



*PartnerEmpower*<sup>™</sup>

# PARTNEREMPOWER<sup>™</sup>

# SERVICE SPECIALIZATION

**NORTH AMERICA**



## SECTION 1

# SERVICE SPECIALIZATION OVERVIEW

## INTRODUCTION

In a business world characterized by evolving business needs, success depends on expertise. Customers want to work with companies that understand their challenges, know how their organization operates, and bring the in-depth product knowledge essential to selecting and implementing the right solution.

At Motorola Solutions, we reward our channel partners for their expertise through the structure of the Motorola Solutions PartnerEmpower™ Program, which includes four optional areas of specialization: Technology Specializations, Market Specializations, Application Specializations, and the Service Specialization.

## SERVICE SPECIALIZATION

Targeted at channel partners with unique expertise and experience in delivering services to customers, the **Service Specialization** recognizes companies for their essential role in facilitating the implementation of the comprehensive, reliable end-to-end solutions that today's customers demand.

The Service Specialization is available to **Value-Added Resellers (VARs), Dealers and Manufacturer's Representatives** participating in **one or more PartnerEmpower technology segments** with a business model that includes the **resale of products as well as service delivery subcontracted by Motorola Solutions**. Typical services offered might include:

- On-site response
- Preventative maintenance
- System installation
- Device installation

The Service Specialization features a tiered structure that allows Motorola Solutions to reward channel partners for increasing levels of service expertise and success. Companies new to the specialization enter at the **Specialist** level and can ascend to the **Elite Specialist** level upon meeting the criteria associated with the higher level. Elite Specialists are rewarded with **access to an increasingly greater set of services-focused benefits**.

Please note the following about Service Specialization participation:

- **Technology Segment & Specialization:** Participation in the Service Specialization depends on maintaining status in one or more PartnerEmpower technology segments. If your company should lose its status in all PartnerEmpower technology segments, it would no longer maintain its status as a member of the Service Specialization.
- **Designation:** Your company's membership designation in the Service Specialization is determined by the specialization criteria and is **not** related to its technology segment designation. For example, your company could be a Mobile Computing *Elite Specialist* but a Services *Specialist*.

## BENEFITS OF SPECIALIZATION

Specialization is optional, but is one of the most important aspects of PartnerEmpower because it provides:

- Access to additional, highly focused **program benefits**
- The opportunity to move to a **higher Program Level** within PartnerEmpower (Gold or Platinum)
- **Greater differentiation** in the marketplace
- Improved **credibility** with customers and prospects
- Greater **ROI** on your Motorola Solutions relationship

## SERVICE SPECIALIZATION DESIGNATIONS



## PARTNEREMPOWER SERVICE SPECIALIZATION – DECEMBER 2013



## **APPLYING TO THE SPECIALIZATION**

If your company has services delivery capabilities, we encourage you to take advantage of the opportunity to earn status as a Services Specialist or Services Elite Specialist. If you feel your company would qualify for the specialization based on a review of Section 2 below, you are invited to apply. Please visit the online PartnerEmpower Application at <http://partnerapply.motorolasolutions.com/> to request participation.

Please note that if your company's business model is based **only** on service delivery, you may qualify for participation in PartnerEmpower as a Strategic Service Provider. Details on this new PartnerEmpower community will be available 2014.



## SECTION 2 SERVICE SPECIALIZATION CRITERIA & REQUIREMENTS

### OVERVIEW

To qualify for participation in the Services Specialization, a channel partner should be a member of the PartnerEmpower Program, participating in the **Value-Added Reseller (VAR), Manufacturer’s Representative** or **Dealer** community in **one or more PartnerEmpower technology segments**, and must demonstrate a services-focused business model, as detailed in the first table below. Channel partners are assigned the specialization designation of Specialist or Elite Specialist based on staff size, competency, and training, as shown in the second table below. Please note:

