



# ENHANCE RETAIL EXPERIENCE WITH HONEYWELL'S CT37 MOBILE COMPUTER

Solving today's most pressing challenges  
in the retail environment.

**Honeywell**

# NAVIGATING THE NEW RETAIL LANDSCAPE

Following a prolonged period of macroeconomic challenges and suppressed consumer spending, the global retail industry has undergone a paradigm shift. This shift is, in many ways, led by consumers, who have come to expect seamless shopping experiences across physical and digital stores.

One of the most prolific shifts in the retail industry is the shift to online; more specifically, mobile commerce. Consumers can shop anywhere, at any time, from a choice of stores with access to a plethora of product information within a few swipes of their fingers. That's why it's imperative for retailers to equip their workforce with the tools they need to stay ahead of the customer and offer an elevated customer experience.

In this eBook, we will discuss the challenges facing retailers today, and how Honeywell's CT37 mobile computer can enhance the retail experience.

1. Meeting Workforce Demands
2. Introducing Honeywell CT37
3. A Universal Tool for Frontline Retail Workers
4. Durable by Design for Lower Total Cost of Ownership
5. Operational Performance, in One Place
6. Setting up for Success



# MEETING WORKFORCE DEMANDS

The retail workforce has experienced significant changes in recent years. While [global retail sales are set to soar](#), many of the world's most advanced economies face a prolonged labor shortage.

As shortages persist across economies, competition in an understaffed labor market is intensifying, and the cost of labor is increasing.

For retailers, the cost of labor goes beyond recruitment and wages. They need to consider the cost of training and any unplanned downtime that occurs while workers get up to speed. This is particularly challenging during peak shopping seasons, when retailers may need to take on temporary workers.

This period of macroeconomic challenges coincides with a generational workforce shift. In 2024, [Gen Z is expected to overtake Baby Boomers](#) in the full-time workforce. A large portion of retail workers are reaching retirement age and are ready to leave the job market. The generation that are stepping in to fill those open roles are digital natives that have grown up with computers and are used to using them to manage all aspects of their lives. This younger generation expects to be able to pick up a device and go; if the device is not intuitive, they quickly lose patience.

Having the right mobile computers and tech in place can dramatically cut down training and onboarding time while empowering workers to do their job as efficiently as possible. This is where Honeywell CT37 comes into play.



## MCKINSEY RESEARCH

According to [McKinsey research](#), organizations that provide an excellent customer experience (CX) can improve sales revenues by:

2-7%

and profitability by:

1-2%



# INTRODUCING HONEYWELL CT37

The majority of retail associates currently use a collection of disparate hardware to manage customer engagement, communications, inventory management and information search.

Managing multiple devices is not only a headache for IT teams, it also inflates overall capital investment, deployment, maintenance and training costs.

Honeywell's CT37 is a highly ergonomic, flexible, and powerful enterprise class mobile computer that serves as a comprehensive tool for retailers' in-store functions, including inventory and restocking, price checking, barcode scanning, AI-powered machine vision, and even mobile payments.

The CT37 also comes with the latest 5G technology to ensure reliable connectivity across noisy indoor networks and outdoor environments, including CBRS and private networks. 5G offers the highest bandwidth and lowest latency available for frontline retail workers, to provide a much more reliable experience for data-intensive applications, so retail associates can focus on interacting with customers.

With the latest Qualcomm® octa-core processor loaded for premium connectivity and next-gen processing for enterprise-grade computing devices, the CT37 has enough processing power to handle traditional applications and stands ready to handle new, more demanding tasks.



# A UNIVERSAL TOOL FOR FRONTLINE RETAIL WORKERS

With labor shortages and staff turnover rates at a high, frontline workers have more influence than ever before – and they’re looking for user-friendly, intuitive devices.

At a 2:1 aspect ratio, the CT37 device is slimmer than previous Honeywell mobile computers, making it more comfortable to operate and closer to the mobile devices that workers know and use every day. The CT37’s vivid, 6” full HD display is easy on the eyes to enable all-day use. Most features are designed for one-handed use to avoid workflow disruption and mirror the user experience of a smartphone to enable faster familiarization and adoption.

