

Providing a Performance Edge—Together



Behind every successful partner is a great channel program. The Zebra® PartnerConnect program is designed to connect you with new ways to generate revenue, build market momentum and deliver the end-to-end solutions today's customers demand. This overview offers just a brief introduction to PartnerConnect. For complete details on PartnerConnect's tracks and specializations, visit [Partner Gateway](#).

PartnerConnect Guiding Principles

Every aspect of PartnerConnect is focused on providing value and building a strong relationship with all of our channel partners.



Structure

Experience a program that is based on predictable guidelines and collaboration.



Opportunity

Leverage the Zebra brand, a name that is trusted and that communicates high standards and financial strength.



Profitability

Grow your revenue through exclusive financial incentives and program benefits.



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PartnerConnect Structure

Channel partners are categorized by track, based on business model. Each track has a targeted set of benefits, with key benefits accessible only to partners at the highest tiers.

Authorized Distributor Track / Authorized Sub-Distributor Track* - Authorized Distributors and Sub-Distributors (where applicable) enable growth by selling Zebra products to resellers and providing value-added support such as training, order fulfillment and financing.

Resellers - PartnerConnect features several tracks for companies that resell, design and deliver solutions:

- **Registered Reseller Track** members resell Zebra products and have the opportunity to move up into one of the other tracks as they grow their Zebra business.
- **Business Partner Track** members typically focus on hardware-based sales revenue.
- **Solution Partner Track** members are characterized by a balanced mix of hardware, software and services revenue.
- **Broadline Technology Reseller Track*** members are companies that offer customers a broad portfolio of IT and/or Auto ID products.
- **Global System Integrator Track** members are companies with a multi-regional presence that deliver end-to-end solutions.
- **Industrial Automation Track*** members are focused on driving growth through our fixed industrial scanning and machine vision products.

Reseller Specializations

We reward resellers for investment in developing expertise through specializations. Resellers can hold status as a Specialist or Advanced Specialist.

Complementary Partners - PartnerConnect includes tracks for companies that do not sell our products and services, but influence the sale of our offerings or provide technology that is integrated with Zebra products to provide comprehensive solutions:

- **Independent Software Vendors (ISV) Track** members develop applications that run on our products and advise customers on their solution purchases.
- **Alliance Partner Track** members play a role in the success of Zebra solutions in the marketplace. These companies include Independent Hardware Vendors (IHVs), Consultants, Technology Alliances and System Integrators.

**Available in select regions*

Product Access Model

Zebra assigns each product to a product access category. Most products do not require resellers to meet criteria for access. However, we require resellers to meet specific criteria in order to access more complex products. This approach rewards partners for investing in the expertise required to meet customer needs.

For additional information, visit [Partner Gateway](#).

Open	A large percentage of our products are available to all PartnerConnect resellers as well as resellers not participating in the program.
Program	Many products are available to PartnerConnect resellers only.
Specialist	Select products are available only to PartnerConnect resellers that are participating in certain specializations.
Qualification	Select products are available only to PartnerConnect resellers that have completed product qualification training.
Approval	Select products are available only to PartnerConnect resellers that have met specific requirements and received approval from Zebra.

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