

**Questions highlighted in yellow have been the most frequently asked.**

## **Program Guidelines**

### **What is the benefit for a Partner on Project Registrations?**

Project Registration rewards Partners who get Intermec engaged early and/or provide value-added solutions that drive the demand. It protects value-added large/mid-tier solution providers against large hardware only fulfillment Partners. It increases Partner margin with Project Registration eliminating need for Price Exceptions to protect the business against other Intermec resellers. It also promotes active engagement with the Intermec sales team.

### **What is the difference between a Project Registration and a Price Exception?**

Project Registration discounts are intended to reward Partners for their value selling activities and to recognize their membership level. In addition, a Project Registration discount strengthens the Partner's control over sales opportunities. In contrast, a Price Exception is given to Partners in competitive situations involving comparable products from another manufacturer.

### **Which products are eligible for a Project Registration?**

Project Registration is available on Intermec Mobile Computing Products only. In the Intermec Price Guide these products are coded as discount schedule B.

### **Is there a minimum revenue requirement for a Project Registration?**

Yes – for schedule B products the threshold for a Project Registration is \$50K (USD). This revenue requirement is over a 6-month period and is not specific to a single purchase order. It also applies to revenue from all Intermec products, including services, which are associated with the project. See section "Existing Opportunities and Price Exceptions" for more information.

### **If a Partner is not approved on a Project Registration, can they still compete against other Intermec Partners in an opportunity that has an approved Project Registration?**

Yes. Intermec's Project Registration program only provides an enhanced discount to approved Partners, but does not eliminate Partners from competing in any opportunity.

### **How will Intermec determine which Partners should receive a Project Registration?**

Intermec will take into consideration the Partner's relationship and history with the customer, as well as the Partner's position with Intermec vs. other competitors in the opportunity. Intermec may choose to contact the customer for further information. Intermec's intent is to approve Project Registrations for Partners that can win the Intermec business, and will favor Partners with a history of brand loyalty to Intermec (vs. those Partners known to remain brand neutral).

### **What actions will Intermec take with Partners found to be misrepresenting information about a Project Registration that results in discounts that weren't warranted?**

If Intermec finds a Partner has misrepresented information about Project Registrations that results in a Project Registration discount that isn't warranted, Intermec reserves the right to cancel the Partner's currently active Project Registrations and future Project Registrations availability, as well as suspend other Partner benefits such as Co-op or rebates; suspend shipments on Partner orders; demote Partners status; and/or terminate Partner participation in the Intermec PartnerNet Program. Intermec will work closely with Partners prior to executing any of these options.

### **Who at Intermec is approving Project Registrations and how will favoritism be avoided?**

Project Registrations will go through a review process that includes the Partner's channel business manager, the Intermec rep for the account, and the Country Manager for the territory in which the account resides. Each of these individuals will be given the opportunity to comment as to whether or not they support the Partner's request for Project Registration discount. If the individual does not comment either way within a 24-hour period, it will be assumed that they support the request. The final decision about a Project Registration request will be made by a review team within Intermec Sales Operations. This team will review the request and comments provided by the field sales individuals. If there is conflicting support and comments, the review team will require further information and communication before finalizing an approval or rejection. It is the expectation that this process will eliminate the potential for favoritism to occur on Project Registrations and avoid the possibility where a Partner is inappropriately denied or approved on a Project Registration. The Sales Operations Team will also investigate any complaints received about Project Registrations from Partners.

### **How will I know what information is required to complete the review process?**

Every required field in the PartnerNet Portal is flagged with a red bar. Partners simply need to fill in all required fields, and enter as much justification as possible to ensure the review process isn't delayed due to lack of information.

**How will Intermec know if a Partner is providing accurate information about the Opportunity associated with the Project Registration Request? What would prevent a Partner from embellishing the details about the request?**

Intermec will use multiple methods to determine the accuracy of the information Partners include in all Project Registration requests. These will include reviewing the Partner's accuracy of information provided in previous Project Registrations or Price Exceptions. For example, did they claim the opportunity was \$200K and the orders came in at \$50K? Intermec refers to these as unearned discounts. Intermec will also research the account and compare things like number of employees to the quantity of units. If the plant location for the project has 50 employees and the Project Registration has specified 100 units, this will be questioned. As outlined in the published Project Registration Policy (posted on the Intermec INsider) Intermec will also contact the customer directly when additional clarification is required.

