



PARTNER EMPOWER PROGRAM GUIDE

**DISTRIBUTORS
EMEA**

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For further details on the benefits and requirements featured in this Program Guide, please visit [Partner Central](#).

Motorola Solutions may cancel or modify the Motorola Solutions PartnerEmpower™ Program rules, benefits, terms and criteria or any part thereof as detailed herein at any time in its sole option and discretion.

SECTION 1

WELCOME

ENABLING BUSINESS GROWTH...TOGETHER

At Motorola Solutions, we recognize the critical role played by our channel partners. As one of our primary conduits to the marketplace, Distributors help to turn our channel strategy into revenue. We rely on your focus, expertise, execution and value-added offerings to help bring our products to market quickly and effectively.

That is why we are focused on ensuring your company’s success through the Motorola Solutions PartnerEmpower™ Program (“**PartnerEmpower Program**” or the “**Program**,” as defined in your Motorola Solutions Distributor Agreement (“**Distributor Agreement**”). The foundation for how we go to market together with our channel partners around the world, the PartnerEmpower Program positions Distributors for business growth through access to business tools that help you drive sales and insights that enable you to take advantage of new opportunities. In this guide, you’ll learn how the Program empowers your company through:

GROWTH	We help you expand your business, build stronger relationships with Resellers, operate more efficiently and improve your profitability
VALUE	A broad set of return on investment focused benefits rewards you for building a successful relationship with Motorola Solutions
EXPERTISE	We help you build competency through world-class training and certification, enabling your team to better help Resellers address complex customer needs

We designed the PartnerEmpower Program to enable Distributors and Motorola Solutions to better respond to today’s evolving marketplace. This Program is driven by careful study of industry best practices—along with ongoing feedback from our channel partners.

Through close collaboration with our Distributors, we are providing customers with innovative solutions that connect individuals with information and colleagues in the moments that matter. We hope that you will take advantage of all that the PartnerEmpower Program has to offer to your business.

SECTION 2

PROGRAM STRUCTURE

OVERVIEW

The PartnerEmpower Program is structured to enable Motorola Solutions to successfully team with a wide array of channel partners in delivering innovative, market-leading solutions to our mutual customers. Through the Program, we meet the unique needs of different business models and reward channel partners for their role in bringing our products to market.

This Program Guide summarizes the structure of the PartnerEmpower Program for Distributors. A high-level overview of key Program documents is laid out in Appendix E – Documentation Matrix.

For complete information on the PartnerEmpower Program for Resellers, including Program Levels and Specializations, please view the Reseller Program Guide, available on [Partner Central](#).

PARTNEREMPOWER PROGRAM STRUCTURE FOR DISTRIBUTORS

SALES COMMUNITY

The PartnerEmpower Program's **sales community** encompasses two channel partner types that play a distinct role in delivering our products and services to customers. We reward each channel partner type's unique contribution through a set of distinct Program benefits.

Distributor: A channel partner that sells products and services primarily to Resellers and provides sales and technology support, training, order fulfillment, stocking inventory, Reseller financing, deep technology expertise and more (“**Distributor**”).

Reseller: A channel partner that buys products, software or solutions from a Motorola Solutions Distributor, or, in some cases, directly from Motorola Solutions, and resells them to a customer; may integrate products and services into a solution and enhance the solution with professional services or third party applications (“**Reseller**”).



TECHNOLOGY SEGMENTS

Motorola Solutions products, software and services that are included in the PartnerEmpower Program have been categorized into groups representing related products, software and services within the Motorola Solutions product portfolio, known under the Program as “**Technology Segments.**” Participation in the PartnerEmpower Program is granted by Technology Segment. Each Technology Segment has sub-segments of particular product groups, some of which are subject to additional access and training requirements (“**Technology Sub-Segments**”).

The PartnerEmpower Program in Europe, Middle East and Africa (EMEA) has six Technology Segments: **Professional and Commercial Radio (PCR), TETRA, P25, Software and Solutions, Vertex Standard** and **Business & Consumer Radio (Unlicensed Radio)** as outlined in the table below. Distributors taking part in the Program must participate in at least one Technology Segment and may participate in multiple segments. Information about the products that fall under these Technology Segments and related Technology Sub-segments can be found in the table below:

PROFESSIONAL & COMMERCIAL RADIO (PCR)	TETRA	P25	SOFTWARE & SOLUTIONS	VERTEX STANDARD	UNLICENSED RADIO
MOTOTRBO	TETRA DIMETRA Systems	ASTRO 25 Systems	WAVE Work Group Communications	Vertex Standard Digital Radios	Unlicensed Business Two-way Radios
MOTOTRBO Radio Series	TETRA Radio Series	ASTRO 25 Radios	SI Series Video Speaker Microphones	Vertex Standard Portable Radios	Consumer Two-way Radios
MOTOTRBO Systems	TETRA DIMETRA Express*		SCADA Public Safety LTE	Vertex Standard Mobile Radios	

* Available Q3, 2017

Your company's ability to participate in a particular Technology Segment is determined by the Distributor Addendum to your Distributor Agreement.

