

# THE PATH TO PARTNERSHIP

## Validate Your App

### What is the Validated App Program?

It's all about verifying compatibility of your software with Zebra printers, mobile devices or both, and promotion of your validated application. You'll have complimentary access to our team of Zebra engineers, developers, software architects and ISV technical support for any new software project that you want to integrate and validate with our products. Simply follow our Testing Process shown below to ensure all aspects of your application and features are working in harmony with Zebra's printers and mobile devices.

	Compatible	Validated
<b>Completion Time</b>	Hours (Same Day)	1-2 Days
<b>Purpose of Testing</b>	<ul style="list-style-type: none"> <li>• Basic Testing</li> <li>• Does not test actual application functionality — confirms that the device functions with application installed</li> </ul>	<ul style="list-style-type: none"> <li>• Highest level of testing</li> <li>• Validates full functionality through comprehensive testing procedures for printers, mobile devices or combination of both</li> <li>• Confirms device and app performance meets expectations</li> </ul>
<b>Tests Performed</b>	<ul style="list-style-type: none"> <li>• Scanning performance</li> <li>• Communication (i.e. WLAN, WWAN and GPS)</li> <li>• Compatibility and Accessories</li> <li>• Performance</li> </ul>	<ul style="list-style-type: none"> <li>• All compatible testing</li> <li>• Test end-user application usage</li> <li>• Application stability</li> <li>• Transition between WLAN and WAN</li> <li>• Wi-Fi roaming test</li> <li>• Application interface</li> </ul>

### Post Application / Validation Benefits

Once your application has been tested, you'll be able to experience the many benefits noted below:

Activity	Benefit	Prerequisites	Compatible	Validated
<b>Validation Logo</b>	Use of logo for website, collateral and events. Featured on Zebra's APP Locator tool (zebra.com).	Provided by Zebra Engineer upon completion of test process. This logo must be used in accordance with Zebra's brand usage guidelines.	●	●
<b>Partner and APP Locator (Zebra.com)</b>	Validated applications are listed with higher priority so customers are more likely to find your validated app when searching for solutions in their region and industry.	Partner completes Partner Profile and updates their information in the Partner Administration and Software Application Management tools.	●	●
<b>Partner Promotions</b>	Press Release	<ul style="list-style-type: none"> <li>• Template provided to Partner by Zebra</li> <li>• Requires approval via Zebra Engineer</li> </ul>	●	●
	Partner Gateway	<ul style="list-style-type: none"> <li>• Global and Regional exposure to Zebra Partner Community</li> <li>• Exposure to Resellers</li> </ul>	●	●
	Global Technology Exchange (GTX) Newsletter	Technical Newsletter to Zebra Engineers and Pre-Sales Engineering Teams	●	●
	Regional Newsletter	<ul style="list-style-type: none"> <li>• Highlighted in Newsletter</li> <li>• Zebra Channel Sales Teams Visibility</li> </ul>	●	●
	Solution Center Demo Showcase — Catalog	<ul style="list-style-type: none"> <li>• If demo-ready, Zebra Engineers will provide as needed</li> <li>• Zebra Engineers maintain a Master List for customers</li> <li>• Visits with Zebra Engineer Team can be scheduled by the Partner</li> </ul>	●	●

# CONNECT FOR GROWTH

**PartnerConnect. One Program. Many Benefits.**

Zebra's partner program, **Zebra® 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 program, PartnerConnect supports, recognizes and rewards you for the distinct value you provide to customers.

As an ISV, you get access to many exclusive program benefits to grow your business and expand your relationship with us. Here's what PartnerConnect gives you immediately:

## Influence Registration

One of the core components of your PartnerConnect relationship is Influence Registration, which allows you to be recognized for sales opportunities in which you play an influencing role. When you register projects, you:

- Improve engagement with Zebra by building connections with our sales team and improving our knowledge of your applications
- Log your revenue contributions, which are a key factor in moving to a higher level within the PartnerConnect program
- May earn Influence Rewards

## Technical Support

Zebra provides expert technical support to PartnerConnect ISVs to facilitate both application development related to our devices and the resolution of customer technical issues related to your application with our devices. The process for obtaining technical support will depend on your location, and the support you receive may differ based on your partner level and the nature of your support.

## Collaborate with PartnerConnect Resellers

Developing relationships with PartnerConnect resellers can help you gain new routes to market, build traction in new markets and expand your reach. To make new connections, network at Zebra events like our annual partner conference and stay visible through tools like Click2Demo and AppGallery.

## Online Application Locator

One of the best ways to gain instant visibility is our online directory, Partner and Application Locator. This site is used by customers, resellers and Zebra sales reps to identify the best application for a particular business need.

## Application Testing

Start your relationship by achieving our Compatible Solution or Validated Solution status, which gives your application credibility with customers, resellers and Zebra sales reps. Compatible testing ensures your application will run on one of our mobile devices, while Validated testing goes a step further to ensure that your application is fully operational. By completing the application testing process, you can take advantage of additional marketing opportunities.

## Participation Is Easy...Get Started Today!

To join **Zebra PartnerConnect** program, all you need to do is complete a company profile on **zebra.com** and sign simple Terms and Conditions. This low barrier to entry enables your company to begin accessing program benefits easily.

For more information, please contact the **Partner Interaction Center** or a Zebra Business Development Manager.