PartnerConnect Application Overview

Introduction

Behind every great channel is a great channel program. We're pleased to present the **Zebra™ PartnerConnect** ("PartnerConnect") program designed to enable your success. PartnerConnect is built with your needs in mind. We encourage you to take a few minutes to review the application details below to assist you in completing your application to PartnerConnect.

Let's Get Started

5 Steps to become a PartnerConnect Member:

1. Visit zebra.com
2. Create login credentials
3. Complete and submit the application form (approximately 30 minutes) within 7 days of creating login credentials
4. Review and accept the terms and conditions (sent approximately 7 days after Zebra receives application)
5. Receive welcome letter and start enjoying the benefits of the program

Questions about PartnerConnect or the application process?

The following pages detail the entire application process step-by-step. Be sure to reference each section when completing your PartnerConnect application. If you have additional questions, contact the Zebra Partner Interaction Center (PIC).

Application Requirements Worksheet

Now that you have decided to apply for the Zebra™ PartnerConnect program, we want to ensure you have the right information available to submit your application. This worksheet provides you with an overview of the information you will be asked as you complete the online process, including instructions for applying as a **Reseller, Independent Software Vendor (ISV) or Alliance Partner**. Some portions of the application may not apply to the program for which you are applying. An asterisk(*) has been used to identify which section in the appliction flow has different application questions for the different program types.

If you are applying for both the Reseller and ISV programs or the Reseller and Alliance programs, submit a single application now. Once approved you can apply for the additional program to be added to your Zebra membership.

Contents

Step-by-Step Application Workflow

Click on the link for the instructions for each step.

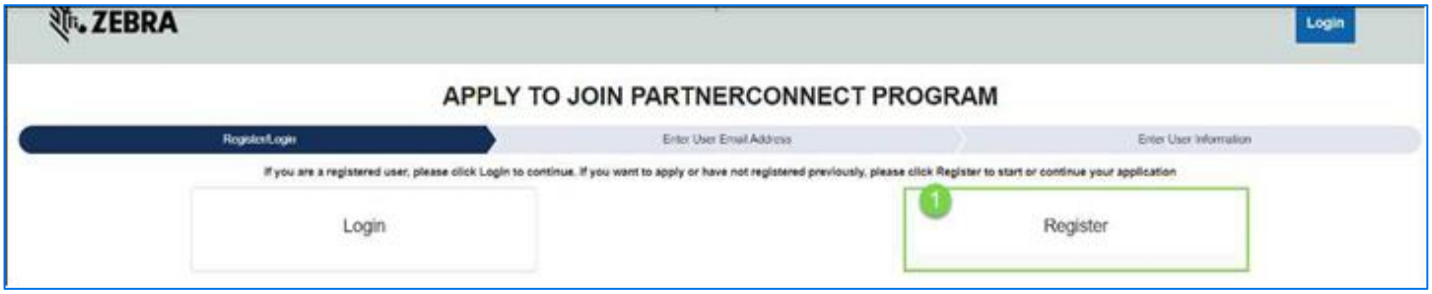
Step 1A – Register for the Program

To access and begin the application process, you will need to register and create login credentials.

Step 1A - New Registration

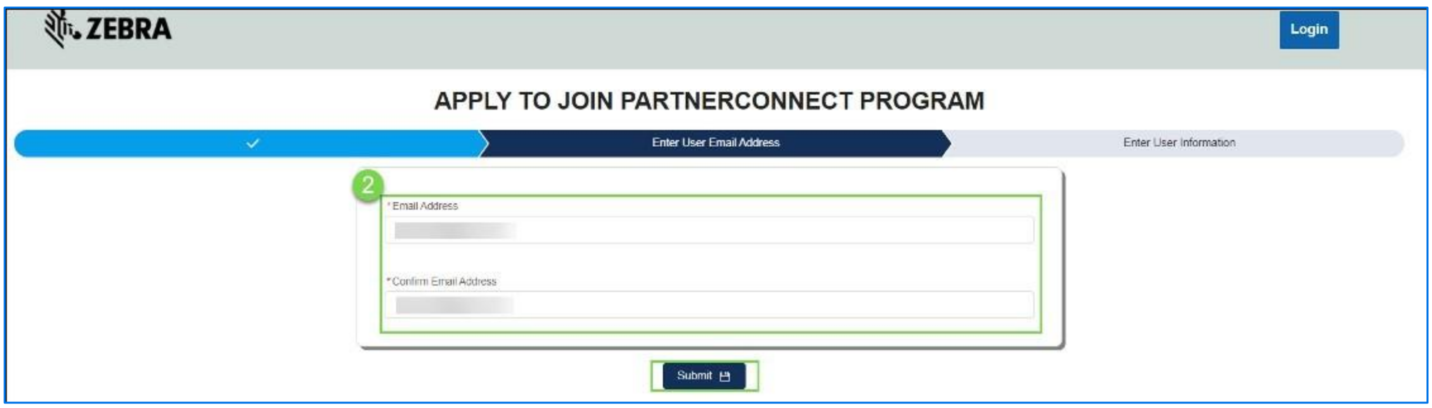
Start at **How to Apply to PartnerConnect**, click **Apply Now.**