If you are interested in expanding your relationship with Motorola Solutions by participating in other Technology Segments, please contact your account Channel Account Manager (“**CAM**”).

Distributor participation in Technology Segments is at the discretion of Motorola Solutions.

PRODUCT ACCESS

Access to Motorola Solutions products depends on participation in the appropriate Technology Segment or Technology Sub-Segment and a particular product's access classification. With an extensive range of products available, Motorola Solutions has categorized its technically complex products as "**Restricted.**" Access to Restricted products requires specific technical capabilities that are detailed in the Required Accreditation document found in Appendix D – Distributor Training Requirements.

Your appointment to a Technology Segment is set out in the Distributor Addendum to your Distributor Agreement. Access to Technology Sub-Segments within that Technology Segment will further depend on business and training requirements.

Motorola Solutions will provide Distributors with a regular report on Resellers, their program and restricted product access status.

Product Access classification and criteria for Resellers are set out in the Required Accreditation document for Resellers, which can be seen in Appendix C of the Reseller Program Guide.

TECHNOLOGY SEGMENT	TECHNOLOGY SUB-SEGMENT	PRODUCT ACCESS
Professional & Commercial Radio (PCR)	PCR Radios	Open
	MOTOTRBO Capacity Max	Restricted
TETRA	TETRA Radios	Open
	TETRA DIPM	Restricted
	TETRA DIPC	Restricted
	TETRA DIMETRA Express*	Open
P25	P25	Open
	P25 Infrastructure	Restricted
Software & Solutions	SCADA	Open
	WAVE 3000	Open
	WAVE 5000	Restricted
	Public Safety LTE	Open
Vertex Standard	Vertex Standard	Open
Unlicensed Radio	Business Radio	Open (Restricted for Direct purchasing)
	Consumer Radio	Open (Restricted for Direct Purchasing)

* Available Q3, 2017

SECTION 3

DISTRIBUTOR PROGRAM REQUIREMENTS

OVERVIEW

Your company's participation in the PartnerEmpower Program depends on compliance with the terms of your Distributor Agreement. In addition to the obligations of your Distributor Agreement, you must also meet the following requirements:

REQUIREMENTS	ALL DISTRIBUTORS
MOTOROLA SOLUTIONS DISTRIBUTOR AGREEMENT	
<p>Acceptance of your Distributor Agreement</p> <p>Distributors must have in place a valid Distributor Agreement. The Distributor Agreement specifies the legal obligations of the Distributor in relation to purchasing products, software and services from, and its relationship with, Motorola Solutions.</p>	✓
BUSINESS/CONTRIBUTION REQUIREMENTS	
<p>Annual Revenue Commitment</p> <p>Distributors must commit to a minimum annual revenue target for Motorola Solutions revenue generation. The target is identified in an annual business plan developed jointly by the Distributor and Motorola Solutions. Progress against this target is assessed at regular business reviews and meeting the target is a condition of the Distributor's ongoing engagement as a Motorola Solutions Distributor.</p>	✓
<p>Inventory Levels</p> <p>Distributors must at all times maintain a sufficient inventory of products that cover all key product lines for their appointed Technology Segments. The level of inventory must be in alignment with the Distributor's forecasts to Motorola Solutions.</p>	✓
<p>Up-to-Date Distributor Profile</p> <p>Distributors must provide current and accurate information in their Channel Partner Profile to ensure correct Partner Finder directory information, facilitate Reseller referrals and support communications. This profile should be updated at least annually.</p>	✓
<p>Business Reviews</p> <p>Motorola Solutions and Distributors will conduct regular business reviews at least every six (6) months. Working with their CAM, Distributors must develop an annual Motorola Solutions business plan, detailing Motorola Solutions-related business and marketing strategies and objectives. This plan must address all Technology Segments in which the Distributor is participating. This plan is due January 31 of each year and will be addressed at the business review.</p>	✓
<p>Monthly Sales-Out and Inventory Reporting</p> <p>Distributors must capture accurate sales-out data at the time of resale to Resellers. A sales-out and inventory report in the format prescribed by Motorola Solutions must be provided on a monthly basis. Motorola Solutions reserves the right to modify the reporting requirements from time to time with sixty (60) days written notice. Further guidance on sales out and inventory reporting can be found in the Point Of Sale Operational Guide.</p>	✓
<p>Monthly Forecast</p> <p>To assist Motorola Solutions with manufacturing planning, Distributors must provide their CAM with a written rolling quarterly forecast, which must be updated monthly (or more frequently at the request of the CAM).</p>	✓