**What action will Intermec take if they find Partners have provided inaccurate information in a Project Registration, but it wasn't caught up front and the Partners used the discount?**

Intermec will audit Project Registrations for unearned discounts. Partners will be notified of audit findings through their Intermec channel business manager. If there is a pattern of abuse determined from these audits, Intermec reserves the right to cancel the Partner's currently active Project Registrations and future Project Registrations availability as well as suspend other Partner benefits such as Co-op or rebates; suspend shipments on Partner orders; demote Partner status; and/or terminate Partner participation in the Intermec PartnerNet Program.

**Can an approved Project Registration or Price Exception later be changed to another Distributor (and how)?**

Requests to change an approved Project Registration or Price Exception to another Distributor will only be granted under conditions where the approved Distributor has credit issues with the Partners or doesn't have the inventory and another Distributor doesn't have these restrictions. To facilitate a request to change Distributors, Partners must submit a request through their CBM or to [PartnersSupport@intermec.com](mailto:PartnersSupport@intermec.com). Both Distributors will be contacted prior to the request being approved. Two levels of approval will be required within Intermec before a Project Registration or Price Exception is moved to another Distributor.

**Are Project Registrations renewable?**

Partners may request two renewals (six months each for a total of 18-months) on an approved registration, if made within 30 days of expiration, otherwise a "new" registration must be submitted. The following criteria will be required for all renewal requests: Proof of sales activity on the Account/Opportunity (plans, meetings, etc.); frequency and accuracy of opportunity management in PartnerNet Portal (regular updates, stage changes, etc.)

**The Project Registration program seems complicated, hard to understand and appears cumbersome for Partners since they have to go online to fill out a request.**

The process will be easy after the first few times. It's very similar to an online shopping experience and the information required is not as extensive as it is for a Price Exception. This process also eliminates manual data entry involved in filling out an Excel or Word form or putting information into multiple emails. Using the PartnerNet Portal for Project Registrations will streamline the data entry process and allow immediate visibility to members of the sales team – who can view the request at one time. This will enable a fast and consistent response time to all requests. Partners will also be able to go into the PartnerNet Portal at anytime to see status of registrations. Utilizing the PartnerNet Portal for Price Exception requests will speed that process because all Project Registration information will be automatically transferred to the Price Exception request.

## **Discounts**

**How much of a discount advantage will a Partner have on an approved Project Registration over unapproved Partners?**

Because the Project Registration discount will vary and because the discount to Indirect Partners will be set by the Distributor, Intermec cannot publish a guaranteed discount. Until a project is registered and approved, Intermec will not discuss what the additional discount points will be.

**When multiple Partners are approved for the same Project Registration, will they all be given the same discount?**

It is our intention **NOT** to have multiple partners registered for the same project.

## **Price Exceptions**

**Can a Price Exception be requested on a Project Registration?**

Yes, a Price Exception can be requested on a Project Registration. Only Partners who have been approved on the Project Registration will be approved for a Price Exception on discount schedule B products. If the products are not on discount schedule B, they are not eligible for a Project Registration discount, but can have a Price Exception requested if the opportunity meets the published requirements.

## **Do I need to submit a Project Registration if I have an existing Price Exception?**

While this is not required while the Price Exception is active, as soon as the Price Exception expires, it is possible that another Partner could register that project – especially if the customer has continued projects. Thus, it is recommended that Partners register a project even if a Price Exception is in place, to ensure protection in the event the Price Exception expires. (Note: if the partner requests for their PE to be renewed before expiring, and Intermec approves the renewal, a project registration is not required. This can only be done on PEs that were approved prior to February 16, 2010.)

## **Is there a minimum revenue requirement for a Price Exception?**

Yes – for schedule B mobile computing, desktop and fixed printer and data capture products it is \$50K (USD). This revenue requirement is over a 6-month period and is not specific to a single purchase order. It also applies to revenue from all Intermec products, including services, which are associated with the project.

## **If I request and receive a Price Exception on a registered project, will the expiration date be six months from the date of the approved Price Exception? What happens to the Project Registration expiration date?**

Yes, the Price Exception date will be set for 6-months from the date it is approved. Should a Price Exception be approved on a registered project, the valid until date for the Project Registration will be extended to match the Price Exception valid until date. Example: Project Registration approved on 15/2/10/ and expires on 15/8/10/. Price Exception approved on 20/5/10 and expires on 20/11/10. Project Registration will be extended until 20/11/10.