1. Under Apply to Join PartnerConnect Program, click **Register**.

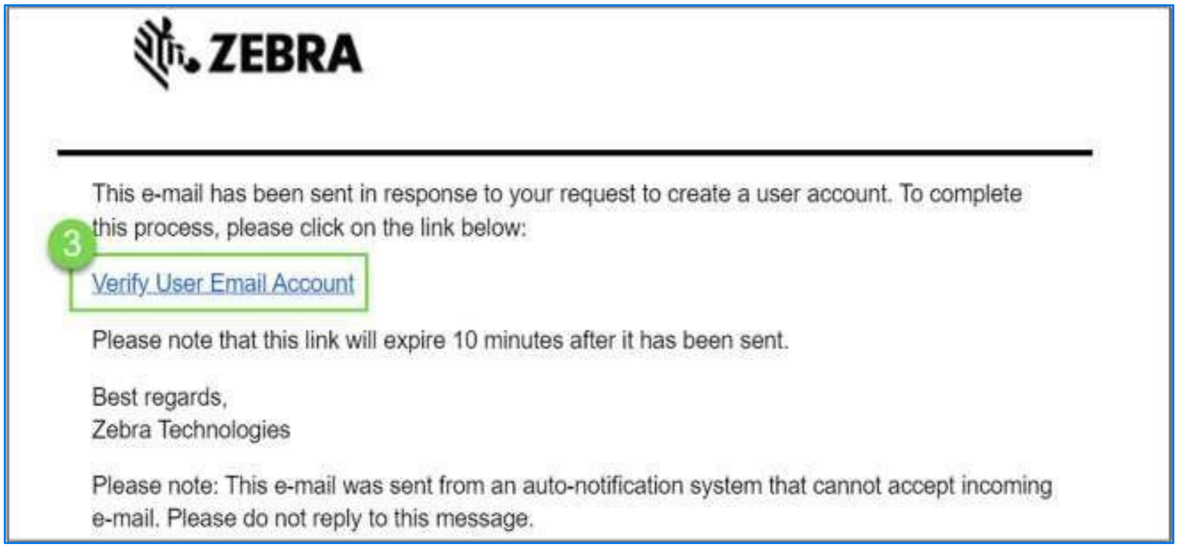


2. Enter and confirm your business **Email Address,** click **Submit**.

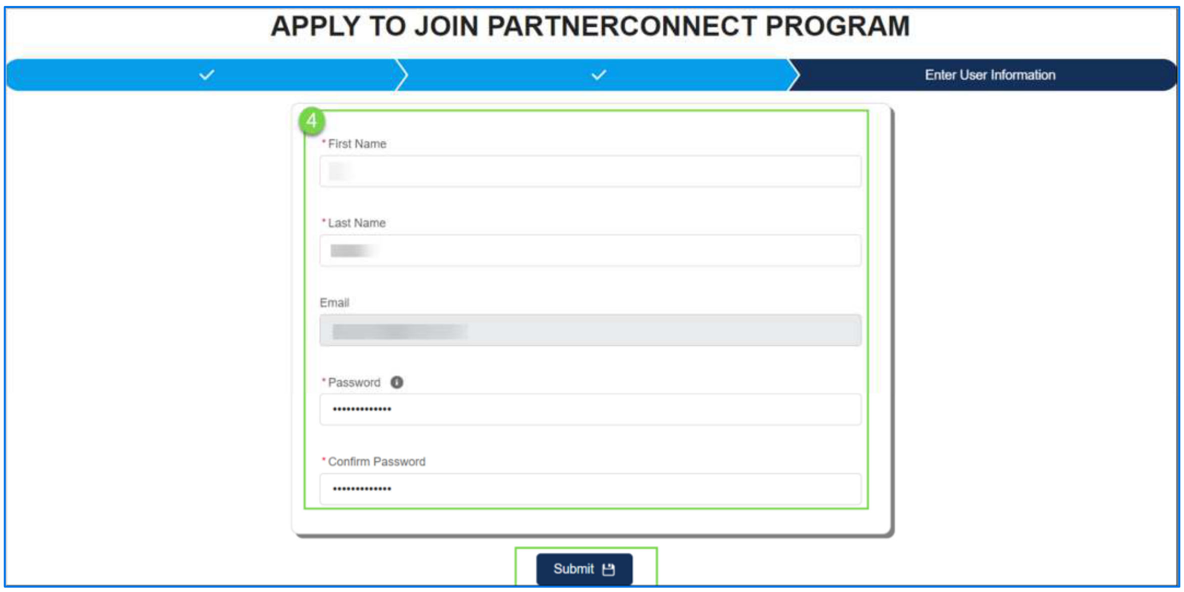
   An on-screen confirmation will appear upon successful sumbission of your request.



3. Check your email for the verification notice, click **Verify User Email Account**.



4. Complete the onscreen from, enter your **First** and **Last Name**, create a **Password** and click **Submit**.

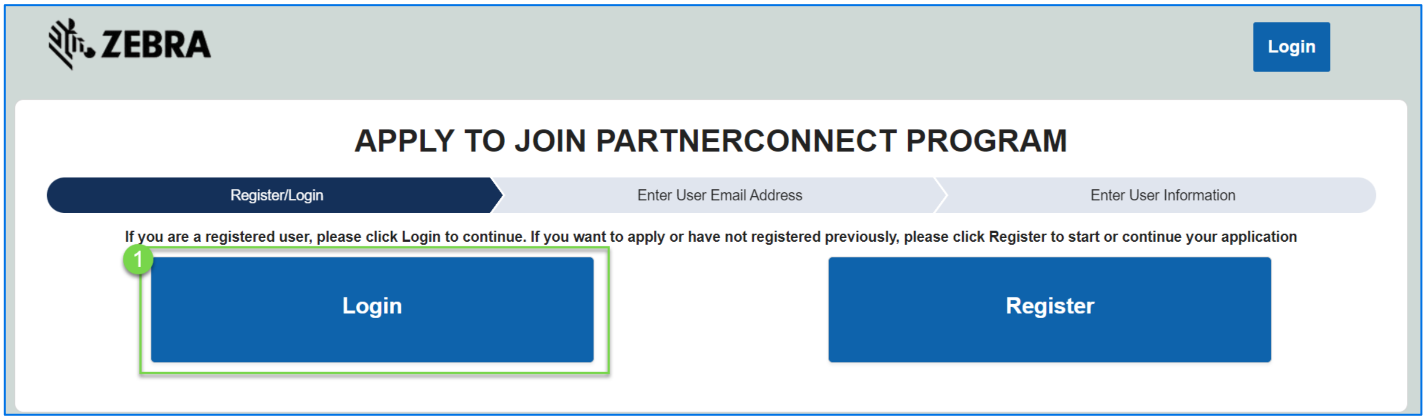


Once verified, you can begin your application!

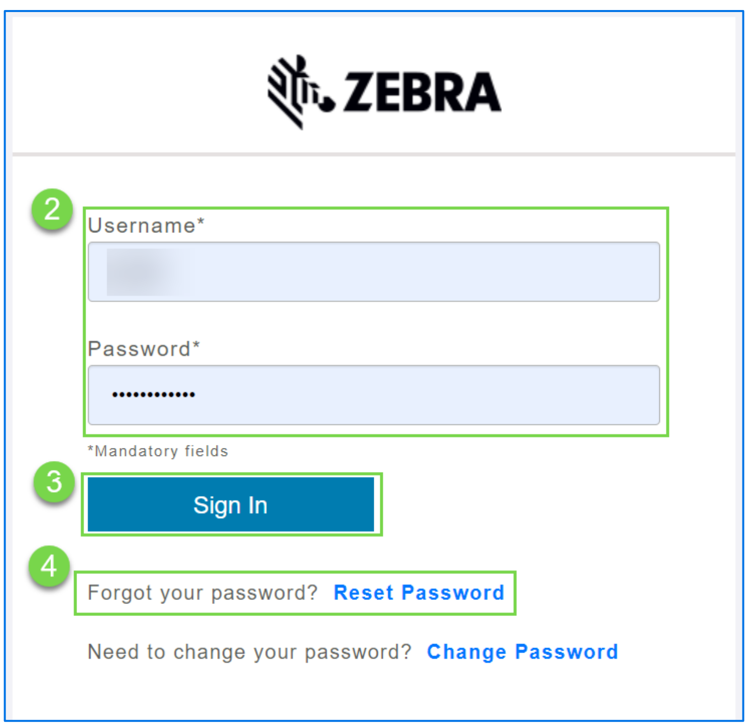
Step 1B – Reapply for the Program

If your company was previously a member of the PartnerConnect program and your email was registered with Zebra, you will need to reapply for the program.

1. On the **Apply to Join PartnerConnect Program** page, select **Login**.



2. Complete the onscreen form: Enter your **UserName** (company email address) and **Password**, **c**lick **Sign In**.
3. If you can't remember your Password, click **Reset Password** and follow screen prompts. For step-by-step instructions for Resetting your Password (when password is forgotten) or Changing your Password (when password is known), click **here**.



Application and Command Buttons

Command buttons allow you to easily navigate, save and finish the application later.

Button	Description
Next	Move to the next page (section) in the application. The “Next” button will only be displayed once all required fields have been completed.
Previous	Move to the Previous page in the application to add / correct / view information.
Finish Later	Saves current application details to allow you to finish later. You will receive an email notification with a new URL link. If you wish to return to your saved application, use the URL Link in the notification.
New Contact	Add a New Contact to the partner application.
Submit	Submit application.

Step 2 – Become a Partner

The first section of the partner application asks introductory questions regarding the program you are applying for, including partner type and region you wish to serve as a Zebra partner.

EMEA Only: Applicant must verify that at least one company employee is able to communicate in English (verbal and written). If the checkbox is blank after EMEA is selected for region , the onboarding process is halted and the application process is unable to move forward.

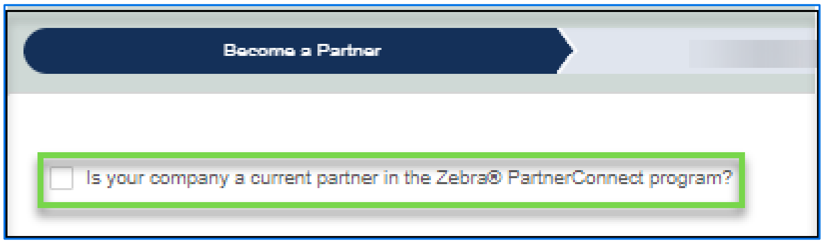
You can select whether your organization is seeking to become an **ISV**, **Reseller,** or an **Alliance Partner**. To help you choose the appropriate option that best aligns with your company’s business model refer to the definitions below.

- An **ISV** is an individual or business that builds, develops and sells consumer or enterprise software. Although ISV-provided software is consumed by end users, it remains the property of the vendor. An ISV is also known as a software publisher.
  - ISV partners will only be able to purchase open products unless they are also a Reseller in the program.
- A **Reseller** is a company or individual (merchant) that purchases goods or services with the intention of selling them rather than consuming or using them.
- An **Alliance Partner** offers complementary products or services that may be used or integrated with Zebra products. If this best describes your organization, you will need to determine what type of Alliance Partner you would like to be from the options below.
  - Alliance Partners will only be able to purchase open products unless they are also a Reseller in the program.
  - An **Independent Hardware Vendor** (IHV) develops and sells hardware or accessories compatible with Zebra products (holsters, cradles, etc.).
  - A **Consultant** focuses on advising organizations on how best to use information technology, that may include Zebra products.
  - A **Technology Alliance** provides strategic alliance technology that supports Zebra products (Operating System, chipsets, WLAN, etc.).

