

# PARTNERSFIRST™

## PROGRAMME REGISTRATION GUIDE



SEE MORE. DO MORE.

PARTNERS**FIRST**

Using the

**Zebra**®

Partner portal

**WEBSITE**

Zebra Partner portal

[www.zebrapartner.com](http://www.zebrapartner.com)

**EMAIL**

Contact us


[emeachannelmarketing@zebra.com](mailto:emeachannelmarketing@zebra.com)

Welcome to your guide to registration for the EMEA PartnersFirst™ programme on the Zebra Partner portal **[www.zebrapartner.com](http://www.zebrapartner.com)**

This is your guide for successfully navigating through the PartnersFirst registration and programme application process. By following these simple steps, you will be able to create a login for the Zebra Partner portal (**[www.zebrapartner.com](http://www.zebrapartner.com)**), and apply for PartnersFirst membership as well as any additional specialist programmes.

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# The **application** process

## **WEBSITE**

Zebra Partner portal

[www.zebrapartner.com](http://www.zebrapartner.com)

## **EMAIL**

Contact us

[emeachannelmarketing@zebra.com](mailto:emeachannelmarketing@zebra.com)



## INITIAL PARTNERSFIRST REGISTRATION

Visit [www.zebrapartner.com](http://www.zebrapartner.com) and click 'Zebra Partner Registration'.

Start initial registration by setting your email address and password.

As the person starting the application, you will be deemed the Main Contact, and will therefore receive the subsequent invitation to apply for specific programmes once your registration has been reviewed by Zebra.



## PROGRAMME APPLICATION

Your company's Main Contact will receive an e-mail invitation to complete specific programme application(s) where additional detail will be required. Return to [www.zebrapartner.com](http://www.zebrapartner.com) to complete the application(s).



## MEMBERSHIP CONFIRMATION

Email confirmation of membership is sent to your company's Main Contact.

Programme membership certificate(s) and PartnersFirst welcome pack will be sent to you by email.

# Initial registration

## WEBSITE

Zebra Partner portal

[www.zebrapartner.com](http://www.zebrapartner.com)

## EMAIL

Contact us

[emeachannelmarketing@zebra.com](mailto:emeachannelmarketing@zebra.com)

This section shows you the questions you will be required to answer as part of the initial registration process.

To complete your registration, visit [www.zebrapartner.com](http://www.zebrapartner.com) and click 'Zebra Partner Registration'.

First of all you will be required to enter and confirm your email address and create a password.

### Zebra Partner Registration

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#### Step 1 (of 5): Create Company Account

**NOTE:** Please note, we will only accept e-mail addresses from business domains. E-mail addresses from internet providers such as Google, Yahoo!, Hotmail, etc. cannot be accepted.

\* Required Fields

* Email Address	<input type="text"/>	(Note: this will be your username)
* Confirm Email Address	<input type="text"/>	
* Password	<input type="text"/>	(Note: must be 7 characters long with at least one number and one letter)
* Confirm Password	<input type="text"/>	

### Zebra Partner Registration

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#### Step 2 (of 5): Company Information

**NOTE:** Please note, we will only accept e-mail addresses from business domains. E-mail addresses from internet providers such as Google, Yahoo!, Hotmail, etc. cannot be accepted.

\* Required Fields

* Preferred language for communication	<input type="text" value="English-American"/>
* Title	<input type="text" value="select"/>
* First Name	<input type="text"/>
* Last Name	<input type="text"/>
* Company name	<input type="text"/>
* Business Address	<input type="text"/>

Please note that all questions marked with an asterisk (\*) are mandatory.

- 1 Please select your preferred language for receiving Zebra marketing communications. Please note that marketing communications are not available for all the languages contained in this list, although we will endeavour to accommodate your requirements.
- 2 The Company Name and Address provided must be the official, registered name and address of your company. You have the option to add an additional Company Trading Name on the second page of the application.

# Product Line / Technology of Interest

When completing the form, please specify your main Product Line/Technology of Interest(s) and your key vertical market(s) so we are able to offer you the correct programme membership form(s). You will be required to select your top three from the available options. Please find below the list of Product Line/Technology of Interest(s) and a short description of each.

