priority***

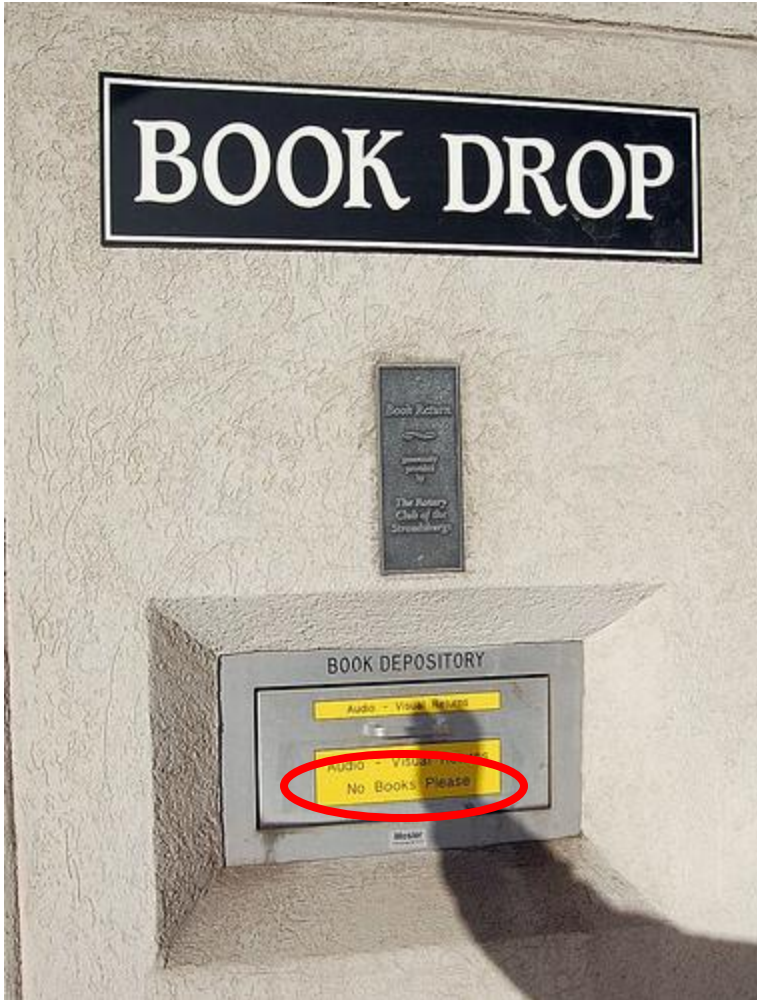
# Satisfaction w/ Smartphones on Key Attributes



