

US Honours Partner Program 2009

Program Levels

Intermec's Honours Program incorporates three membership levels with varying requirements and benefits:

Program Member – the gateway into the Honours Program

Accredited Partner – for Partners who have achieved a minimum revenue threshold and have made an enhanced investment in obtaining technical knowledge

Premier Partner – the highest level of recognition reserved for Partners with proven capabilities and technical expertise, as well as consistently high revenue performance

GSS>Partner Program Policies

Product Focus & Specialization

Intermec Honours Partners have access to products and services based on Partner level, type and certifications:

Basic Devices – Available to all resellers in compliance with Advertised Pricing Policy; includes non-Honours Partners.

Advanced System Products – Available to Premier and Accredited Honours Partners; Program Member Honours Partners on approval; and general resellers with exception approval.

Specialty RFID Solutions – Available to Premier and Accredited Honours Partners; Program Member Honours Partners with recognized RFID training and/or exception approval; and general resellers with exception approval.

All Honours Partners and resellers must be in compliance with Intermec's Advertised Pricing Policy and Global Sales & Service Policy to resell Advanced System and Specialty RFID Products.

GSS>Partner Program Policies

Partner Types

All Honours Partners are designated as one Partner type. The requirements and benefits for each vary, however the *minimum* requirements are as follows:

Printer/Media Partner

- Basic knowledge of direct thermal and thermal transfer technologies (incl. media)
- \$50K Intermec revenue required

Printer Service Partner (IPSP)

- Focus on Intermec printers and media, and have completed (at Intermec's invitation) Printer Service Certification on select fixed printers
- \$400K annual Intermec printer/media revenue required

Solution Partner

- >50% revenue from non-data collection hardware
- Online training course recommended
- \$50K first year Intermec revenue; \$100K annually

Independent Software Vendor (ISV)

- Demonstrate financial stability
- Certifications preferred, but not limited to Cisco, Microsoft, Oracle, SAP
- Online training course recommended
- Software designed for Intermec markets / applications preferred (must demonstrate on request)

Please visit the GSS for more specific detail on the Partner type requirements and benefits for each Partner level:

GSS>Partner Program Policies



Financial Incentives

Price Exceptions

- Additional discount for large opportunities with competitive pricing pressures
- Medallion Services ideally quoted on opportunity for discount consideration
- May be given to multiple Partners or one Partner, as determined in sales management review process

Software Consulting Partner (SCP) Program

- Software / Consulting Influence – If criteria is met and opportunity is registered before closing, a rebate may be available

GSS>Partner Program Policies>Financial Incentives

Demo Equipment

- Can use co-op funds to purchase
- Enhanced demo discounts available
- Up to \$10K or 20% (whichever is greater) of annual co-op accrual can be used for demo equipment (total demo purchases must not exceed \$30K)
- Cannot resell equipment for 6 months

GSS>Partner Program Policies>Financial Incentives

Policies

- **Product Access** – Limits access of Advanced System Products to select Honours Partners
- **Advertised Pricing** – Limits resellers to advertising discounted prices on products classified as Basic-level only; Advanced Systems products may only be advertised at list prices

GSS>Partner Program Policies>Rules of Engagement

For additional details, please visit: www.intermec.com
Click on Partner Login to Global Sales & Service (GSS)

The HPP Policies may from time to time be amended at Intermec's sole discretion and Honours Partners will receive thirty (30) days advance notification of any material changes.

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Special Partner Programs

- **Global Selling** – Provides partners with rules, regulations, policies and contacts necessary to pursue international sales opportunities
- **Global Service** – Provides partners with rules, regulations and policies necessary to provide service and support for Intermec end user customers

GSS>Partner Program Policies>Service & Support

Training & Certification

Requirements

- Premier - 4 Intermec Sales Consultants and 2 Intermec Certified Engineers
- Accredited - 2 Intermec Sales Consultants and 1 Intermec Certified Engineer
- Program – To be rolled out in 2010

Training and Educational Services

- Classroom Courses
- Online Learning
- Consultation

GSS>Partner Program Policies>Training

Service & Support

Knowledge Central

- Application Notes
- Product Awareness Bulletins
- Service Facts
- Q&A
- Personal Profiles w/Login

GSS>Service & Support

Co-op

- Accredited Partners – 1% accrual
- Premier Partners – 1.5% accrual with completion of Business / Co-Marketing plan
- 100% for pre-approved activities
- Includes revenue through distribution
- All activities MUST be pre-approved via the online system (requires login and password)

Co-op funds expire 6 months after they are deposited into the partner account; Claims are due to the Co-Op Marketing Representative within 90 days after the invoice or event date; all co-op reimbursements must be at least US \$100 per claim.

GSS>Partner Program Policies>Financial Incentives

Co-Marketing Opportunities

Intermec offers all Honours Partners access to the online Intermec Partner Marketing Center (PMC). The PMC features real-time document creation and on-demand printing for such items as:

- Direct Mail Templates
- Product Profiles
- White Papers
- Business Letters

GSS>Partner Program Policies>Marketing Support



Sales Tools

Product Information and Sales Tools

- Spec Sheets
- Accessories Guide
- Launch Kits
- Product Alerts
- Articles
- Case Studies
- Whitepapers / Tutorials
- Presentations

Proposal Manager

- Facilitates development of Request for Proposal (RFP) and Request for Information (RFI) responses

Price Guide

Monthly updates available in downloadable .pdf and Excel formats

GSS>Sales Tools

Partner Database (i-Partner)

i-Partner is a centralized, Web-accessible database of Intermec business partners. i-Partner is used for end-user and Intermec team member searches. It allows you to:

- Manage your communication profile to ensure the right people in your organization receive the appropriate information from Intermec
- Highlight your organization for searches by end users and Intermec team members

<http://www.ipartner.intermec.com/>

Communications

Partner Communications

- Regular "Honourable Mentions" Partner Email Updates
- GSS News
- Industrial eNewsletters
- Webcasts

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