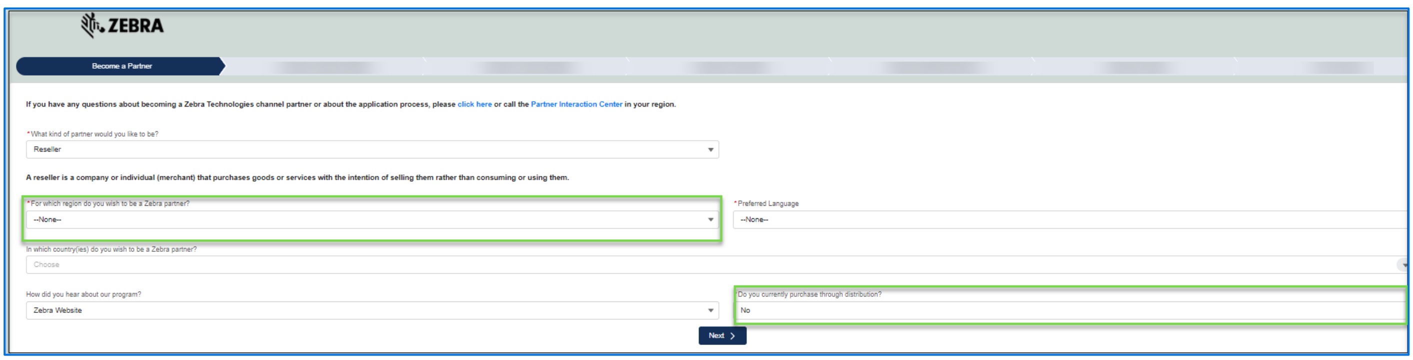
- A **Systems Integrator** (SI) specializes in implementing, planning, testing and/or maintaining IT operations that may include Zebra products.

Is your company a current partner in the Zebra PartnerConnect program?

Check this box if your organization is a current member of the PartnerConnect program and would like to change or add to this relationship. You will be redirected to Zebra Partner Gateway for details on the Relationship Change process or contact the Partner Interaction Center in your region.



After you have selected the partner type you are applying for, additional questions pertinent to that type will be presented. Below is an example of the questions posed to a **Reseller** applicant which include the region you wish to serve as a Zebra partner in and if you currently purchase through distribution.



Step 3 – Company Applicant Details

This section asks for the contact information for the company representative submitting the application. You will be asked to provide your **Name**, **Email Address**, **Phone Number(s)**[1] and **Geographic Focus** as well as select the appropriate **Role(s)** and applicable **Focus Area(s)** that describe your job responsibilities.

Primary Role | Focus Area

You will have an opportunity to identify up to three roles that you are responsible for within your organization. You must choose a **Primary Role** and **Focus Area**. **Secondary Role** and **Tertiary Role** are optional if applicable. **Focus Areas** are vertical market and product/solution specific. Examples include Education, Government, Retail, Printers, Mobile Computers and Intelligent Edge Solutions.

If you have one role but multiple focus areas, select the same role for Primary, Secondary and Tertiary Role (if applicable) but select a <u>different</u> focus area for each.

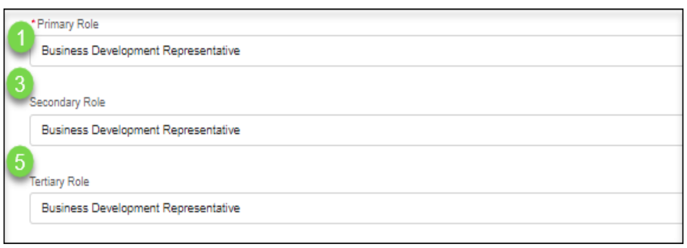
Example (illustrated below)

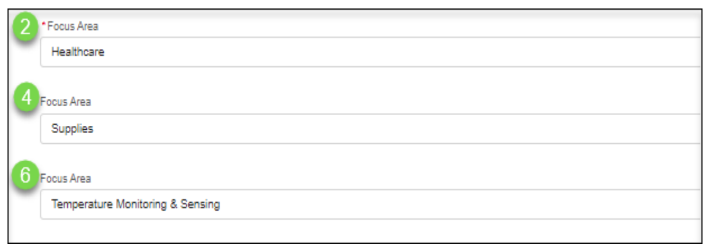
You are a Business Development Representative and focus on the Healthcare industry, Supplies and Temperature Monitoring and Sensing:

Primary Role: select Business Development Representative**; Focus Area:** select Healthcare

Secondary Role: select Business Development Representative**; Focus Area:** select Supplies

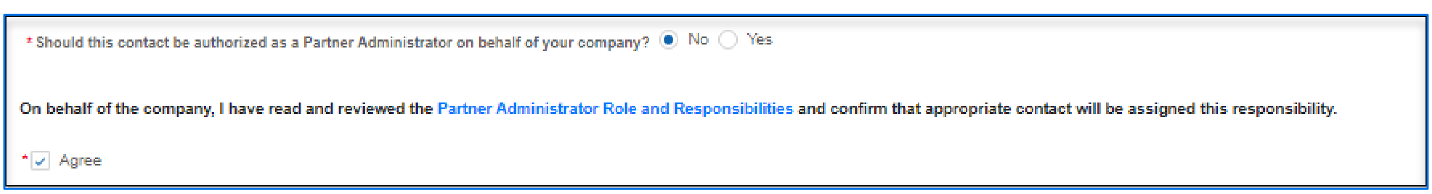
Tertiary Role: select Business Development Representative**; Focus Area:** select Temperature Monitoring & Sensing.





Partner Administrator

To complete the last part of this section, you will be asked to identify yourself or at least one other contact within your organization to be the **Partner Administrator** on behalf of your company. A Partner Administrator is an office administrator role within your company, used to handling administrative duties such as updating and maintaining the data held in our systems, including the Partner Profile and company contacts. For a complete description of the Partner Administrator Role and Responsibilities, click **here**.



Formatting Note:

[1]Phone numbers should be entered without any spaces or special characters (8887770000).

Step 4 – Company Location Details

Next, you will be asked to provide your **Company Name**, as well as the address of your **Primary Business Location** and **Headquarter Location**.

Company Legal Name

The full legal name of the company. This can be provided in local language.

Company DBA / Trading Name

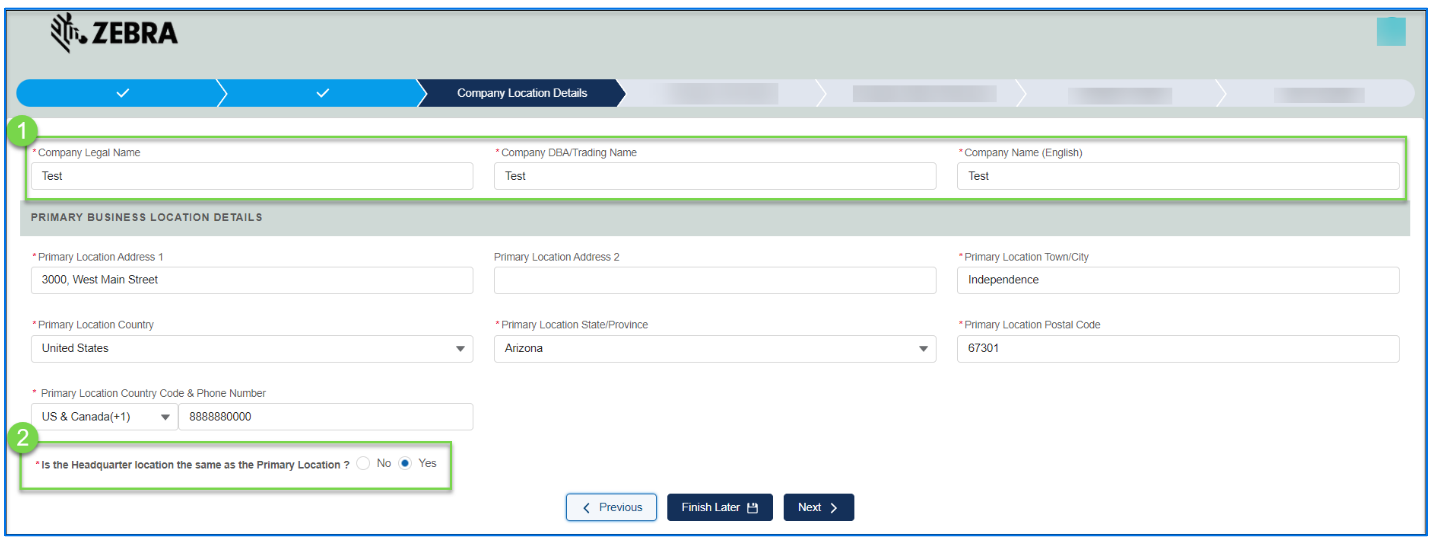
The name used for advertising, marketing and sales purposes. This will be used in the Zebra online channel partner directory (when applicable).

