



**Programme At-A-Glance:
Registered Reseller Track**

EUROPE, MIDDLE EAST AND AFRICA

PROGRAMME AT-A-GLANCE: REGISTERED RESELLER EUROPE, MIDDLE EAST AND AFRICA

The new **Zebra® PartnerConnect** programme (“PartnerConnect”) is designed to help your company succeed by delivering the proven solutions that meet customer needs. A global framework that brings all Zebra channel partners together under one programme, PartnerConnect supports, recognizes and rewards you for the distinct value you provide to customers.

The **Registered Reseller Track** serves as an entry point to PartnerConnect for resellers. As a Registered Reseller, you have access to a foundational set of programme benefits

that help you get the relationship with Zebra jumpstarted. As your company grows its Zebra business, you can move to the Business Partner Track or Solution Partner Track (depending on your business model) and take advantage of an expanded set of benefits.

Below, you’ll learn about the criteria for participating in PartnerConnect as a Registered Reseller—and about the many ways the programme provides you with opportunities for growth.

PARTICIPATING IN PARTNERCONNECT: TRACK REQUIREMENTS

To participate in PartnerConnect as a Registered Reseller, your company must meet the programme requirements listed here. We’ll assess your achievements every 12 months as part of an annual programme review. To learn more about the requirements for ascending in the programme and becoming a member of one of the other tracks, visit your channel partner portal.

Please view the Programme Guide, available on your [partner portal](#), for complete details on requirements.

REQUIREMENT	REGISTERED RESELLER
Minimum Annual Revenue Threshold (\$USD)	\$0
Up-to-Date Channel Partner Profile Including Partner Contacts	✓
Technical Support (Level 1)	✓
Acceptance of Zebra PartnerConnect Programme Master Terms and Conditions and Applicable Addenda	✓



BUILDING YOUR BUSINESS WITH PARTNERCONNECT:

TRACK BENEFITS

GROW	BENEFITS	REGISTERED RESELLER
<p>PartnerConnect rewards your investment in the relationship with powerful financial benefits focused on boosting your profitability, reducing your operating expenses, creating new revenue streams and helping you compete.</p>	Product Discounts	✓
	Deal Registration	✓
<p>We want to stay connected with you through every step of the sales process. Our relationship benefits help you work with us more effectively, stay informed about our extensive product portfolio and tap into our vast channel partner resources.</p>	Channel Partner Newsletter	✓
	Channel Partner Portal	✓
	Event Invitation Eligibility	✓
	Partner Interaction Center (PIC) Support	✓
<p>Take advantage of resources designed to help you to fill your pipeline and close more deals. Extensive sales and marketing benefits help you go to market more quickly and more efficiently, expand your marketing reach and compete more effectively.</p>	Channel Partner Identifier / Certificate	✓
	Content Syndication	✓
	Customisable Marketing Assets	✓
	Demo Equipment Discounts	✓
	Media Library	✓
	Pre-packaged Marketing Programmes	✓
	Promotions Eligibility	✓
	Sales Training and Certifications	✓
<p>The programme's technical benefits deliver the technical insight you need to build your growth strategies, develop comprehensive solutions leveraging our latest products, and support your customers both pre- and post-sale.</p>	Pre-Sales Technical Sales Support Eligibility	✓
	Technical Documentation and Brochures	✓
	Technical Support (For Entitled Products)	✓
	Technical Training and Certifications	✓
	Technology Roadmap (0-6 Months)	✓

PARTNERCONNECT PRODUCT SPECIALISATIONS

Through PartnerConnect, we reward resellers for the unique value they provide to customers through a set of specialisations focused on specific Zebra products. Participation in these specialisations offers improved return on investment (ROI) in developing expertise in a certain technology, greater differentiation in the marketplace and additional programme benefits that help drive growth.

Some product specialisations offer one level of participation (Advanced Specialist), while others offer two levels of participation (Specialist and Advanced Specialist). To participate, your company must meet a set of requirements, including revenue generated by the sale of specific Zebra product portfolios. **For more information, visit your [partner portal](#).**

PRODUCT SPECIALISATIONS



CARD PRINTERS



SUPPLIES



WIRELESS NETWORKS



PRINT ENGINES



RFID



CONNECT WITH US

For more details on PartnerConnect, visit your [partner portal](#) or contact the [Partner Interaction Center](#). Zebra may cancel or modify the PartnerConnect rules, benefits, terms and criteria or any part thereof as detailed herein at any time in its sole option and discretion.