

PARTNEREMPOWER™ SERVICE SPECIALIZATION FREQUENTLY ASKED QUESTIONS

NORTH AMERICA

OVERVIEW

1. What is the PartnerEmpower Service Specialization?

One of the core elements of the Motorola Solutions PartnerEmpower™ Program (“PartnerEmpower”) is specialization. Through specialization, Motorola Solutions recognizes your company’s competency and its success. The **Service Specialization**, the newest specialization within PartnerEmpower, recognizes expertise in delivering services such as on-site response, preventative maintenance, system installation and device installation.

2. What are the other PartnerEmpower specializations?

Technology Specializations, available to channel partners that resell Motorola Solutions’ products, recognize expertise in a specific PartnerEmpower technology segment. **Application Specializations** recognize the success of companies that develop applications for products in a certain technology segment. Finally, **Market Specializations** recognize expertise in a particular industry that is critical to Motorola Solutions’ business strategy.

3. Why is Motorola Solutions launching the Service Specialization within PartnerEmpower?

The PartnerEmpower Program was created to encompass *all* of Motorola Solutions’ channels around the world in a single program. Incorporating companies that provide services into PartnerEmpower is an important next step in the evolution and expansion of the program. Through the initial launch of the Service Specialization, companies that have traditionally worked with Motorola Solutions as Motorola Service Shops—known as Motorola Service Partners (MSPs) or Premier Service Partners (PSPs)—will now provide services to Motorola Solutions customers under the PartnerEmpower banner. The specialization will be extended to other PartnerEmpower members in 2014.

4. What are the benefits of achieving specialization within PartnerEmpower?

The Service Specialization and all other PartnerEmpower specializations are carefully designed to reward you for your investment in expertise through:

- The opportunity to move to a **higher Program Level** (Gold or Platinum) within PartnerEmpower
- Additional high-value program **benefits** (*see question 25 for details*)
- Greater **visibility** and expanded **collaboration** with Motorola Solutions

5. What types of companies are eligible to participate in the Service Specialization?

The Service Specialization is available to PartnerEmpower Value-Added Resellers (VARs), Dealers and Manufacturer’s Representatives in North America that **resell** Motorola Solutions’ products and **also provide customers with services** such as on-site response, preventative maintenance, system installation and device installation.

6. Is the Service Specialization available to companies focused *only* on service delivery?

No, the Service Specialization is only available to companies that **resell products *and* provide services**. For companies with this business model, the foundation of their participation in PartnerEmpower is their participation in one of the following PartnerEmpower reselling communities: Value-Added Reseller, Dealer or Manufacturer's Representative. The Service Specialization is an optional expansion of their relationship with Motorola Solutions.

However, in 2014, Motorola will introduce a ***new service-focused community*** to PartnerEmpower: the **Strategic Service Provider** community. Through this community, companies with a business model focused solely on services (such as design and deployment of video, WLAN and NGICC) will be able to participate in PartnerEmpower. More details will be available in 2014.

7. What are the levels within the Service Specialization?

The Service Specialization comprises two levels: **Specialist** and **Elite Specialist**, which recognize increasing levels of achievement in service delivery. Specialist status provides access to a strong set of additional program benefits, while Elite Specialist status provides access to an even greater set of business benefits.

8. When is the Service Specialization launching?

On January 20, 2014, the Service Specialization will be made available to existing MSPs and PSPs participating in the radio-focused technology segments.

Later in 2014, PartnerEmpower members participating in other technology segments will be invited to participate in the specialization.

9. Does the Service Specialization replace the current Motorola Solutions Services Partner Program?

Yes. As of January 20, 2014, the existing Service Partner Program for MSPs and PSPs will be terminated, and associated agreements will be terminated as well.

If your company is also a Warranty Repair Center (WRC), please note that in conjunction with the launch of the specialization, Warranty Repair Centers will no longer exist as a Service Partner type in the service program. To accommodate the transition for WRCs, in 2014, Motorola Solutions will add a "Warranty Dropoff" benefit to the Professional and Commercial Radio technology segment of the PartnerEmpower Program. As part of this benefit, the current process for claim redemption will remain the same. More information will be available in early 2014.

10. Does my company have to participate in the Service Specialization?

To be recognized by Motorola Solutions as a company with the ability to deliver services on Motorola Solutions' behalf, your company must participate in the Service Specialization by January 20, 2014.

11. What is the relationship between specialization and PartnerEmpower Program Levels?

PartnerEmpower Program Levels—Silver, Gold and Platinum—reflect the success of a channel partner's relationship with Motorola Solutions. A channel partner begins the relationship as a Silver member and advances to Gold upon earning status as a Specialist in any specialization. Upon earning status as an Elite Specialist in any specialization, a channel partner becomes a Platinum member.

As channel partners may simultaneously hold status as a Specialist or Elite Specialist in many different areas, Program Level is determined by a channel partner's *highest* specialization achievement. For example, a channel partner that is a Service *Elite Specialist* and an Advanced Data Capture *Specialist* is considered a Platinum member.

12. What is the benefit of achieving a higher Program Level?

Channel partners at the higher levels have access to an expanded set of program benefits. In addition, promoting achievement at a higher level brings greater market differentiation.

