



# ***Motorola PartnerSelect Program for Value-Added Resellers***



A photograph of three business professionals in a modern office setting. On the left, a Black man in a grey suit is shaking hands with a woman in a black suit in the center. On the right, a white man in a grey suit and blue tie is also shaking hands with the woman. They are all smiling and looking upwards. The background is a large window with a grid pattern, and there are faint white arrow graphics pointing right across the top of the image.

***Team with Motorola to deliver the power of enterprise mobility to your customers—and grow your business***

- Gain exclusive access to innovative, market-leading enterprise mobility products
- Leverage extensive marketing, sales and technical benefits designed to help you close more sales
- Build your enterprise mobility expertise through world-class training and certification

## **Delivering Real Business Value to Resellers**

Bringing the powerful benefits of enterprise mobility to organizations around the world is a team effort. At the Motorola Enterprise Mobility business, we rely on a worldwide network of partners to offer innovative solutions that enable seamless connectivity, from the shop floor to the corner office.

The Motorola PartnerSelect Program makes this vital collaboration possible. An award-winning global partner program, PartnerSelect provides infrastructure, tools, resources and support that resellers need to meet the growing demand for mission-critical enterprise mobility solutions.

But PartnerSelect isn't just a channel program—it's a way of doing business. Partners play the leading role in driving revenue for the Motorola Enterprise Mobility business. In fact, partners are responsible for more than 80% of our enterprise mobility revenue. That's why we're laser focused on making sure we meet the needs of every partner.

In other words, when you become a member of PartnerSelect, you're teaming with a channel-centric vendor who is invested in your ongoing success.



## PartnerSelect Highlights

Our partners see their business grow thanks to the unique advantages PartnerSelect offers:

**Access to a rich portfolio of enterprise mobility solutions.** Only PartnerSelect members are granted permission to resell the vast majority of Motorola's market-leading enterprise mobility products and services.

**Strong business proposition.** We protect your investment in the relationship through rich marketing, sales and technical benefits that deliver rapid ROI and help you generate revenue.

**Program tiers.** PartnerSelect rewards committed partners. Resellers that are able to expand their relationship with Motorola benefit from increased program benefits.

**Outstanding channel ecosystem.** PartnerSelect encompasses many partner types, from resellers to independent software vendors (ISVs).

Collaboration between partners results in the end-to-end solutions today's customers need—and in greater market success for all parties.

**Sales and technical expertise.** The rigorous certification program and vast training/education opportunities help you increase your team's sales and technical competency and in turn, sell more successfully.

**Rewards for partner expertise.** Offering rebates, pricing discounts and other benefits, highly selective incentive programs acknowledge partners' specialized knowledge of specific technologies, solutions and markets, and provide partners with opportunities to enhance profitability and competitive positioning.

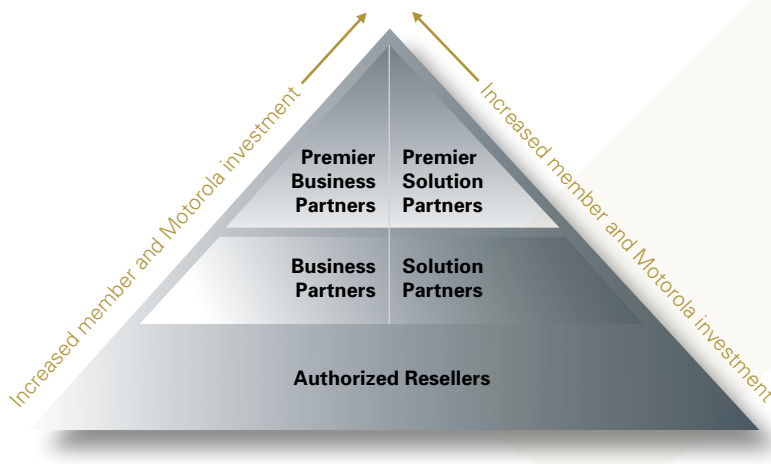
## Rewarding Success and Commitment

Motorola recognizes the distinct value that each of our channel partners brings. We want the marketplace to know it as well. That's why we've designed the PartnerSelect Program to support different business models and help our resellers differentiate their enterprise mobility capabilities.

Becoming an Authorized Reseller is the first step in establishing a relationship with the Motorola Enterprise Mobility business. Authorized Resellers that increase their level of commitment can move into either the Business Partner Track or the

Solution Partner Track. These tracks require a greater level of investment in certifications, revenue contributions, program commitment and customer support. In return, partners receive a higher level of program benefits.

