Strengthening PartnerEmpower Program 2017

• Expanded portfolio
• Streamlined program
• Powerful new benefits
EMEA PARTNEREMPOWER EXPANDED PORTFOLIO

• PartnerEmpower will encompass entire Motorola Solutions channel product portfolio
• Six distinct technologies in 2017

Currently Mission Critical:

- PCR
- TETRA
- P25

NEW

SOFTWARE & SOLUTIONS
VERTEX
UNLICENCED RADIOS
EMEA PARTNEREMPOWER STREAMLINED PROGRAM

- Removing points based approach to program measurement
- PartnerEmpower Program Level will be determined by TOTAL Motorola Solutions revenue* across *all* technology segments

* Excludes spares
The revenue thresholds for achieving Platinum, Gold or Silver status will differ by geographic zone.

**EMEA PARTNEREMPOWER PARTNER ZONES**

- **Zone 1**
  - Platinum: $700,000
  - Gold: $400,000
  - Silver: $25,000

- **Zone 2**
  - Platinum: $300,000
  - Gold: $150,000
  - Silver: $25,000

- **Zone 3**
  - Platinum: $150,000
  - Gold: $75,000
  - Silver: $25,000
<table>
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<th>Country</th>
<th>Zone</th>
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</table>

All other countries Zone 3
EMEA PARTNEREMPOWER FRAMEWORK 2017

REDDUCING COMPLEXITY
CLEAR SIMPLE GOALS

TOTAL REVENUE

Zone 1
- $700,000
- $400,000
- $25,000

Zone 2
- $300,000
- $150,000
- $25,000

Zone 3
- $150,000
- $75,000
- $25,000

TOTAL REVENUE

PCR
TETRA
P25
SOFTWARE & SOLUTIONS
VERTEX
UNLICENCED RADIOS

REGISTERED RESELLER

OPEN RESELLERS
(Not part of program)
INVESTING IN EXPERTISE

ELITE SPECIALIST

SPECIALIST

AUTHORISED

PARTNEREMPOWER TECHNOLOGY
SPECIALIZATION

Comprehensive range of sales & technical online and classroom training available

Sales & marketing tools to promote your Specialization ... Partner Finder, Channel Identifier, etc ...

Technology Specialization highlights reseller expertise AND provides differentiation in the market

HOW CAN WE HELP YOU TO DIFFERENTIATE YOUR COMPANY?
THE POWER OF TECHNOLOGY SPECIALIZATION

NO LONGER A PROGRAM REQUIREMENT BUT A TOOL TO HELP YOU COMPETE

ELITE SPECIALIST

Partner has completed Motorola product specific professional training and/or demonstrated significant technical expertise

SPECIALIST

Partner has completed Motorola associate technical certifications and/or demonstrated technical competence

AUTHORISED

Partner has access to Motorola portfolio and associate technical certifications (& has at least a Silver Program Level)
THE POWER OF TECHNOLOGY SPECIALIZATION

NO LONGER A PROGRAM REQUIREMENT BUT A TOOL TO HELP YOU COMPETE

ELITE SPECIALIST

SPECIALIST

AUTHORISED

TECHNOLOGY SEGMENTS

PCR
TETRA
P25
SOFTWARE & SOLUTIONS
VERTEX
UNLICENCED RADIOS
<table>
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<tr>
<th>TECHNOLOGY SEGMENTS &amp; TECHNOLOGY SUB SEGMENTS</th>
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<tbody>
<tr>
<td>TECHNOLOGY SUB SEGMENTS UNDER TECHNOLOGY SEGMENTS</td>
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<th>TETRA</th>
<th>P25</th>
<th>SOFTWARE &amp; SOLUTIONS</th>
<th>VERTEX</th>
<th>UNLICENCED RADIOS</th>
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<tr>
<td>PCR (MOTOTRBO)</td>
<td>TETRA DIPM</td>
<td>P25 INFRA-STRUCTURE</td>
<td>WAVE 5000</td>
<td>WAVE 3000</td>
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<tr>
<td>TETRA RADIO</td>
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<tr>
<td>MOTO TRBO CAPACITY MAX</td>
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**Key**

- OPEN Access
- RESTRICTED Access
  - Technical Certification / Business Requirements for Product Access
EXPANDING TECHNOLOGY SPECIALIZATION