REQUIREMENTS	ALL DISTRIBUTORS
<p>Demo Program Participation</p> <p>Distributors must participate in the PartnerEmpower demo equipment purchase program (“Demo Program”), providing Resellers with discounted access to products for demo and development purposes. The Demo Program will be available in Q2 2017; further details will be provided in 2017.</p>	<p>✓</p>
<p>Business Premises</p> <p>Distributors shall maintain suitable office premises in which to conduct their business (including customer meetings and training with PartnerEmpower Program members) and warehouse facilities in which to hold Motorola Solutions products in accordance with the Distributor’s inventory requirements.</p>	<p>✓</p>
<p>Requirement to Maintain Reports</p> <p>For the purposes of product recall, safety changes, repairs under warranty, audit rights and any other lawful purposes, the Distributor must undertake the following:</p> <ul style="list-style-type: none"> • To keep at its principal place of business the serial numbers of products sold, delivery dates and names and addresses (including country) of Resellers and End-User Customers to whom they were sold; and • To provide relevant information to Motorola Solutions for inspection upon request in writing; and • To provide reasonable access to Motorola Solutions to the premises where these records are held. 	<p>✓</p>
PARTNER SUPPORT REQUIREMENTS	
<p>Sales and Technical Staff and Reseller Support</p> <p>The Distributor must maintain qualified sales and technical staff and they shall participate in a training curriculum customized for Distribution personnel. Further details can be found in the Required Accreditation document found in Appendix D – Distributor Training Requirements.</p> <p>Trained Distributor staff shall provide support, both sales and technical, as required by the Resellers. This support shall include but is not limited to the provision of help desk, product configuration, diagnostics, installation support and technical support.</p>	<p>✓</p>
<p>Level I Help Desk Support (Pre/Post-Sales)</p> <p>Distributors must provide Level I help desk¹ (as detailed herein) support to PartnerEmpower Resellers and resellers outside the PartnerEmpower Program purchasing through the Distributor. Support must be provided during business hours for all time zones to which a Distributor sells products. Minimum support to be provided is 8 hours a day, 5 days a week. Offering services such as configuration assistance, support for “how-to” queries, diagnostics and installation support, the help desk should serve as a first line of support in resolving technical issues. Information on how to contact the help desk must be easily accessible on the Distributor’s web site and/or in documentation.²</p>	<p>✓</p>
<p>Level II Help Desk Support / Help Desk Escalation (Pre/Post-Sales)</p> <p>Distributors are expected to provide Level II^{1,2} help desk (as detailed in footnote 2) support to Resellers and other resellers outside the PartnerEmpower Program purchasing through the Distributor. Only support requests from PartnerEmpower Resellers can be escalated to Motorola Solutions for Level II support after assessment by the Distributor.²</p>	<p>✓</p>
<p>Guaranteed Call Back</p> <p>Distributors should respond to help desk support, sales and service requests within 4 hours of receipt (during business hours) via email, phone or other common support response method. If a Reseller requests technical support, the response should be from a technical team member.</p>	<p>✓</p>

¹ Unresolved Level I issues are considered Level II only after basic troubleshooting configuration and “how-to” assistance is provided. Level II support issues are usually defined as in-depth operating system or product functionality questions that may require engineering assistance. Environment and application troubleshooting, advanced configuration and engineering escalations may be employed.

² Motorola Solutions training courses can help Distributors improve their help desk support competency levels. Motorola Solutions reserves the right to conduct scheduled, periodic quality audits to measure and assess Level I support provided by Distributors. The purpose of these audits is to evaluate recurring help desk escalations to Motorola Solutions and where applicable, provide resolution. Audits may be triggered by either an increase in the number of calls coming into Motorola Solutions’ Level II Support that have not been appropriately diagnosed at Level I, or an increase in the number of Level I calls coming directly into the Motorola Solutions support center from the Distributor’s resellers, or customer satisfaction issues.



