

DEAL REGISTRATION PROGRAM GUIDELINES

NORTH AMERICA

ELIGIBILITY

- The Deal Registration Program (“Program”) is available to all North America resellers participating in the Solution Partner Track, Business Partner Track, Broadline Technology Reseller Track and Registered Reseller Track in good standing in the **Zebra® PartnerConnect** program.
- The Program is not available to companies that are participating in PartnerConnect only in the ISV Track.

DEAL REGISTRATION APPLICATIONS

- All Deal Registration applications (“Application(s)”) must be submitted through the Partner Administration Tool, which is accessible via the PartnerConnect channel partner portal. (Please see the Deal Registration Tutorial for information on using the tool.)
- Every Application should detail:
 - The length of time the reseller has been engaged with the relevant end-customer opportunity (“Opportunity”)
 - Involvement in any solution evaluation and/or pilot including the submission of Zebra products for evaluation or testing in relation to the Opportunity
 - Evidence of the reseller’s relationship with the end-customer and, where relevant, the extent of that relationship
 - Evidence of the end-customer’s requirements (e.g., the specific abilities, skill set and/or solution set required for a reseller to optimally meet the end-customer’s requirements with Zebra products and services for the Opportunity)
 - Any end-customer requests (by letter or email) to work directly with that particular reseller on the Opportunity
- The reseller submitting an Application must demonstrate opportunity leadership and a high degree of direct involvement with end-customer decision makers regarding the Opportunity. Proof of opportunity leadership can be uploaded at the Notes/Attachments tab when completing the Application. Involvement is demonstrated through activities such as:
 - Sales calls
 - Presentations featuring Zebra products and services made to end-customer key decision makers
 - End-customer’s usage of a Zebra demo unit(s) provided by the reseller
 - Solution/software application designed around Zebra products and services that address end-customer’s special needs
 - Implementation of a pilot at the end-customer facility
 - Submission of a bid in response to the end-customer’s request for bid or RFP
 - Prior sales to the particular end-customer

- Approval or denial of an Application will be made at the sole and absolute discretion of Zebra and will be non-negotiable and final.
 - An Application submission that does not, in the sole and absolute discretion of Zebra, demonstrate sufficient opportunity leadership will be denied.
 - An Application submitted after an RFP or RFQ covering the Opportunity has been publicly released is likely to be denied.
- The Application for an Opportunity must be approved at least 7 days before purchase.
- Zebra will review Applications and typically respond to the reseller with either approval or denial within 7 business days.
 - If multiple resellers have submitted an Application for the same Opportunity, the review may require 10 days. Zebra will fully assess each Application to determine which partner demonstrates the strongest opportunity leadership.

APPROVED APPLICATIONS

- An approved Application, referenced in these Program guidelines as a “Deal Registration” or “DR,” is end-customer project/program-specific.
- Only one active Opportunity approval per project/program will be awarded. Once an Application has been approved, other Applications for the Opportunity will be rejected unless the original DR has expired or was cancelled under these Program Guidelines.
- The registering reseller must continue offering current Zebra products and/or services for the Opportunity at all times during the Deal Registration Validity Period (as defined below).
- The discount for a Deal Registration (DR) is based on the list price of the applicable Zebra product and/or service. Discounts for DRs in accordance with the table below, will be awarded as a credit from Zebra or through the reseller’s distributor (depending on the reseller procurement method). Zebra reserves the right to adjust these percentages on a case-by-case basis to address the unique conditions associated with each particular Opportunity.
- **Product and Services Discount:** To receive the discount, the Opportunity must meet the appropriate minimum deal size threshold as specified below for the relevant product category.

North America Discounts / Minimum Deal Threshold (Based on List Price)

Product Category	Discount Off List Price	Minimum Deal Threshold (\$USD)
Mobile Computing (including Industrial Mobile Computing)	10%	\$50,000
Advanced Data Capture	7.5%	\$50,000
RFID Readers (excludes RFID printers)	10%	\$25,000
High/Mid-Range Printers (Xi, 105 SL Z Series, RFID printers)	5%	\$50,000
Mobile & Desktop Printers	5%	\$50,000
Wireless Networking	10%	\$20,000
WiNG Express	5%	\$5,000
Software	5%	\$5,000
Services	5%	N/A

Note: Card printers and supplies, bar code supplies, print engines, kiosk printers, and aftermarket products and supplies are not eligible for the Deal Registration Program.

