Onboarding Overview

Introduction

Behind every great channel is a great channel program. We’re pleased to present the Zebra® 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.

PartnerConnect comprises several different program tracks that are custom-built for different partner business models. This approach helps your company to differentiate itself in the marketplace and enables us to reward you through targeted program benefits.

Let’s Get Started

To become a PartnerConnect Member:

1. Visit Zebra.com
2. Create Login Credentials
3. Complete and submit the application form (approx 30 min)
4. Your application will be reviewed by Zebra team (approx 7 days)
5. If approved, you will receive an email directing you to the program’s terms and conditions
6. Finally, you will receive your official welcome letter

You will have 7 days to submit a completed application

Have questions about PartnerConnect?

Zebra’s Partner Interaction Center (PIC) provides support to channel partners in several languages during normal business hours.

Submitting the Application

Now that you have decided to apply for the Zebra® PartnerConnet program (*PartnerConnect*), we want to make sure you have the right information available to submit your application. This worksheet provides you with an overview of the information you will be asked to populate as you complete the online process.

This document includes 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 Application Flow has different application questions for the different program types.

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

Application Workflow

- **Step 1** – Register
- **Step 2** – Become a Partner
- **Step 3** – Company Applicant Details
- **Step 4** – Company Location Details
- **Step 5** – Company Information*
- **Step 6** – Company Sales & Revenue*

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Step 7 – Company Contacts
Step 8 – Anti Corruption

Appendix
Partner Administrator Role and Responsibilities
Company Contacts Roles and Definitions

Step 1 - Register

To access and begin the application process, you will need to register and create login credentials. Start at How to Apply to PartnerConnect | Zebra and click Register Now.

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

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

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

3. Check your email for the verification notice and click Verify User Email Account.
4. Complete the onscreen form, providing your First and Last Name, creating a Password and click Submit.

Now you can begin your application!

**Application and Command Buttons**

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

<table>
<thead>
<tr>
<th>Button</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Next</td>
<td>Move to the next page (section) in the application. (The “Next” button will only be displayed once all required fields have been completed).</td>
</tr>
<tr>
<td>Previous</td>
<td>Move to the Previous page in the application to add / correct / view information.</td>
</tr>
<tr>
<td>Finish Later</td>
<td>Saves current application details to allow you to finish later. (Note 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).</td>
</tr>
<tr>
<td>New Contact</td>
<td>Add a New Contact to the partner application.</td>
</tr>
<tr>
<td>Submit</td>
<td>Submit application.</td>
</tr>
</tbody>
</table>
Step 2 - Become a Partner

The first section of the partner application asks a few introductory questions regarding the program you are applying for, including what kind of partner you would like to be and the region you wish to be a Zebra partner.

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.
  
  Note: 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.
  
  - **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.
  
  Note: Alliance Partners will only be able to purchase open products unless they are also a Reseller in the program.

Note: If your organization is a current member of the PartnerConnect program and would like to change or add to this relationship, check the box highlighted below on the application screen. You will be redirected to Zebra Partner Gateway for details on the Relationship Change process or you may 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 be a Zebra partner 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 Phone Number(s)\(^1\) and Geographic Focus as well select the appropriate Role(s) and applicable Focus Area(s) for each that describe your job responsibilities (your name and email address will be pre-populated but editable).

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; Secondary Role and Tertiary Role are optional if applicable. If applicable, you can choose a Focus Area. Focus Areas are vertical market and product/solution specific. Examples include Education, Government, Retail, Printers, Mobile Computers, and Intelligent Edge Solutions.

Note, if you have one role but multiple focus areas, select the same role for Primary, Secondary and Tertiary Role (if applicable) but select a different focus area for each. As an example, illustrated below, if you are a Business Development Representative and focus on the Healthcare industry, Supplies and Temperature Monitoring and Sensing, select Business Development Representative as your Primary Role with a Focus Area of Healthcare, select Business Development Representative as your Secondary Role with a Focus Area of Supplies, and select Business Development Representative as your Tertiary Role with a Focus Area of Temperature Monitoring & Sensing.

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 dealing with administration duties like 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, see Partner Administrator Role and Responsibilities.

