

Using Service from the Source to Grow Your Revenue in 2020

Why?



The average value of 3-year Zebra OneCare™ Essential Cover across Enterprise Mobile Computing (EMC) and Mobile Print is **\$171¹**.



Based on the ASP quoted, had you for example, sold 150 devices between January 2019 and June 2020 **with** Zebra OneCare™ cover, then you would have earned approximately **\$25,650 extra revenue!**



Recover revenue in 2020

It's a difficult time for all businesses, but this promotion gives you the opportunity to generate extra revenue and a genuine reason to contact your customers with something which benefits them too.

Only when things go wrong and devices are damaged or stop working is the value of the cover Zebra OneCare™ provides, appreciated. Many devices sold since January 2019 will have gone or will soon go out of warranty and won't be covered by Zebra OneCare™.

To help you grow your revenue, and better protect your customers technology investment, for a limited period (July-Dec 2020) Zebra is removing the 30 day purchasing restriction for the following Zebra OneCare™ SKUs:

Zebra OneCare™ Essential: Z1AE-XXXXXX-3XXX

Zebra OneCare™ Select: Z1AS-XXXXXX-3XXX

Removing this restriction, Zebra enables you to purchase the more attractively priced Zebra OneCare™ 'A SKU' cover for devices purchased by your end user customers in the period January 2019 to June 2020.

This means, for a limited period of time, Zebra enables you to offer your customers the benefits of Zebra OneCare™ for a more attractive price.

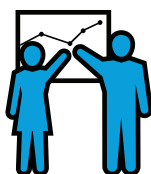
What is the benefit to you as a Zebra partner? This promotion enables you to generate extra revenue for your business from sales of Zebra OneCare™.



What you need to do next

1

Review your Mobile Computing and Mobile Print hardware sales since January 2019



2

Identify any opportunities where service was not offered



3

Use this to initiate contact with your customers. If you need support to pitch Zebra OneCare™, let us know and we'll help you prepare



4

If your customer wants to order Zebra OneCare™ cover, use Z1AE-XXXXXX-3XXX or Z1AS-XXXXXX-3XXX to purchase the relevant Zebra OneCare™ service cover required





Zebra OneCare™ Support Services Partner Benefits

As a Zebra partner, you can use the Zebra OneCare™ support services portfolio, to enhance your value to your customers and help them to be more successful achieving their objectives and build their business.

Zebra OneCare™ provides Zebra partners with the following benefits;

- Customer Retention; stay close to your customers, their business processes, become a trusted advisor
- Portfolio expansion: use services to provide a platform to expand your own service capabilities
- Profitability; annual renewals drive annuity service revenue

Zebra OneCare™ provides your customers with the following benefits;

- Comprehensive coverage — if it's broken, we fix it
- Covers accidental damage, plus normal wear and tear
- 8x5 local time live-agent support
- 3-day repair turnaround time
- Access to restricted software
- Device Diagnostics for mobile computers
- VisibilityIQ™ OneCare™ cloud-based view for mobile computers and scanners provides visibility to repair, case management and LifeGuard™ analytics reports



Convincing your customers!

Can they really afford not to have Zebra OneCare™?

With today's increasing operational reliance on computers, printers, tablets and mobile devices, the implications of not having the right support in place are serious. So many issues can disrupt workflow; costing time and money; impacting SLAs and client relationships.

Reduced battery life, accidental damage, missed operating system updates and security patch updates, all of these can impact device performance and user productivity. Having Zebra OneCare™ reduces the inconvenience and impact a non-function device cause!



This is why it makes sense to sell Zebra OneCare™ with your Zebra devices.



Five great reasons to grab this Service from the Source promotion!

1. You get to book service revenue on hardware purchased by your customers as far back as January 2019!
2. You get revenue growth without investing in new staff or infrastructure
3. Your services revenue counts towards your Gold Rewards² and performance rebate³
4. You get the credit from the customer; we do all the 'heavy lifting' to solve the issues!
5. It's easy! Simply book your service sales in the normal way: just use Z1AE-XXXXXX-3XXX or Z1AS-XXXXXX-3XXX to purchase the relevant Zebra OneCare™ service cover required

And if you'd like to talk to us about this **Service from the Source** promotion, just contact your Zebra Channel Account Manager

Promotion Terms & Conditions

- This promotion runs from 01 July 2020 to 31 December 2020 and is only available for Zebra OneCare™ 3 Year Essential & Zebra OneCare™ 3 Year Select
- This promotion can only be used in conjunction with Mobile Computing and Mobile Print hardware devices purchased between 01 January 2019 and 30 June 2020
- This promotion excludes the Mobile Computing devices TC20 and TC25
- This promotion does not include and cannot be extended to use Zebra OneCare™ Special Value, Zebra OneCare™ Technical Software Support, Zebra OneCare™ Essential 5 Year and Zebra OneCare™ Select 5 Year

¹ Based on an average of all Zebra EMC and Mobile print devices sold by Zebra in Europe, Middle East and Africa during the 2019 calendar year

² Partners must be registered members to Zebra's Partner Program and have agreed to Terms & conditions of Zebra Gold program to earn Gold Rewards points

³ Performance rebate available for premier partners only



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
+1 866 230 9494
la.contactme@zebra.com