## **THERMAL PRINTING**

Direct-thermal and thermal-transfer label and receipt printers, from round-the-clock heavy duty printers to table top and wristband printers for label, ticket and receipt printing.

## **MOBILITY**

Zebra's broad range of mobile printers and accessories, combined with wireless technology, enable on-the-spot label and receipt printing in almost any environment.

## **RFID ACTIVE**

Integrated asset management solutions to locate, track, manage, and optimise high-value assets.

Please note, this section is only for Partners interested in products from the Zebra Location Solutions Group – see [www.zebra.com](http://www.zebra.com) for further details.

## **RFID PASSIVE**

Passive radio frequency identification (RFID) printers enable printing and encoding of RFID tags and labels on demand.



## Zebra Partner Registration

### Step 3 (of 5): Additional Company Information

\* Required Fields

<p>* Company Name <input type="text"/></p> <p>Company Trading Name <small>(if different)</small> <input type="text"/></p> <p>* Number of Staff in Company <input type="text"/></p> <p>Do you offer after market services to your customers? <input type="checkbox"/></p> <p>Do you sell supplies? <input type="checkbox"/></p> <p>Do you currently sell Zebra products? <input type="checkbox"/></p> <p>Do you currently buy Zebra products from a distributor? <small>(If you don't currently sell Zebra products, leave the box unchecked)</small> <input type="checkbox"/></p> <p>Are you an Independent Software Vendor? <input type="checkbox"/></p> <p>Are you a Systems Integrator? <input type="checkbox"/></p>	<p>Please indicate your Product Line/Technology of Interest.</p> <p>*1. <input type="text"/></p> <p>2. <input type="text"/></p> <p>3. <input type="text"/></p> <p>Please identify 3 key vertical markets for your company with the percentage</p> <p>*1. <input type="text"/> %</p> <p>2. <input type="text"/> %</p>
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## KIOSK

Zebra's robust kiosk (ticket and receipt) printers offer a range of features designed to provide fast, reliable and versatile printing performance across many unattended applications.

## CARD

Zebra card printers provide printed plastic cards for identification and security applications.

## SUPPLIES

Genuine Zebra supplies (including ribbons, labels and receipt paper) are made by Zebra, for all Zebra printers, to the highest quality standards. Using genuine Zebra supplies will give optimum printer performance and minimise printhead wear and tear.

# Adding Contact Information

## COMPANY CONTACT INFORMATION

As part of the registration process, you will be required to provide the details of key personnel within your company, including Owner/General Manager/Director, sales, marketing and technical contacts.

It is important that you provide the name, a valid business e-mail address, telephone number, and preferred language for contacts within your business as requested in the registration process. This ensures that important Zebra information such as product updates, launch resources and technical notices, can be communicated to the correct person.

### Zebra Partner Registration

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#### Step 4 (of 5): Company Contact Information

Please provide key contact information for your company. **You must specify at least one contact for each of the job roles listed on this screen.** A contact is allowed to have multiple job roles.

We will use this data to communicate the relevant information to the key contacts you provide.