- **Overall PartnerEmpower requirements:** To participate in the specialization, channel partners must meet the criteria and requirements below *in addition* to the criteria associated with the PartnerEmpower technology segments in which they participate. The PartnerEmpower Program Guide for the applicable technology segment details these criteria as well as criteria regarding PartnerEmpower Program Levels (Silver, Gold, Platinum). For partners participating in the radio technology segments, the program guide is available on [Motorola Online](#) (MOL Path: MOL > Resource Center > Marketing Information > PartnerEmpower).
- **Compliance:** Compliance with PartnerEmpower requirements and criteria will be reviewed regularly. Motorola Solutions also conducts an annual program review, which evaluates channel partners’ achievements. Channel partners that meet their PartnerEmpower criteria will maintain their current status. Channel partners that do not meet the criteria may be demoted, removed from the specialization or, in some situations, placed on a Remediation Plan. Channel partners can ascend in PartnerEmpower any time during the year once they attain all the criteria for a designation. The online Channel Partner Scorecard is available to help channel partner track progress against program criteria.
- **Insurance Audits:** Workers’ Compensation/Employers’ Liability, Commercial General Liability, Business Automobile Liability and Umbrella/Excess Liability insurance policies as defined in the Service Specialization Agreement will be reviewed on an annual basis.

### PARTICIPATION REQUIREMENTS

REQUIREMENT	ALL SPECIALIZATION PARTICIPANTS
<b>PartnerEmpower Technology Segment Participation</b> A channel partner must be accepted into or be a current participant in at least one PartnerEmpower technology segment as a Value-Added Reseller, Manufacturer’s Representative or Dealer.	✓
<b>Contract Requirements: Service Specialization Agreement</b> A channel partners must accept the Service Specialization Agreement, in addition to all other terms and conditions and addenda associated with participation in PartnerEmpower, including the PartnerEmpower Terms and Conditions, Reseller Addendum and Technology Addendums as appropriate.	✓
<b>Environmental Health &amp; Safety Policy</b> A channel partner must have a policy outlining its commitment to meeting environmental, health and safety standards and to maintaining a safe and healthy workplace. Employees and others acting on the company’s behalf are responsible for knowing and complying with all applicable Environmental Health and Safety laws and regulations. This policy must comply with PICS guidelines.	✓



REQUIREMENT	ALL SPECIALIZATION PARTICIPANTS
<p><b>Business and Liability Insurance</b></p> <p>All Motorola Solutions subcontractors are required to provide Motorola Solutions with a current Certificate of Workers' Compensation/Employers' Liability, Commercial General Liability, Business Automobile Liability and Umbrella/Excess Liability insurance policies on an annual basis.</p>	✓
<p><b>Information Security Policy</b></p> <p>A channel partner must have a robust policy to secure the information assets of its company, all other companies it does business with and all customers of its business. This policy must ensure that partner's technical resources are properly protected, that the integrity and privacy of confidential information is maintained, that information resources are available when they are needed and that users of these resources understand their responsibilities.</p>	✓
<p><b>Legal Documentation</b></p> <p>A channel partner must have appropriate legal documentation regarding ownership and structure of its business. The business must be appropriately registered with federal, state and local authorities and comply with all laws governing its existence, location and operation. Updated documentation must be provided to Motorola Solutions if amendments are made.</p>	✓
<p><b>Tax and Business Certificates</b></p> <p>A channel partner must hold all tax and business certificates necessary to its business operations in compliance with local, state and federal regulations. Certificates must be provided to Motorola Solutions on an annual basis.</p>	✓
<p><b>Calibrated Test Equipment</b></p> <p>A channel partner utilizing test equipment must regularly inspect and calibrate its service equipment according to manufacturer's specifications to ensure optimal operation.</p>	✓

**CRITERIA**

**DETERMINING STATUS IN SERVICE SPECIALIZATION**

CRITERIA	SPECIALIST	ELITE SPECIALIST
<p><b>Personnel</b></p> <p>A channel partner must maintain an on-staff technical team of a certain size in order to address the services needs of customers.</p>	At least 2 technicians on staff	At least 4 technicians on staff
<p><b>Third-Party Certifications</b></p> <p>All technicians working for a channel partner on a Motorola Solutions contract must meet at least one of the following qualifications:</p> <ul style="list-style-type: none"> <li>• CET Associate/Journeyman/Master certification</li> <li>• Certified Wireless Technology Specialist (CWTS) or higher certification such as IEEE WCET, Cisco CCNA or Aruba ACMA</li> <li>• Associate of Science degree in electronics engineering technology</li> </ul>	✓	✓
<p><b>Motorola Solutions Technical Competency</b></p> <p>All technicians working on a Motorola Solutions contract must be certified or trained in the technology in which they will be subcontracted. Visit the Learning Management System for training requirements.</p>	Training completed by at least 1 technician	Training completed by at least 2 technicians