The program's tiered structure further rewards the success and commitment of each reseller: members who qualify for status as a Premier Business Partner or Premier Solution Partner can take advantage of enhanced benefits and industry recognition as a top Motorola partner.



Partner Type	Membership Level	Business Model
Authorized Resellers	Program entry point; no membership levels	Serve a range of organizations and often concentrate on smaller customers
Business Partner Track	Business Partners Premier Business Partners	Provide cross-industry application solutions and integration and/or professional services
Solution Partner Track	Solution Partners Premier Solution Partners	Apply vertical expertise in re-engineering business processes through application software and/or professional services



## Industry Accolades

Motorola is one of only two companies ever to receive the coveted 5-Star Partner Program designation for five consecutive years from VARBusiness magazine, one of the top channel industry influencers in North America.

## PartnerSelect Benefits: A Bottom-Line Impact

An exceptional set of marketing, sales and technical benefits helps PartnerSelect members be more profitable and grow their business. Depending on your status in the program, you can leverage business-building resources such as:

- No-charge online training and certification programs
- Market development funds (MDF)
- Business plan and marketing plan support
- Co-branded brochures and demand generation tools
- Pre-printed brochures and spec sheets
- Motorola PartnerSelect partner logo
- Motorola-developed case studies on partner wins
- Motorola-generated sales leads
- Customer financing program
- Solution configuration tool
- Customer briefing centers and mobile demo center
- Discounts on demo and development equipment
- Pre-release units of major product introductions
- Expert technical support and online support resources
- Facility for solution development and testing

## Team with Motorola Today

**It's time to grow your business as a Motorola PartnerSelect member. To learn more about the PartnerSelect Program and complete the online application, visit [www.motorola.com/partnerselect](http://www.motorola.com/partnerselect)**

## The Industry's Most Comprehensive Enterprise Mobility Portfolio

Help your customers turn every information worker into a mobile worker, and every mobile worker into an information worker. Empower your customers with the information they need to make real-time on-the spot decisions, irrespective of physical location. Deliver seamless connectivity across the enterprise.

With Motorola's broad array of enterprise mobility products, services and expert support, you can help your customers' businesses flourish and succeed like never before.



### Bar Code Scanners

With a long history of innovation, exceptional performance and reliability, Motorola's Symbol bar codes scanners support a wide variety of data capture applications. Our laser and digital imaging scanners provide the highest level of ergonomic excellence and increased productivity across multiple industries.



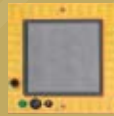
### MicroKiosks & Payment Terminals

With Micro Kiosk™ self-service devices, organizations can deploy time-saving applications, such as price checking, to build customer loyalty. Motorola payment terminals offer payment flexibility and help retailers cost-effectively manage transactions.



### Mobile Computing

Motorola's versatile mobile computing products – including handheld industrial computers, enterprise digital assistants, rugged notebooks, and vehicle-mounted and wearable computers – allow enterprises to leverage integrated voice and data capabilities for communicating, capturing and transmitting data wherever business needs to be done.



### RFID

Enterprises throughout the world are using Motorola's RFID products to help overcome today's most difficult business challenges. Our RFID readers, antennas and tags help companies increase profits, improve operational efficiency, and increase visibility of their inventory and critical assets.



### Enterprise Wireless Infrastructure Solutions

Motorola's secure, resilient wireless LAN (WLAN) infrastructure solutions enable the truly wireless enterprise both inside and out — from worldwide enterprises to branch offices and small businesses. Motorola further extends mobility with a complementary portfolio of wireless broadband solutions for long distance and metropolitan environments.



### Mobility Software

A host of software and applications designed to enhance mobility solutions drive down management costs while boosting employee, security and network performance.



### Total Enterprise Access and Mobility (TEAM) Solutions

The TEAM VoWLAN solution turns the desktop into a pocketable virtual office, delivering mobile access over WLAN to high-performing voice and data services on a Windows Mobile® ZT with a scalable, extensible architecture that integrates with existing infrastructure.



### Motorola Enterprise Mobility Services

Motorola's channel-ready service offerings are designed to keep equipment up and running at peak performance, protect customers' technology investment, and help ensure customer satisfaction – while providing a unique opportunity for PartnerSelect members to earn more revenue and margin.



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