

PARTNERCONNECT

ENABLING PARTNER GROWTH AND SUCCESS

Zebra's all-new partner program, **Zebra® PartnerConnect**, enables partner growth and success by focusing on opportunity, profitability and simplicity. This new program unites our channel and our product portfolio under a single program that provides differentiated benefits to partners as our partnership grows.

PartnerConnect offers you new opportunities to expand your relationship with us and access to increased benefits as our partnership grows.

With more attainable program thresholds and simplified criteria to participate, progressive benefits include:

- Differentiated program-level discounts.
- Deal Registration—now available to all partners, it provides additional discounts for deals involving multiple product lines.
- Performance Rebates for Premier level partners.
- Solution Incentive Discount, an additional discount offered on eligible registered opportunities.
- Expanded product access for program members.
- The ability to earn specializations and associated benefits—including the highest recommended program discounts on related products, specialist rebates, and, in some cases, access to exclusive products reserved for specialists.

The program also features a dramatically streamlined price and discount strategy—consolidating over 350 price groups to just 22. This simplified structure better reflects the value of Zebra's products in the market, while enabling our entire channel community to more easily quote and sell across the entire product, software and services portfolio.

As a result of this effort, you may notice changes in your prices. As always, our distribution partners ultimately set the prices at which you buy based upon best supporting your needs and our recommended discount structure. **Recommended discounts are based on:**

- **The product line** you are selling. The increased product access in PartnerConnect helps you more easily expand your revenue—and your relationship with us.
- **Your track and tier** within PartnerConnect. Differentiation in PartnerConnect provides more opportunity for partners who are most invested, in Zebra.
- **Any additional specializations.** We reward resellers for investment in developing technology expertise through five product specializations.

Also, with the launch of PartnerConnect, **Zebra has updated its Minimum Advertised Price (MAP) Policy** to effectively enable partners to realize the level of profitability required to satisfy customers. This policy states:

- Resellers may not advertise products below the Minimum Advertised Price identified for the applicable product when using the Internet or other electronic media to support sales and marketing efforts.
- This policy now applies to all resellers across Zebra’s portfolio—both those participating in PartnerConnect and those not in the program—and **will be enforced by Zebra**, with sanctions issued to resellers that do not comply.

PartnerConnect Rewards You the More You Invest

We reward partners who invest in Zebra. Building your relationship with us increases your ability to earn lucrative benefits:

| Financial Enabler | Registered Reseller | Broadline Technology Reseller | Business Partner | Premier Business Partner | Solution Partner | Premier Solution Partner |
|----------------------------------|---------------------|-------------------------------|------------------|--------------------------|---------------------------|--------------------------|
| Deal Registration | \$ | \$ | \$ | \$ | \$ | \$ |
| Product Access | \$ | \$ | \$ | \$ | \$ | \$ |
| Program Discounts | | | \$ | \$\$ | \$ | \$\$ |
| Solution Incentive | | | | | \$ | \$\$ |
| Performance Rebates | | | | \$ | | \$ |
| + Specialist | | | | | | |
| Specialist Product Access | | Specialist Discounts | | | Specialist Rebates | |

Our PartnerConnect program is more accessible than ever before, with more attainable program thresholds and simplified criteria to participate. Check out our program guides on [Partner Gateway](#) to learn about the specific requirements and benefits for each track and specialization. If you have questions, please contact your Value-Added Distributor, the [Partner Interaction Center](#) or your Zebra Channel Account Manager.