



**Shared Trust, Shared Experience, Shared Success!**



## Membership Levels

The logos below represent the different partner levels offered by Datalogic. Each level is described in detail on the following pages.



# Shared Trust, Shared Experience, Shared Success!

A SUCCESSFUL PARTNERSHIP  
HAS ONLY ONE UNIT OF  
MEASURE:

**THE GROWTH OF EACH  
PARTNER'S BUSINESS.**

Datalogic Partners are recognized for providing unique business value and points of strength to complement our technology offerings. Ensuring the success of these partners through consistent pricing, protected margins, and strong channel commitment are keys to deliver value to our partners.

We feel that by providing our partners with an advantage, we create an environment that promotes growth and rewards commitment. Whether your business is project driven, solution-based or service oriented, you can find the appropriate benefits in our Partner Advantage Program to reward your loyalty and cooperation with Datalogic and drive the growth of your business.

Our Partner Advantage Program is designed to establish and nurture successful partnerships that drives mutual business growth, foster consistency, cultivate loyalty and promote cooperation.

By aligning our goals with those of our partners and providing comprehensive support, we aim to create and maintain a thriving ecosystem where both parties can succeed together.



## **We built the partnership in our Partner Advantage Program through 5 pillars:**

- We select only partners who share our values and vision
- We choose transparency, human touch and trust-building as cornerstones of our partnership approach
- We encourage collaboration and joint decision-making to ensure mutual success
- We maintain consistency in our interactions, support and offerings to ensure reliability for our partners
- We establish clear guidelines, processes and communication channels to streamline operations and avoid disruptions

Our program encourages long-term commitment from both parties we recognize and reward partners loyalty through incentive programs, co-marketing opportunities and other exclusive benefits.

Cooperation is fundamental to our partnership approach, as we firmly believe that working together leads to greater success.

## **Our program will give you multiple advantages, such as:**

### **Dedicated Resources**

- A Datalogic professional to ensure the relationship exceeds your expectations
- Marketing assistance to enhance and assist with your marketing activities
- Technical support assistance for a profound understanding of our products and solutions

### **Advanced Marketing Tools and Web Portal**

- A partner-specific website will provide you with product and pricing information, support services and marketing tools
- Partner program logo and certificate adds the power of a leading brand manufacturer to your company image
- Training materials and programs accelerate your knowledge of Datalogic product lines
- Custom programs provide early access to new products (new product advance notification)

### **Privileged Programs**

- Demo units program allows you to purchase products at significantly reduced prices to support your application development and testing
- Partner and special deal pricing
- Marketing funds are available to support your demand generation activities to grow your business with Datalogic

# Membership Levels

## Diamond Partner



**DATALOGIC**  
DIAMOND PARTNER

### Membership Criteria

- Signed Channel Partner Agreement
- Mandatory yearly business plan and Quarterly Business Review
- Minimum sales commitment
- Annual revenue threshold minimum 500K to 1M, regional threshold applies
- To qualify, the partner must provide value-added services

### Membership Benefits



#### Collaboration with Datalogic

- Growth Rebate on quarterly target achievement
- Yearly catch-up rebate
- Stretch rebate
- Stock rotation on limited product groups
- Demo units program
- Access to promotions
- Deal registration
- Datalogic partner events



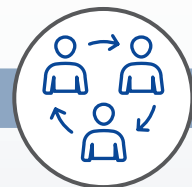
#### Technical Support

- Technical support assistance
- Online training and education



#### Sales Tools

- Datalogic partner portal
- Partner program logo and certificate
- Price list tool
- New product advance notification



#### Extensive Co-Marketing Support

- Marketing assistance and Marketing Development Rebates upon agreed marketing plan

# Platinum Partner

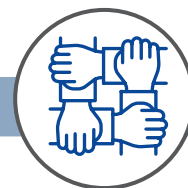


**DATALOGIC**  
PLATINUM PARTNER

## Membership Criteria

- Signed Channel Partner Agreement
- Mandatory yearly business plan and Quarterly Business Review
- Minimum sales commitment
- Annual revenue threshold minimum 200K
- To qualify, the partner must provide value-added services

## Membership Benefits



### Collaboration with Datalogic

- Growth Rebate on quarterly target achievement
- Yearly catch-up rebate
- Stretch rebate
- Demo units program
- Access to promotions
- Deal registration



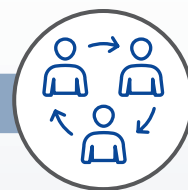
### Technical Support

- Technical support assistance
- Online training and education



### Sales Tools

- Datalogic partner portal
- Partner program logo and certificate
- Price list tool
- New product advance notification



### Extensive Co-Marketing Support

- Marketing assistance and Marketing Development Rebates upon agreed marketing plan

# Membership Levels

## Broadline Technology Partner



**DATALOGIC**  
BROADLINE TECHNOLOGY PARTNER

### Membership Criteria

- Focus on offering customers a portfolio of IT products through on-line platforms
- Signed Channel Partner Agreement
- Mandatory yearly business plan and Quarterly Business Review
- Minimum Sales Commitment
- Annual threshold minimum 500K to 1M

### Membership Benefits



### Collaboration with Datalogic

- Growth Rebate on quarterly target achievement
- Yearly catch-up rebate
- Stretch rebate
- Demo Units Program
- Access to Promotions
- Deal registration