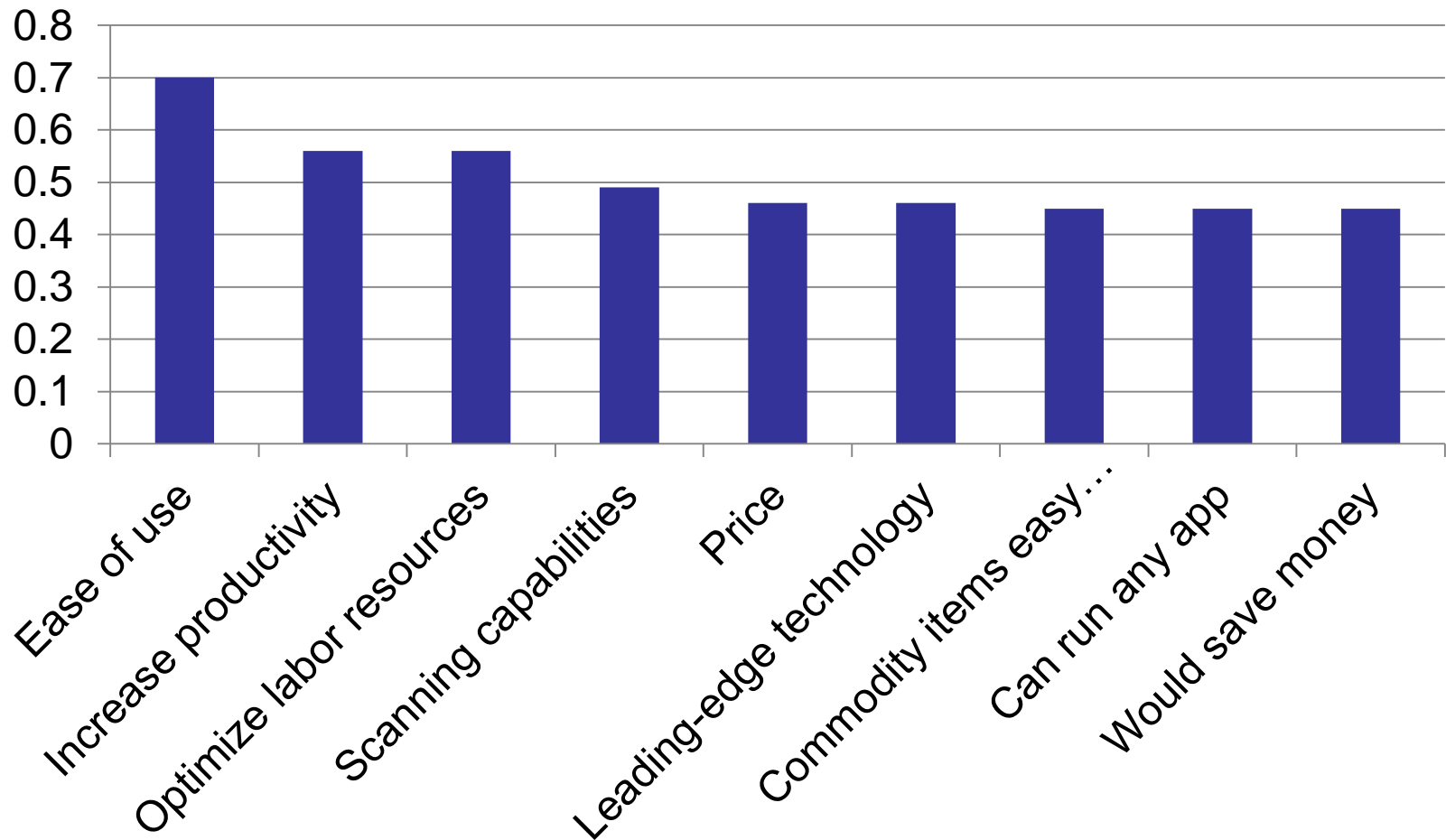


# We're conflicted!

- 62% of respondents are using or considering smartphones
- 90% say ruggedness is very important
- 64% say smartphones fall short in ruggedness/durability

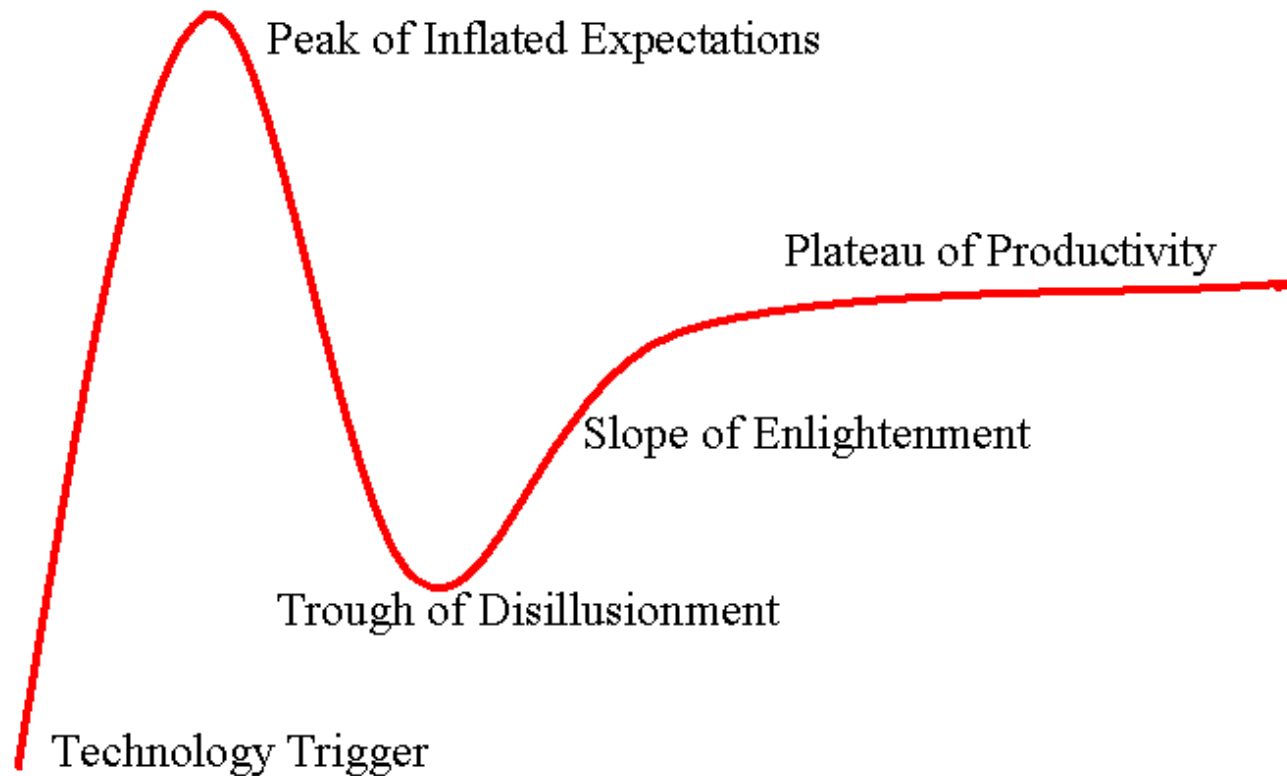


# Benefits of using smartphones



# Where are we?

## Gartner Hype Cycle



# Hype vs. REALITY

- Reality
  - Current applications primarily for messaging & communication
    - Not barcode
  - Likely applications
    - Supervisors