REQUIREMENTS	ALL DISTRIBUTORS
<p>Sales and Technical Competency</p> <p>Distributors must complete Motorola Solutions sales and technical certifications in each Technology Segment in which they are participating. Specific requirements are detailed in the Required Accreditation document found in Appendix D – Distributor Training Requirements.</p>	✓
MARKETING & SALES REQUIREMENTS	
<p>Designated Motorola Solutions Business Development Contact</p> <p>Distributors must designate a business development resource to engage with their CAM and sales team to drive business planning and field-level engagement, ensure effective usage of Program Benefits and manage the Distributor's Motorola Solutions pipeline. This resource does not need to be dedicated to Motorola Solutions full time, but should be accessible to the Motorola Solutions team and should be compensated on the success of the Distributor's Motorola Solutions business.</p>	✓
<p>Marketing Materials & Use of Trademarks</p> <p>The Distributor undertakes to comply with Motorola Solutions requirements in relation to any marketing program it may participate in. Distributor may translate certain sales and marketing materials, provided that all Motorola Solutions or Motorola Solutions affiliate copyright and trademark statements contained in the original are included and the final text is approved by Motorola Solutions. Distributors must at all times comply with the Motorola Solutions marketing guidelines, including but not limited to the Motorola Solutions Brand Usage Guidelines, as updated from time to time.</p>	✓
<p>Marketing Catalogues: Accurate Information</p> <p>If the Distributor issues a catalogue that includes pictures, prices and descriptions of products and/or services for distribution to established Resellers and End-Users, the onus is on the Distributor to ensure the accuracy of information.</p>	✓

BUSINESS CONDITIONS

All PartnerEmpower Distributors must adhere to the following conditions:

CONDITIONS
<p>Route to Market</p> <p>Distributors may sell Motorola Solutions products to PartnerEmpower Resellers and resellers outside the Program. Sales of restricted products are limited to PartnerEmpower Resellers with the applicable product access. Distributor shall not resell or offer to resell products to End-user customers unless exceptionally permitted by Motorola Solutions in writing. Distributors should contact their CAM for guidance.</p>
<p>Affiliates</p> <p>If a Distributor is part of a group of companies, and the other companies under the control of the Distributor are part of the PartnerEmpower Program, such affiliates must have the same Program community as the Distributor. Further detail on the rules surrounding Affiliates are available on Partner Central. Distributors and their Affiliates are required to inform Motorola Solutions in the event of any shareholding changes that would change Motorola Solutions' consideration of an affiliation.</p>
<p>Product Access</p> <p>Distributors may only sell products from the Technology Segment for which they have been appointed in the Distributor Addendum of the Distributor Agreement. In addition, the Distributor must have achieved any required product access certification for those Technology Segments. Distributors may only sell restricted products to Resellers that are members of PartnerEmpower with the appropriate level of product access. Distributors will be provided with regular reports of Reseller product access status.</p>

SECTION 4

DISTRIBUTOR PROGRAM BENEFITS

OVERVIEW

As a Distributor, your company has access to a strong set of Program benefits designed to help you drive revenue growth, build your base of Resellers, operate your business more effectively and achieve a significant return on investment on your relationship with Motorola Solutions, as detailed below (“**Program Benefits**”).

Please note that Motorola Solutions reserves the right to cancel or amend Program Benefits at any time.

BENEFITS

PARTNER TYPE: Distributor

A checkmark indicates that Distributors have access to the benefit; “Eligible” indicates that Distributors may have to meet additional requirements to access the benefit. Contact your CAM or the Motorola Solutions Partner Support Team for details on eligibility criteria for specific benefits.

Please note: Some of these Program Benefits may be included in your Distributor Agreement.

BENEFITS	ALL DISTRIBUTORS
Compensation Benefits	
<p>Pricing</p> <p><i>Go to market with Motorola Solutions.</i> Distributors are contracted to purchase Motorola Solutions products at specified discounts, which are designed to offer gross margin in support of fulfillment services and core infrastructure investment that facilitate product sales.</p>	See Distributor Price List
<p>Promotions</p> <p><i>Take advantage of opportunities for growth.</i> Distributors can drive revenue and compete more effectively through special promotions that may include product discounts, targeted solution promotions and incentives.</p>	Eligible
<p>Incentive Rebate</p> <p><i>Gain rewards for success.</i> Distributors are eligible to receive rebates (either paid directly or applied as account credit) for achievements against specific performance targets, such as sales of specific technologies or sales in certain markets. Goals are established and subject to approval by the Motorola Solutions distribution management team.</p>	✓
<p>PartnerEmpower Point of Sale and Inventory Reporting Rebate Program</p> <p><i>Earn an additional rebate.</i> To drive accurate and complete monthly point of sale (POS) and inventory reporting, Distributors are eligible to receive quarterly rebates (applied as account credit). More information on the reporting requirements and the rebate program can be found in the Distributor POS & Inventory Rebate Bulletin. Please talk to your Account Manager for more details.</p>	✓
Relationship Benefits	
<p>Motorola Solutions Channel Account Manager Support</p> <p><i>Collaborate more effectively with Motorola Solutions.</i> To ensure a productive business relationship, Motorola Solutions will provide a CAM to facilitate and aide collaboration between our companies. CAM efforts focus on joint business and marketing plan development, field sales activities and other initiatives to mutually grow our businesses.</p>	✓