TECHNOLOGY SPECIALIZATION AVAILABLE FOR TECHNOLOGY SUB-SEGMENTS

<table>
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<tr>
<th>PCR</th>
<th>TETRA</th>
<th>P25</th>
<th>SOFTWARE &amp; SOLUTIONS</th>
<th>VERTEX</th>
<th>UNLICENCED RADIOS</th>
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<tr>
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<td>P25 INFRA-STRUCTURE</td>
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Key
- OPEN Access
- RESTRICTED Access
  - Technical Certification
  - Business Requirements for Product Access
## PCR TECHNOLOGY SEGMENT EXAMPLE:

<table>
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<tr>
<th>Segment</th>
<th>Sub-Segment</th>
<th>Type</th>
<th>Product Access</th>
<th>Specialization Type</th>
<th># of Authorized Employees Required</th>
<th># of Specialist Employees Required</th>
<th>Certification</th>
<th>Title</th>
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<tr>
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<td>MOTOTRBO™ Radios &amp; Systems</td>
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<td>None</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Authorised*</td>
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<td>None</td>
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<td></td>
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<td>Elite Specialist</td>
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</table>

There are **3 Technology Specialization** statuses available in PCR Technology Segment for Silver, Gold & Platinum Resellers.

* Silver, Gold & Platinum Partners will automatically have ‘Authorised’ status for Technology Segments in which they participate.
## EXAMPLE: PCR TECHNOLOGY SEGMENT

<table>
<thead>
<tr>
<th>TECHNOLOGY</th>
<th>PRODUCT ACCESS</th>
<th>SPECIALIZATION</th>
<th>CERTIFICATION</th>
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<td></td>
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Now there is a **Technology Specialization** for MOTOTRBO Capacity Max:

- **PCR AUTHORISED**
- **PCR SPECIALIST**
- **PCR ELITE SPECIALIST**
- **CAPACITY MAX ELITE SPECIALIST**

** 1 person to complete training for product access. 2 people required to complete training for Elite Specialist Technology Specialization.
PARTNER EMPOWER SUMMARY
2 INDEPENDENT TRACKS

PROGRAM LEVEL
MSI Program Benefits

REGISTERED
Application Approval

SILVER
Revenue Threshold

GOLD
Revenue Threshold

PLATINUM
Revenue Threshold

Registered Resellers do not have a specialisation status

AUTHORISED
Allocated when partner achieves Silver Program Level

SPECIALIST
Allocated when partner completes Technical Training requirements

ELITE SPECIALIST
Allocated when partner completes Technical Training or Product Access Training requirements

TECHNOLOGY SPECIALIZATION
Market/Industry Differentiation
RESELLER PROFILE EXAMPLES

Reseller A: Platinum but with no training
Reseller A: Reseller has progressed through Program Levels (revenue) but has not invested in training

Reseller B: Gold but with Elite Specialist training
Reseller B: Reseller has progressed through Program Levels (revenue) AND has invested in training

PARTNER FINDER (Available on www.motorolasolutions.com)
- Partner Finder in 2017 will enable end-users to search for Resellers with Technical Competence
- In the above example, Reseller B will appear first in Partner Finder as an Elite Specialist – as the tool will look at Technology Specialization before Program Level.
EMEA PARTNEREMPOWER TIERED BENEFITS

3 NEW BENEFITS IN 2017
ELIGIBILITY TIERED BY PROGRAM LEVEL

- Partner Finder
- Channel Identifier
- Tech Specialization
- Empower Rewards
- Demo Program
- Deal Registration

Direct Agreement
Growth Rebate
POS Rebate
Discretionary MDF
Sales Leads
Empower Circle
Partner Finder
Channel Identifier
Tech Specialization
Demo Program
Deal Registration
EMPOWER REWARDS

New incentive program rewards sales success

Reseller Sales rep earns points for selling qualifying product

Points can be exchanged for rewards via online catalogue

Available Q2, 2017
DEMO PROGRAM

ENHANCE SALES IMPACT WITH DEMO EQUIPMENT

• Annual entitlement to heavily discounted demo equipment for Resellers and Distributors

• Number of demo units tiered by Program Level and Technology Segment

• Available Q2, 2017
NEW PROGRAM TO HELP RESELLERS SELL AND BOOST PROFITABILITY

• Recognition of the significant pre-sales investment partners make in creating and closing sales opportunities

• Register a new opportunity early & Motorola can both recognise and support this pre-sales investment

