



PARTNEREMPOWER™ OVERVIEW & TRANSITION FREQUENTLY ASKED QUESTIONS

VALUE-ADDED RESELLERS, DEALER, eTailer, SOLUTION PARTNERS

ASIA PACIFIC

Overview

1. What is the Motorola Solutions PartnerEmpower™ Program (“PartnerEmpower”)?

A unified program designed to encompass, over time, all of Motorola Solutions’ channels around the world, PartnerEmpower was developed to deliver new and improved ways for channel partners to generate revenue and grow their relationship with Motorola Solutions. Building on the strengths of our existing programs and providing a strong return on the investments made in building a relationship with Motorola Solutions, PartnerEmpower is focused on:

- Helping channel partners **differentiate** themselves in the marketplace
- Recognizing channel partners for their **total value** to customers
- Rewarding channel partners for investments made in developing **expertise**
- Enabling channel partners to drive new levels of **growth and profitability**

2. How is PartnerEmpower structured?

PartnerEmpower is structured to enable Motorola Solutions to successfully team with a diverse array of companies, each with a different go-to-market strategy and each focusing on a different subset of Motorola Solutions products. Status in PartnerEmpower is based on your business model, the products you focus on, your success as a Motorola Solutions channel partner, and your commitment to expertise. The program elements that define your PartnerEmpower designation include:

- **Community.** PartnerEmpower categorizes channel partners by community, based on business model. Your community reflects the scope of your offerings and how you interact with Motorola Solutions and your customers.
- **Technologies.** Motorola Solutions recognizes the unique expertise of channel partners by segmenting PartnerEmpower participation—and access to products—by technology area.
- **Program Level.** Authorized, Silver, Gold and Platinum levels reflect and reward you for the success of your *overall* relationship with Motorola Solutions.
- **Specializations.** Technology Specializations, Application Specializations and Market Specializations (launching later in 2012) provide you with access to core benefits and can help you move to a higher Program Level.



3. What are the PartnerEmpower communities for channel partners?

PartnerEmpower includes several different communities for channel partners, which are being rolled out over a period of time. In Asia Pacific, Motorola Solutions is initially introducing the communities for [**Value-Added Resellers**, , Dealer, eTailers and **Solution Partners (Mobile Solutions track only)**]. Later in 2012 , Motorola Solutions will introduce communities for [**Application Partners, Radio Solution Partners, Distributors, etc...**].

Each PartnerEmpower member has to participate in a community. Your company's participation in that community is the foundation of your relationship with Motorola Solutions and defines the role you play within the channel ecosystem. To participate in a certain community, you have to meet business conditions specific to that community.

4. Can my company participate in more than one PartnerEmpower community?

Yes, if your company's business model aligns with the definition of multiple communities.

5. What are the PartnerEmpower technology areas?

Every channel partner must participate in one or more of PartnerEmpower's technology areas, which represent the breadth of products in the Motorola Solutions portfolio. Your company's participation in a technology area reflects your focus on a certain set of Motorola Solutions products. To have access to Class 2 and above products within a portfolio (other restrictions may apply depending on the product class), you must participate in that technology area. Technology areas launching in Q2 2012 are: Advanced Data Capture, Mobile Computing, RFID, Converged Communication, Wireless Local Area Networks, Wireless Outdoor Networks, Wireless Security, Business Radios, MOTOTRBO Systems, Professional & Commercial Radios, *P25 Systems and *Tetra Systems.

**Applicable for Australia and New Zealand only*

6. How are PartnerEmpower Program Levels determined?

PartnerEmpower Program Levels—Authorized, Silver, Gold and Platinum—reflect the overall success of a channel partner's relationship with Motorola Solutions, whether that channel partner participates in one PartnerEmpower technology area and community or several.

Authorized members must meet a baseline set of program criteria, and in return, receive access to a strong set of PartnerEmpower core benefits. Channel partners that meet an additional set of criteria can move into increasingly higher Program Levels—**Silver, Gold and Platinum**—which offer access to more program benefits. To move to a higher level, a channel partner must meet criteria in key areas that represent a company's **total value to our mutual customers** and its achievements as a Motorola Solutions channel partner:

- **Commitment** essential to serving the needs of customers, reflected by the number of specializations achieved
- **Contribution** to the Motorola Solutions relationship—measured by revenue generated or influenced
- **Customer satisfaction (upcoming criteria)**, initially focused on the completion of satisfaction surveys by the channel partner's customers and eventually measured by customer satisfaction scores

7. What is the benefit of achieving a higher Program Level?

Channel partners at the Silver, Gold and Platinum levels have access to an expanded set of program benefits. In addition, promoting your company's status as a Silver, Gold or Platinum partner can help your company stand apart from competitors.

8. What types of specializations are available?

One of the core elements of PartnerEmpower—and a key requirement for moving to a higher Program Level—is specialization. Through three different types of specialization, Motorola Solutions recognizes a company's



competency, its commitment to customer satisfaction and its market success. All specializations reward channel partners for their investment in expertise through additional program benefits.

- **Technology Specializations**, available to channel partners that resell Motorola Solutions' products, recognize expertise in a specific PartnerEmpower technology area. To receive a technology specialization, your company must be participating in the technology area. Two specialization levels are available (Specialist and Elite Specialist).
- **Application Specializations (launching later in 2012)**, available to channel partners that develop software for Motorola Solutions devices, recognize the success of companies that develop applications for a certain technology area. Two levels are available (Specialist and Elite Specialist).
- **Market Specializations (launching later in 2012)**, recognize expertise in a particular industry that is critical to Motorola Solutions' business strategy. Market Specializations will be rolled out over time; more information will be available in the coming months.

9. Does my company have to achieve specialization?

No, specializations are optional. However, to move to a Program Level above Authorized, your company will need to meet specialization requirements.

PartnerEmpower Transition

10. How is PartnerEmpower being rolled out?

In Asia Pacific, Motorola Solutions will be introducing the program in 4 June, 2012 to Value Added Resellers (VARs), Dealers, eTailers and Solution Partners (Mobile Solutions track) in the following technology areas: Advanced Data Capture, Mobile Computing, RFID, Converged Communication, Wireless Local Area Networks, Wireless Outdoor Networks, Wireless Security, Business Radios, MOTOTRBO Systems, Professional & Commercial Radios, *P25 Systems and *Tetra Systems. Later in 2012, PartnerEmpower will roll out to these communities with Application Specialization and Market Specialization.

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11. When is PartnerEmpower being launched?

The launch date of the program for Value Added Resellers (VARs), Dealers, eTailers and Solution Partners (Mobile Solutions track) is 4 June, 2012. On 4 June 2012, PartnerEmpower will replace Motorola Solutions' existing channel programs for those channel partners being transitioned.

12. When happened to the communities who are not transitioning by 4 June, 2012?

For communities who are not transitioning by 4 June, 2012, partners will continue with their current partner program, i.e. PartnerSelect and Premier Partner Program that is still effective.

13. How is Motorola Solutions transitioning channel partners into PartnerEmpower?

In Q1 2012, Motorola Solutions assign your company status in PartnerEmpower based on 2011 Motorola Solutions business and existing training/certification achievements. In early 2012, you will receive a [letter/email] with your PartnerEmpower designation in the following areas:

- **Community**
- **Technology** (or multiple technologies, if appropriate)
- **Program Level**
- **Specializations**



Your company will have **until 1 June, 2012 to accept of the Terms and Conditions** to meet the criteria of the Program Level and specializations to which you were assigned. During this timeframe, you will have the opportunity to move up to a higher level within the program by meeting the necessary criteria.

14. What is the criteria used to assign channel partners to a certain community, technology, Program Level and specialization?

Motorola Solutions assigns your company status in PartnerEmpower based on 2011 Motorola Solutions business and existing training/certification achievements

15. What if my company would like to participate in technology areas beyond those to which we were assigned?

Your company can request to participate in other technology areas by completing an online Membership Change application form at <http://www.motorolasolutions.com/ap/partnerempower>. Motorola Solutions will review your application and inform you if your request has been approved.

16. Are all channel partners being transitioned into PartnerEmpower?

Some channel partners may not meet the transition criteria. In such cases, these companies will not receive a PartnerEmpower transition assignment and will no longer be a member of a Motorola Solutions channel program after the end date of their existing channel program. (However, a reseller that does not meet the mapping criteria will still be able to resell a subset of products (Class 1) as an Open Reseller.) Any company that is not transitioned into the program is welcome to apply to PartnerEmpower in the future.

17. What should I do if I feel my company has been assigned incorrectly?

Motorola Solutions has very carefully assigned existing channel partners PartnerEmpower status based on the company's existing Motorola Solutions relationship. For questions about the data used to assign your company status in PartnerEmpower, please contact your Channel Account Manager

18. When will my company receive the transition notification?

Motorola Solutions will be issuing PartnerEmpower transition notifications via mail/email to channel partners in April, 2012. If you do not receive a notification in April and you would like to check to see if your notification has been issued yet, please call your Channel Account Manager or your Partner Interaction Center.

19. What steps will I have to take to complete my company's transition into PartnerEmpower?

We will send you instructions in April, 2012 via email, detailing the steps you need to take to complete your transition. These steps include updating your company's online Partner Profile, accepting new program Terms and Conditions and applicable Addendum, and/or signing a new contract, depending on your purchasing relationship with Motorola Solutions. The email will also provide information on the deadline for completing these steps.

20. Does Motorola Solutions review the status of my PartnerEmpower membership after I have transitioned into the program?

Compliance to PartnerEmpower terms and conditions, criteria and requirements will be reviewed regularly. New PartnerEmpower members will undergo a compliance check at the 12-month mark. After that, compliance checks will take place annually at the beginning of each calendar year.

21. I received the assignment notification letter from Motorola Solutions, but I am not the right person to execute the final transition steps mentioned. What should I do?

The assignment notification letter was sent to the person listed as the key executive or owner contact in our channel partner database. If another executive at your company should be contacted instead, please give



them the notification letter you received, and then please contact your Partner Interaction Center so we can update our records and ensure that the next communication goes to the right person.

22. What happens if my company does not complete the final transition steps?

If your company does not complete the transition steps, you will not be transitioned into PartnerEmpower and you will not maintain your status as a Motorola Solutions channel partner after the end date of your existing channel program. (However, if you are a reseller, your company will still be able to resell a subset of products (Class 1) as an Open Reseller and is welcome to apply to PartnerEmpower in the future.)

23. Are there requirements I must meet once I have transitioned into PartnerEmpower?

Yes. Upon transitioning into PartnerEmpower, your company must meet the criteria/requirements of the designations to which it was assigned by 31 December, 2012. Your PartnerEmpower Program Guide will detail these criteria/requirements. For all new PartnerEmpower members, a compliance check will take place at the 12-month mark. After that, compliance checks will take place annually at the beginning of each calendar year.

24. Is product access impacted by transition assignment?

Upon launch till 31 December, 2012, there is no product access implication during the transition assignment. However, current PartnerSelect members should note that unlike PartnerSelect, PartnerEmpower participation is based on individual technology areas. If your company did not meet assignment criteria for a certain technology area by 31 December, 2012, you will not be able to participate in that technology area, which means that you will no longer be able to resell Class 2 and above products associated with that technology area in 2013.

25. My company currently sells Motorola Solutions products to the U.S. Federal government. Are there special steps I must take to transition into PartnerEmpower?

Asia Pacific is not launching PartnerEmpower to US Federal government accounts in June.

26. What if I have additional questions?

Please contact your Channel Account Manager, or your region's Partner Interaction Center at pic.apac@motorolasolutions.com

PartnerEmpower Requirements

27. What if my company did not manage to achieve all the requirements of a specific Program Level?

Partner will be assigned to the Program Level of the lowest requirement achieved.

28. Does the revenue of a technology that my company did not apply in PartnerEmpower be considered as part of the Program Level revenue threshold?

Revenue is only recognized for the technology that you have successfully enrolled.

29. As a newly enrolled PartnerEmpower Channel Partner, does my company only obtain the Program Level one year later since the revenue threshold is measured on an annual basis?

Yes. Both specialization and program levels will only be obtained by partner after 12 months when a compliancy check occurs.

30. Who and how should I report the Sales Out Data Reporting? What is the information required?

Please work with your distributors to ensure accurate Sales Out Data Reporting is provided to Motorola. For Radio partners, please provide your Sales Out Data Reporting as per current process.