



Productivity Anywhere.

Authorized Partner Program Guide

The background of the entire page is a composite image. It features two hands in business suits shaking in a firm grip, symbolizing a partnership or agreement. Overlaid on this image are various digital and financial graphics: a network of white dots connected by thin white lines, a blue line graph showing an upward trend, and several blue candlestick charts. The overall color palette is dominated by blues, oranges, and greys, with a bright light source in the upper right corner creating a lens flare effect.

Achieve

Achieve more with the MobileDemand Partner Program



Partner Program

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PROGRAM OVERVIEW

Welcome to MobileDemand's Achieve Partner Program. The Program is designed to help your business achieve more. As a participant, you'll receive sales and marketing tools, sales leads, and performance-based incentives to help you strengthen relationships with your customers and capitalize on new business opportunities. Our partners have the same values as MobileDemand, promoting innovation, productivity, customer service and long-term cost savings when it comes to rugged mobile computing.

WHY BECOME A MOBILEDEMAND PARTNER?

- ▶ Multiple levels of engagement, offering varying financial and resource options
- ▶ Lead generation and qualification services
- ▶ Market development funds
- ▶ Demo equipment program
- ▶ Co-selling opportunities
- ▶ Co-marketing materials and programs
- ▶ Product and industry sales and technical training through MobileDemand University
- ▶ Chance to expand opportunities with existing customers and open new sectors
- ▶ Minimum advertised price
- ▶ Pre- and post-sale maintenance and support
- ▶ Partner advisory council

Partner Program



ABOUT MOBILEDEMAND

MobileDemand provides a broad line of rugged tablets, cases and technologies to help frontline workers achieve more, regardless of where work needs to be done. It's more than a tablet or case. It's enabling your workforce to get more done faster. It's working more efficiently inside four walls or in rough environments with proven protection and reliability. It's countless, value differentiated features and add-ons so our products can grow with your business.

The growth of our channel partners drives us at MobileDemand – it's a core piece of our business.

INDUSTRIES WE SERVE

- ▶ Agriculture
- ▶ Construction
- ▶ Education
- ▶ Energy - Oil, Gas, Mining
- ▶ Field Services
- ▶ Food/Beverage Distribution
- ▶ Public Sector
- ▶ Healthcare
- ▶ Manufacturing
- ▶ Retail
- ▶ Transportation/Logistics
- ▶ Warehousing/Distribution

PARTNERSHIP LEVELS

As a participant, you'll receive sales and marketing tools, sales leads and performance-based incentives to help you strengthen relationships with your customers and capitalize on new business opportunities. Each tier has varying requirements and offers different levels of support.



PREMIER

Partners at the Premier level represent a strategic group of partners that have continually demonstrated exceptional MobileDemand sales performance, and the highest level of expertise in planning, designing, integration and supporting MobileDemand rugged solutions. These top tier partners provide MobileDemand with sales reports and business plans on a regular basis, achieve minimum annual sales of MobileDemand product, and complete a minimum of two sales trainings annually.



SELECT

Partners at the Select level have demonstrated experience in selling and installing mobile solutions and have received two trainings from MobileDemand for their sales and technical personnel to support their end customers. Select Partners provide MobileDemand with sales reports and business plans on a regular basis and achieve minimum annual sales of MobileDemand product.



REGISTERED

Registered Partners are knowledgeable about mobile computing in general and are branching out to take advantage of the demand for rugged mobile solutions. These partners are interested in adding MobileDemand to their product offerings and will have access to our standard program benefits and tools.



INTERNATIONAL

MobileDemand is proud to have the reach and capabilities to support resellers around the world. It's because of our international reseller network our rugged mobile product line and technologies are available worldwide.



ISV/IHV

ISV/IHV Partner Program gives software and hardware providers, who do not resell MobileDemand xTablets and accessories, an opportunity to identify and pursue opportunities within MobileDemand's targeted verticals. The program provides technical support, industry knowledge, relationships and sales/marketing resources for ISV's and IHV's to grow their business.

PARTNERSHIP BENEFITS

As a MobileDemand Achieve partner, you gain access to a multitude of benefits designed to increase sales revenue and strengthen your market, driving significant return on your investment with MobileDemand. Our benefits are tiered so that companies who gain expertise and invest in their partnership with MobileDemand get even more.

PARTNER LEVEL	PREMIER	SELECT	REGISTERED
Pricing Discounts	\$ \$ \$	\$ \$	\$
Lead Sharing	Priority	Eligible	–
Deal Registration	Eligible	Eligible	Eligible
Market Development Funds (MDF)	\$ \$	\$	–
Discounted Demo Program	□ □ □	□ □	□
Testing New Products	Priority	Eligible	–
New Product Launches	Priority	Preferred	Eligible
Marketing and Sales Tools	✓	✓	✓
Achieve Partner Center	✓	✓	✓
Joint Marketing Material	Priority	Eligible	–
Sales and Product Training	✓	✓	✓
Specials and Promotions	Priority	Preferred	Eligible
Joint PR and Case Studies	Priority	Eligible	–
Events and Tradeshow Support	Priority	Eligible	–
Access to Executives	Priority	Eligible	–
Unique Partner Events	Priority	Eligible	–
Rewards and Recognition	Priority	Eligible	–

PARTNERSHIP REQUIREMENTS

The following requirements must be met on an ongoing basis. MobileDemand reserves the right to complete an annual compliance check without prior warning.

PARTNER LEVEL	PREMIER	SELECT	REGISTERED
Complete Program Application	–	–	✓
Accept terms and conditions	–	–	✓
Purchase from authorized distributor	–	–	✓
Confirm receipt of MAPP policy	✓	✓	✓
Designate single point of contact	✓	✓	✓
Complete partner agreement	✓	✓	–
Achieve minimum annual sales	\$ \$ \$	\$ \$	–
Purchase Demo Gear	✓	✓	–
List MobileDemand products on website	✓	✓	–
Monthly POS reporting	✓	✓	–
Annual Business Plan	✓	✓	–
Annual sales and marketing reviews	✓	✓	–
Product Training 2 sales and product trainings completed annually	✓	✓	–



Featured Product

Mounting is in our DNA

Since our inception, MobileDemand has been mounting tablets across rugged industries and applications; increasing productivity for frontline workers everywhere.

Our mounting expertise provides businesses the ability to mount mobile tablets practically anywhere.

PRICING DISCOUNTS

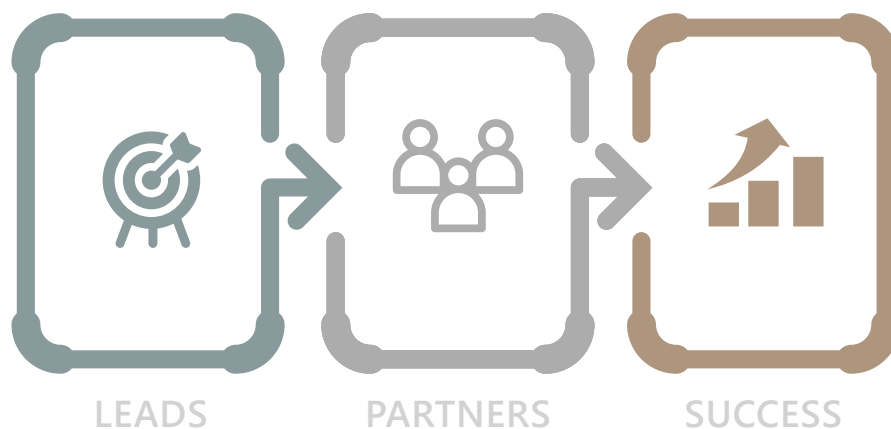
Achieve Partners are provided with discounts on the entire MobileDemand product family. These discounts are designed to assist in your sales efforts to win business without compromising your unique margin structure.

PARTNER LEVEL	PREMIER	SELECT	REGISTERED
Pricing Discounts	\$\$\$	\$\$	\$

*Contact your sales representative for your discounted pricing. Actual end-user pricing is determined by individual resellers and may vary. Discount structure based on pricing at the time of publication and is subject to change without advance notice.