BENEFITS	ALL DISTRIBUTORS
<p>Partner Central Portal <i>Access the information and tools you need.</i> Distributors have access to a wide range of sales, marketing and technical resources on the Motorola Solutions online portal (“Partner Central”). The comprehensive site also includes Program information, access to the latest news and much more.</p>	✓
<p>Administrator Dashboard <i>Manage your relationship.</i> This online tool enables the Distributors designated relationship administrator (“PartnerEmpower Administrator”) to update the Distributors channel partner profile, manage team members' contact information, designate access to online tools and more.</p>	✓
<p>Empower Circle <i>Be rewarded for success.</i> An all-expense-paid annual trip rewards our most successful channel partners, not only in recognition of their significant contributions to Motorola Solutions revenue, but also for their investment in the relationship with Motorola Solutions and their dedication to customer satisfaction.</p>	Eligible
<p>Customer Service <i>Do business with Motorola Solutions more easily.</i> Motorola Solutions provides Distributors with a defined path for escalating and resolving administrative (non-technical) issues related to deliveries, shipments etc. Distributors can contact the order management team directly.</p>	Eligible
<p>Distributor Advisory Council <i>Ensure the Program evolves with your needs.</i> Distributor advisory councils are important forums for soliciting feedback on how Motorola Solutions can better serve the needs of channel partners. Members of the distributor advisory council provide input on Motorola Solutions strategy, Program Benefits and requirements, channel partner resources and more.</p>	Eligible
<p>Exclusive Access at Channel Events <i>Make the most of Motorola Solutions events.</i> Distributors can gain special access to events, which facilitates networking with other top channel partners, offers the opportunity to meet keynote presenters, increases visibility with Motorola Solutions senior executives, yields insight into market trends, and more. Eligibility varies by event.</p>	Eligible
<p>Product/Technology Roadmaps <i>Be proactive.</i> Motorola Solutions provides Distributors with insight into its product roadmap, facilitating planning. Distributors are eligible to influence the development of products and services by providing input into the product roadmap. This also helps to ensure products and services evolve to meet marketplace needs.</p>	✓
MARKETING BENEFITS	
<p>Co-Operative Marketing Funds (“Co-Op”) and Marketing Development Funds (“MDF”) <i>Leverage available funds to drive demand.</i> Strategic use of Co-Op funds can help Distributors increase marketing reach. Funds accrue based on product sales, as reported in the monthly sales-in records. Co-Op funds can be applied to a broad range of marketing activities in accordance with the Co-Op guidelines at each Distributor’s discretion. Distributors may be eligible for MDF; contact your CAM for more details.</p>	Eligible
<p>Social On-Demand <i>Build awareness and generate demand.</i> With the Social On-Demand tool, Distributors can more easily develop content for their Facebook, LinkedIn or Twitter accounts. Relevant social media content helps to build social marketing success, create interaction with prospects and influence decision makers. Social On-Demand can be accessed via Partner Central.</p>	✓
<p>Content Syndication <i>Extend your reach.</i> Distributors can strengthen their web presence with product content developed by Motorola Solutions simply by adding code to their website. Content can be customized by selecting the products and services to be featured. Access is via Partner Central.</p>	✓



BENEFITS	ALL DISTRIBUTORS
<p>Pre-Packaged Marketing Programs</p> <p><i>Jumpstart marketing.</i> Ready-to-go marketing programs available on Partner Central to help capture new sales opportunities. Specialized agencies and negotiated preferential rates help Distributors tap into marketing best practices and build marketing momentum.</p>	✓
<p>Marketing Support</p> <p><i>Put Motorola Solutions marketing expertise to work.</i> Motorola Solutions provides Distributors with support for advertising, public relations, direct marketing, events, seminars, workshops and tradeshows. In addition, access to standard product promotional materials may be provided (may be subject to additional costs). This assistance can help Distributors to recruit new Resellers, increase visibility in the marketplace, launch new products more successfully to their Resellers and educate Resellers on the Motorola Solutions portfolio.</p>	Eligible
<p>Field Marketing Support</p> <p><i>Build more effective go-to-market plans.</i> As part of the business development effort, Motorola Solutions assists Distributors with an added level of business development, marketing planning and execution support. This collaboration helps Distributors improve the results of their marketing campaigns, apply Co-Op funds more strategically and align their initiatives with Motorola Solutions' marketing campaigns.</p>	Eligible
<p>Partner Finder</p> <p><i>Increase exposure to new business opportunities.</i> Motorola Solutions' online directory of PartnerEmpower members, Partner Finder, enables Resellers to search for Distributors by technology, geography and other criteria.</p>	✓
<p>Motorola Solutions Branding Tools</p> <p><i>Leverage the powerful Motorola Solutions brand.</i> Distributors can align their company with the Motorola Solutions brand through two resources. Designed for use in marketing and sales materials, the Motorola Solutions channel partner logo enables Distributors to promote their relationship with Motorola Solutions. Similarly, a comprehensive set of Motorola Solutions marketing materials can be customized with the Distributor's logo, contact information and messaging.</p>	✓
Sales and Technical Benefits	
<p>Sales Tools</p> <p><i>Get the information needed for successful selling.</i> Motorola Solutions provides Distributors with a variety of sales tools for every step of the sales cycle. These online tools include presentations for training your team, brochures, application briefs, white papers, videos and more.</p>	✓
<p>Sales & Technical Training and Certification</p> <p><i>Empower your sales and technical team.</i> Motorola Solutions offers Distributors a wide array of sales and technical training courses and certification on both individual products and product portfolios. Both online courses and instructor-led courses are available. Charges may apply.</p>	✓
<p>Sales Incentive – EmpowerRewards (available Q2 2017)</p> <p><i>Reward your team and drive sales.</i> A new incentive program will reward sales representatives for their success in selling selected products. Details will be available in Q2 2017.</p>	✓