Please note the following about the services discount:

- The 5% discount applies when multi-year Zebra OneCare Support Services (i.e., Zebra OneCare Essential or Zebra OneCare Select) are purchased at the same time as hardware.
 - The Services revenue associated with a DR does not count toward the minimum deal threshold.
 - Services offered by Zebra’s Global Services and Solutions organization other than Zebra OneCare Support Services are not eligible for the Deal Registration Program.
 - Service-only opportunities are not eligible for the Deal Registration Program.
- **Solution Discount:** An additional Solution Incentive discount for solution-based Opportunities is available exclusively to members of the Solution Partner Track. This enables Zebra to reward these partners for their investment in creating solutions that contribute to Zebra’s success, as well as their successful completion of Zebra certifications that enhance their capabilities.
 - Solution Partner Track members will be asked to submit information on any software and/or services included in the Opportunity. If the Opportunity qualifies, the reseller may be granted an additional discount on the products included in the Opportunity, which will be added to the overall opportunity transacted, excluding products and services not eligible for the Deal Registration Program as specified in these guidelines.

Solution Incentive Discounts

Tier	Additional Discount Off List Price
Premier Solution Partner	4%
Solution Partner	2%

- Accessory-only opportunities are not eligible for the Deal Registration Program.
- The DR will be valid for 180 days from the Application approval date (“Initial Validity Period”).
 - At Zebra’s sole and absolute discretion, the reseller may be granted 1 written extension of 180 days (the “Extension Period”).
 - Expired DRs will have to be resubmitted and follow the Deal Registration Program guidelines.

The Initial Validity Period and the Extended Validity Period will be referred to collectively as the “Validity Period.”

- The DR will expire if reseller does not close the opportunity within the DR Validity Period.
- Resellers may request the DR to be cancelled at any time.
- Zebra reserves the right to cancel DRs for resellers who do not quote the Zebra products and/or services indicated in the DR for the Opportunity.
- When an adjustment to products included in an Application or a Deal Registration is required, the following will apply:
 - Since at that time the Application record is locked, reseller will need to request an exception through the [Partner Interaction Center](#) (PIC). If the new products are within the same product category as the original product (i.e., changing a mobile computing product to another mobile computing product), the PIC will route the exception request to Zebra Channel Operations for review. If the new products are not within the same product category, the Application will need to be resubmitted for approval under the Program guidelines.
- If the Distributor involved in a DR changes during the Deal Registration Validity Period, the reseller must request an exception through the PIC.
- The DR is void if the end-customer officially rejects in writing the reseller’s bid or quote within the DR Validity Period.

- A Deal Registration that requires an additional discount (“Price Concession” or “PC”) may be awarded additional discount based on the specific competitive situation. The Price Concession will be awarded either from Zebra or through the reseller’s distributor, depending on the procurement method for the Opportunity. Zebra may grant such PCs to more than one reseller.
- Resellers with Deal Registrations may participate in select Zebra promotions for the same Opportunities. Please check the participation rules for each promotion to confirm if Deal Registration is allowed under the terms of such promotion.
 - For promotions allowing Deal Registration, any incremental discount related to that promotion may be leveraged in conjunction with the discount for the DR. The additional discount will be governed by the criteria set forth in the applicable promotion participation rules, not these Program guidelines.

ADHERENCE TO GUIDELINES

- Zebra reserves the right to conduct periodic audits in order to confirm that the Program guidelines (including deal size quoted at the time the Application was submitted/approved and actual deal size transacted) are being followed correctly. The reseller must fully cooperate with the audit process.
- Any violation of the Program guidelines will entitle Zebra to deny the applicable discount claim. The reseller also agrees to reimburse Zebra (or the distributor from whom it purchased the products, as applicable) for the discount amount provided under the Program, if such violation occurs.
- In the event of violation of the Program guidelines by a reseller, Zebra may, in addition to any other remedy it may be entitled to under its contract with such reseller and under applicable law, exercise the following measures:
 - *First violation* – Warning
 - *Second violation* – No submittal of new Deal Registration Applications will be allowed for a period of 15 days
 - *Third violation* – No submittal of new Deal Registration Applications will be allowed for a period of 30 days
- If a reseller violates Zebra’s Minimum Advertised Price (MAP) Policy more than once, Zebra may not allow such reseller to submit new Deal Registration Applications for a period of 30 days after the second MAP violation and for a period of 60 days after the third MAP violation.
- Zebra reserves the right to modify, withdraw or cancel these Program guidelines (in whole or in part) at any time and/or in any geography for any reason and for no reason without prior notice.
- A third policy violation may also trigger indefinite suspension of the violating reseller from the Zebra PartnerConnect channel program.
- Zebra shall determine in its sole discretion whether a violation of the policy has occurred.

Proprietary and Confidential. ©2016 ZIH Corp and/or its affiliates. All rights reserved.
 Zebra and the stylized Zebra head are trademarks of ZIH Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners.