

PROGRAM GUIDE

VALUE ADDED RESELLERS

EA









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For further details on the benefits and requirements featured in this Program Guide, please visit <u>Partner Central</u>.

Motorola Solutions may cancel or modify the Motorola Solutions PartnerEmpower™ Program rules, benefits, terms and criteria or any part thereof as detailed herein at any time in its sole option and discretion.





ENABLING BUSINESS GROWTH...TOGETHER

At Motorola Solutions, we recognize the critical role played by our channel partners. As one of our primary conduits to customers, you help organizations employ our technology in innovative ways. You bring deep insight into market needs. You team with other companies to create the end-to-end solutions today's customers demand. You offer essential professional services.

That's why we're focused on ensuring your company's success through the Motorola Solutions PartnerEmpower™ Program ("PartnerEmpower Program" or the "Program," as defined in your Motorola Solutions PartnerEmpower terms and conditions and related addenda (together "PartnerEmpower Terms and Conditions")). The foundation for how we go to market together with our channel partners around the world, the PartnerEmpower Program positions you for business growth through access to business tools that help you drive sales and insights that enable you to take advantage of new opportunities. In this guide, you'll learn how the Program empowers your company through:

GROWTH	We're focused on helping you expand your business, compete more effectively, build critical relationships with other companies in our channel ecosystem and improve your profitability
VALUE	The Program's structure rewards you for investing in your relationship with Motorola Solutions
DIFFERENTIATION	Your status in the Program helps you differentiate your business from competitors and take advantage of new opportunities
EXPERTISE	We help you build competency through world-class training and certification, and we reward that competency through recognition and enhanced benefits

We designed the PartnerEmpower Program to enable you and Motorola Solutions to better respond to today's evolving marketplace. The Program is driven by careful study of industry best practices—along with ongoing feedback from our channel partners.

We look forward to working with you. Together, we will provide customers with innovative solutions that connect individuals with information and colleagues in the moments that matter. We hope you'll take advantage of all that the PartnerEmpower Program has to offer your business.



SECTION 2

PROGRAM STRUCTURE

OVERVIEW

The PartnerEmpower Program is structured to enable Motorola Solutions to successfully team with a wide array of channel partners in delivering innovative, market-leading solutions to our mutual customers. Through the Program, we meet the unique needs of different business models and reward channel partners for investing in the expertise critical to serving customer needs.

Channel partners ascend through the Program's three levels as they develop and demonstrate their expertise—and in turn, earn access to an increasingly greater set of Program Benefits.

PROGRAM STRUCTURE FOR VALUE ADDED RESELLERS

SALES COMMUNITY

The PartnerEmpower Program's **sales community** encompasses two channel partner types that play a distinct role in delivering our products and services to customers. We reward each channel partner type's unique contribution through a set of distinct Program benefits.

Value Added Reseller (VAR): A channel partner that buys products, software or solutions from a Motorola Solutions Value Added Distributor, or, in some cases, directly from Motorola Solutions, and resells them to a customer; may integrate products and services into a solution and enhance the solution with professional services or third party applications ("Value Added Reseller").

Value Added Distributor (VAD): A channel partner that sells products and services primarily to Value Added Resellers and provides sales and technology support, training, order fulfillment, stocking inventory, reseller financing, deep technology expertise and more ("Value Added Distributor").

This Program Guide focuses on companies that participate in the PartnerEmpower Program as a Value Added Reseller and purchase products, software and solutions from a Value Added Distributor.



TECHNOLOGY SEGMENTS

Motorola Solutions products that are included in the PartnerEmpower Program have been categorized into groups representing related products and services within the Motorola Solutions product portfolio, known under the Program as "Technology Segments." Participation in the PartnerEmpower Program is granted by Technology Segment.

With the initial launch of the PartnerEmpower Program in Europe and Africa (EA), two Technology Segments are available: **Professional and Commercial Radio** and **Mission Critical Radio Systems**. Value Added Resellers must participate in at least one Technology Segment and may participate in multiple segments. To participate in a segment, Value Added Resellers must apply for participation in that segment.

Technology Segments

Information about the products that fall under these Technology Segments can be found by following these links.

