



## **Zebra Technologies Corporation**

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### **Zebra Technologies Receives 2015 Best Channel Vendor Award** *Business Solutions Magazine recognizes Zebra for 7<sup>th</sup> consecutive year*

**Lincolnshire, Ill. – Jan. 15, 2015** – [Zebra Technologies Corporation](http://www.zebra.com) (NASDAQ: ZBRA), a global leader in products and services that provide real-time visibility into organizations' assets, people and transactions, has been recognized as a Best Channel Vendor by Business Solutions Magazine for the seventh consecutive year. The company was named a winner in the data collection and mobility category.

Every year, Business Solutions Magazine orchestrates a survey in which it asks its value-added reseller (VAR) subscribers to evaluate and vote for their top vendor partners. Once again, Zebra Technologies' resellers reported a high level of satisfaction with the company's products. Zebra is constantly looking for ways to innovate and improve their solutions, and those values have translated to high scores in the product features and product reliability categories of the survey.

#### **KEY FACTS**

- Business Solutions Magazine's survey included seven categories: service/support, product features, product reliability, product innovation, channel friendliness, channel program, and adequate VAR margins.
- Resellers made their judgments based on a scale ranging from 0 (worst) to 5 (best). The vendors who scored within the top five percent of each surveyed technology category were named 2015 Best Channel Vendors.
- The survey received 8,848 validated votes, and 2,921 VAR subscribers voted. Overall scores were determined by taking the cumulative scores of each of the seven categories previously mentioned and dividing that number by the amount of resellers who rated them.

#### **SUPPORTING QUOTE**

Denise Hampton, Director of Channel Strategy, Programs, and Marketing for Zebra Technologies

“Zebra is committed to mutually beneficial relationships with our business partners to enable the best end-customer experience with our joint solutions, and we’re proud of this recognition from the channel again this year. Our recent [acquisition](#) of Motorola Solutions’ Enterprise business will help us as we look to deliver an even stronger business relationship with the channel in 2015.”

## **SUPPORTING RESOURCES**

**Facebook:** [Zebra Technologies](#)

**Twitter:** [@ZebraTechnologies](#)

### **About Zebra Technologies**

Zebra (NASDAQ: ZBRA) makes businesses as smart and connected as the world we live in. Zebra tracking and visibility solutions transform the physical to digital, creating the data streams enterprises need to simplify operations, know more about their businesses, and empower their mobile workforces. For more information, visit [www.zebra.com/possibilities](http://www.zebra.com/possibilities).

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