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## Zebra Technologies Programs

### PartnersFirst Program in North America



#### **Creating Opportunities for Business Growth**

A framework for business growth, the PartnersFirst® Program is a suite of programs tailored to help our partners enhance the end-value of Zebra products and increase customer satisfaction. There are PartnersFirst Programs for a wide range of organizational types - from valued added resellers and consultants to technology vendors and independent software companies. And each is designed to create opportunities for business growth by helping members add value to their product or service and better serve end customers.

#### **Encouraging Collaboration and Cooperation**

Zebra's PartnersFirst Program provides a framework that encourages cooperation and collaboration - not just between Zebra and its partners, but between members as well. The result is a network of resources which PartnersFirst members can tap to create optimal customer value.

#### **Enhancing Capabilities**

Equally important, the PartnersFirst Program provides members with access to the resources they need to broaden their reach and expand their capabilities without adding costly infrastructure. It gives VARs ready access to marketing, training, and technical assistance. It enables Zebra and technology partners to work together to develop better solutions and gain marketshare. And it creates opportunities for PartnersFirst® members to dynamically partner with organizations whose products, industry expertise, skill sets, geographic location, or other capabilities are mutually beneficial.

If your company is interested in participating in one of Zebra's PartnersFirst Programs, please review our [general partner requirements](#) to see if your organization aligns with one of these programs.

*Interested or Need More Information? Contact Fred Murschel, [Fred.Murschel@ingrammicro.com](mailto:Fred.Murschel@ingrammicro.com) or (800) 876-4629, ext. 67198*

### Printhead Protection Program

A sales tool designed to help Zebra's partners gain more supplies revenue and close deals by offering free replacement printheads to end customers who agree to exclusively use Genuine Zebra Supplies in their Zebra printers.