SECTION 5

SALES & TECHNICAL COMPETENCY

BUILDING EXPERTISE

Channel competency is a key component of the architecture of the PartnerEmpower Program. Motorola Solutions offers a comprehensive curriculum featuring a multitude of training courses, along with a certification program that validates the expertise of individual team members in specific Technology Segments and Technology Sub-Segments. The certification framework is structured to enable students to build upon and strengthen their knowledge.

Certifications include optional courses and required exams. The majority of online courses are available at no charge and take approximately one hour to complete. Experienced individuals can skip most online training courses and move directly to the exams, which will speed up the certification process. To register for certification, visit [Partner Central](#) and choose “**Learning Management System**” via the Empowering Tools button. From here it is easy to browse courses, register for certification and track certification progress. Please note that charges may apply to certification and training courses.

Students begin with the first step, portfolio certification, and then move on to the two levels of Sales and Technical Certification (“Associate” and “Professional,” as defined in the table below). **Please Note: Achievement of certification is associated with an individual team member, not the Distributor company.** If the individual who has completed the certification leaves your company, you have three (3) months to organize for another individual to complete the training to maintain your product access. If the training certification for an individual expires, the individual has one (1) month in which to re-certify.

PORTFOLIO CERTIFICATION

Portfolio Certification validates knowledge of the product portfolio in a specific Technology Segment, ensuring that your team understands the full set of products in the portfolio and possesses basic product knowledge critical to sales success. This certification is a pre-requisite to move on to the Associate-level sales/technical certification.

SALES & TECHNICAL CERTIFICATION

CERTIFICATION LEVEL	GOAL
ASSOCIATE: Sales Associate Certification Technical Associate Certification	Enhancing product knowledge <ul style="list-style-type: none"> Builds knowledge and confidence on products and solutions built upon Motorola Solutions technology Demonstrates how to position products in a complex sale Illustrates how to set and meet customer expectations
PROFESSIONAL: Sales Professional Certification Technical Professional Certification	Expanding skills and capability <ul style="list-style-type: none"> Demonstrates how to select the best combination of products and applications within a product family to meet customer needs Shows how to incorporate products and applications into an optimally designed system

FYI: Associate certification is a pre-requisite for Professional certification.

OTHER LEARNING OPPORTUNITIES

In addition to the courses associated with certification, Motorola Solutions offers a wide variety of training courses designed to build channel partner sales and technical competency. All channel partner personnel are encouraged to take advantage of these offerings. Training offerings include:

- Technology overview courses
- Vertical market overview courses
- Sales skills development courses

All courses are accessible via the [Learning Management System](#). Courses are added on an ongoing basis.

For further guidance, please see the training operational guide, which is available on [Partner Central](#).

SECTION 6

ADDITIONAL DOCUMENTS

The benefits and requirements of the Program have been outlined in this guide. More detailed operational guides and other guideline documents are available on [Partner Central](#).

APPENDIX A

Definitions

Affiliate shall mean an entity directly or indirectly controlling or controlled by one of the Parties. For the purposes of this definition, “control” shall mean direct or indirect ownership of more than 25% of the voting stock, limited liability company interest, general partnership interest or voting interest in any such corporation, limited Liability Company or partnership.

Channel Account Manager means your Motorola Solutions account manager (“CAM”).

Distributor shall mean a channel partner that sells products and services primarily to Resellers and provides sales and technology support, training, order fulfillment, stocking inventory, Reseller financing, deep technology expertise and more (“Distributor”).