Formatting Note:

- \(^1\)Phone numbers should be entered without any spaces or special characters (8887770000).

Step 4 – Company Location Details

1. 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 is the full legal name of the company. This can be provided in local language.
   - Company DBA / Trading Name is 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) is the company local name. If local language was used in the Company Legal Name field, please provide the Company Name using the English alphabet.

2. If your Headquarter Location is the same as your Primary Location, simply select “Yes” to the question, “Is the Headquarter location the same as the Primary Location?” and it will copy over accordingly.
Step 5 – Company Information*

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

- **Company ID Type** identifies the type of company; the information is specific by region, state, or legal form of the company. Options include Government ID, VAT Registration ID, and Tax Registration ID.
- **Company ID** is 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).

Lastly, complete the **Website Information** section on the page. 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.

Formatting Notes:

- ¹For website address(es), use https://xxx.com format.
- ²When listing more than one program level for other vendors’ partner programs, 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 which Zebra product families you develop applications, provide complementary products, core technologies or services as well as the revenue derived from various end user segments.

1. **All Applicants** are to identify if they focus on a specific industry(ies).
2. If yes, the list of industries will appear, and you will provide the percentage of revenue derived from each.
3. For each industry you focus on, you will need to indicate which **Specific Segment or Sector** is served.
4. For each segment or sector served, you will need to indicate which **Specific Industry Use Case(s)** is served.
Company Personnel and Services*

1. **All Applicants** will need to provide details about Company Personnel by indicating your **Total Number of Company Employees** and how many dedicated, full-time employees are in **Sales, Services / Technical Support, Marketing** and how many **Developer Employees** your company has on staff. **ISV and Alliance Partners** will also need to provide the number of **Project Managers/Consultants** on staff.

2. Further, **All Applicants** will need to indicate if you have a dedicated marketing department.

3. If so, you will need to indicate if your marketing department activities are **managed in-house** and/or through a **3rd party**

4. Next, you will need to show which **marketing capabilities** are **managed in-house** (if applicable).

5. You will need to show which **marketing capabilities** are **managed through a 3rd party** (if applicable).

Lastly, **Reseller Applicants** will need to indicate the **customer service and support** offered to your customers.

1. Select how each service is offered to your customer - **Complementary, Fee Based** or **Not Offered**.

2. Next, provide details about the **product segments** you deliver repair / break fix services.

3. Finally, indicate **how often you attach manufacturers’ services with hardware sales**. Depending on your response, you may be prompted with additional questions about attaching manufacturers’ services.
Step 7 – Company Contacts

Next, please 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 a definition of each role, Company Contacts Roles and Definitions. 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.

1. To begin adding new contacts, click the New Contact button as illustrated on the screen below.

2. A new window will open where you will enter the details of the new contact (First Name, Last Name, Business Email Address, etc.).

3. Click Save Contact. Repeat these steps for each new contact you wish to create.
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 please find the questions asked with a brief description/instruction.

<table>
<thead>
<tr>
<th>Question</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>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?</td>
<td>Select Yes or No.</td>
</tr>
<tr>
<td>Please select all of the countries where your company will conduct business and/or ship Zebra products or supplies on behalf of Zebra.</td>
<td>Select all that apply.</td>
</tr>
<tr>
<td>Does your company have a Code of Business Conduct? *</td>
<td>Select Yes or No.</td>
</tr>
<tr>
<td>*If yes, how often do you provide training to your employees on your Code of Conduct?</td>
<td>Use the drop-down list to indicate how often your employees are trained.</td>
</tr>
<tr>
<td>Does a current or former government employee or any member of his immediate family, have an ownership interest in your company? *</td>
<td>Select Yes or No.</td>
</tr>
<tr>
<td>*If yes, what percentage of ownership does this person have?</td>
<td>Enter the percentage of ownership in the box provided.</td>
</tr>
<tr>
<td>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? *</td>
<td>Select Yes or No.</td>
</tr>
<tr>
<td>*If yes, please identify the employee(s).</td>
<td>Please list the name for all of the employees that apply.</td>
</tr>
<tr>
<td>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? *</td>
<td>Select Yes or No.</td>
</tr>
<tr>
<td>*If yes, please provide the employee’s name(s).</td>
<td>Please list the name for all of the employees that apply.</td>
</tr>
</tbody>
</table>

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:

1. Company is not located in, 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;

2. 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

3. 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.