CRITERIA	SPECIALIST	ELITE SPECIALIST
<b>Advanced Competencies</b> All technicians working for channel partner on a Motorola Solutions contract must meet all of the following qualifications: <ul style="list-style-type: none"><li>• At least one employee must have passed Motorola Solutions' Project Management Academy exam, possess a master's certificate in project management or be a certified Project Management Professional.</li><li>• At least one employee must have passed Motorola Solutions' Engineering Academy exam or hold a bachelor of science degree in electrical engineering or computer engineering.</li><li>• At least one employee must have CompTIA A+ or Network+ certification.</li></ul>		✓
<b>Communications Site Installer (R56) Certification</b> A specified number of personnel must have passed the R56 certification exam offered by Electronics Technicians Association International.	Certification attained by at least 1 technician	Certification attained by at least 2 technicians
<b>Certified Service Center Status</b> Each service location must obtain <a href="#">Certified Service Center</a> (CSC) status, which validates management and customer service policies, dress code, adherence to federal and local regulations, insurance coverage and technician qualifications.		✓



## SECTION 3 BENEFITS

### OVERVIEW

As a participant in the Service Specialization, you gain access to a strong set of benefits designed to help you drive services revenue growth. Access to these benefits is tiered, with some benefits accessible only to channel partners that have achieved status as a Services Elite Specialist. This approach rewards companies for their services success and expertise.

**Important:** The Service Specialization benefits are provided *in addition to* the other PartnerEmpower benefits available based on technology segment participation. For information, please see the applicable PartnerEmpower Program Guide, available on your channel partner portal. For partners participating in the radio technology segments, the program guide is available on [Motorola Online](#) (MOL Path: MOL > Resource Center > Marketing Information > PartnerEmpower).

*Please note that Motorola Solutions has the right to cancel or amend program benefits at any time without notice.*

### SERVICE SPECIALIZATION BENEFITS

Channel partners should contact their Motorola Solutions representative for details on eligibility criteria for specific benefits.

BENEFIT	SPECIALIST	ELITE SPECIALIST
<p><b>Motorola Solutions Subcontracting Opportunities</b></p> <p>Eligible partners may be subcontracted by Motorola Solutions to perform services, including installation and maintenance activities.</p>	Eligible	Preferred
<p><b>Service Development Funds</b></p> <p>Available on a discretionary basis to eligible channel partners participating in radio technology segments, Service Development Funds support channel partners' service-focused business development and marketing activities. These funds are awarded based on channel partners' Automated Payout (APO), Dealer Services Sales, and MR Services Sales.</p>	Eligible	Eligible
<p><b>Motorola Solutions Service Specialization Logo</b></p> <p>Channel partners can indicate their services expertise by displaying the Service Specialization logo. For information on logo usage, please review the branding guidelines.</p>	Eligible	Eligible
<p><b>Service Partner Manager Support</b></p> <p>Motorola Solutions provides a central point of contact specifically to assist with driving services success</p>	Eligible	Eligible
<p><b>Service Advisory Council</b></p> <p>The Service Advisory Council is an important forum for soliciting feedback on how Service Specialization can better serve the needs of channel partners. Members provide input on Motorola Solutions strategy, specialization benefits and requirements, specialization enhancements, and more.</p>	Eligible	Eligible
<p><b>Technical Training &amp; Certification</b></p> <p>Motorola Solutions offers a wide array of technical training courses and certification on both individual products and product portfolios, all designed to help channel partners address customer needs more effectively. Many online courses are available free of charge. Services Specialization participants can take advantage of discounts for instructor-led offerings.</p>	Instructor-led courses discounted 25%	Instructor-led courses discounted 40%