

Card Printers Specialisation Programme Guide

Europe, Middle East and Africa (EMEA)



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Rewarding Your Card Printers Expertise

As a strategic component of the **Zebra® PartnerConnect** programme (“PartnerConnect”), the Card Printers Specialisation (“Specialisation”) recognises your expertise and investment in Card Printers, ensures that customers benefit from expert Resellers and helps you drive even more sales in this important market.

Specialisation Overview

Target	Designed for Resellers with proven success in selling Zebra’s Card Printers offerings.
Eligibility	Open to PartnerConnect Resellers in the following tracks: Registered Reseller Track, Broadline Technology Reseller Track, Business Partner Track, Solution Partner Track and Global System Integrator (GSI) Track. To join this Specialisation, your company must meet the requirements listed in this guide.
Tiers	Specialist and Advanced Specialist. Advanced Specialists have to meet a more stringent set of requirements, but gain exclusive access to a stronger set of programme benefits. Participation requirements differ by zone within the EMEA region. The zone applicable to you is identified by the country of your registered address. Please see the list of countries by zone in the Specialisation Requirements section.

Benefits of Specialising

Participation in the Card Printers Specialisation is key to making the most of your relationship with Zebra—and setting the stage for increased Card Printer sales. We’ve designed this Specialisation to help you:

- Improve your return on investment (ROI) in developing expertise in selling Card Printers
- Gain greater differentiation in the marketplace by promoting your Card Printers expertise
- Unlock an additional set of Card Printers-focused programme benefits
- Build a more collaborative relationship with Zebra and tap into new opportunities

How to Participate

If your company is interested in participating in the Card Printers Specialisation, review the Specialisation Requirements section. If you think you may qualify, visit Partner Gateway to learn about requesting a [Relationship Change](#).

Please Note:

- Zebra may cancel or modify Zebra® PartnerConnect program rules, benefits, terms and criteria or any part thereof as detailed herein at any time at its sole and absolute discretion.
- Please refer to the [Zebra PartnerConnect Definitions](#) for the meanings of all terms used with capital letters within this document.
- To learn more about PartnerConnect and how we help our Channel Partners succeed, review our [PartnerConnect Overview](#).

Specialisation Benefits

As a participant in the Card Printers Specialisation, you have access to a wide range of additional benefits designed to help you compete more effectively, work more successfully with Zebra and close more Card Printers deals. (Please note that some of the benefits below may also be accessible to you through your participation in a specific PartnerConnect Reseller track.)

Take Advantage of All Program Benefits

As a reminder, your participation in a PartnerConnect Reseller track gives you access to core benefits such as the [Deal Registration Program](#), the [Demo Equipment Purchase Program](#), exclusive [PartnerConnect events](#) and much more. Check out your [Reseller track guide](#) for a complete list.

Grow: Financial Benefits			
Benefits		Specialist	Advanced Specialist
Card Printers Specialisation Discounts Establish success as a Card Printers Reseller	<ul style="list-style-type: none"> As a participant in the Specialisation, you receive higher or increased (recommended) product discounts for Zebra Card Printers products (please refer to your supplier of choice for any specific discounts available to you). 	✓	✓ Increased (Recommended) Discount
Card Printers Maintenance Support Enhance customer care	<ul style="list-style-type: none"> Card Printer Specialists are eligible to provide Card Printer maintenance support in the form of non-intrusive repair and/or service of field replaceable units that do not require the use of special tools, subject to one of your staff completing the necessary training. (See the Training section for details.) Learn more	✓	✓

Collaborate: Relationship Benefits			
Benefits		Specialist	Advanced Specialist
Exclusive Product Access Access select products	<ul style="list-style-type: none"> Subject to completing the appropriate training, you will be granted exclusive access to a subset of spare parts kits, which are specific to Card Printers, in order to carry out the maintenance support set out above. 	✓	✓
Channel Account Manager (CAM) Support: Card Printers Opportunities Improve collaboration through your key contact at Zebra	<ul style="list-style-type: none"> Zebra provides a central point of contact who serves as a strategic business advisor and helps you build your Card Printers business with Zebra. From planning to navigating deals to taking advantage of PartnerConnect, you'll have the guidance of a Zebra manager who understands the Card Printers market and your business. 	N/A	✓

Benefits		Specialist	Advanced Specialist
<p>Card Printers Event Invitation Eligibility</p> <p>Attend events that build your Card Printers knowledge, your network and your business</p>	<ul style="list-style-type: none"> You are eligible to attend a range of Zebra-sponsored events—from webinars to tradeshow to customer-facing events—that can help you drive growth in the Card Printers market. You'll learn more about Zebra's Card Printers strategy, new Card Printers solutions and market trends. You'll also have opportunities to network with Zebra's Card Printers team and other PartnerConnect Members. <p>View events</p>	N/A	✓