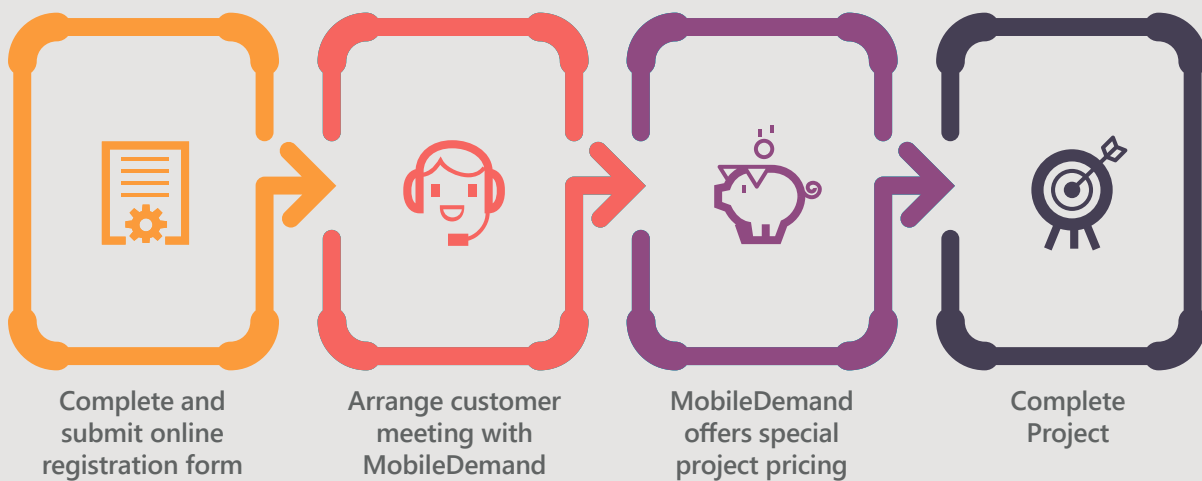
LEAD SHARING

Your success is our success. That's why MobileDemand is committed to providing our partners with exceptional support to convert leads into sales. Leads obtained from our website and marketing initiatives are distributed amongst partners depending on geographic location, mobility expertise and market sectors. Engaged partners who frequently bring MobileDemand into opportunities and are up-to-date on MobileDemand trainings will be given priority in lead distribution.



DEAL REGISTRATION

The deal registration program is available exclusively for Achieve Partners as a reward for connecting MobileDemand with opportunities early in the sales cycle. By registering projects through this program, partners receive a pricing advantage over the competition to ensure higher margins and greater chance of winning the deal. The deal registration program also allows MobileDemand to meet sales, engineering and pricing requirements of the projects.



Featured xTablet

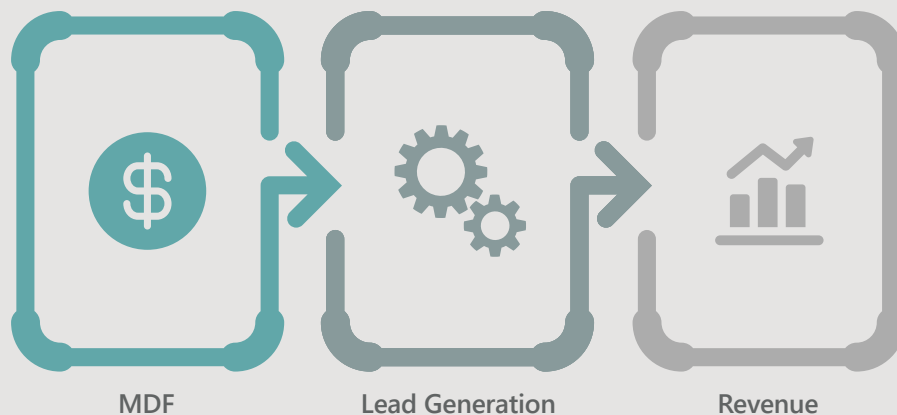
First Integrated MSR xTablet

The reliable, secure technology of MagTek® MSR now integrated seamlessly into MobileDemand's line of xTablet Flex 10 rugged devices. Placing the power of mobile point of sale and data collection into the hands of retail, restaurant, hospitality and healthcare industries to improve customer experience and patient care.