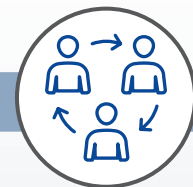
### Technical Support

- Technical support assistance
- Online training and education



### Sales Tools

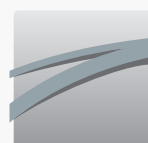
- Datalogic partner portal
- Partner program logo and certificate
- Price list tool
- New product advance notification



### Extensive Co-Marketing Support

- Marketing assistance and Marketing Development Rebates upon agreed marketing plan

# Authorized Partner

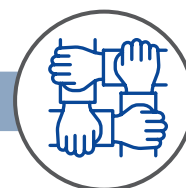


**DATALOGIC**  
AUTHORIZED PARTNER

## Membership Criteria

- Online Registration on Datalogic Partner Portal

## Membership Benefits



### Collaboration with Datalogic

- Access to Promotions
- Deal registration
- Demo units program eligibility



### Technical Support

- Online training and education



### Sales Tools

- Datalogic partner portal
- Partner program logo and Certificate
- Price list tool



### Extensive Co-Marketing Support

- Marketing Assistance upon agreed marketing plan

# Membership Levels

## ISV Partner



**DATALOGIC**  
CERTIFIED ISV PARTNER

The purpose of our Independent Software Vendor Program is to reward our software partners, stimulate business and collaborate to bring solutions to market.

### Membership Criteria

- A signed ISV Agreement
- The majority of company revenue is from software or software services
- Datalogic Mobile devices certified with ISV software solutions
- Organization of cross sales training on Datalogic and ISV solutions
- Provide technical support on ISV solutions directly to Datalogic customers
- Promote Datalogic products through marketing campaigns, joint sales presentations, sales referrals and other marketing activities
- Develop a joint business plan to promote solutions in target markets
- Identify opportunities and inform Datalogic about these opportunities

### Membership Benefits



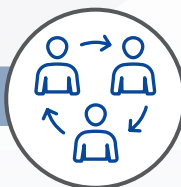
#### Collaboration with Datalogic

- Introduction to our channel partner network
- Participation at channel partner events
- Develop joint business plans



#### Technical Support

- Pre and post-sales technical support
- Free demo kits and early adopter program
- Access to our developer community portal
- Participation at developer events



#### Extensive Co-Marketing Support

- Increased visibility through targeted co-marketing campaigns such as events, direct marketing, advertising, etc.
- Seed units at new product launches



#### Referral Reward Program

*(for projects registered and approved by Datalogic)*

- Easily register qualified opportunities and receive rewards for influencing Datalogic mobile computer business sales

If you would like to join our program, visit our website and click on "[Become an ISV Partner](#)" link to fill out the form.



# General Information

## Partner Portal

Datalogic's Partner Portal gives you access to all the information you need to grow your business and fulfill your customers' needs.

It's a main reference source where you can find:

- **Product Information**
- **Technical Information**
- **Sales Information**
- **Marketing Information**

It provides access to a multitude of different file formats such as: presentations, brochures, competitive information, videos, images and much more.



SCAN ME

## Marketing Rebate

Datalogic is financially supporting your business with marketing rebate to help you grow our mutual business. These marketing rebate are available according to your channel membership status and through a Datalogic's approved marketing plan.

By granting marketing rebate to support our partners we seek to maximize the Return On Investment (ROI). All activities qualifying for Rebate are planned and coordinated by the Regional Marketing Manager, together with the partner.



## Why Datalogic is asking for sell-out data?

Essentially for three reasons:

- Improve customer experience
- Receive direct feedback on product reliability
- Optimize marketing actions, like new products launches, solutions, trainings, webinars and events

## Is it admitted by the law for the Partner to ask the end-user for contact data?

Yes, it's admitted if the Partner, before to share with Datalogic the customers personal data, proceeds to:


- Inform the end-user in the privacy notice that their personal data could be share with third parties for marketing purpose (i.e. Datalogic's privacy notice available on our website clearly states that Datalogic may share personal data with its trusted partners to send marketing communications to the customer through automated tools (SMS, email, push notifications) or non-automated tools (paper mail, telephone with operator) and other social digital campaigns and digital advertising. The customer has the right to change his/her marketing preferences at any time)
- Obtain the valid consent to the transfer of their personal data to third parties for marketing purpose in a lawful manner under the GDPR and the applicable laws. The end-user's consent could be obtained by clicking on an electronic form or in writing:

### A) Electronic Form:

I hereby represent to have read the [Privacy Policy](#)\*.

☐ By ticking this box you represent you have read and agree to the terms of our [Privacy Policy](#) and that you consent to share your personal data with Datalogic and its partners, who will store and process it for the purposes set out in and in accordance with our [Privacy Policy](#).

\* Please read carefully the [Privacy Policy](#) before click "SEND".

☐ I'm not a robot 

PREVIOUS SEND

### B) You can also draft a short form with your privacy notice asking the signature of the customer under a specific box:

Read and understood the privacy policy by signing this form:

I agree to share my personal data with third parties for marketing purpose

I disagree to share my personal data with third parties for marketing purpose

.....  
Full name and signature

.....  
Full name and signature

## Which are the benefits for the Partners?

- Additional demand generation by end-user
- Stronger partnership with Datalogic to win more business together
- Specific rebate linked to sell-out reporting