2ND CHANCE FOR SERVICE FROM THE START PROMO

JANUARY 1 – JUNE 30, 2015

RESELLER VERSION
2015 PROGRAM: 2ND CHANCE FOR SERVICE FROM THE START (SFS) PROGRAM

• Challenge:
  – Many customers purchased Enterprise product* without a service plan
  – Many unprotected devices in the marketplace

• Objective:
  – Ensure our customers’ devices are protected with a Zebra service plan
  – Create another opportunity for resellers to re-engage with their customers to also explore additional sales opportunities

• Target:
  – Any customer who purchased an eligible Enterprise device** without a Support contract


** This offer only applies to new service contacts, not renewals. Customers with an existing Enterprise Service contract or who want to renew a contract are not eligible.
• Parameters:
  – Region: USA/Canada only
  – Honor all eligible devices, no matter when purchased
    • Currently sold/serviced devices only
    • Non-EOS/EOSL devices
  – Must purchase a multi-year Service from the Start contract
    • Not available in 1-year, annual increments
  – Not eligible for customers who have an existing Zebra Service contract and want to ‘upgrade’
    their existing service contract to Service from the Start. Only eligible for new contracts. Not
    available for renewals.
  – Promo Code: Customers/Partners/Distributors MUST include Promo Code “2SFS” on their
    PO for eligibility. Manual POs only; cannot be ordered via eContracts.

*Available for devices which have not met EOSL (end of service life). EOSL matrix
https://partnercentral.motorolasolutions.com/product_services/downloads/Services/EOSL_Matrix.pdf (must sign in
to Partner Central to access)
PARTNER BENEFITS

• Partner Benefits:
  – Provides an opportunity to go back to customers who purchased product w/o a service plan to engage in additional sales discussions, explore additional opportunities
  – Increase amount of multi-year Service from the Start contracts for unprotected devices
    • Additional revenue stream
    • Annuity future revenue stream to renew at contract expiry
  – Protect customers’ unprotected devices for multiple years
  – Service from the Start support contracts are only available when purchased up front with the product (or within 30 days of product purchase) – so we are extending the opportunity – or removing the barrier to entry to Service from the Start - as a 2nd Chance to get Service from the Start w/ comprehensive coverage (where eligible for eligible products*)

• Guidance
  – Search through all product sales out reports where services were not attached
    • Focus on Mobile Computing devices first, as the service attach rate is higher for this product set; however the offer is available across the enterprise product set
  – Attach a Service from the Start (with comprehensive coverage where available) Support Contract
    • SKU examples: SSB-, SSG-, SXB-, SOB-

*Check Solution Builder for Comprehensive Coverage eligibility
CUSTOMER BENEFITS

• Customer Benefits:
  – Protects customers’ unprotected devices for multiple years
    • Repair services
    • Technical support
    • Software maintenance support
  – Removes barrier for entry to purchase Service from the Start (if more than 30 days post HW purchase)
    • Service from the Start support contracts are only available when purchased up front with the product (or within 30 days of product purchase) – so we are extending the opportunity – or removing the barrier to entry to Service from the Start - as a 2nd Chance to get Service from the Start w/ comprehensive coverage (where eligible for eligible products)
$ VALUE PROPOSITION – MC9190G EXAMPLE

Ex: 100 MC9190G devices were sold without a service contract more than 30 days ago:

• **Under current policy**, customer is not eligible for Service from the Start if it’s after 30 days after the product purchase. If they want service we can offer:
  
  – **Service Center** support program (does NOT include Comp Cvg)
    
    • SCB-MC9190G-30 = $469 list price per device = $46,900 x 100 devices
    
    • PLUS, if they want Comp Cvg, uplift 50% from Service Center cost = $703.50 list price per device = $70,350 (list price) for 100 devices

• **Under 2nd Chance for Service from the Start program**, they CAN get Service from the Start (even though it’s past 30 days since they purchased the product):

  – **Service from the Start** (includes Comp Cvg)
    
    • SSB-MC9190G-30 = $366 list price per device. Includes Comp Cvg = $36,600 (list price) for 100 devices
HOW TO CHECK IF A SERIAL # IS UNDER CONTRACT / WARRANTY

- The Enterprise Repair Portal has an area where a customer/partner/disti may input a product serial # to check if it’s under warranty/contract
  - Must have access to the Enterprise Repair Portal
    - Most customers/partners/distis who have ever submitted an RMA, received product SW download or support documentation already have registered for access to the site
    - [https://enterpriserepair.motorolasolutions.com](https://enterpriserepair.motorolasolutions.com)
  - Select “Check on Symbol Product Warranty Status”
    - On next screen, you may enter the serial #