



PartnerConnect Overview: Frequently Asked Questions

NORTH AMERICA
FOR RESELLERS

PARTNERCONNECT OVERVIEW

What is PartnerConnect?

The **Zebra® PartnerConnect** program (“PartnerConnect”) is Zebra’s global channel partner program. PartnerConnect is designed to enable Zebra channel partners to differentiate their expertise, increase their profits and be rewarded for their investments as they grow their business and support our mutual customers, whether they choose to go deep into a few technologies or wide across many technologies. PartnerConnect encompasses an inclusive channel ecosystem that addresses the needs of distributors, ISVs, resellers and other channel partners.

What are the key goals behind the design of PartnerConnect?

Every aspect of PartnerConnect is designed with these five Principles of Partner Engagement in mind:

- **Zebra channel partners are vital to Zebra’s business and our focus on customer delight.** Our partners bring a variety of value-added capabilities that enable us to best serve our joint customers.
- **We collaborate with our channel partners to provide value for our mutual customers.** Zebra works shoulder-to-shoulder with our channel partners to create unique customer value through our combined capabilities, expertise and offerings.
- **We invest in our channel partners’ success.** We help channel partners pursue new opportunities; we help them deepen their skills; we support partners who invest in Zebra; and we enable partners to respond to changing market needs.
- **We strive to provide the industry’s best channel partner experience.** We are committed to efficient systems and processes that lower the cost and complexity of doing business together, to an environment of trust and cooperation, and to a culture of meaningful collaboration.
- **We work with our channel partners to seize the opportunities presented by Enterprise Asset Intelligence.** The mega trends of workforce mobility, the Internet of Things and the cloud present unique growth opportunities. Zebra is committed to helping our channel partners participate in this opportunity.

How does the program help channel partners succeed?

PartnerConnect enables partner growth and success by focusing on three key areas:

Opportunity

- Maintaining our commitment to sell with and through partners
- Rewarding the unique value that different channel partners provide to customers
- Helping partners take advantage of new growth opportunities in Enterprise Asset Intelligence
- Enabling partners to differentiate their business
- Providing access to the broad Zebra solution portfolio, strengthening partners’ offerings to customers

Profitability

- Providing each channel partner an opportunity to grow their relationship with Zebra based on their business model
- Helping partners compete more effectively
- Helping partners build and expand profitable solutions-focused capabilities, such as service and solution delivery
- Rewarding partners for their investments in key competencies
- Offering a rich set of financial benefits, including product discounts/recommended discounts, incentives, deal/influence registration and promotions

Simplicity

- Making it easy for channel partners to do business with Zebra
- Implementing clear rules of engagement

Is the program structure the same across all geographies?

PartnerConnect was designed as a global framework, but it is customized to align with channel partner differences and marketplace needs in different geographies.

Will Zebra continue to recruit new channel partners to be part of the program?

Zebra will recruit channel partners based on the needs of local markets.

Where do I learn more about PartnerConnect?

Please review the other FAQs in this document for additional details on program structure. You will also find a number of program resources on the Zebra partner portal, [Partner Gateway](#). Visit the Program section for complete program guides and other resources, including an FAQ about various aspects of participating in PartnerConnect. If you have any questions about PartnerConnect, please contact your Channel Account Manager, your distributor or the [Partner Interaction Center](#).

PROGRAM STRUCTURE

How is PartnerConnect structured?

Our channel partners provide value to end customers in different ways, and PartnerConnect supports partners accordingly. PartnerConnect comprises three different channel partner **communities**. Each community includes one or more **tracks**, based on partner business model. Some tracks are composed of two or three **tiers**:

Distributor Community

Authorized Distributor Track

Reseller Community

Solution Partner Track (*Solution Partner, Premier Solution Partner*)

Business Partner Track (*Business Partner, Premier Business Partner*)

Broadline Technology Reseller Track

Registered Reseller Track

Complementary Partner Community

Independent Software Vendor (ISV) Track (*Registered ISV, ISV Partner, Premier ISV Partner*)

Independent Hardware Vendor (IHV) Track (*future*)

Consultant Track (*future*)

System Integrator Track (*future*)

The track structure allows us to best accommodate the different needs of the partners we work with, while the tiers allow us to reward partners for their success and investment in the relationship. Just as important, the tracks and tiers enable our partners to differentiate themselves in the marketplace. Members of each track must meet a set of unique requirements and in turn, will gain access to a rich set of benefits designed to best support their business model.