MARKET DEVELOPMENT FUNDS (MDF)

Market Development Funds (MDF) are used to drive revenue through lead generation activities. Authorized partners have the opportunity to apply for MDF, which can be used for participating in tradeshows, advertisements, demo units, and other lead generation activities.

SIGN UP ▶ Access applications here



JOINT MARKETING

As a MobileDemand partner, your logo and contact information can be added to our marketing collateral and other materials. Partners can also work with the MobileDemand marketing team on joint press releases and case studies.



SELL SHEETS



PRODUCT INFORMATION



INDUSTRY PAPERS



SPEC SHEETS

DEMO PROGRAM + DEMO PRICING PROGRAM

We believe the best way for you to evaluate the durability and business productivity of the rugged tablets is to try one out for yourself. MobileDemand offers demo gear through our Demo Discount Program to best support partners through the sales cycle.



PARTNER LEVEL	PREMIER	SELECT	REGISTERED
Demo Discount off MSRP*	\$\$\$	\$	\$
Quantity	□□□	□□	□

*MSRP=Manufacturer Suggested Retail Price. Actual end-user price is determined by individual resellers and may vary. Discount structure based on pricing at the time of publication and is subject to change without advance notice.

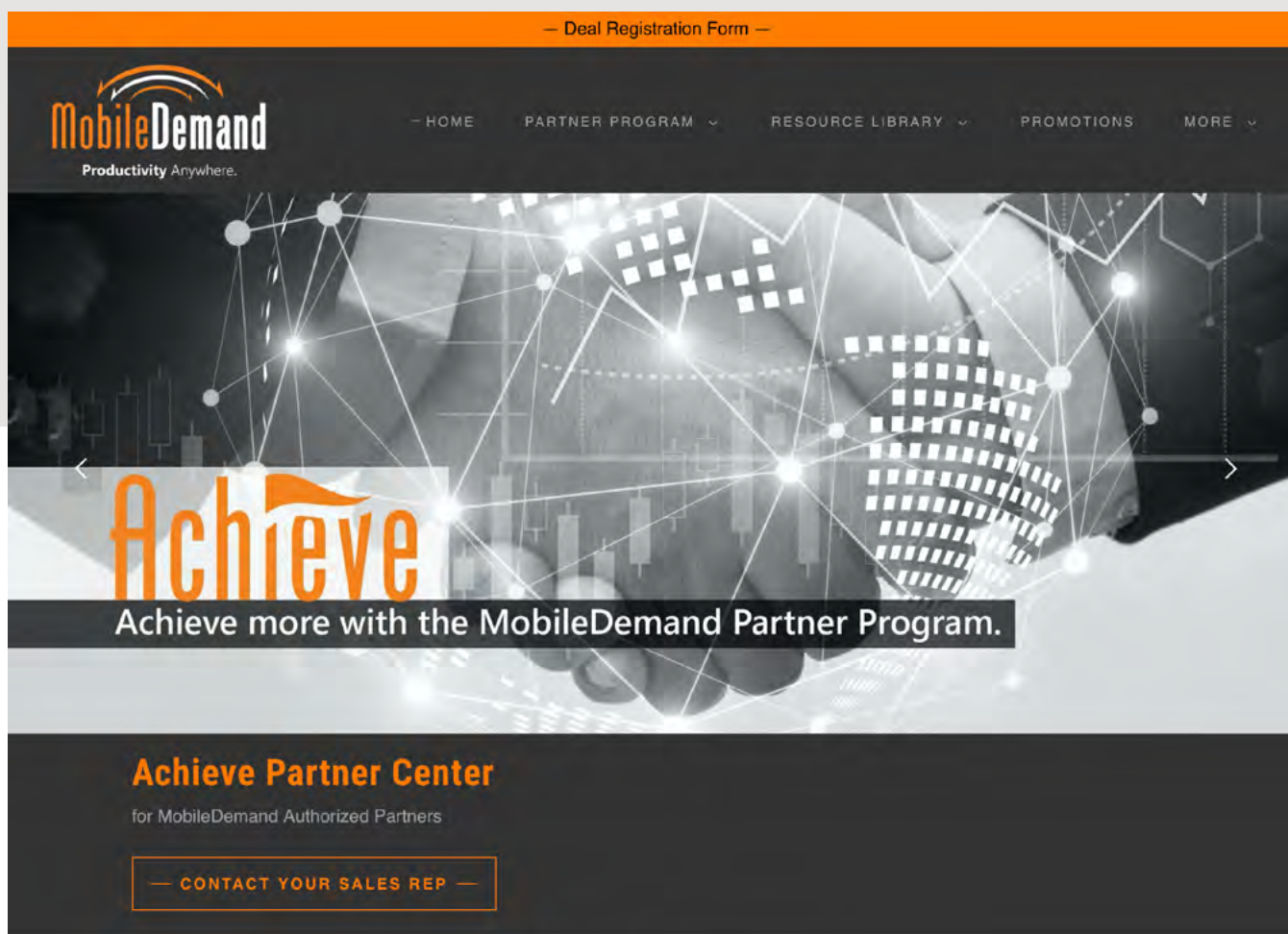
We offer a significant discount off of MSRP for partners who choose to purchase demo equipment from MobileDemand. Purchased demo units must be used for demo or marketing purposes only. Demo stock gear is subject to stock availability.