\* Required Fields

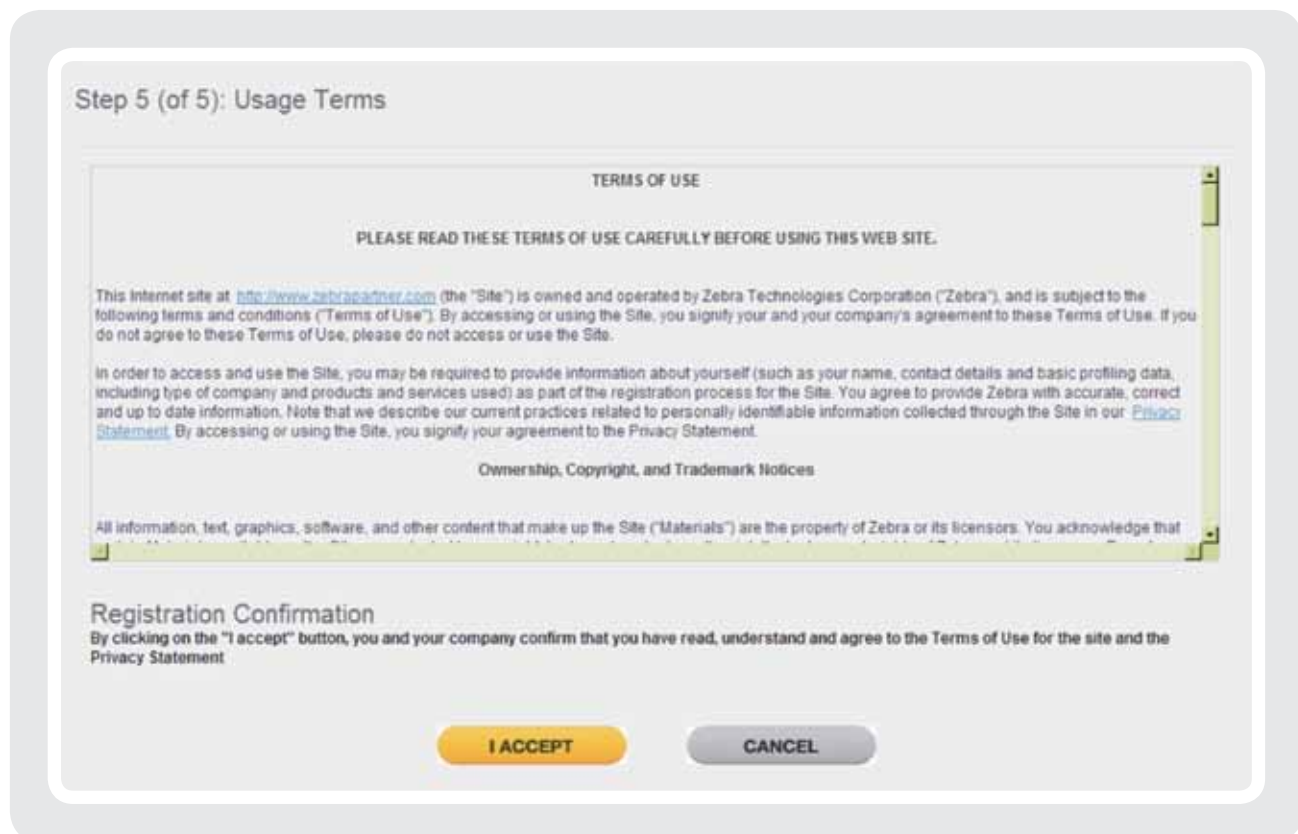
<b>Main Contact</b>		<b>Job Roles</b>	
*Title <input type="text"/>	Job Title <input type="text"/>	Marketing <input type="checkbox"/>	Owner/GM/Director <input type="checkbox"/>
*First Name <input type="text"/>	* Email/Login <input type="text"/>	Sales <input type="checkbox"/>	Technical <input type="checkbox"/>
*Last Name <input type="text"/>	Work Phone # <input type="text"/>		
	Work Fax # <input type="text"/>		

## MAIN CONTACT

One person in your company will need to be assigned the role of Main Contact. As the person to complete the initial registration, you will be deemed the Main Contact for the company. You will receive the subsequent programme membership invitation(s). If required, you can change the Main Contact to be a different person once you have been invited to join a programme using the Self Service area within the portal.

## TERMS OF USE

The final step of the registration process is to click the **'I Accept'** button to indicate that you have read, understand, and agree to the Terms of Use for the site, and the Privacy Statement.



Step 5 (of 5): Usage Terms

**TERMS OF USE**

PLEASE READ THESE TERMS OF USE CAREFULLY BEFORE USING THIS WEB SITE.

This Internet site at <http://www.zebrapartner.com> (the "Site") is owned and operated by Zebra Technologies Corporation ("Zebra"), and is subject to the following terms and conditions ("Terms of Use"). By accessing or using the Site, you signify your and your company's agreement to these Terms of Use. If you do not agree to these Terms of Use, please do not access or use the Site.