What are “registered” partners?

PartnerConnect includes a “registered” designation for both resellers (the Registered Reseller Track) and ISVs (the Registered ISV tier). These designations are characterized by minimal requirements, making it easy for companies to participate in the program and establish a relationship with Zebra. Registered partners receive access to baseline program benefits and can ascend in the program once they meet the necessary requirements.

What is the Authorized Distributor Track?

The Authorized Distributor Track is designed for companies that sell Zebra products to resellers and provide resellers with a variety of value-added support, such as training, order fulfillment and financing. There is one tier of participation in the Authorized Distributor Track. Authorized Distributors must meet a specific set of requirements, and are eligible for benefits and incentives that recognize the important role that they play in enabling our partner ecosystem.

What is the Solution Partner Track?

The Solution Partner Track is designed for companies that resell Zebra products and have a balanced mix of hardware, software and services revenue. There are two tiers of participation in the track: Solution Partner and Premier Solution Partner. The key requirement for a reseller to achieve the higher tier is demonstrating greater commitment to Zebra and success with selling its offerings. Solution Partner Track members must meet a specific set of additional requirements, and are eligible for benefits focused on driving leads and closing sales.

What is the Business Partner Track?

The Business Partner Track is designed for companies that resell Zebra products, with a focus on hardware-based sales revenue. There are two tiers of participation in the track: Business Partner and Premier Business Partner. The key requirement for a reseller to achieve the higher tier is demonstrating greater commitment to Zebra and success with selling its offerings. Business Partner Track members must meet a specific set of additional requirements, and are eligible for benefits focused on driving leads and closing sales.

What's the difference between a Business Partner and a Solution Partner?

PartnerConnect recognizes different channel partner business models through the various program tracks. Members of both the Business Partner Track and the Solution Partner Track meet customer needs through their extensive industry experience and expertise in the Zebra portfolio. Business Partner Track members typically focus on hardware resale, while members of the Solution Partner Track typically drive revenue through a combination of hardware, software and services.

What is the Broadline Technology Reseller Track?

Available only in North America, the Broadline Technology Reseller Track is designed for companies that offer customers a broad portfolio of IT products through both online and off-line sales methods. There is one tier of participation in the Broadline Technology Reseller Track. These companies must meet a specific set of requirements, and are eligible for benefits focused on driving leads and closing sales.

What is the Registered Reseller Track?

The Registered Reseller Track is designed for companies that resell Zebra products but that do not meet the specific requirements for one of the other reseller tracks. All resellers that are new to PartnerConnect begin their relationship with Zebra as a Registered Reseller, and then can move up to either the Business Partner Track, Solution Partner Track or Broadline Technology Reseller Track upon meeting the appropriate requirements.

There is one tier of participation in the Registered Reseller Track. These companies must meet a minimal set of requirements, and receive access to a set of baseline program benefits. Registered Resellers can also participate in PartnerConnect's product specializations (learn more below).

Can a reseller qualify for the Solution Partner Track by close collaboration with an ISV?

One of the key requirements for participation in the Solution Partner Track focuses on revenue source: A significant percent of the reseller's annual revenue must come from the delivery of professional services and/or the distribution of either the reseller's own enterprise software applications or third-party enterprise software applications. If the reseller's relationship with an ISV enables it to meet this criterion, and if the reseller meets the other Solution Partner Track requirements, then it is eligible for status in the track.

What is the ISV Track?

The ISV Track is designed for companies that develop software applications for use on Zebra products. These companies typically drive demand for Zebra products through their applications, and often play an influence role in the sales process. There are three tiers of participation in the track: Registered ISV, ISV Partner and Premier ISV Partner. These tiers recognize the increasing scope and scale of an ISV's contribution in the PartnerConnect ecosystem. The key requirement for achieving the higher tiers is pipeline influence revenue amount or number of approved influence registrations. Track members must meet a specific set of additional requirements, and are eligible for benefits focused on improving the application development process and enabling successful application sales.

Can channel partners be members of multiple tracks?

Yes, in some situations. Specifically, companies that both resell hardware *and* develop their own software applications could be a member of the Registered Reseller Track or the Solution Partner Track as well as the ISV Track.

What are PartnerConnect specializations?