Sell: Sales & Marketing Benefits

Benefits		Specialist	Advanced Specialist
<p>Card Printers Demo Equipment Discounts</p> <p>Deliver more impactful sales demos—at a lower cost</p>	<ul style="list-style-type: none"> As a member of the Specialisation, you have access to Card Printers products at a significant (recommended) discount off the list price. These units are available to you in addition to the annual allocation of products available to you as a member of a PartnerConnect track. These products may be used for sales demos, solution development and testing purposes. Demo units are available through your Distributor, subject to product availability and annual unit allowances. <p>Learn more</p>	✓	✓
<p>Case Study Development Eligibility: Card Printers Customers</p> <p>Leverage your successes to drive new wins</p>	<ul style="list-style-type: none"> Zebra works with you to develop success stories that spotlight how you and Zebra worked together to address a customer's key challenges with a Card Printers solution. You can use the success story to strengthen your own marketing activities and build credibility with prospects. In assessing potential customer success stories, Zebra considers the business results, products included in the end solution, breadth of the implementation and other factors. Case studies can also be leveraged as customer references. <p>Learn more</p>	✓	✓
<p>Channel Partner Identifier Featuring Card Printers Specialisation</p> <p>Be recognized instantly as a Zebra Card Printers Reseller</p>	<ul style="list-style-type: none"> Promote your business as a Zebra Reseller specialised in Card Printers by incorporating a customisable "channel partner identifier" in your website, email marketing, collateral, tradeshow booth and more. You can customise this logo via the Co-Marketing Builder. Spotlighting your Specialisation status helps you demonstrate your Card Printers expertise—and stand out from the competition. <p>Learn more</p> <p>Customise your identifier</p>	✓	✓

Benefits		Specialist	Advanced Specialist
<p>Partner and Application Locator: Higher Visibility on Card Printers Searches</p> <p>Increase your visibility in the marketplace</p>	<ul style="list-style-type: none"> Increase visibility for your company through your listing in Zebra's online directory of PartnerConnect Members and applications. Customers, other Zebra Channel Partners and the Zebra sales team use the directory to search for Channel Partners by expertise, geography and other criteria. Your status as a Specialist or Advanced Specialist earns you higher placement in results for Card Printers-focused searches. <p>Learn more</p>	✓	<p>✓</p> <p>Priority Placement</p>
<p>Qualified Leads: Card Printers</p> <p>Grow your Card Printers pipeline</p>	<ul style="list-style-type: none"> We help you increase revenue through access to marketing qualified leads generated through our Card Printers marketing campaigns. Complementing your own lead generation efforts, these leads connect you with prospective customers interested in Zebra products. Distribution of a Card Printer lead to a Reseller will be based on key factors set out in the lead generation and management guidelines and associated terms. <p>Learn more</p>	✓	<p>✓</p> <p>Priority Allocation</p>
<p>Strategic Go-to-Market Support: Card Printers Initiatives</p> <p>Tap Zebra marketing expertise to boost marketing ROI and sales impact</p>	<ul style="list-style-type: none"> A team of Zebra marketing experts is available for in-depth consultations about marketing. They can advise you on building your marketing strategies and how to leverage the marketing tools available to you as a PartnerConnect Member. You can call on this team for assistance and insight into marketing best practice in driving demand, awareness and thought leadership and aligning these to your business goals. 	N/A	<p>✓</p>

Lead: Technical Benefits

Benefits		Specialist	Advanced Specialist
<p>Card Printers Technology Roadmap (0-6 Months)</p> <p>Get to market faster when you plan ahead</p>	<ul style="list-style-type: none"> Get a preview of Zebra's upcoming new Card Printers products, new models and new features. Improved insight will help you develop stronger Card Printers strategies, create better product launch plans, accelerate development of solutions and services and improve your time to market. Because your sales, marketing and technical teams will be better prepared, they will be well positioned to serve as a trusted source of information for your customers advising them on the latest Card Printer technology and helping with plans for replacement and migration. Important: Roadmap information is Zebra Confidential Information. Make sure to comply with the PartnerConnect Product Launch Policy. 	✓	<p>✓</p>

Specialisation Requirements

To participate in the Card Printers Specialisation, your company must meet the programme requirements below for the tier you participate in—either **Specialist** or **Advanced Specialist**.