ACHIEVE PARTNER CENTER

partner.mobiledemand.com

VISIT SITE ▶ Review partner benefits, requirements, pricing and so much more.

Partners at every level have access to our online Achieve Partner Center. This website was built with our valued partners in mind to ensure you receive the level of support you need. The site is updated on a regular basis so you can be confident you have the latest and greatest information.



PARTNER RESOURCES

Authorized Partner Program



Campaigns

Resource Library



Sell Sheets

Promotions



Videos



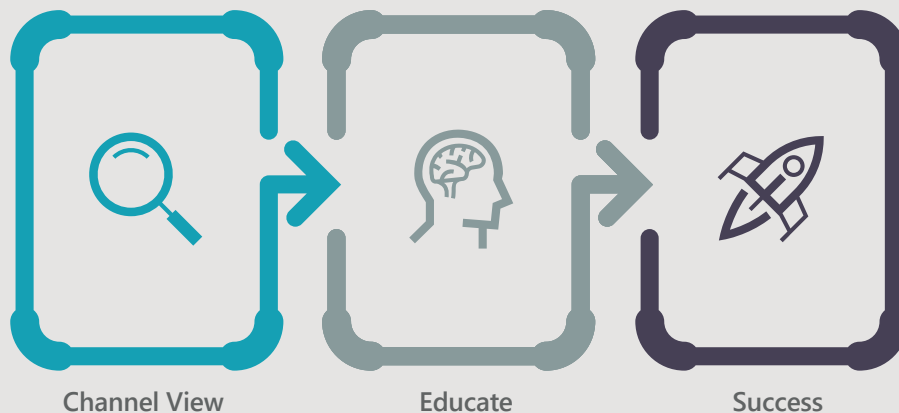
ACHIEVE PARTNER CENTER RESOURCE LIBRARY

With our comprehensive resource library, the Achieve Partner Center paves a path for you to win.



MOBILEDEMAND UNIVERSITY

Knowledge is power. Educating your sales professionals has a direct correlation to your success and revenue generation. At MobileDemand, we have a clear view of the channel and those partners with consistent high revenue performance. While they are well managed, they also understand the value of ongoing learning and its contribution to selling excellence.



Through MobileDemand U, Partners will become experts in rugged mobile computing through:

- ▶ Formal onboarding to the Achieve Partner Program
- ▶ Sharing key industry trends and solution selling tactics
- ▶ Product road mapping
- ▶ Solution dissection
- ▶ Territory planning for industry verticals
- ▶ New rep onboarding
- ▶ Technical trainings
- ▶ Application awareness

Ask about MobileDemand University so we can provide your team with knowledge and insight you need to succeed with MobileDemand.

For more information contact MobileDemand today

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