## **Existing Opportunities & Price Exceptions**

**I am in the midst of a project rollout with a customer and have committed pricing that does not have an approved Price Exception with Intermec. I am using my standard discount from my distributor. I don't anticipate the remaining purchases in the next 6-months will meet the \$50K Project registration criteria. I am concerned about the change in discounts and impact on customer relations. Can I still register this?**

We will review all requests for registration for enhanced discounts. If your situation is as described above, please explain this circumstance in the section entitled, "End User Project Information", and be sure to provide specific details about the discount you were receiving from

your Distributor, and how long that discount has been in place. Intermec will validate this discount with the Distributor and use it in the determination of the Project Registration review. The new program is not intended to disrupt business in the midst of a project rollout.

**I have an outstanding quote with a customer based on my current discount from my Distributor. What do I do now? Do I have to tell the customer their price increased?**

As outlined above, please submit your Project Registration request and provide this explanation in the section entitled, "End User Project Information", and be sure to provide specific details about the discount you received from your Distributor, and when that discount was quoted to your customer. Intermec will validate this discount with the Distributor. It is not Intermec's intent to raise prices. We will do our best to work with you and your Distributor as the customer completes their rollout.

**It is my understanding that if I don't register and get approved for a project my "B" discount will be lower than it was? Do I have to tell my existing customers their price increased? They don't buy \$50K of Intermec products and services every 6-months to qualify for project registration.**

The discount that you were receiving on schedule "B" from your Distributor may or may not change – this can only be determined by your Distributor. As a result, we do not know if your customer can continue to receive the same discount you were providing. If you had an approved Price Exception Discount (PED) from Intermec on an opportunity, it will remain valid through the expiration date tied to the approval. Please keep in mind that Intermec's list prices and discount schedules have always been subject to a 30-day notification period to change. On small quantity purchases, Intermec's discounts will not be as high as larger quantity purchases. If you need a transition period with your customer to notify them of a price change please submit this as a Project Registration request and provide specific details about the situation in the section entitled, End User Project Information. Intermec will consider discount approvals on non project registration transaction for a transition period (30 – 60 days) on a case-by-case basis. Proof of ongoing purchases in the previous 90-days will be required. We will use distributor point-of-sale reports for verification of sales activity from the partner to the customer.

## **I have an existing Price Exception that is about to expire. What do I need to do? Is my pricing going to change?**

Price Exceptions (PE) that were approved prior to Tuesday, Feb. 16, 2010 are not impacted by project registration. They are still valid until the expiration date. If the opportunity associated with the PE has not been completed, you can request (through your CBM or Distributor) to have the PE be considered for renewal. The discounts may or may not change. Each PE is reviewed independently to determine final pricing. Considerations include: customer's actual purchases vs. originally anticipated, project implementation factors, competitive environment and product changes to name a few. Please keep in mind that Intermec's list prices and discount schedules have always been subject to a 30-day notification period to change. Intermec will work with you on a reasonable transition period if the result of the PE renewal is a price change. If your PE has not expired, you do not need to submit a project registration – even for a renewal. As long as the PE is active, no project registration is required.

## **Licensing**

### **Which Partners can use the PartnerNet Portal and how do they login?**

All PartnerNet Members are eligible to use the PartnerNet Portal. Intermec will be providing two complimentary licenses to Platinum Members and one complimentary license to Gold Members. These will be issued on February 16 after a series of communications introducing the PartnerNet Portal and welcoming Partners to the new online tool. Should a Partner wish to purchase a license, they can contact [PartnerSupport@intermec.com](mailto:PartnerSupport@intermec.com) for detailed instructions and pricing. All Partner logins/passwords are automatically issued through the Salesforce.com platform, and are only provided and visible to the Partner User. Partner Users can change the assigned login/password when they enter the site for the first time.

### **What is the cost for additional PartnerNet Portal licenses?**

Partners can purchase an annual (12-month) license for \$200 (USD). Please contact [PartnerSupport@intermec.com](mailto:PartnerSupport@intermec.com) for information.

## **Can my sales team use one “shared” PartnerNet Portal login/password?**

If your sales team members will be using the PartnerNet Portal occasionally for entry of Project Registration requests, you can set up a shared login/password. The guidance is that if all users will be entering requests and managing opportunities on a daily basis, they should have their own login/password.