• Available Q2, 2017
DIRECT PURCHASE AGREEMENT

ONLY PLATINUM* RESELLERS ARE ELIGIBLE FOR DIRECT PURCHASING AGREEMENT FROM 2017

• Additional eligibility criteria:
  - Good standing in the PartnerEmpower Program & Motorola Channel eco-system
  - Completion of G9 eMTARIS process
  - Have suitable premises in the Prime Territory eg Sales Office
  - Have access to facilities suitable for delivery of MSI products

• Unlicensed Radio has additional direct purchase criteria:
  - $2m annual revenue achievement in each sub-segment
  - Have facilities in place to buy in volume i.e. Direct Ship – (shipping container)
The terms are, substantially the same, BUT we have listened:

- Removed clauses we didn’t use, were outdated or repetitions
- Redrafted a lot of the agreement to make it shorter, simpler and easier to read & understand
- Moved program & operational elements into guides
- Made some clauses mutual and more fair
TRANSITION TO NEW AGREEMENTS

NEW AGREEMENTS WILL BE EFFECTIVE JANUARY 5, 2017

- 90 day termination notice of existing agreement served
- New Agreements issued to Resellers who have met Platinum Program Level threshold
- Contractual discounts will be issued on October 28, 2016
- Ongoing review of Resellers against Platinum Program Level threshold – to allow for full calendar year revenue
- If Reseller meets Platinum threshold – New Agreement will be issued
2016 Annual Program Review

- This is in progress – T1 (Resellers with existing Direct Purchasing Agreement with Motorola Solutions) have already had their initial review.
- New Agreements have been issued to Resellers who have met Platinum Program Level threshold already.
- A final review of all resellers will take place during Q1, 2017 to determine PartnerEmpower Program Level for 2017.
- All Reseller Program Levels will be finalised by 31 March 2017.

The next Annual Program Review will commence in Q1, 2018 and Q1 of all subsequent years.

- Resellers will be notified of their initial status during the previous quarter (Q4).
- Final Reseller Program Levels will be confirmed by 31 March each year.
DIRECT PURCHASING AGREEMENT TRANSITION

2017 Platinum Partners & Distributors will have received:
Notification of current agreement termination (31/12/16)
Copy of new Agreement, Direct Purchasing Terms & EULA
Distributor Addendum (Disti only)
Approx 20 pages
Return 2 signed copies of Agreement

Resellers who have not met Platinum Program Level will receive:
Notification of current agreement termination (31/12/16)
Copy of Reseller Main Terms & Conditions, Reseller Addendum & Technology Segment Addendum
Return 1 signed copy of Terms & Conditions

CALL TO ACTION: Please return signed documents at earliest opportunity to ensure seamless transition to new status in 2017
Motorola Solutions has a network of highly qualified Distributors to provide you with essential services and support throughout the sales process.

These distributors intimately understand our products and services, deliver deep technical expertise, and can serve the complex needs of a wide range of industries.

Together, your Distributor and Motorola Solutions have a mutual goal to grow your business in 2017 and beyond.
PARTNER AFFILIATIONS

**RESELLERS**
- Focus on servicing end-users

**DISTRIBUTORS**
- Focus on developing the channel
- Maintain local stock
- Do not sell directly to end-users*

‘Company A’ has a shareholding >25% in ‘Company B’
Companies A and B must be in the same community in PartnerEmpower – and can be linked as a family

- Reseller family revenue will be consolidated for program level measurement
- Reseller families will assume the highest country zone as program threshold for group.
- Each entity is responsible for their training and restricted product access requirements

* Except in MSI approved business exception
PARTNEREMPOWER & DISTRIBUTION

Distributors are key members of PartnerEmpower
• BUT do not have Program Levels or Technology Specializations
• Motorola Solutions has a Selective Distribution by invitation only
• Technology & prime territory assignment per agreed business plan and Motorola Solutions agreement
• Distributors must not have mixed business model*

Distributors are an extension of Motorola Solutions Sales Organisation, and therefore must:
• Have sales & technically trained people to support resellers in their sales opportunities
• Provide Point of Sale reports with reseller and end-user data to support the needs of PartnerEmpower program, aide Motorola Solutions in business, product and marketing investment decisions
• Other criteria detailed in program guide

* Except in MSI approved business exception
HOW WE ARE STRENGTHENING PARTNEREMPOWER

- Broadening portfolio of product available in program
- Recognising your total revenue contribution
- Enabling geographies across EMEA to move up through the program with the introduction on zones
- Providing mechanism for technology market differentiation
- Introducing new program benefits to reward Motorola Solutions resellers – while helping to drive more sales
Any Questions
Please speak to your Account Manager or emea.channelops@motorolasolutions.com