Distributor Addendum means the distributor addendum attached to the Distributor Agreement.

Distributor Agreement means the main terms and conditions including all applicable Addenda and Schedules (“Distributor Agreement”).

End User Customer means the ultimate purchaser or user of the products/services for its own use and not for resale.

Partner Central means the Motorola Solutions partner portal giving Program members access to program related tools and resources.

Program means the PartnerEmpower Program.

Products means the products manufactured or supplied by Motorola Solutions to which the Distributor has access as set out in the Distributor Addendum.

Reseller means a channel partner that buys products, software or solutions from a Motorola Solutions Distributor, or, in some cases, directly from Motorola Solutions, and resells them to a customer; may integrate products and services into a solution and enhance the solution with professional services or third party applications (“Reseller”).

Reseller Zones shall mean a geographical area, defined by Motorola Solutions, for the purposes of establishing revenue thresholds that a reseller is required to meet in order to move up through the Program Levels.

Restricted Products means such products, Software or Service identified as such in the Required Accreditation document available on Partner Central.

Services mean the services delivered by Motorola Solutions in accordance with the Distributor Agreement.

Technology Segment shall mean a group of related products and services within the Motorola Solutions product portfolio.

Technology Sub-Segment shall mean a sub-group of related products and services within a Technology Segment.

APPENDIX B

Contact Information & Key Online Resources

CONTACT INFORMATION: PARTNER SUPPORT

The [Partner Support Team](#) is a special channel partner relationship help desk. Contact the Partner Support Team for assistance with any aspect of doing business with Motorola Solutions, such as accessing online tools, understanding Program requirements, taking advantage of Program Benefits, updating your account information, maintaining your Channel Partner Profile and much more. Email: partners.emea@motorolasolutions.com

In-country Phone Numbers

United Kingdom: 02030277499 / 08007313496
Austria: 01206091087
Denmark: 043682114
France: 0157323434
Germany: 06950070204
Israel: 1809315818
Italy: 0291483230
Lithuania: 880030828
Netherlands: 0202061404
Norway: 024159815
Portugal: 0217616160
Russia: 81080022841044
Spain: 0800981900
Czech Republic: 0239014216
South Africa: 8008445345

Phone Numbers by Language

English: +44 (0) 203 0277 499
French: +33 (0) 157 323 434
German: +49 (0) 695 007 0204
Hebrew: +972 180 931 5818
Italian: +39 029 148 3230
Polish: 00800 141 0252 (in country only)
Russian: 810 800 228 410 44 (in country only)
Spanish: 0800 981 900 (in country only)

KEY ONLINE RESOURCES

Partner Central

[Partner Central](#) serves as your central hub for access to all essential channel partner information. This comprehensive site features:

- PartnerEmpower Program Guides and related resources
- Details on Program Benefits
- Marketing and sales tools
- Event details and on-demand webinars

Login using your PartnerEmpower User ID and password. For login assistance, contact the [Partner Support Team](#).

Motorola Online (MOL)

Distributors can access a central site for conducting core business transactions, and product and services information. You can access Motorola Online from [Partner Central](#) (via the Empowering Tools box on the home page) without logging in again to conduct transactional activities including:

- Order management
- Repair center
- Account Status

PARTNEREMPOWER PROGRAM FOR DISTRIBUTORS - EMEA

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- Resource center, including products and services information

Learning Management System

As the entry point to Motorola Solutions' collection of training and certification courses, the [Learning Management System](#) (LMS) helps you build knowledge and skills through access to a broad set of online and instructor-led training. This site facilitates sales and technical certification, in addition to providing students with an at-a-glance view of certification status as well as personalized training recommendations.

OPERATIONAL GUIDES

Distributors can access Motorola Solutions operational guides that document the core processes for business transactions and tools in the PartnerEmpower Program. These guides are available on [Partner Central](#).