Company Name (English)

The company local name. If local language was used in the Company Legal Name field, please provide the Company Name using the English alphabet.

Is the Headquarter location the same as the Primary Location?

By selecting "**Yes**" your information will be copied accordingly to other parts of the application.



Step 5 – Company Information*

To help us process your application, you will need to provide:

Company ID Type

This information is specific to your region, state, or legal form of the company. Options include Government ID, VAT Registration ID and Tax Registration ID.

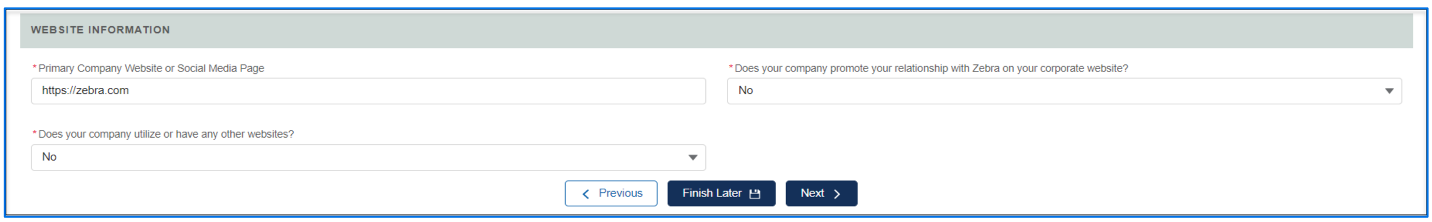
Company ID

Required if an ID type is selected. Enter the associated number for the Company ID type.

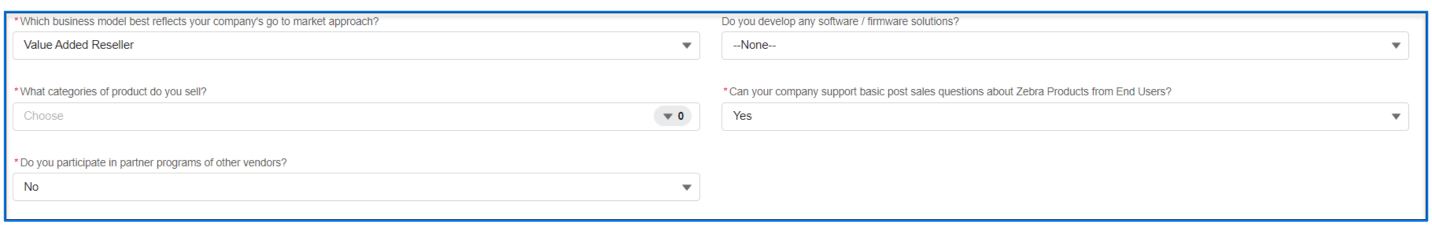
Next, provide a brief description of your company and the value you bring to the market. This description will be displayed in the Zebra online channel partner directory (when applicable).

Website Information[1]

You will be asked for your **Primary Company Website or Social Media Page** along with any other websites (i.e., e-commerce websites, third-party marketplace websites) that your company may utilize.



***Reseller Applicants** will be asked to provide information about your company's primary business model, product/solution focus and participation in other vendors' partner programs[2].



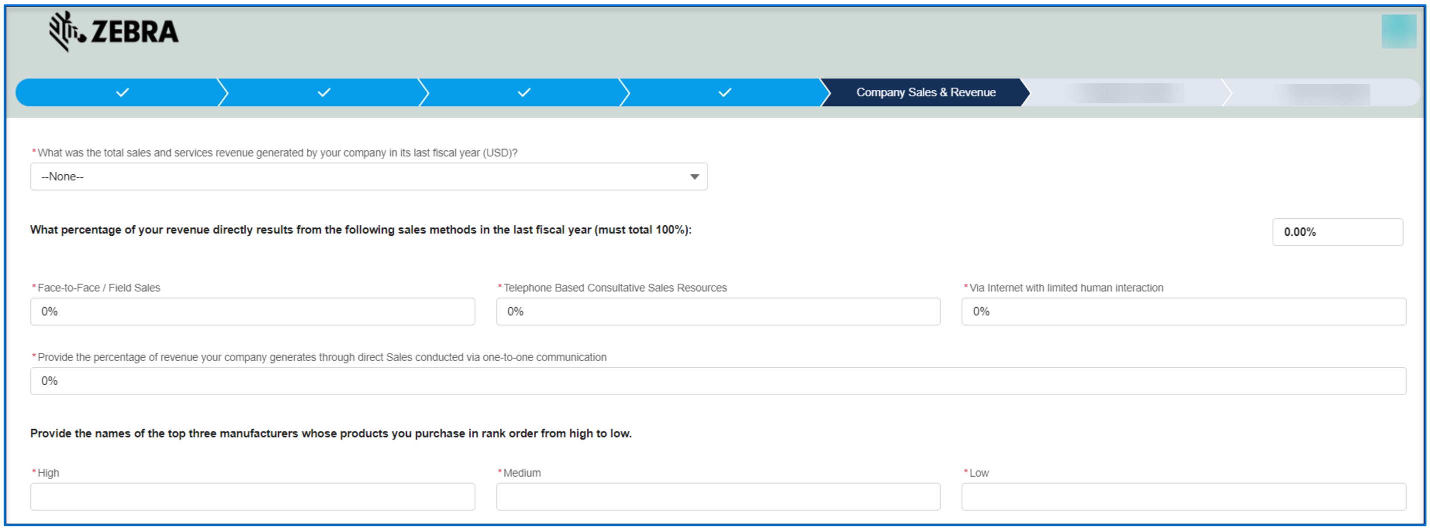
Formatting Notes:

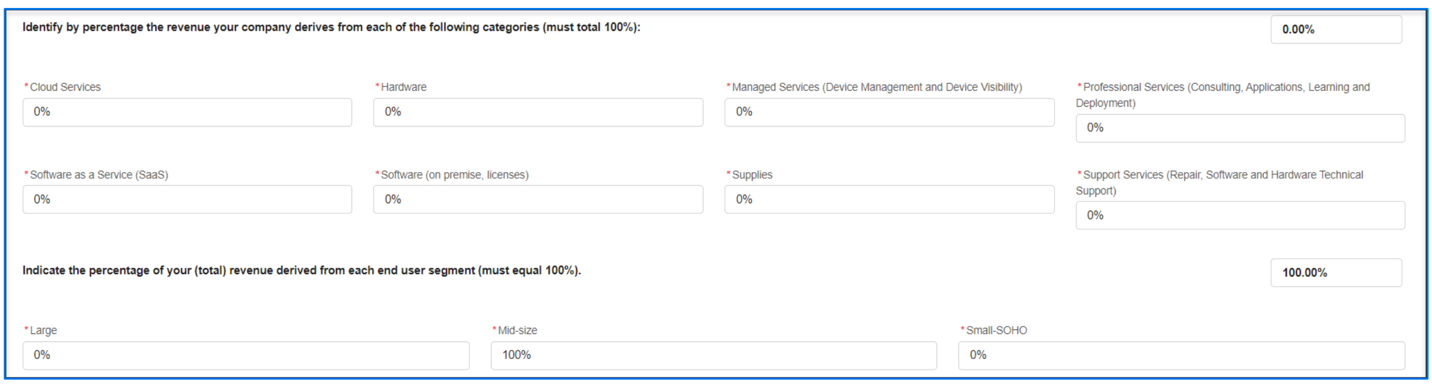
[1]For website address(es), use ***https://xxx.com*** format.

[2]When listing more than one program in "Do you participate in partner programs of other vendors?", separate by commas.

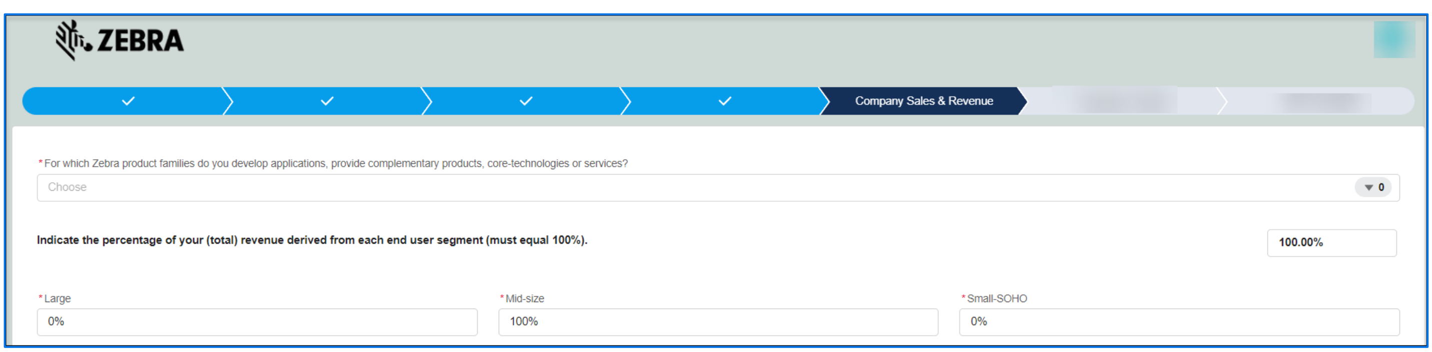
Step 6 – Company Sales and Revenue*

***Reseller Applicants** will need to provide details about your company sales and revenue including selling methods, the top three manufacturers whose products you purchase, the revenue derived from the product/solution categories your organization sells and the revenue derived from various end user segments.



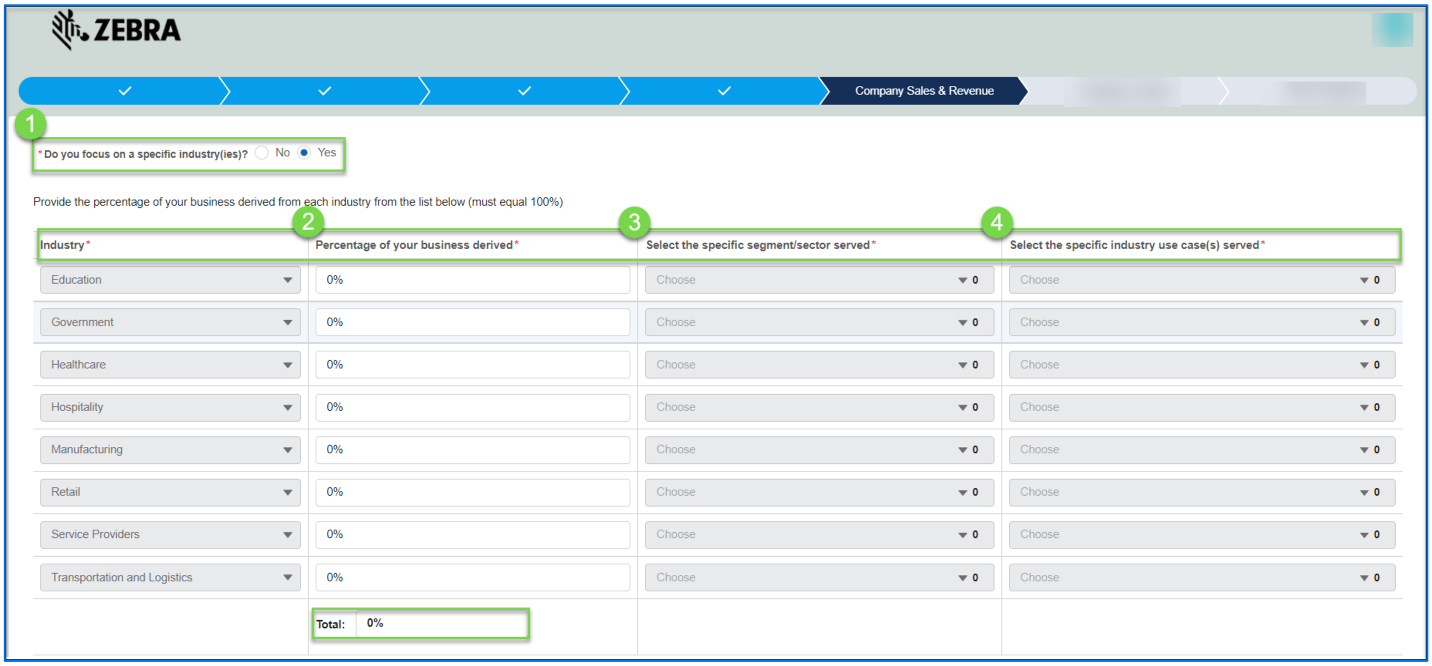


***ISV and Alliance Partner Applicants** will need to identify the Zebra product families you develop applications for, provide complementary products, core technologies or services, as well as the revenue derived from various end user segments.



All Applicants are to identify if they focus on a specific industry(ies). If yes, a list of industries will appear, please provide the percentage of revenue derived from each.

For each industry you focus on, indicate the **Specific Segment or Sector** that is served as well as the **Specific Industry Use Case(s) Served**.

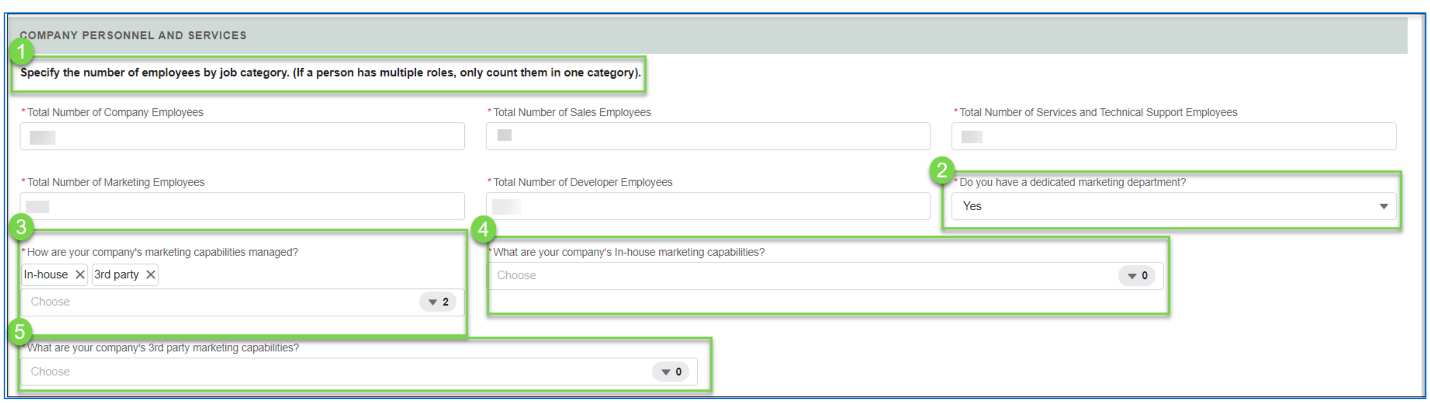


Company Personnel and Services

All Applicants enter your **Total Number of Company Employees,** the number of dedicated, full-time employees in **Sales**, **Services/ Technical Support**, **Marketing** and the number of **Developer Employees** your company has on staff.

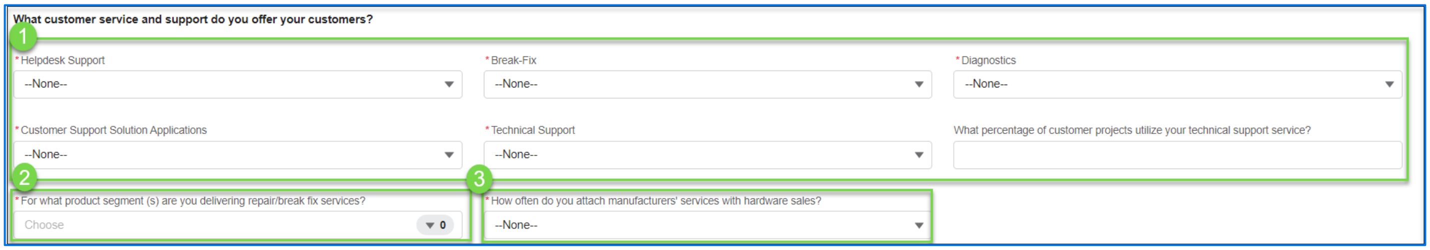
***ISV and Alliance Partners** will also need to provide the number of **Project Managers/Consultants** on staff.