An on-screen confirmation will appear upon successful submission of your request. If the Partner Interaction Center (PIC) team needs to validate any details provided, they will contact you within three days.
Appendix

Partner Administrator Role and Responsibilities
Global – October 2021

Overview
Zebra is focused on enabling a strong, successful relationship with each member of the Zebra® PartnerConnect program ("PartnerConnect"). 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 Zebra’s 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. Beginning October 18, 2021, Partner Administrators will have access to key financial information pertaining to their company's business with Zebra.

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: Definitions
Global – October 2021

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 your job function at your company.

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO / President / Managing Director</td>
<td>The CEO, president or managing director with senior administrative or supervisory authority within the company will be informed about all changes to Zebra(R) PartnerConnect membership, the program and your company’s partner status. They will also have automatic Partner Administrator and Partnership Builder and Compliance Tracker accessibility.</td>
</tr>
<tr>
<td>Sales</td>
<td>A sales person is eligible for access to all sales-related incentives, tools, benefits and leads. They will receive all sales-related communications.</td>
</tr>
<tr>
<td>Marketing</td>
<td>A marketing person is eligible for access to all marketing-related incentives, tools, and benefits. They will receive all marketing-related communications.</td>
</tr>
<tr>
<td>Operations (IT, Finance, Legal Administration)</td>
<td>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 and 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. (Note: For standard program Agreements, it is the responsibility of the applicant to consult with their legal contact.)</td>
</tr>
<tr>
<td>Developer</td>
<td>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.</td>
</tr>
<tr>
<td>Service Repair Technician</td>
<td>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</td>
</tr>
<tr>
<td>Partner Administrator</td>
<td>The Partner Administrator function provides a designated individual with access to the company’s partner record—specifically the Partner Profile, contact data, and deal and 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.</td>
</tr>
<tr>
<td>Technical (Pre-Sales Engineer, HW/SW Engineer)</td>
<td>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.</td>
</tr>
<tr>
<td>Service Contract Administrator</td>
<td>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.</td>
</tr>
<tr>
<td>Repair Administrator</td>
<td>The Repair Administrator manages all repair-related inquiries including opening repair tickets on behalf of customers and tracking repairs throughout the process.</td>
</tr>
<tr>
<td>Business Development Representative</td>
<td>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.</td>
</tr>
</tbody>
</table>
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.

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.

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.

<table>
<thead>
<tr>
<th>Role</th>
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</thead>
<tbody>
<tr>
<td>Training Coordinator</td>
<td>This is a Zebra-defined role only and should be assigned to a specific contact that will be responsible for coordinating Zebra training. The Zebra Knowledge Center will coordinate with this contact to ensure any required training is completed.</td>
</tr>
<tr>
<td>Sales Incentive Administrator</td>
<td>This individual is designated to manage all aspects of the Zebra sales incentive programs (Zebra GOLD in EMEA and the Sell and Win Club in NA/LA), including approving or rejecting sales representative requests for participation in the program and distributing points to registered sales representatives.</td>
</tr>
<tr>
<td>MDF/Co-op Contact</td>
<td>This individual serves as the main point of contact for Zebra’s co-marketing funds program, assisting with inquiries about project proposals, reimbursements, and the co-marketing funds tool.</td>
</tr>
<tr>
<td>Demo Administrator</td>
<td><em>(Applicable to Distributors only)</em> This individual is designated to receive partner demo product requests through the Demo and Promotion Vouchers Tool.</td>
</tr>
<tr>
<td>Service Tool Administrator</td>
<td>This individual serves as the main point of contact for Zebra’s service tools including e-Contracts, repair order portal and the support community.</td>
</tr>
<tr>
<td>Executive/Company View</td>
<td>Individuals with this view will see all company-wide Deal Registrations and Price Concessions. This view can be granted by the Partner Administrator only.</td>
</tr>
</tbody>
</table>