APPENDIX C

Reseller Zones

ZONE 1	ZONE 2	ZONE 3
Algeria	Afghanistan	Albania
Belgium	Angola	Armenia
Denmark	Bahrain	Austria
Finland	Belarus	Azerbaijan
France	Bulgaria	Benin-Dahomey
Germany	Cameroon	Bosnia And Herzegovina
Iraq	Chad	Botswana
Ivory Coast	Czech Republic	Burkina Faso
Kenya	Egypt	Burundi
Kuwait	Ethiopia	Cape Verde
Morocco	Gabon	Central African Republic
Netherlands	Georgia	Congo
Nigeria	Ghana	Congo Democratic Republic
Norway	Hungary	Croatia
Pakistan	Iceland	Cyprus
Poland	Ireland	Djibouti
Qatar	Israel	Equatorial Guinea
Russian Federation	Italy	Eritrea
Saudi Arabia	Jordan	Estonia
South Africa	Kazakhstan	Gambia
Sultanate of Oman	Lebanon	Greece
Sweden	Libya	Guinea
Tunisia	Libyan Arab Jamahiriya	Guinea Bissau
Uganda	Luxembourg	Kosovo
United Arab Emirates	Madagascar	Kyrgyzstan
United Kingdom	Mauritius	Latvia
	Namibia	Lesotho
	Oman	Liberia
	Palestine	Lithuania
	Republic of Ireland	Macedonia
	Romania	Malawi
	Rwanda	Mali
	Senegal	Malta
	Slovenia	Mauritania
	Spain	Moldavia
	Tanzania	Montenegro
	Turkey	Mozambique
	Turkmenistan	Niger
	Ukraine	Portugal
	Yemen	Republic of Congo
		Sao Tome and Principe



	Serbia
	Sierra Leone
	Slovakia
	Somali Republic
	South Sudan
	Sudan
	Switzerland
	Tadzhikistan
	Tajikistan
	Togo
	Uzbekistan
	Western Sahara
	Zambia
	Zimbabwe

APPENDIX D

Required Accreditation: Distributor Training Requirements

Technology		Training Requirements			Technical Certification		Sales Certification	
Segment	Sub-Segment	Type	Number of Certified Employees Required - Technical	Number of Certified Employees Required - Sales	Number	Title	Number	Title
Professional Commercial Radio (PCR)	PCR	Open	2	2	ERYTA0001	Professional and Commercial Radio Technical Associate	ERYSA0001	Professional and Commercial Radio Sales Associate
			2	2	ERYTP0001	MOTOTRBO Systems Technical Professional	ERYSP0001	Professional and Commercial Radio Sales Professional
	MOTOTRBO Capacity Max	Restricted	2		ERYTP0007	MOTOTRBO Systems Capacity Max Technical Professional		
TETRA	TETRA	Open	2	2	ERDTA0001	TETRA Systems Technical Associate	ERDSA0001	TETRA Systems Sales Associate
	TETRA DIMETRA Express*	Open	TBC	TBC	TBC	TBC	TBC	TBC
	TETRA - DIPM	Restricted	2	2	ERDTP0001	TETRA IP Micro Systems Technical Professional	ERDSP0001	TETRA Systems Sales Professional
	TETRA - DIPC	Restricted	2	2	ERDTP0011	TETRA IP Compact Systems Technical Professional - Level 1	ERDSP0001	TETRA Systems Sales Professional
			2		ERDTP0012	TETRA IP Compact Systems Technical Professional - Level 2		
P25	P25	Open	2	2	ERSTA0001	ASTRO Technical Associate	ERSSA0001	ASTRO Sales Associate
	P25 - Infrastructure	Restricted	2	2	ERSTP001 On Request only	ASTRO Systems Technical Professional	ERSSP0001 On Request only	ASTRO Systems Sales Professional
Software & Solutions	SCADA	Open	2	2	ERCTA0021	SCADA Technical Associate	ERCSA0021	SCADA Sales Associate
			2	2	ERCTP0021	SCADA Systems Technical Professional	ERCSP0021	SCADA Systems Sales Professional
	Public Safety LTE	Open	2	2	ERLTA0001	LTE Technical Associate	ERLSTA0001	LTE Sales Associate
	WAVE 3000	Open	2	2	EAGTP0001	WAVE 3000 Technical Professional	EAGSP0001	WAVE 3000 Sales Professional
	WAVE 5000	Restricted	2	2	EAGTP0002	WAVE 5000 Technical Professional	EAGSP0002	WAVE 5000 Sales Professional

* Available Q3, 2017

Technology		Training Requirements			Technical Certification		Sales Certification	
Segment	Sub-Segment	Type	Number of Certified Employees Required - Technical	Number of Certified Employees Required - Sales	Number	Title	Number	Title
Vertex Standard	Vertex Standard	Open	2	2	ERVTA0001	Vertex Standard Radio Technical Associate	ERVSA0001	Vertex Standard Radio Sales Associate
Unlicensed Radio	Business Radio	Open (Restricted for Direct Purchasing*)	2		ERXTA0001	Business Radio Technical Associate		
	Consumer Radio	Open (Restricted for Direct Purchasing**)		No Training available				

*** Business Radio Direct Purchasing Criteria**

- \$2M annual revenue achieved
- Have facilities in place to buy in volume (i.e., shipping container purchasing)

**** Consumer Radio Direct Purchasing Criteria**

- \$2M annual revenue achieved
- Have facilities in place to buy in volume (i.e., shipping container purchasing)

APPENDIX E Documentation Matrix – Distributor