In order to access and use the Site, you may be required to provide information about yourself (such as your name, contact details and basic profiling data, including type of company and products and services used) as part of the registration process for the Site. You agree to provide Zebra with accurate, correct and up to date information. Note that we describe our current practices related to personally identifiable information collected through the Site in our [Privacy Statement](#). By accessing or using the Site, you signify your agreement to the Privacy Statement.

**Ownership, Copyright, and Trademark Notices**

All information, text, graphics, software, and other content that make up the Site ("Materials") are the property of Zebra or its licensors. You acknowledge that

**Registration Confirmation**  
By clicking on the "I accept" button, you and your company confirm that you have read, understand and agree to the Terms of Use for the site and the Privacy Statement

**I ACCEPT** **CANCEL**

# Programme applications

## **WEBSITE**

**Zebra Partner portal**

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## **EMAIL**

**Contact us**

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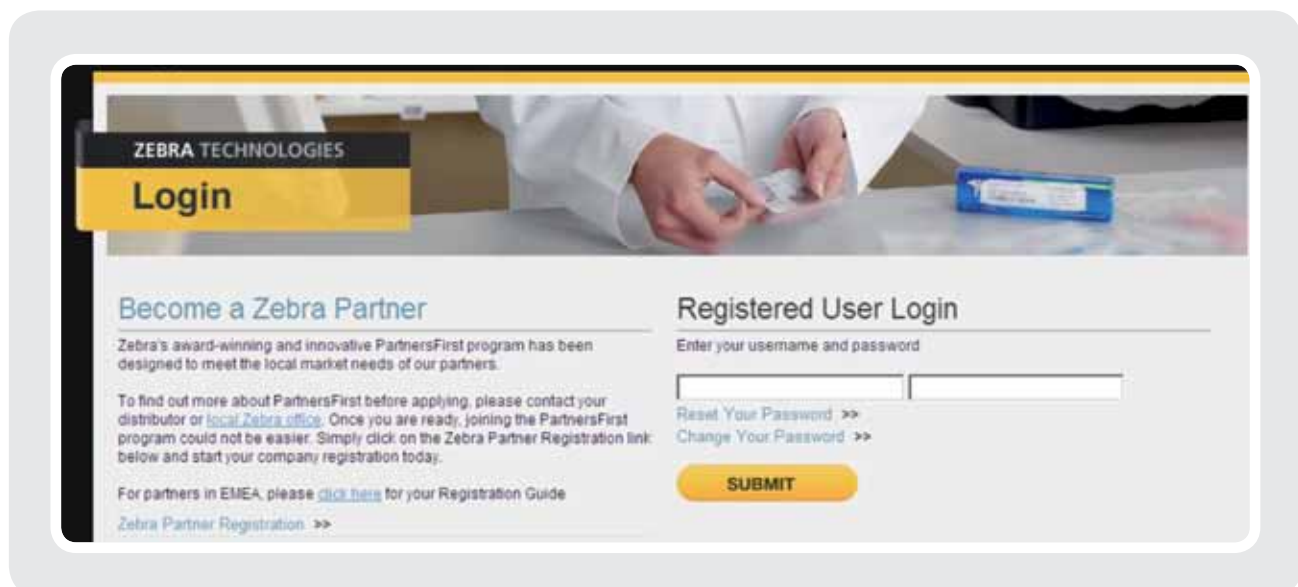
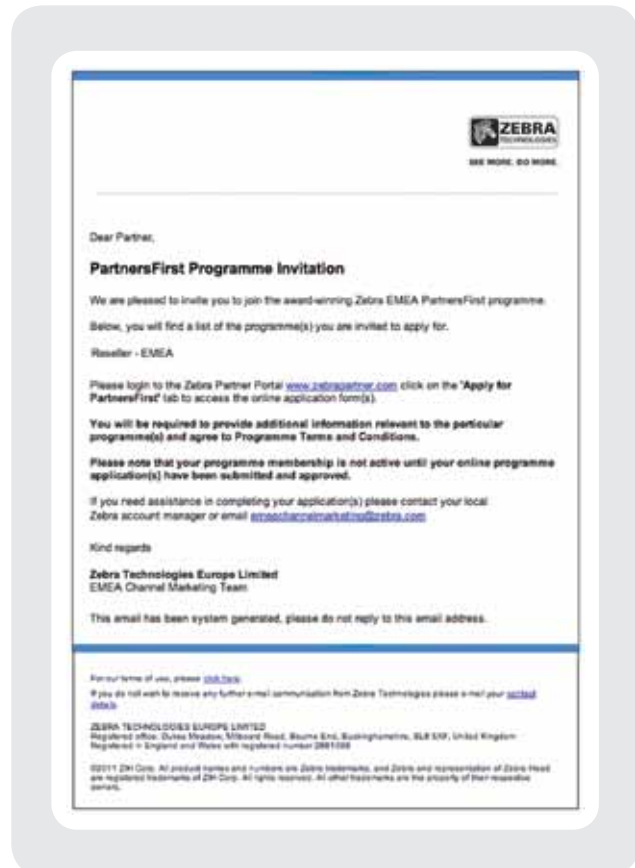
Once your portal registration has been received and processed by Zebra, and following a consultation with the local Zebra Account Manager for your country, you will be invited to apply for specific PartnersFirst programmes.

