

Motorola Enterprise Mobility Solutions lancerer partnerprogrammet PartnerEmpower

Nyt, samlet partnerprogram fra Motorola skal hjælpe kanalpartnerne til øget salg og styrket konkurrencekraft.

København, 9. marts 2010— Idag offentliggjorde Motorola partnerprogrammet Motorola PartnerEmpower, som samler alle Motorola Enterprise Mobility Solutions (EMS) partnere under et enkelt partnerprogram.

PartnerEmpower-programmet er et centralt element i integrationen mellem [Motorolas Enterprise Mobility-virksomhed](#) og [Government and Public Safety-virksomhed](#), som blev samlet i forretningsområdet EMS tilbage i 2009.

Det nye PartnerEmpower-program fokuserer på vækst, specialisering og lønsomhed og vil gøre det enklere for Motorolas mange kanalpartnere at lave forretninger med Motorola og udnytte de nye muligheder for øgede indtægter. Programmet vil også fokusere på specialisering og certificering, der vil give partnerne udvidede muligheder for at differentiere sig fra konkurrenterne.

Læs hele pressemeddelelsen på engelsk nedenfor:

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Følg Motorolas internationale blog: www.mediaexperiences2go.com

Om Motorola

Motorola er verdenskendt for innovative kommunikationsløsninger. Motorola videreudvikler den måde som verden sammenkobles og er førende inden for infrastruktur til bredbåndskommunikation, virksomhedsmobilitet, offentlige sikkerhedsløsninger, samt høj definitions video og mobilt udstyr. Det er Motorolas ambition, at mennesker, virksomheder og myndigheder bliver i stand til at kommunikere bedre og mere mobilt. Motorola havde i 2009 en omsætning på USD 22 milliarder. Find mere information på:

<http://www.motorola.com>

Motorola Enterprise Mobility Solutions Introduces PartnerEmpower™ Channel Program

Unified channel program to help enterprise, government and public safety channel partners build their business with Motorola and compete more effectively

Schaumburg, Ill. — March 8, 2010— [Motorola, Inc.](#) (NYSE: MOT) today unveiled the Motorola PartnerEmpower™ Program, which brings together all Motorola Enterprise Mobility Solutions (EMS) partners under a single channel program framework.

With a focus on driving growth, enabling specialization and delivering value, the PartnerEmpower Program will make it easier for Motorola's broad base of channel partners to conduct business with Motorola and take advantage of new opportunities to increase their revenue.

The introduction of PartnerEmpower is a key aspect of the integration of [Motorola's Enterprise Mobility business](#) and [Government and Public Safety business](#), which were combined to become the EMS business in early 2009. PartnerEmpower will comprise three distinct program tracks reflecting Motorola EMS' three core technology areas – wireless network solutions, mobility and radio. These tracks will be rolled out in stages over the next 18 months, and existing government, public safety and enterprise channel partners will be gradually and seamlessly transitioned into the appropriate track without business interruption. In the meantime, existing programs will remain unchanged.

“Building on the foundation of Motorola's award-winning, channel-centric go-to-market methodology and programs, PartnerEmpower further extends our strong commitment to our worldwide base of partners,” said Mark Moon, senior vice president, Worldwide Field Operations,, Motorola Enterprise Mobility Solutions. “With a single channel program, Motorola is enhancing our relationship with channel partners, focusing our attention on benefits and resources that offer the most value to partners, and establishing processes and competency programs that help partners go to market more profitably. At the same time, PartnerEmpower will help us build greater marketing momentum to support partner demand generation and more easily promote the critical role that our channel partners play in driving better information and better results for customers with our solutions.”

PartnerEmpower is also designed to help Motorola better support evolving customer needs. In particular, the program will help channel partners succeed with today's customer base through a focus on specialization and certification. The new program tracks will include opportunities for certification in key areas, along with the opportunity to earn designation as a PartnerEmpower Specialist or Elite Specialist. These designations will not only provide channel partners with access to an incremental set of program benefits, but also will enable companies to differentiate themselves from competitors while demonstrating their value-add to customers and prospects.

“PartnerEmpower is designed to enhance customer value and deliver bottom-line benefits to our North American channel partners,” said Mark Kroh, vice president of North America channels, Motorola Enterprise Mobility Solutions. “With PartnerEmpower’s emphasis on certification and specialization, our customers can be assured that when they work with a Motorola channel partner, they are partnering with a highly talented resource that can help solve some of their toughest challenges. At the same time, with PartnerEmpower, our North American channel partners have greater opportunities to succeed with Motorola with a more robust program that offers added benefits and resources and provides them with a significant return on their relationship with Motorola.”

Like its predecessor programs, PartnerEmpower will demonstrate Motorola’s commitment to its resellers, independent software vendors (ISVs), dealers and other partners through best-in-class marketing, sales and technical benefits, tools, support and promotions that are designed to help channel partners generate more revenue, gain efficiencies and serve customers more effectively. Another key feature of PartnerEmpower is the strength of its combined global channel partner network, which offers essential opportunities for collaboration among PartnerEmpower members in delivering advanced, end-to-end solutions to customers.

“The PartnerEmpower Program is an important evolution in the relationship between Motorola and its partners,” said Gary Fish, CEO, FishNet Security. “By making it easier for us to conduct business with Motorola and gain recognition for our investment in developing specialization, PartnerEmpower will help us build sales momentum, enhance our position in the marketplace and pave a path toward growth.”

About Motorola

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to high-definition video and mobile devices, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$22 billion in 2009. For more information, please visit www.motorola.com.

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