# Use case #1

- *“ We developed an app that provides supervisors with real time status of managed areas with regard to work flow. Accordingly, we are able to move resources real time between work areas to ensure we meet daily KPI’s without waste.”*

# Use case #2

- *“ Mobile, real-time in your shirt pocket access saves time and distance. We can make decisions on the floor in real-time to control outcomes now vs. printing reports after the fact.”*

# Hype vs. REALITY

- Terminal Emulation is still king
  - WMS not supporting phones today
  - Long-range scanning unavailable
- *Do your associates handle exceptions independently?*



# Hype vs. REALITY

- Smartphones need accessories to even enter the conversation
  - 66% said protective case needed
  - 44% said Bluetooth scanner needed





# In defense of rugged mobility

- *“Devices need to be ergonomic, rugged, and [able to] be locked down to keep employees from being distracted.”*
- *“[Smartphones have] some technology benefits, but they are not geared to a rugged DC environment.”*

# Tradeoffs



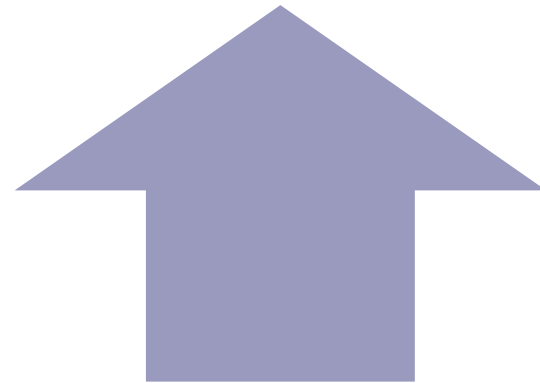
## Smartphone

- Lower cost
- Faster training
- Easy to replace



## Rugged handheld

- Durability
- Scanning
- Performance with WMS

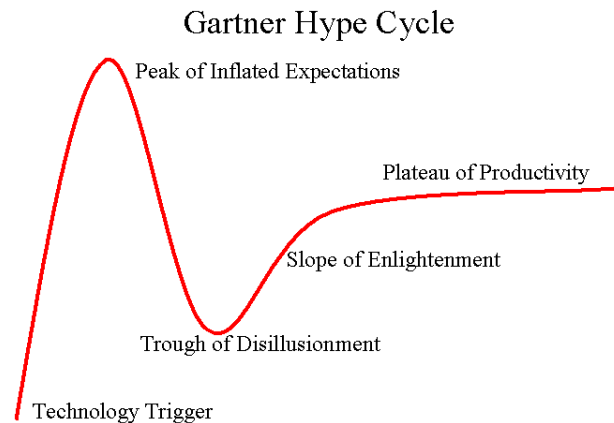


# Closing the gap



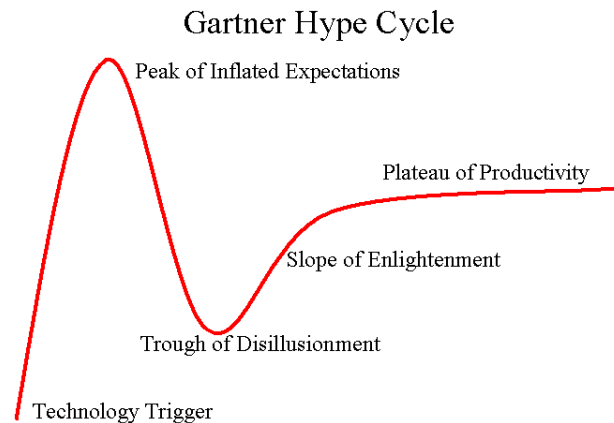
# Conclusion

- Warehouses are intrigued by smartphones to help them drive down technology investment cost with a perceived increase in productivity.



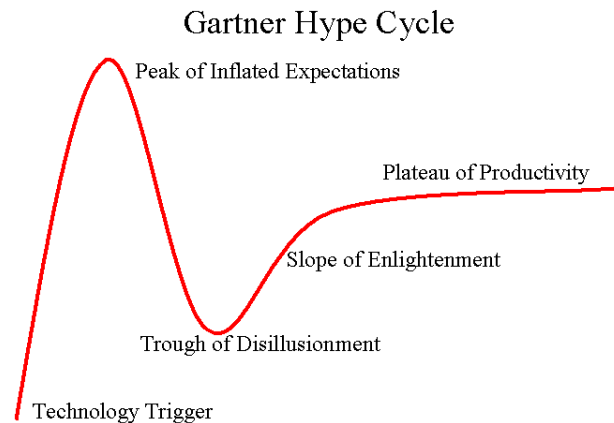
# Conclusion

- The reality is that true warehousing workflows are not yet smartphone-enabled, and that smartphones themselves are not durable enough to handle industrial environments.



# Conclusion

- As a result, rugged devices will remain the best practice for leading supply chains in 2013.



***For More Information:***

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