Further, **All Applicants** will need to indicate if you have a **dedicated marketing department.** If yes, is it **managed in-house** and/or **through a third party** and the **marketing capabilities** managed by each.



What customer service and support do you offer your customers

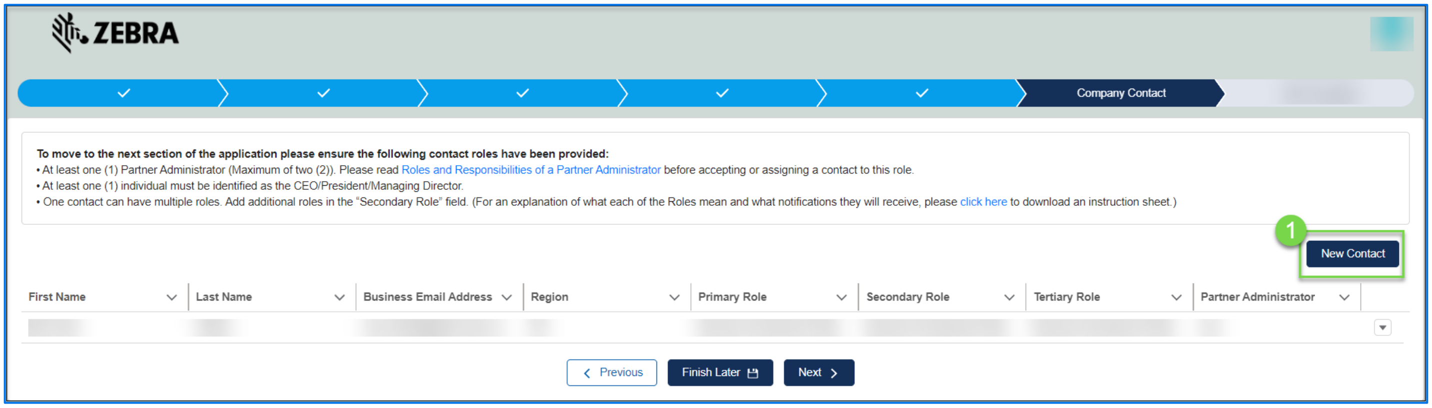
***Reseller Applicants** will need to indicate the customer service and support offered to your customers, including **Helpdesk Support** and **Diagnostics,** if each service is **Complementary**, **Fee Based,** or **Not Offered**, details about the **product segments you deliver, repair/break fix services** and **attaching of manufacturers services with hardware sales**.



Step 7 – Company Contacts

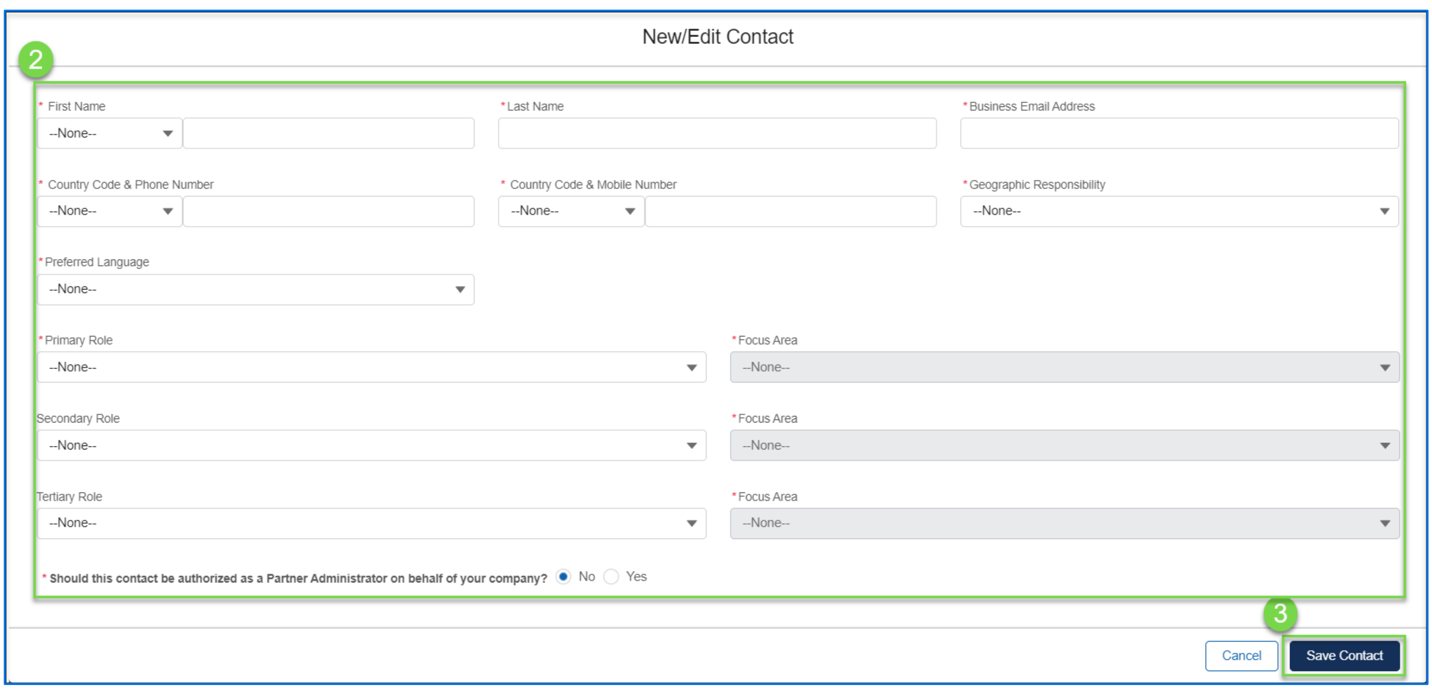
Next, provide up-to-date information on the contacts within your company. This information helps us provide relevant information in a timely manner to the right people on your team. For an explanation of what each of the Roles mean, click here. Every organization is required to have at least one (1) contact designated as a **Partner Administrator** and at least one (1) contact identified as the **CEO/President/Managing Director**.

To begin adding new contacts, click **New Contact**.



New/Edit Contact

A new window will open, enter the details of the new contact **(First Name**, **Last Name**, **Business Email Address**[1], etc.). Click **Save Contact**. Repeat these steps for each new contact you wish to create.



Formatting Note:

[1]Email addresses must be unique for each contact.

Step 8 – Anti-Corruption

Finally, provide information regarding your company's compliance with any required anti-corruption laws and regulation. If you answer **Yes** to any of these questions, you will be prompted to provide additional information. Questions are pre-populated with the answer **No**.

To help you prepare to complete this section, below are the questions asked with a brief description/instruction.

Question	Instruction
Other than Applicant Company, do you plan to use any other companies including your own subsidiaries, affiliates or individual persons (other than your company's employees) to resell products or services for Zebra such as sub-distributor or sales agent?*	Select **Yes** or **No**.
*If yes, please provide the following information concerning the question above:	Review and respond to the follow-on questions.
Legal Name of company/sales agent that will be reselling Zebra products or services on behalf of your company.	Enter the name of the company/agent that will be reselling Zebra products or services on your company's behalf.
Complete registered office address of company/sales agent.	Enter the registered address of the company/agent that will be reselling Zebra products or services on your company's behalf.
Complete business address of company/sales agent (if different).	Enter the business address of the company/agent that will be reselling Zebra products or services on your company's behalf if it differs from the registered address.
Services provided by company/sales agent.	Indicate the services provided by the company/agent that will be reselling Zebra products or services on your company's behalf.
Length of relation with company/sales agent.	Indicate how long your company has held its relationship with the company/agent that will be reselling Zebra products or services on your company's behalf.
Please select all of the countries where your company will conduct business and/or ship Zebra products or supplies on behalf of Zebra.	Select all that apply.
Does your company have a Code of Business Conduct? *	Select **Yes** or **No**.
*If yes, how often do you provide training to your employees on your Code of Conduct?	Use the drop-down list to indicate how often your employees are trained.
Does a current or former government employee or any member of his immediate family, have an ownership interest in your company? *	Select **Yes** or **No**.
*If yes, what percentage of ownership does this person have?	Enter the percentage of ownership.
Is a current or former government employee or current or former employee of a Government-owned company or any member of his immediate family, employed by your company? *	Select **Yes** or **No**.
*If yes, please identify the employee(s).	List the name of each employee this applies to.
Is a current employee or other individual who will be representing Zebra related by birth or marriage to any current or former government official or current or former employee of a Government-owned company who is in position to influence the purchase of the Zebra products or services that your company will be selling? *	Select **Yes** or **No**.
*If yes, please provide the employee's name(s).	List the name of each employee this applies to.