## **I have more reps than complimentary PartnerNet Portal licenses. Can I have members of my team enter in their Project Registration requests without requiring the purchase of additional licenses?**

You can have your reps use the Project Registration online form. This can be found on the Intermec INSider (access via [www.intermec.com](http://www.intermec.com) and click Partner Login). Please note: using the online form will require that someone with a PartnerNet license (i.e., someone from your company or the CBM or assigned SAM/TAM manage the opportunity and any subsequent Price Exception requests within the PartnerNet Portal. The online form will only feed the request information into the system. There is no charge to use the Project Registration online form.

## **Support**

### **Will there be any kind of training to help Partners get up to speed with their first few Project Registration requests?**

Yes. Although the system is designed to guide Users through each step in the Project Registration process, Intermec is posting tutorials in the Portal that will provide Partners with step-by-step instructions (and accompanying screen shots) for the key steps they need to take to register Projects in the PartnerNet Portal. Partners are also encouraged to review all PartnerNet Program policies (posted on the Portal and in the Intermec INSider) for additional information. Finally, informational Webinars are currently scheduled for the week of February 22, to ensure Partners have all the tools they need to use the system – watch for invitations to attend. The portal is much like an online shopping experience. Required fields are easily identified. Your Intermec CBM can also assist you with support.

## **Who should I contact if I have questions?**

Partners are strongly encouraged to work directly with their CBMs and/or Distributors to address any questions/concerns. If after consulting the posted training materials online and speaking with dedicated sales resources (Intermec or Distributor), Partners may send inquiries to Partner Support ([partnersupport@intermec.com](mailto:partnersupport@intermec.com)).

## **Other**

### **What else will Partners do in the PartnerNet Portal?**

Partners will also utilize the Portal to update their Partner Profile and engage in sales and marketing planning with their assigned channel sales manager. Additional enhancements, such as Co-op and Lead management will roll out in Q2 as part of the overall Portal launch plan.

### **How secure is the information in the PartnerNet Portal?**

Information that a Partner enters into a Project Registration or a Price Exception record in the PartnerNet Portal is very secure. Only the Partner's CBM, the Account owner (Intermec SAM or TAM) and System Administrators will have visibility to the information. No Partner will be able to see another Partner's information. Likewise, Partners will not be able to view any Intermec information (Accounts, Opportunities and Price Exceptions) that isn't "shared" with them on joint Opportunities. Because Intermec is utilizing the well established Salesforce.com platform, Intermec and its Partners benefit from a world-class privacy program with a secure infrastructure that meets global privacy and data protection regulations. Intermec has also taken internal measures to ensure Partner data is treated appropriately.

## **What if I suspect a CBM, SAM or TAM has shared information about my project registration with another partner?**

If you suspect this, please submit your concern to [partnersupport@intermec.com](mailto:partnersupport@intermec.com). Please include as much information as you can that lead you to this concern. Include the project registration number and project name in your email. Intermec takes data privacy very seriously and will investigate and act upon any concern raised about sharing of information that is in violation of our company policies.

## **Can members of my sales team see each other's approved Project Registrations/Opportunities in the PartnerNet Portal?**

There is one way to ensure your organization's approved Project Registrations/Opportunities can be seen by all members of your sales team: use a "shared" sales login/password so the system recognizes one user within your organization. Some Partner organizations will have a licensed

administrator who manages all of the sales input and opportunity data, and can share information with members of the sales team. If you use multiple logins and passwords, only the activity created under a login can be seen. In other words, if you have two logins, you will only see what's in each respective login.

### **Can my Intermec CBM or Distributor Sales Representative enter a Project Registration request on my behalf?**

It is possible to have an Intermec or Distributor Sales Representative use the online Project Registration form to submit a request on behalf of a Partner. However, this method should only be used occasionally, as the program, processes and system are designed to have the Partner submit all requests. Please see previous question and answer regarding use of the online form.

### **My organization already uses Salesforce.com. Isn't there a way to just have our CRM data feed directly into the PartnerNet Portal?**

There is technology available from Salesforce.com that allows two organizations to share select data; however, it does require significant customization with each party to ensure that all data fields map exactly as they should, and that new security restrictions are built into the data transfer process. This would involve significant integration with each individual Partner organization. At this point in time, Intermec is not prepared to offer this capability, but will consider it in the near future if there are partners who are interested. Please submit your interest via email to [partnersupport@intermec.com](mailto:partnersupport@intermec.com).

### **Is there any way to take an Excel spreadsheet or other data file and automatically load it into the PartnerNet Portal?**

As outlined in the question above, without a significant integration effort, this is not possible.