Professional and Commercial Radio

- DMR (MOTOTRBO) Radios
- Two-way Radio Accessories

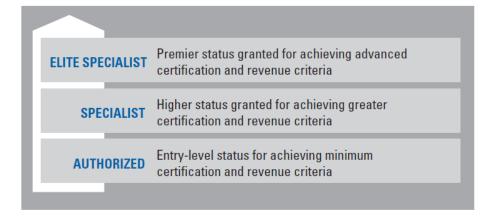
Mission Critical Radio Systems

Dimetra TETRA

SPECIALIZATION

One of the core elements of the PartnerEmpower Program is specialization. Through specialization, Motorola Solutions recognizes a Value Added Reseller's contribution and capabilities. Expertise in a specific Technology Segment is recognized as a "Technology Specialization."

Value Added Resellers can progress through three levels of Technology Specialization by meeting the specified criteria for revenue generation, growth and certification.



Benefits of Specialization

Specialization rewards Value Added Resellers for their investments through:

- Greater market differentiation
- Additional Program benefits
- Greater collaborative relationship with Motorola Solutions



PROGRAM LEVEL

Motorola Solutions recognizes Value Added Resellers for the success of their Motorola Solutions relationship through three PartnerEmpower Program Levels—**Silver**, **Gold** and **Platinum** ("Program Levels").

A Value Added Reseller enters the Program as a Silver member and advances to Gold upon earning status as a Specialist *in any Technology Segment*. Upon earning status as an Elite Specialist *in any Technology Segment*, a Value Added Reseller becomes a Platinum member.

As Value Added Resellers may participate in multiple Technology Segments, Program Level is determined by a Value Added Reseller's *highest* specialization achievement within the Program. For example, a Value Added Reseller that is a Mission Critical Radio Systems Elite Specialist but a Professional and Commercial Radio Specialist is considered a Platinum member, as Elite Specialist is the highest Technology Specialization achieved by the Value Added Reseller as a member of the Program.





SECTION 3

REQUIREMENTS & CRITERIA

OVERVIEW

Your company's status in the PartnerEmpower Program depends on compliance with baseline membership requirements as well as your achievement of key Technology Segment criteria.

Progress in meeting Program requirements and criteria will be reviewed annually in January through an evaluation of your achievements against objective key criteria as detailed below ("Annual Program Review"). Depending on the number of points earned by the time of the Annual Program Review, your company may maintain its current Technology Specialization and Program Level status or be moved to a different status.

Please note that demotions only take place at the time of the Annual Program Review. Promotions may take place at any time of year once the required points are earned. If you believe your company has earned enough points for promotion prior to the Annual Program Review, please contact your account contact ("Channel Account Manager" or "CAM") or the Motorola Solutions partner call center team ("Partner Support Team").

The Channel Partner Scorecard, an online tool that offers a consolidated view of your company's revenue and certification achievements, is available to help you monitor progress against Program requirements and criteria.

TECHNOLOGY SEGMENT CRITERIA

PARTNER TYPE: Value Added Reseller

Points-based criteria determine your entry and Technology Specialization within a particular Technology Segment on an annual basis. These criteria include a minimum requirement of 30 points in at least one Technology Segment to be admitted to the Program, and provide goals for Value Added Resellers that wish to ascend in the Program.

POINTS REQUIRED TO ACHIEVE EACH LEVEL	AUTHORIZED	SPECIALIST	ELITE SPECIALIST
Per Technology Segment	30-49 points	50-79 points	>= 80 points

SCORECARD				POINTS
Professional and Commercial Radio				
Revenue Contribution Value Added Resellers must achieve minimum annual targets for	> € 1,000,000	>£ 700,000	> \$ 1,000,000	40
Motorola Solutions revenue generation to achieve Revenue Contribution points in a specific Technology Segment.	> € 500,000	>£ 350,00	> \$ 500,000	30
Does not include sale of spares, second-hand radios, refurbished radios or unlicensed radios.	> € 125,000	> £ 87,500	> \$ 125,000	20
	> € 20,000	>£ 15,000	> \$ 20,000	10
Empower Goal ¹	>= 100% of Em	power Goal		30
Value Added Resellers will be assessed based on their ability to meet their Motorola Solutions-assigned sales expectations	>= 95% of Empower Goal			20
("Empower Goal").	>= 90% of Empower Goal		10	



SCORECARD		POINTS
Professional and Commercial Radio (continued)		
Competency Value Added Resellers may earn points by achieving a specified minimum number of certifications.	 3 certified sales employees 2 Sales Associate Certifications 1 Sales Professional Certification 2 certified technical employees 1 Technical Associate Certification 1 Technical Professional Certification 	30
	 2 certified sales employees 1 Sales Associate Certification 1 Sales Professional Certification 1 certified technical employee 1 Technical Associate Certification 	15
	1 certified sales employee1 Sales Associate Certification	5
Mission Critical Radio Systems		
Revenue Contribution Value Added Resellers must achieve minimum annual targets for	> € 600,000 > £ 420,000 > \$ 600,000	40
Motorola Solutions revenue generation to achieve Revenue Contribution points in a specific Technology Segment.	> € 300,000 > £ 210,000 > \$ 300,000	30
Does not include sale of spares, second-hand radios, refurbished radios or unlicensed radios.	> € 100,000 > £ 70,000 > \$ 100,000	20
	> € 20,000 > £ 15,000 > \$ 20,000	10
Empower Goal ¹	>= 100% of Empower Goal	30
Value Added Resellers will be assessed based on their ability to meet their Motorola Solutions-assigned sales expectations	>= 95% of Empower Goal	20
("Empower Goal").	>= 90% of Empower Goal	10
Competency Value Added Resellers may earn points by achieving a specified minimum number of certifications.	 3 certified sales employees 2 Sales Associate Certifications 1 Sales Professional Certification 2 certified technical employees 1 Technical Associate Certification 1 Technical Professional Certification 	30
	 2 certified sales employees 1 Sales Associate Certification 1 Sales Professional Certification 1 certified technical employee 1 Technical Associate Certification 	15
	1 certified sales employee 1 Sales Associate Certification	5

¹Your Empower Goal will be set and communicated at the beginning of each calendar year. The goal is a percentage growth on top of your previous year's revenue. The percentage will be determined based on market factors, and will be one of four Program-wide growth goals scaled according to your revenue threshold (such that Value Added Resellers that fall within lower revenue thresholds will be expected to achieve higher percentage growth). A minimum Empower Goal will apply. For the Professional and Commercial Radio Technology Segment, the minimum goal is \$60,000 / € 60,000 / £ 38,000; for the Mission Critical Radio Systems Technology Segment, the minimum goal is \$50,000 / € 50,000.



MEMBERSHIP REQUIREMENTS

PARTNER TYPE: Value Added Reseller

Value Added Resellers participating in the PartnerEmpower Program must meet the baseline membership requirements set out in this section on an ongoing basis. In addition, they must comply with all of the terms of their PartnerEmpower Terms and Conditions.

MEMBERSHIP REQUIREMENTS	ALL VALUE ADDED RESELLERS
PartnerEmpower Program Application New Value Added Resellers must complete the PartnerEmpower Program application process, indicate their desire to participate in at least one Technology Segment, and answer questions about their business model. For details, please contact the Partner Support Team. PartnerEmpower Value Added Resellers that are already admitted to the Program and wish to participate in additional Technology Segments must visit the online PartnerEmpower application and indicate their wish to expand their relationship with Motorola Solutions.	✓
Acceptance of Motorola Solutions PartnerEmpower Terms and Conditions Value Added Resellers must accept the Motorola Solutions PartnerEmpower Terms and Conditions. These documents detail the requirements for acceptance into a specific PartnerEmpower Technology Segment and/or community as well as for annual requalification into the Program.	✓
Up-to-Date Channel Partner Profile Value Added Resellers must provide current and accurate information about their company, its offerings and its personnel ("Channel Partner Profile") to facilitate effective lead referral, ensure correct Partner Finder directory information and support communications. This information should be updated at least annually.	✓
Designated Motorola Solutions Business Development Contact Value Added Resellers must designate a business development resource to engage with Motorola Solutions to drive business planning and field-level engagement, ensure effective usage of PartnerEmpower benefits and manage the Motorola Solutions pipeline. (This resource does not need to be dedicated to Motorola Solutions, but should be committed to the success of Motorola Solutions business.)	✓
Motorola Solutions Visibility on Corporate Web Site Value Added Resellers should promote their expertise and their relationship with Motorola Solutions as a member of the PartnerEmpower Program on their corporate website. (Note: If Value Added Resellers include logos for other manufacturers' partner programs, text about their relationship with other manufacturers or descriptions of other manufacturers on their corporate web site, they must also promote their relationship with Motorola Solutions in an equivalent manner.)	✓
Help Desk Support (Pre/Post-Sales) ¹ Value Added Resellers must provide sales and technical support (as applicable) for its customers (for example, provision of a help desk, product configuration, diagnostics, installation support and technical support).	✓

Motorola Solutions training courses can help Value Added Resellers improve their help desk support competency levels. In addition, Motorola Solutions reserves the right to conduct scheduled, periodic quality audits to measure and assess help desk support provided by Value Added Resellers. The purpose of these audits is to help diagnose any root cause behind issues and provide resolution. Audits may be triggered by either an increase in the number of calls coming into Motorola Solutions' support team that have not been appropriately diagnosed by the Value Added Reseller, or an increase in the number of support calls coming directly into the Motorola Solutions support center from Value Added Resellers' customers, or customer satisfaction issues.



BENEFITS

OVERVIEW

As a PartnerEmpower Value Added Reseller, you gain access to a strong set of benefits designed to help you drive revenue growth, strengthen your market presence, operate your business more effectively and achieve a significant return on investment on your relationship with Motorola Solutions, as detailed below ("Program Benefits").

Access to these benefits is tiered, with some benefits accessible only to Value Added Resellers that have achieved higher status in the PartnerEmpower Program. This approach rewards companies for the success and scope of their relationship with Motorola Solutions. In addition, please note that some benefits do not apply to all Technology Segments as indicated below.

Motorola Solutions reserves the right to cancel or amend Program Benefits at any time.

BENEFITS

PARTNER TYPE: Value Added Reseller

A checkmark indicates that Value Added Resellers have access to the benefit; "Eligible" indicates that Value Added Resellers may have to meet additional requirements to access the benefit. Contact your Channel Account Manager or the Partner Support Team for details on eligibility criteria for specific benefits.

BENEFITS	AUTHORIZED	SPECIALIST	ELITE SPECIALIST
Relationship Benefits			
Motorola Solutions Channel Account Manager Support Collaborate more effectively with Motorola Solutions. To ensure a productive		Eligible	Eligible
business relationship, Motorola Solutions provides a central point of contact to facilitate collaboration and joint business development.		3	3
Partner Central Portal Access the information and tools you need. Value Added Resellers have access to an array of sales, marketing and technical resources on Partner Central. The comprehensive site also includes Program information, the latest news and much more. (See Appendix for details.)	✓	✓	✓
Administrator Dashboard Manage your relationship. This online tool enables your company's designated relationship administrator ("PartnerEmpower Administrator") to update your company's Channel Partner Profile, manage team members' contact information, designate access to online tools and more.	√	√	√
Channel Partner Scorecard Track your progress. The Channel Partner Scorecard provides up-to-date details on your company's achievements as a PartnerEmpower member, including visibility into your company's current status within the Program, revenue achievements, growth and certification achievements.	1	1	√



BENEFITS	AUTHORIZED	SPECIALIST	ELITE SPECIALIST
Channel Partner Resources			
Discover opportunities. Webinars, newsletters, emails and events provide Value Added Resellers with information essential to building a successful relationship, from new product launches to promotions and more.	✓	✓	✓
Partner Advisory Council			
Ensure that the PartnerEmpower Program evolves with your needs. Partner advisory councils are important forums for soliciting feedback on how Motorola Solutions can better serve the needs of channel partners. Nominated by their Channel Account Manager, members provide input on Motorola Solutions strategy, Program Benefits and Program requirements, VAR resources and more.		Eligible	Eligible
Product/Technology Roadmaps			
Be proactive. Motorola Solutions provides Value Added Resellers with insight into its product roadmap, facilitating channel partner planning. Eligible channel partners can influence the development of products and services by providing input into the product roadmap. This also helps to ensure that products evolve to meet marketplace needs.	✓	✓	✓
Empower Circle			
Be rewarded for success. An all-expense-paid annual trip rewards our most successful Value Added Resellers not only for their significant contributions to Motorola Solutions revenue, but also for their investment in the relationship and their dedication to customer satisfaction.		Eligible	Eligible
Exclusive Access at Channel Partner Events			
Make the most of Motorola Solutions events. Value Added Resellers can gain special access to events, which facilitates networking with other top channel partners, offers the opportunity to meet keynote presenters, increases visibility with Motorola Solutions senior executives, yields insight into market trends and more. Eligibility varies by event.		Eligible	Eligible (Priority)
Marketing Benefits			
Pre-Packaged Marketing Programs			
Jumpstart marketing. Ready-to-go marketing programs help capture new sales opportunities. Specialized agencies and negotiated preferential rates help Value Added Resellers tap into marketing best practices and build marketing momentum.	✓	✓	*
Partner Finder			
Increase marketplace exposure. Motorola Solutions' online directory of PartnerEmpower members, Partner Finder, enables Value Added Resellers to boost their visibility, generate leads and promote their expertise to customers, other Motorola Solutions channel partners and the Motorola Solutions sales team.	✓	Priority Placement	Top Placement
Motorola Solutions Branding Tools			
Leverage the powerful Motorola Solutions brand. Value Added Resellers can align their company with the Motorola Solutions brand through two resources. Designed for use in marketing and sales materials, the Motorola Solutions channel partner logo can be customized with a Value Added Reseller's status in the Program and areas of specialization. Similarly, a comprehensive set of Motorola Solutions marketing materials can be customized with a Value Added Reseller's logo, contact information and messaging.	~	✓	✓



AUTHORIZED	SPECIALIST	ELITE SPECIALIST
✓	✓	✓
✓	~	✓
	Eligible	Eligible (Priority)
	Eligible	Eligible (Priority)
✓	✓	✓
	~	✓
✓	✓	✓
✓	✓	✓
		Eligible Eligible



SECTION 5

SALES & TECHNICAL COMPETENCY

BUILDING EXPERTISE

Channel competency is a key component of the architecture of the PartnerEmpower Program. As a PartnerEmpower member, you are able to gain points towards Technology Specialization through to building and maintaining your competency, ensuring that you can meet the needs of today's customers. Motorola Solutions offers a comprehensive curriculum featuring a broad array of training courses, along with a certification program that validates the expertise of individual team members in specific Technology Segments. The certification framework is structured to enable students to build upon and strengthen their knowledge.

Certifications include optional courses and required exams. The majority of online courses are available at no charge and take approximately one hour to complete. Experienced individuals can skip most online training courses and move directly to the exams with a test-out option that speeds up the certification process. To register for certification, visit My Learning Dashboard, an online tool that makes it easy to browse courses, register for certification and track certification progress. You can access My Learning Dashboard from Partner Central (via the Empowering Tools box on the home page) without logging in again. Please note that charges may apply to certification and training courses.

Students begin with Portfolio Certification and can then move through two levels of Sales and Technical Certification (Associate and Professional). Please Note: Achievement of certification is associated with an individual team member, not the Value Added Reseller company. If the individual who has completed the certification leaves your company, you have six months to meet the requirement by having another individual complete the training.

PORTFOLIO CERTIFICATION

Portfolio Certification validates knowledge of the product portfolio in a specific Technology Segment, ensuring that your team understands the full set of products in the portfolio and possesses basic product knowledge critical to sales success. This certification is a pre-requisite for Associate-level sales/technical certification.

SALES & TECHNICAL CERTIFICATION

Motorola Solutions recognizes the increasing competency and knowledge of individual team members through two levels of sales and technical certification:

CERTIFICATION LEVEL	GOAL
Sales Associate Certification Technical Associate Certification	 Enhancing product knowledge Builds knowledge and confidence on products and solutions built upon Motorola Solutions technology Demonstrates how to position products in a complex sale Illustrates how to set and meet customer expectations
Sales Professional Certification Technical Professional Certification	 Expanding skills and capability Demonstrates how to select the best combination of products and applications within a product family to meet customer needs Shows how to incorporate products and applications into an optimally designed system

Associate certification is a pre-requisite for Professional certification.



COURSE BUNDLES

The list below is current as of October 2015. For the most up-to-date bundle information, please visit My Learning Dashboard. Please note that charges may apply to certification and training courses.

SALES CERTIFICATION	BUNDLE
Professional and Commercial Radio	
Professional and Commercial Radio Portfolio Overview	ERYOT0001
Professional and Commercial Radio Sales Associate	ERYSA0001
MOTOTRBO Sales Professional	ERYSP0001
Professional and Commercial Radio Technical Associate	ERYTA0001
MOTOTRBO Technical Professional	ERYTP0001
MOTOTRBO Connect Plus Technical Processional	ERYTP0002
WAVE 3000 Sales Professional	EAGSP0001
WAVE 3000 Technical Professional	EAGTP0001
Mission Critical Radio Systems	
TETRA Systems Portfolio Overview	ERDOT0001
TETRA Systems Sales Associate	ERDSA0001
TETRA Systems Sales Professional	ERDSP0001
TETRA Systems Technical Associate	ERDTA0001
TETRA Micro Systems Technical Professional	ERDTP0001
TETRA Compact Systems Technical Professional	ERDTP0002
WAVE 5000 Sales Professional	EAGSP0002
WAVE 5000 Technical Professional	EAGTP0002

OTHER LEARNING OPPORTUNITIES

In addition to the courses associated with certification, Motorola Solutions offers a wide variety of training courses designed to build channel partner sales and technical competency. All channel partner personnel are encouraged to take advantage of these offerings. Training offerings include:

- Technology overview courses
- Vertical market overview courses
- Sales skills development courses

All courses are available via My Learning Dashboard. New courses are added on an ongoing basis.



APPENDIX

CONTACT INFORMATION: PARTNER SUPPORT

The <u>Partner Support Team</u> is a special channel partner relationship help desk. Contact the Partner Support Team for assistance with any aspect of doing business with Motorola Solutions, such as accessing online tools, understanding Program requirements, taking advantage of Program Benefits, updating your account information, maintaining your Channel Partner Profile and much more.

Email: partners.ea@motorolasolutions.com

In-country Phone Numbers

United Kingdom: 02030277499 / 08007313496

Austria: 01206091087 Denmark: 043682114 France: 0157323434 Germany: 06950070204 Israel: 1809315818 Italy: 0291483230 Lithuania: 880030828 Netherlands: 0202061404

Norway: 024159815 Portugal: 0217616160 Russia: 81080022841044 Spain: 0800981900

Czech Republic: 0239014216 South Africa: 8008445345

Phone Numbers by Language

English: +44 (0) 203 0277 499 French: +33 (0) 157 323 434 German: +49 (0) 695 007 0204 Hebrew: +972 180 931 5818 Italian: +39 029 148 3230

Polish: 00800 141 0252 (in country only) Russian: 810 800 228 410 44 (in country only) Spanish: 0800 981 900 (in country only)

KEY ONLINE RESOURCES

Partner Central

https://motorolasolutions.secure.force.com/partnerportal

Partner Central serves as your central hub for access to all essential channel partner information. This comprehensive site features:

- PartnerEmpower Program guides and related resources
- Program benefit details
- · Marketing and sales tools
- Event details and on-demand webinars

Login using your PartnerEmpower User ID and password. For login assistance, contact the Partner Support Team.



My Learning Dashboard

As the entry point to Motorola Solutions' collection of training and certification courses in the Learning Management System (LMS), My Learning Dashboard helps you build knowledge and skills through access to a broad set of online and instructor-led training. This site facilitates sales and technical certification, in addition to providing students with an ataglance view of certification status as well as personalized training recommendations.

You can access My Learning Dashboard from <u>Partner Central</u> (via the "Empowering Tools" box on the home page) without logging in again.