Requirements	Specialist	Advanced Specialist
<p>Minimum Annual Card Printers Revenue Threshold (\$USD)</p> <ul style="list-style-type: none"> You must achieve a minimum annual target for Zebra revenue generation (directly or via Zebra Authorised Distributors) for Zebra Card Printers. This requirement differs depending on where your business activities are located. The zone applicable to you is identified by the country of your registered address. Please see the list of countries by zone on the next page. 	<p>Zone A: \$50,000</p> <p>Zone B: \$25,000</p> <p>Zone C: \$10,000</p>	<p>Zone A: \$100,000</p> <p>Zone B: \$75,000</p> <p>Zone C: \$25,000</p>
<p>Business Planning</p> <ul style="list-style-type: none"> You must complete an annual joint business plan outlining business objectives and go-to-market strategies focused on driving sales of Zebra Card Printers offerings. Your Partner Administrator can complete the business plan form on the Partner Administration Tool. 	Joint Business Plan	Joint Business Plan
<p>Business Development Resources</p> <ul style="list-style-type: none"> You must maintain a specified number of full-time equivalent (FTE) business development resources on staff assigned to Card Printers sales (not required to focus on Zebra exclusively). This resource should collaborate with Zebra on Card Printers business planning, field marketing, sales opportunities and relationship development. 	1 Sales Resource	1 Sales Resource
<p>Non-invasive Repair Skill</p> <ul style="list-style-type: none"> A specified number of technical staff must have completed specified training in undertaking Card Printer non-invasive repairs. Training is achieved by individual employees at your company and expires every 2 years, unless already previously withdrawn by Zebra for non-compliance reasons. For information on training, see the Training section. 	1	1
<p>Participation in Eligible Zebra PartnerConnect Programme Track</p> <ul style="list-style-type: none"> You must be a participant in the Registered Reseller Track, Broadline Technology Reseller Track, Business Partner Track or Solution Partner Track or Global Solution Integrator (GSI) Track. 	✓	✓

Countries by Zone

To determine some of the specific requirements you must comply with, please check the following table to identify the zone of the country you are located in.

Please note that the following countries constitute the region EMEA. However, nothing herein affects the Export Control Laws provision (as amended from time to time) applicable to you under PartnerConnect and your obligation to comply with it. Furthermore, nothing herein obliges Zebra to proceed with a shipment intended for a country subject to restrictions and/or sanctions under applicable laws.

Countries			
Zone A	Belgium France Germany Guernsey	Isle of Man Italy Jersey Luxembourg	Netherlands Spain United Kingdom Vatican City State
Zone B	Austria Czech Republic Denmark Finland Greece Hungary Ireland	Israel Kuwait Norway Pakistan Poland Portugal Qatar	Romania Russian Federation Saudi Arabia South Africa Sweden Switzerland Turkey United Arab Emirates
Zone C	Afghanistan Aland Islands Albania Algeria Andorra Angola Anguilla Armenia Azerbaijan Bahrain Belarus Beni Bosnia and Herzegovina Botswana Bouvet Island British Indian Ocean Territory Bulgaria Burkina Faso Burundi Cameroon Cape Verde Central African Republic Chad Comoros Congo Congo (The Democratic Republic of) Croatia Cyprus Djibouti Egypt Equatorial Guinea Eritrea Estonia Ethiopia Faroe Islands	French Guiana French Polynesia French Southern Territories Gabon Gambia Georgia Ghana Gibraltar Greenland Guinea Guinea-Bissau Iceland Iraq Ivory Coast Jordan Kazakhstan Kenya Kosovo Kyrgyzstan Latvia Lebanon Lesotho Liberia Libya Liechtenstein Lithuani Macedonia (Republic of) Madagascar Malawi Mali Malta Mauritania Mauritius Mayotte Moldova (Republic of)	Monaco Morocco Montenegro Mozambique Namibia Niger Nigeria Oman Palestine Reuni6n Rwanda Saint Helena Saint Pierre and Miquelon San Marino Sao Tome and Principe Senegal Serbia Sierra Leone Slovakia Slovenia Somalia South Georgia and South Sandwich Svalbard and Jan Mayen Swaziland Tajikistan Tanzania (United Republic of) Togo Tunisia Turkmenistan Uganda Ukraine Uzbekistan Western Sahara Yemen Zambia Zimbabwe

Card Printers Training

Specialists and Advanced Specialists can expand their revenue and build stronger customer relationships by offering maintenance support. To gain access to the spare parts necessary to provide this support and to meet the Specialisation requirements, you must have at least one staff member complete the training requirements.

See the Specialisation Requirements section for requirements. (You can also pursue certification beyond the requirements.)