Once you have completed all of the required anti-corruption questions, you must read and agree to the certification status.

I certify that I, and the company that I hereby represent, will abide by all applicable anti-corruption laws and regulations, including but not limited to, the U.S. Foreign Corrupt Practices Act, the U.K. Bribery Act, and similar anti-corruption laws, and will conduct business without the use of bribery, in any form.

I also represent and warrant that:
(i) Company is not located in, under the control of, or a national or resident of Cuba, Iran, North Korea, Sudan, and Syria and it will not transfer, export, or re-export, directly or indirectly, any products, software or technology, including technical data Company receives from Zebra directly or indirectly (collectively, the "Supplied Items"), to such countries or to any nationals thereof;

(ii) Company will not use Supplied Items in any activity related to the development, production, use, maintenance, or proliferation of weapons of mass destruction, and Company will not transfer, export, or re-export, directly or indirectly, Supplied Items, to any party engaged in any such activity; and

(iii) Company will not transfer, export, or re-export any Supplied Items, directly or indirectly, to any party identified on a restricted party list published by the U.S. government or any other government.

* Agree

Click **Submit** to complete and submit your application to Zebra for consideration.

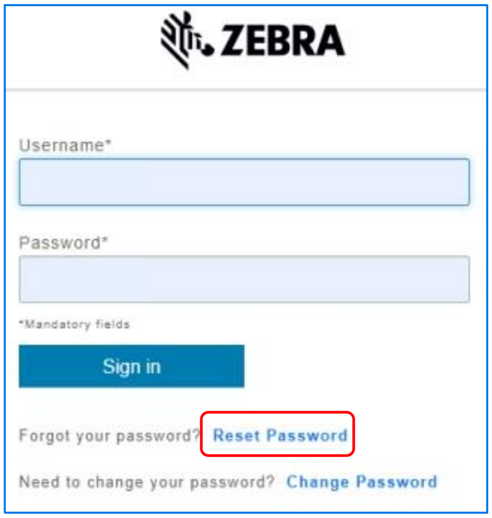
You will receive an email notification confirming the receipt of your application. If the Partner Interaction Center (PIC) team needs to validate any details provided, they will contact you within three days.

Appendix

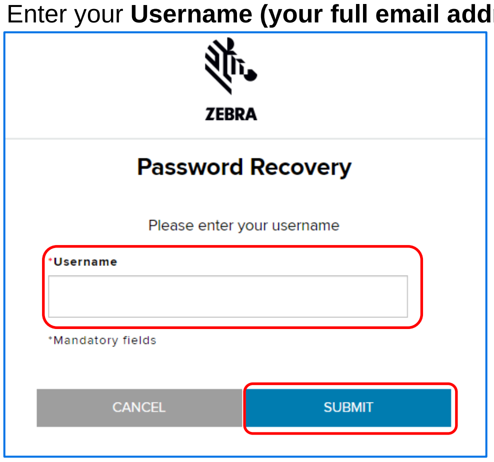
Password Recovery Instructions

Forgot your password?

1. Click **Reset Password** in the login screen.

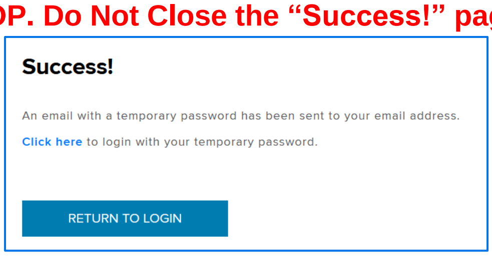


2. Enter your **Username (your full email address)** and click **Submit**.



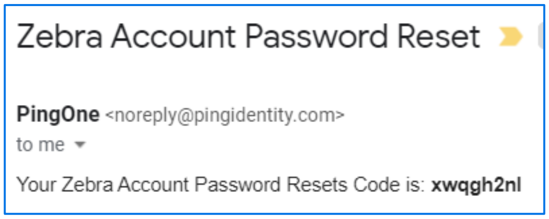
Example:
Email bob.smith@store.com
Username bob.smith@store.com

STOP. Do Not Close the "Success!" page.



Keep this page open.
You must return to this page with the passcode emailed to you to complete the reset process.

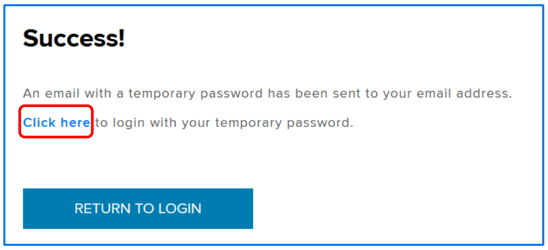
3. Open a new tab and go to your “Received” emails.



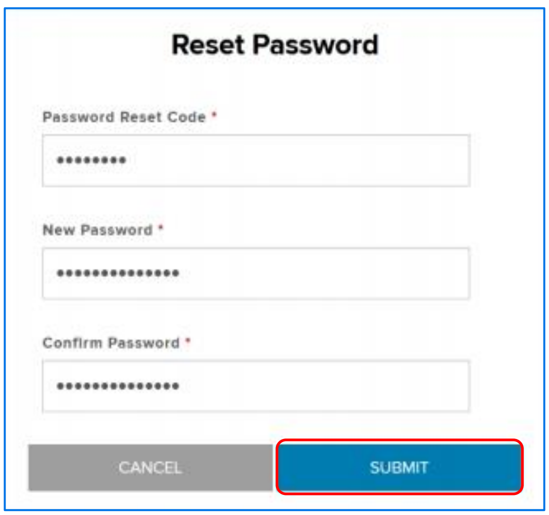
Locate and open the auto sent email from Zebra containing your Zebra Account Password Reset Code.

Copy the Reset Code carefully, no spaces before or after.

4. Go back to the tab with the Success page and click “**Click here**”.



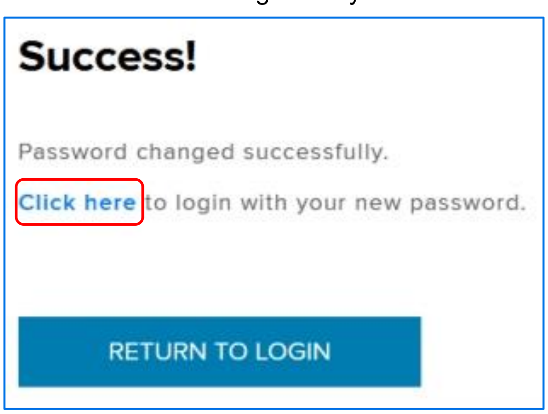
5. Enter the one-time Zebra Account Password Reset Code (from email), Create your New Password, Confirm your new Password and click Submit.



Password **MUST be at least 12 characters, contain at least one uppercase letter, one lowercase letter, one number and one special character**.

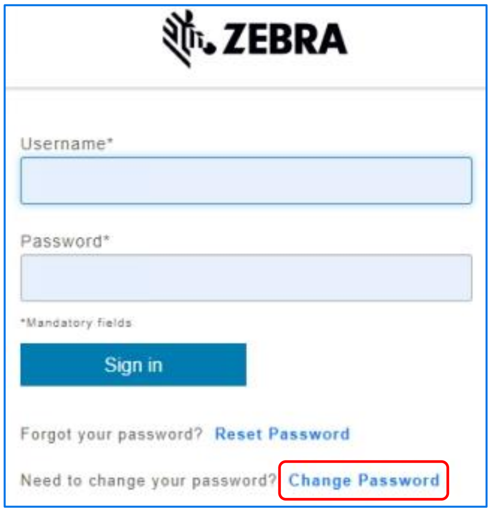
Password **MUST NOT contain spaces, tabs or underscores**.

