



## Zebra Technologies Corporation

3 Overlook Point  
Lincolnshire, IL 60069 USA  
T: +1 847 634 6700  
F: +1 847 913 8766  
[www.zebra.com](http://www.zebra.com)

### Zebra Technologies Receives 2016 Best Channel Vendor Award

*Business Solutions Magazine recognizes Zebra for 8<sup>th</sup> consecutive year*

Lincolnshire, Ill. – Jan. 11, 2016 – [Zebra Technologies Corporation](http://www.zebra.com) (NASDAQ: ZBRA), a global leader in solutions 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 eighth consecutive year. The company was named a winner in the data collection and mobility category. Business Solutions Magazine orchestrates an annual survey in which it asks its value-added reseller (VAR) subscribers to evaluate and vote for their top vendor partners. Once again, Zebra Technologies' partners reported a high level of satisfaction with the company's product reliability, product features, product innovation and service/support.

#### 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 5,401 validated votes, and 2,737 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 number of VAR subscribers who rated them.

#### SUPPORTING QUOTE

##### **Denise Hampton, director of Channel Strategy, Programs, and Marketing for Zebra Technologies**

"Zebra Technologies strives to provide the industry's best partner experience and we're proud to be recognized by Business Solutions Magazine for the eighth consecutive year. We are more committed to the channel than ever before. Later this year, our new PartnerConnect program will make it easier for partners to work with Zebra and differentiate themselves while being rewarded for growth and investments that drive value for our mutual customers."

#### SUPPORTING RESOURCES

Learn more about Zebra: [Zebra Technologies](http://www.zebra.com)

Follow Zebra on Facebook: [Zebra Technologies](https://www.facebook.com/zebra)

Follow Zebra on Twitter: [@ZebraTechnology](https://twitter.com/ZebraTechnology)

#### 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](http://www.zebra.com).

#### Media Contact:

Bill Abelson  
Zebra Technologies  
+1-631-738-4751  
[bill.abelson@zebra.com](mailto:bill.abelson@zebra.com)

#### Industry Analyst Contact:

Caitlin DeRango  
Zebra Technologies  
Phone: +1-847-793-5896  
[cderango@zebra.com](mailto:cderango@zebra.com)

Zebra Technologies, Zebra and the Zebra logo are trademarks or registered trademarks of Zebra Technologies Corporation and are used under license. ©2016 Zebra Technologies Corporation. All rights reserved.