Training Achievements: Training is completed by individual employees at your company and expires every 2 years, unless already previously withdrawn by Zebra for non-compliance reasons. If your company no longer meets requirements because an individual holding product access skills leaves your company, another team member must complete the certification within six months.

Zebra Learning Portal: Zebra enables training through the Zebra Learning Portal, which can be accessed via Connecting Tools on the [Partner Gateway home page](#). Users must be registered to use the Zebra Learning Portal. To see if you are registered, click on Zebra Learning Portal within Connecting Tools. If you see *Access*, you can click to visit the Zebra Learning Portal. If you do not see *Access*, you can request access by clicking *Register*.

Meeting Specialisation Requirements: A designated supervisor can “assign” training based on the requirements the Reseller has to meet (or in support of the Reseller’s internal training goals). Users are notified when curricula are assigned to them. The assigned curricula also appear in the My Curricula tile on the Zebra Learning Portal home page. See the [Zebra Learning Portal How-To Tour](#) for details on assigning training.

Non-Intrusive Spare Parts Training	
How It Helps You <ul style="list-style-type: none">• Enables you to meet the skills requirement for the Card Printers Specialisation• Builds greater knowledge• Enables you to deliver maintenance support directly to your customers	Details <ul style="list-style-type: none">• This training prepares team members to perform non-intrusive repair and/or service of field replaceable units that do not require the use of special tools.• Completion of training grants an eligible Reseller access to Zebra’s non-intrusive spare parts.• Access: PTCAR-4401 - Card Printer Non-Invasive Spare Parts (EMEA)

Other Training

Zebra also provides an expansive set of optional training offerings on products and solutions, best practices, key markets and more. This training enables you to stay current with the latest technology and gain a deeper understanding of target industries. [Learn more on Partner Gateway.](#)

Succeeding in the Specialisation

We're dedicated to making it easy for you to do business with Zebra and achieve new levels of growth as a member of the Card Printers Specialisation. Read on for information on maintaining your status in the Specialisation and expanding your relationship with Zebra.

Annual Compliance Review

We'll assess your achievements as part of an Annual Compliance Review, which takes place on the anniversary of your acceptance into PartnerConnect. The first assessment of your achievements in the Specialisation will take place during the first annual programme review after you have participated in the Specialisation for a full 12 months. If you do not meet the requirements of your current tier at that time, your status in the Specialisation will be adjusted. You can use the [Compliance Tracker tool](#) to see your progress against program requirements.

Program Promotion: Moving Up Within the Specialisation

If your company holds status as a Specialist, you can move up to the Advanced Specialist tier when your company meets the Advanced Specialist requirements. Ascending in the programme can take place at any time, not just during the Annual Compliance Review.

Product Access

Zebra's Card Printers have been assigned to the following Zebra Product Access Model categories:







Open Products	Most of Zebra's Card Printers are available to all PartnerConnect Resellers as well as Open Resellers, which are resellers not participating in the programme.
Specialist Products	Subject to one of your staff completing the appropriate training, you will have access to a range of nonintrusive field replaceable units. See the Training section for details.
Approval Products	The ZC10 Card Printer is available only to PartnerConnect Resellers that complete the necessary criteria. To request approval, contact your Channel Account Manager (CAM) or the Partner Interaction Center (PIC).

More information is available on [Partner Gateway](#).

Relationship Expansion: Other Reseller Specialisations

The Card Printers Specialisation is just one of the specialisations available through PartnerConnect. All of the specialisations enable us to help Resellers build upon their success in a particular technology, market or service delivery. Depending on your company's focus, you may qualify for participation in more than one PartnerConnect specialisation.

If your company is interested in participating in a specialisation, visit [Partner Gateway](#) and review the appropriate specialisation program guide. If you think you may qualify, visit Partner Gateway to learn about requesting a [Relationship Change](#).

Product Specialisations	Repair Specialisations
 Card Printers	 Printer
 Supplies	
 Print Engines	Vertical Market Specialisations
 RFID	 Healthcare

Connect with Us

Partner Gateway

<https://partnerportal.zebra.com/>

Take advantage of our exclusive PartnerConnect portal, which features:

- [Card Printer Details](#): Complete information and sales tools for our Card Printers, Supplies and Zebra OneCare® services that can be sold in conjunction with our printers
- [Resources](#): Events, webinars, promotion overviews, PartnerConnect benefit details and much more
- [Programme](#): Details on PartnerConnect requirements and compliance, programme policies, specialisation opportunities and more
- [Connecting Tools](#): Access to other online Channel Partner tools via the Partner Gateway home page

Further Assistance

For more details on PartnerConnect or any aspect of your relationship with Zebra, contact your Channel Account Manager, your Distributor or the [Partner Interaction Center](#).



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