SERVICE SPECIALIZATION LAUNCH

13. How will existing Motorola Solutions service partners be transitioned to the Service Specialization?

As a key part of the launch of the Services Specialization, companies that have traditionally worked with Motorola Solutions as a Motorola Service Shop—Motorola Service Partners (MSPs) and Premier Service Partners (PSPs)—will be invited to transition from their current relationship to the Service Specialization.

As part of this transition process, Motorola Solutions is assigning these partners with initial status in the specialization based on their current relationship: **MSPs will be assigned status as a Service Specialist**, while **PSPs will be assigned status as a Service Elite Specialist**.

In early December, you will receive an email featuring a link to the online PartnerEmpower Application Form. Click on the link and enter your company's PartnerEmpower Membership ID. Follow the Relationship Change process, and when prompted, indicate your desire to add the Service Specialization. Once you submit the form, we will review the information and contact you via email, providing a link to our online PartnerEmpower Services Specialization Agreement, which you will need to accept.

Once you have completed this step, you will receive a letter welcoming you as a participant in the Service Specialization.

14. Are all current MSPs and PSPs being invited to participate in the Services Specialization?

Yes.

15. When will my company receive the invitation to participate in the Services Specialization?

Motorola Solutions will be issuing invitations via email in early December. If you do not receive a communication by mid-December and you would like to check to see if your email has been issued yet, please call your Services Partner Manager or the Partner Interaction Center.

16. When I receive the invitation to participate in the Service Specialization, does that mean my company is now a Services Specialist or Elite Specialist?

No, you need to complete the Relationship Change Process in the PartnerEmpower Application Form and accept the necessary legal documents.

17. I received the email from Motorola Solutions about participating in the Service Specialization, but I am not the right person to complete the form. What should I do?

The email was sent to the person listed as the key executive or owner contact in our channel partner database. If another executive at your company should be contacted instead, please give them the email you received, and then please contact the [Partner Interaction Center](#) so we can update our records and ensure that future communications go to the right person.

PARTICIPATING IN THE SERVICE SPECIALIZATION

18. What are the requirements for status as a Service Specialist or Service Elite Specialist?

The requirements for the Service Specialization are outlined in the **Services Specialization Program Guide**, available on [Motorola Online](#) (MOL Path: MOL > Resource Center > Marketing Information > PartnerEmpower).

To maintain the specialization status that your company was assigned (either Service Specialist or Service Elite Specialist), your company must **achieve the appropriate requirements by December 31, 2014**. If your company meets the requirements by that date, you will maintain your current status in the specialization.

Elite Specialists that did not meet the Elite Specialist requirements but did meet the Specialist requirements by that date will be moved to that level. Companies that did not meet the requirements for either level will no longer be able to participate in the specialization as of January 1, 2015.

19. Do the requirements for Service Specialists and Service Elite Specialists have to be fulfilled at each service location?

Companies participating in the specialization with multiple authorized service locations will be treated as a single entity when determining specialization status. However, Motorola Solutions will only provide service opportunities to authorized locations with technicians that meet the specialization's technical requirements.

20. How does my company obtain authorization for our various current service locations?

All existing MSP and PSP service locations will be grandfathered into the Service Specialization. For companies that have mixed tiers (both MSP and PSP), all locations will be moved into the Service Elite Specialist tier. The service locations have until December 31, 2014, to achieve the Service Elite Specialist requirements (see FAQ #18). Companies that wish to add a new service location must contact their field representative (Service Partner Manager) or the Partner Interaction Center with the request. The request will be reviewed by Motorola Solutions and the company will be notified if the new location has been approved.

21. Why are the requirements for the Service Elite Specialist level more advanced than the current Premier Service Partner requirements?

Motorola Solutions expects PartnerEmpower Service Elite Specialists to have the increased capabilities needed to perform greater service functions, which enables them to service larger and more complex systems. In addition, as Motorola Solutions strives to grow the services side of the business, we will need to make sure that we have channel partners capable of performing many of the higher-level services that we currently offer directly.

22. Can a shop owner be considered one of the technicians?

Yes, if they meet the certification requirements.

23. Would a two-year associate technical degree meet the engineering degree requirement under "Other Competencies," which states that at least one employee must have passed Motorola Solutions' Engineering Academy exam or hold a bachelor of science in electrical engineering or computer engineering?

No. A four-year electrical engineering (e.g., BSEE) or computer engineering (e.g., BSCE) (not computer science) degree is required. Alternately, a technician with sufficient experience can pass the Engineering Academy Exam.

24. My company was assigned status as a Service Specialist. How can we move to the Service Elite Specialist level?

Your company may be moved to the Elite Specialist status at any time upon meeting the Elite Specialization criteria in all authorized service locations. Please contact the [Partner Interaction Center](#) when you feel you have met the criteria.

25. How do I find out about the benefits available to me through the Service Specialization?

Motorola Solutions offers a host of benefits designed to reward you for your focus on providing the essential services that our customers need. These benefits include access to **service development funds**, access to a **Services Partner Manager** designed to help drive service success, **training discounts** and more. You can learn about these benefits in the Services Specialization Program Guide, available on [Motorola Online](#) (*MOL Path: MOL > Resource Center > Marketing Information > PartnerEmpower*).

26. Will I be able to promote my participation in the Service Specialization via a logo?

Yes. Channel partners can indicate their services expertise by displaying the Service Specialization logo on vehicles, buildings and clothing. Branding guidelines will be available on Motorola Online in January.

27. What if I have additional questions?

Please contact the [Partner Interaction Center](#).