Through PartnerConnect, we reward partners for the unique value they provide to customers. One of the key ways we do this is through a set of specializations focused on specific Zebra product and service portfolios:

Card Printers Specialization
Print Engines Specialization
RFID Specialization
Supplies Specialization
Printer Repair Specialization
Support Specialization

Specializations are open only to members of the following tracks: Solution Partner Track, Business Partner Track, Broadline Technology Reseller Track and Registered Reseller Track.

Some product specializations offer one level of participation (**Advanced Specialist**), while other specializations offer two levels of participation (**Specialist** and **Advanced Specialist**). To participate, resellers must meet a set of requirements, including revenue generated by the sale of specific Zebra product portfolios. Participation in these specializations offers partners improved return on investment (ROI) in developing expertise in a certain technology, greater differentiation in the marketplace and additional program benefits that help drive growth.

How can my company participate in a PartnerConnect specialization?

If you believe your company meets the qualifications for one or more PartnerConnect product or service specializations, you can apply for participation. For more information on the requirements and benefits associated with each specialization, review the PartnerConnect Specialization At-A-Glance summaries, which are available on the partner portal.

Can my company participate in more than one specialization?

Yes, if it meets the requirements for multiple specializations.

What are Complementary Partners?

The Complementary Partner community comprises several tracks of channel partners that influence the sale of our products and services, but typically do not resell our products and services. These channel partners play an important role in guiding customer decisions, and in some cases, also provide technology that is integrated with Zebra products to provide comprehensive solutions.

PartnerConnect includes the Independent Software Vendor (ISV) Track. At a later date, Zebra will launch the tracks for the other Complementary Partners: the Independent Hardware Vendor (IHV) Track, the System Integrator (SI) Track, and the Consultant Track.

Is participation in PartnerConnect granted by region or globally?

Geographical participation depends on program track. For all tracks except the ISV Track, participation is granted on a regional basis. To participate in the program in multiple regions, these channel partners must have a legal entity and physical office in each region. However, members of the ISV Track can request to participate in multiple regions if they actively sell in multiple regions, even if they do not have a legal entity or physical office in the other regions.

Are OEM partners included in the program?

No. OEM partners are not part of PartnerConnect.

Does a reseller need to be a member of PartnerConnect in order to resell Zebra products?

No. Resellers that decide not to become a member of the program will still be able to access a restricted portfolio of certain Zebra products through Authorized Distributors. However, these resellers are not able to take advantage of the vast sales, marketing and other benefits and tools available to members of the program.

How are requirements structured within PartnerConnect?

To participate in a track or specialization in PartnerConnect, channel partners must meet a set of requirements unique to that track or specialization. In tracks and specializations with multiple tiers, channel partners can move to a higher tier by meeting a more demanding set of requirements. For information on the requirements for your track or specialization, please consult the program guides for your track and the various specializations, available on the Zebra partner portal, [Partner Gateway](#).

Why are there different revenue or influence revenue requirements for different countries?

We've designed PartnerConnect to be flexible, so we can accommodate differences around the world. Recognizing that the market opportunity varies from country to country, we have established different annual revenue/influence revenue requirements by country or groups of countries (zones). Please see the PartnerConnect materials, available on the partner portal, for the exact revenue requirements for your country.

How are benefits structured within PartnerConnect?

PartnerConnect provides a robust set of benefits to program members. These include:

- **Financial benefits** that help channel partners grow their business and build their profitability
- **Relationship benefits** that enable collaboration with Zebra
- **Sales and marketing benefits** that help companies generate leads and close sales
- **Technical benefits** that help companies gain technical insight and meet customer needs

We've carefully customized the benefits to suit the unique needs of participants of different tracks and specializations. Within both the tracks and specializations, additional benefits are available to partners participating at the higher tiers. Through this structure, Zebra recognizes and rewards channel partners for exceptional success and commitment to the relationship. For information on the benefits available to you, please consult the PartnerConnect program guides for your track and the specializations, available on the [Partner Gateway](#).

When will Zebra assess whether my company is meeting the requirements of my track, tier and specializations?

Zebra will review each channel partner's achievements against program requirements every 12 months through an Annual Compliance Review.

Is there a cost to join PartnerConnect?

There is no cost to join the partner program. However, to rise to higher levels in the program and gain access to greater benefits, a more significant investment in competency and Zebra's business will be required.

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