

Zebra Reseller



Status

A Zebra Reseller is a recognised and branded reseller that buys through a Zebra Authorised Distributor. Zebra Resellers may attain particular specialisms in the Zebra product range.

Benefits

Zebra Resellers can enjoy some preferential sales and marketing benefits over other second tier resellers in order to encourage the growth of Zebra business.

Access to Account Manager

Zebra's account management team is regionally based. Zebra Resellers have access to an account manager within their local market to help facilitate sales of Zebra products.

Technical Support

Technical assistance for PartnersFirst members in EMEA is provided by Zebra's multi-lingual technical support team based at Zebra's EMEA headquarters. The team's technical knowledge covers the whole Zebra bar code printer range. Zebra offers technical support online via the Zebra Support Center. This tool, iSupport, provides answers to technical support questions from anywhere in the world, any time of the day or night. Additionally, Zebra PartnersFirst members can have access to a dedicated Web-based call-logging system. To contact the Zebra Support Center, log on to <http://www.zebra.com/support>.

Training

Zebra Resellers can book to take part in general Zebra technical training courses that are held throughout the year.

Leads

The allocation of leads is dependent on an end-user's requirements around vertical markets and/or application expertise. As such Zebra Resellers who demonstrate particular application specialism or vertical market knowledge will receive a proportion of leads that Zebra's corporate marketing department generates throughout the year.

AccessZebra Partner Web Site

Zebra PartnersFirst members have their own extranet, AccessZebra. This website provides general sales and marketing support materials.

Marketing Materials and Sales Tools

Zebra Resellers have access to Zebra marketing campaign materials such as those created for vertical markets and application solutions. Some marketing materials can be co-branded to include your company logo and contact details. Zebra offers many sales tools such as ROI calculators, case studies, white papers, label sample packs and product data sheets. These sales and marketing tools support your market development activity and your own lead generation programmes.

Use of Zebra Reseller Logo

Zebra Resellers are eligible to use the Zebra Reseller logo on their sales and marketing material. This logo and the Zebra corporate logo are highly valued assets and must be checked by a Zebra Account Manager, along with all other Zebra brand elements, when used on channel partner co-marketing materials.

**To join the PartnersFirst programme as a Zebra Reseller
please register online at www.zebrapartner.com
Please contact your distributor or your Zebra regional sales
office for more details.**