For example, the power button is located at the top of the computer, so it can be reached comfortably with the index finger of one hand. As demanding users of enterprise devices, retail associates will feel comfortable taking the CT37 into any workflow, improving their experience and being confident with the reliability of their mobile sidekick.

Unlike competitor products, the CT37’s ergonomic design meets the aesthetic demands of customer-facing, top tier retail environments while making the device easy to hold. A purpose-built, wearable version is also available to enable efficient, hands-free operations. The wearable solution is designed for maximum user comfort and easy swapping between workers to maximize productivity. The CT37 device can also be easily removed from the wearable holder and used alone for in-store or other applications.

Equipped with the latest FlexRange FR™ bright green dot aimer, the CT37 is more visible at long distance and under strong sunlight than devices configured with red dot laser. It brings long range scanning performance found in industrial devices to lightweight, pocketable devices. The ultimate in flexibility, FlexRange enables virtually every scanning use case in a single, compact device without compromising range or speed, enabling businesses to focus on fewer device types to manage.



# DURABLE BY DESIGN FOR LOWER TOTAL COST OF OWNERSHIP

Honeywell understands that investing in new hardware comes at significant cost to retail businesses, which is why the CT37 is engineered to endure a long lifecycle.

Honeywell's design team has undertaken extensive stress testing and analysis to inform the mechanical design and materials used in the device. The CT37 is designed with specially selected adhesives, to keep parts together over time in varying temperatures, that could prepare devices to be used in exigent retail environments—such as long shifts, cold chain or drops—without affecting store operations and data capturing.

A new addition to the CT37 compared with the previous version CT30 is that it supports our true hot-swappable feature, minimizing downtime for battery replacement and operations, which enables seamless battery changes and supports longer hours in operations. The CT37 offers both standard and high-capacity extended battery with intelligent battery management for full-shift and multi-shift operation.

The CT37 arrives with a complete set of accessories, including a universal dock charger which can be field upgraded by the end user without tools to support multiple Honeywell field mobility computers now, and in the future.

With its sturdy design, intelligent battery management and universal dock charger, the CT37 is built to last, making it a manageable and scalable solution for retail IT teams, and a reliable return on investment for leadership.



# OPERATIONAL PERFORMANCE IN ONCE PLACE

Security is a key consideration for IT teams looking to introduce new devices into their technology mix. The CT37 is built on Honeywell's Mobility Edge™, a durable, stable and secure unified platform that enables seamless evolution of mobile computing devices and software.

Mobility Edge™-backed devices can be configured once, and rapidly deployed throughout the workforce without compromising on security. The secure element (SE) provides the CT37 with physical security, protecting against cyber-attacks on the device. Applications that process the sensitive data on an SE are isolated and data access is protected.

Mobility Edge™ is designed to enhance the productivity of the retail store associate by minimizing device configuration downtime through accelerated deployment, strengthening the security of the platform, extending the lifecycles of the devices and optimizing business outputs. Retailers deploying an innovative mobile computing platform into their business want to know that their investment will be a good fit for their workforce for years to come.

It's not just the CT37 that runs on Mobility Edge™, but the entire ecosystem, including service, software and accessory architecture. All devices are unified on the same core platform, so retailers' one-time investment in setup, deployment and provision is reusable across all devices, maximizing return on investment.



## SECURITY

According to [Deloitte \(2023\)](#):

# 52%

### OF RETAILERS

admit that they delay critical security updates and patches for their services due to concerns about operational disruptions, making them vulnerable to known exploits.



# SET UP FOR SUCCESS

Faced with rapidly changing customer behaviors, continual demand for innovation and the desire for seamless and error-free services, retailers need to rethink their operations to set their business up for success.

Combined with powerful, cloud-based, Honeywell Operational Intelligence for asset optimization, IT leaders can empower operations with critical analytics to help enable higher productivity and lower TCO, all with a user experience that keeps frontline workers productive and engaged.

## BENEFITS BY STAKEHOLDER:

DECISION MAKERS	IT LEADERS	RETAIL WORKERS
Boost employee productivity and improve retention	Easy configuration	Ergonomic
Improved customer experience	Easy deployment	Easy to use
Long product lifecycle	Built on Honeywell's Mobility Edge platform	Access to real-time insights
Lower TCO	Android™-based devices enable easy app development	Improve Communications





**For more information**

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