6. Your password has been reset. Click “Click here” to Login with your Username and new password.

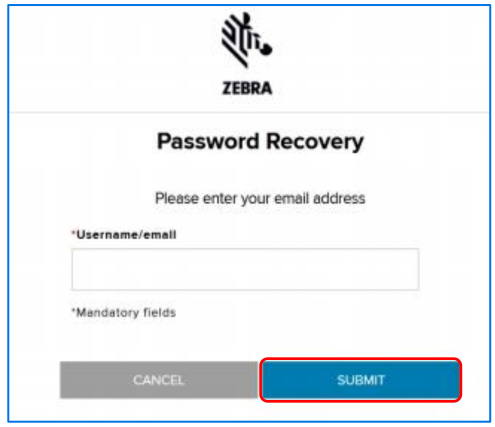


Want to change your password?

1. Click **Change Password** in the login screen.



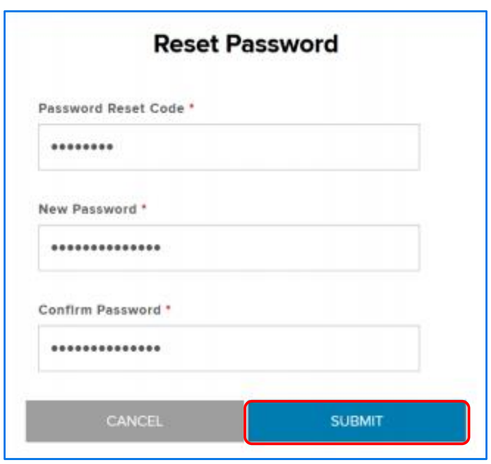
2. Enter your **Username (email address)** and click **Submit.**



3. Enter your Old Password, New Password, Confirm your new Password, click Submit.

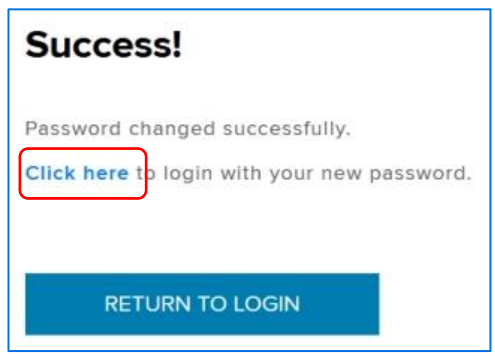
   Password **MUST be at least 12 characters, contain at least one uppercase letter, one lowercase letter, one number and one special character.**

   Password **MUST NOT contain spaces, tabs or underscores.**



4. Your password has been reset.

   Click “Click here” to Login with your Username and new password.



Partner Administrator Role and Responsibilities

Overview

Zebra is focused on enabling a strong, successful relationship with each member of the Zebra™ PartnerConnect program. To facilitate the relationship, your company must assign the role of **Partner Administrator** to at least one person within your company.

As a Partner Administrator, you have access to the Zebra online **Partner Administration Tool**, a user-friendly portal that enables you to execute your responsibilities as a Partner Administrator. Partner Administrators have access to key sections of the site that other personnel at your company do not. You also have access to all other channel partner online tools.

Responsibilities

Partner Administrators play an essential role in maintaining up-to-date information on your company and in facilitating access to Zebra tools and information to other personnel within your company.

By taking on the role of Partner Administrator, you agree to fulfil the responsibilities below:

- **Granting Partner Administrator status.** You can assign other personnel within your company to the Partner Administrator role.
- **Updating your company information.** Your company is required to maintain up-to-date company information in our systems. This ensures that your company's listing in our online channel partner directory is accurate.
- **Updating contact information** for personnel who interact with Zebra representatives and indicating their primary role and any secondary and tertiary role as well as Geographic Responsibility and Focus Area.
- **Adding contact information for** new personnel who will interact with Zebra representatives, indicating their primary role and any secondary and tertiary role as well as Geographic Responsibility and Focus Area. This will grant them access to the Zebra partner portal and enable them to receive relevant communications.
- **Requesting Zebra to update key company information.** If information such as company name or address (including billing address) changes, you must contact the Partner Interaction Center.
- **Managing Zebra tool access** by providing approval for your colleagues' requests or revoking access if necessary.
- **Re-assigning the ownership** of records for Deal Registration and Influence Registration if the current owner leaves the company or changes positions.
- **Re-assigning the** responsibility for managing assigned Zebra-generated leads if needed.
- **Uploading documents (including updates to such documents)** and information requested by Zebra such as business/marketing plans, solution deployment submissions, customer case study candidates, etc.

Company Contacts Roles and Definitions

Overview

Updating your company contact information ensures communications are delivered to the right person in your company. Realizing that titles and roles may vary from company to company, the following definitions are available to help you select the role in our system that matches the job function at your company.

Roles

Business Development Representative
The Business Development Representative is responsible for bringing new business opportunities to the company. This resource should collaborate with Zebra on business planning, field marketing, sales opportunities and relationship development. This individual is often focused on a specific Zebra product portfolio or vertical market. They will receive sales and marketing related communications.

CEO/President/Managing Director
The CEO, president or managing director with senior administrative or supervisory authority within the company will be informed about all changes to Zebra™ PartnerConnect membership, the program and your company's partner status. They will also have automatic Partner Administrator, Partnership Builder and Compliance Tracker accessibility.

Developer
A developer is usually involved with software development or customized applications. Developers will have access to all developer community tools. They will receive all developer-related communications.

Marketing
A marketing person is eligible for access to all marketing-related incentives, tools and benefits. They will receive all marketing-related communications.

Operations (IT, Finance, Legal Administration)
The operations contact will receive communications from Zebra regarding financial matters, which could include invoices and details on applicable rebates; is eligible for access to all operations-related tools, will be the contact person for the Zebra Channel Operations team; and will receive communications from Zebra regarding legal matters, which could include changes to Terms and Conditions and appropriate addendum.

For standard program agreements, it is the responsibility of the applicant to consult with their legal contact.

Product Manager
A Product Manager is responsible for product business strategy and brings an understanding of the market, competitive landscape and customer requirements. They will have access to or receive all communications, Product Marketing Bulletins, Service Bulletins, End-of-Life Notices and related documentation.

Repair Administrator
The Repair Administrator manages all repair-related inquiries including opening repair tickets on behalf of customers and tracking repairs throughout the process.

Sales
A salesperson is eligible for access to all sales-related incentives, tools, benefits and leads. They will receive all sales-related communications.

Service Contract Administrator
The Service Contract Administrator manages all service contract-related inquiries, including the processing of new contracts, completing add-ons to existing contracts and managing contract renewals.

Service Repair Technician
A Service Repair Technician is a partner employee who has attended and successfully completed Zebra designed and delivered training in the particular product families as required by the Program Membership. The technician then applies the training by repairing or supporting the devices either in a depot workshop environment or out in the field at a customer location.

Technical (Pre-Sales Engineer, HW/SW Engineer)
Individuals serving in these roles work with hardware and/or software in various stages from design and development to testing and maintenance. They will have access to or receive all product-related communications including Product Marketing Bulletins, Service Bulletins, End-of-Life Notices and related documentation.

Technical Service/Customer Support
Individuals serving in the Technical Service/Customer Support role are eligible for access to all technical and service-related tools and receive service and technical support. They will have access to or receive all product-related communications including Product Marketing Bulletins, Service Bulletins, End-of-Life Notices and related documentation.

Additional Roles

In addition to the roles above, there are several tools and resources specific to Zebra for which a designated contact from your company is needed. Use the list below as a guide to understand the responsibilities associated with these Zebra tools and resources before updating your company contact information.

Partner Administrator
The Partner Administrator function provides a designated individual with access to the company's partner record—specifically the Partner Profile, contact data and deal registration/influence registration systems. The designated individual will be required to update the data held in our systems and manage the tool permissions for the employees of their company. They will also be responsible for verifying that they have completed certain business activities or achieved business attributes by completing the Self-Evaluation process prior to the company's Annual Compliance Review.

Executive/Company View
Individuals with this view will see all company-wide Deal Registrations and Price Concessions. This view can be granted by the Partner Administrator only.

Marketing Development Funds/Co-Op Contact
This individual serves as the main point of contact for the Zebra co-marketing funds program, assisting with inquiries about project proposals, reimbursements and the co-marketing funds tool.

Sales Incentive Administrator
This individual is designated to manage all aspects of the Zebra sales incentive programs, if applicable, including approving or rejecting sales representative requests for participation in the program and distributing points to registered sales representatives.

Service Tool Administrator
This individual serves as the main point of contact for Zebra service tools including e-Contracts, repair order portal and the support community.

Training Coordinator
This is a Zebra-defined role only and should be assigned to a specific contact that will be responsible for coordinating Zebra training. Zebra will coordinate with this contact to ensure any required training is completed.