The programme(s) to which you are being invited to apply, should represent your expertise and capabilities, as well as define your relationship with Zebra.

Your Main Contact will be sent an email invitation, listing the relevant programme(s).

To apply for the programme(s) to which you have been invited, you will need to return to the Zebra Partner portal ([www.zebrapartner.com](http://www.zebrapartner.com)) and log in using the username and password you created whilst completing the initial registration (see pages 6 and 7).

On the landing page click on the **'Zebra Partners'** link then select the **'Apply for PartnersFirst'** tab. You will see the programme application(s) made available to you. Click on the **'Apply'** button to complete the registration process. Once submitted to Zebra for review and approval, your Main Contact will receive a further email confirming programme membership. At this point, your account with Zebra (if becoming a direct partner) will be set up and you can start purchasing Zebra products. You will also receive your Welcome email which contains links to your programme logo(s), membership certificate(s), and other resources.



# Specialist programme applications

## **WEBSITE**

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## **EMAIL**

**Contact us**

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Zebra recognises and rewards channel partners who have expertise in and commitment to the sale of focused Zebra product groups or provision of related services, by enabling them to join specialist programmes within PartnersFirst. The criteria and resulting benefits of being a member of a specialist programme vary and are reviewed on an annual basis.

Details of each of the specialist programmes can be found in the Partner portal ([www.zebrapartner.com](http://www.zebrapartner.com)) by clicking the **'Info Center'** tab. If you wish to enquire about becoming a member of a specialist programme, please contact your Zebra Account Manager or e-mail [emeachannelmarketing@zebra.com](mailto:emeachannelmarketing@zebra.com).

# PartnersFirst

## resources

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## WELCOME PACK

Upon approval of your membership into the PartnersFirst programme, you will receive a welcome email, which will contain links to your PartnersFirst programme certificate(s) and additional resources. You may access these links at any time, so please save your Welcome email for future use.



## EXAMPLE RESOURCES AVAILABLE TO PARTNERSFIRST MEMBERS

- An electronic 'Guide to Working with Zebra' will be sent to you via a link in your Welcome email. It will provide you with important information regarding your daily interactions with Zebra
- Use of Zebra partner programme logo(s)
- Use of Zebra sales/marketing materials
- Access to exclusive Zebra Partner Websites via [www.zebrapartner.com](http://www.zebrapartner.com)
  - **MarketingStore** – Whether it is product launch marketing communications or product datasheets and brochures, you can access and co-brand pre-approved sales and marketing materials at Zebra MarketingStore
  - **AccessZebra** – A wealth of exclusive sales tools and information to help you stay ahead of the competition can be found online on AccessZebra. These include product price lists and photography and newsletters
- Access to a Zebra Account Manager
- Access to technical support and online Knowledge Base
- Access to Zebra product technical training courses
- Access to sales leads depending on vertical market and/or application expertise as required by the end user

Full details of programme membership can be found by visiting [www.zebrapartner.com](http://www.zebrapartner.com)



**SEE MORE. DO MORE.**

[www.zebra.com](http://www.zebra.com)

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