



100 TECHNOLOGY DRIVE, SUITE 250A, BROOMFIELD, CO 80021-3498 TEL 303-460-1600 FAX 303-460-1628

You are a mobility reseller who is truly “going places”. And Brother would like to be At your side.

### **About Us**

Brother Mobile Solutions offers unique, robust printers and scanners for mobile professionals. We designed these awesome products to meet the specific, complex needs of field service, public safety, route accounting and other mobility verticals.

Worldwide, Brother is a \$5 billion group of companies, powered by excellent, home-grown printing technology. Brother Mobile Solutions, based in Colorado, is a growing team of mobility experts, who tap into Brother’s expertise in printing, miniaturization and manufacturing, to create the tools needed by today’s mobile professionals.

Our quest, now, is to become a leader in mobile printing solutions. But we cannot do it alone—we need the support of a focused, solid network of world-class partners like you.

### **About You**

Every day, your company helps mobile workforces perform at their peak. You listen to their needs, understand their challenges, and master technologies, in order to provide them with the right mobility solutions. More than that, you are greatly respected in the industry. For these reasons, you were selected by Brother Mobile Solutions to receive this recruitment package. We are carefully selecting expert partners in key verticals, and would like you to apply.

### **What we Ask**

We ask for a few minutes of your time. We hope you will grab a coffee, find a quiet space, and read through the enclosed materials. You will find a detailed description of our brand-new “At your side” channel partner program. You will also come to understand the many benefits of becoming an official partner, including a free demo package of mobile printers and scanners. Most importantly, you will find a brief application, that we hope you will take the time to fill out and submit.

### **In the End**

Brother Mobile Solutions created this “At your side” program for one reason only ... to give our best partners the commercial and technology advantage to grow your business with Brother.

Please consider joining the At your side team today.

BROTHER MOBILE SOLUTIONS, INC.



PARTNER PROGRAM

Have Brother **at your side** with mobile printing and scanning solutions for your mobile workforce customers.



brother<sup>®</sup>  
at your side

# The Working World is on the Move

Mobility.

Handhelds, mobile computers, wireless broadband and other technologies have significantly changed business expectations.

The ability to work anywhere, anytime, and to respond even faster and more efficiently to customer needs than traditional brick and mortar offices is the way business is forging ahead today.

It's the way your customers work. And Mobile Solutions from Brother offer opportunities for you and your customers to do more, achieve more, and execute strategies that free a mobile workforce to realize their full potential.

Now there's a way for you to take advantage of the strengths of Brother Mobile Solutions to assist you in developing and executing the mobile strategies your customers want and need.



## An exclusive program designed around you and your customers' needs

The At your side Partner Program is not open to everyone. In fact, it is very selective – only a limited number of partners will qualify. It is specifically designed for Resellers, Integrators and ISV's with a proven track record of expertise providing mobile solutions to key vertical markets. Solid players, in other words, for whom creating and executing mobile solutions are a cornerstone of their business, not merely a sideline.

Our focus is partners who can gain the most from the enhanced product, technical, and sales support our program offers.

**We sincerely hope you are one of these select partners.**

**We look forward to hearing from you!**

At your side.



# An Established Partner At your side

Brother Mobile Solutions, headquartered in Broomfield, CO., is an industry-leading provider of mobile printing and scanning solutions, and a fast-growing member of the global Brother Group of companies.

Brother Mobile Solutions' core competencies are in engineering, specialty manufacturing and customization, sales, marketing and technical support of mobile solutions. Its current products range from pocket-sized mobile printing solutions for handhelds and mobile computers, to letter and legal-size mobile printers and scanners. And it has a history of success in delivering practical, yet innovative, answers to mobile workforces everywhere.

Brother Mobile Solutions also draws on the resources of the worldwide Brother Group of companies, headquartered in Nagoya, Japan, with U.S. headquarters in Bridgewater, NJ. From its humble beginnings in Japan over 100 years ago, the global Brother enterprise now encompasses more than 14,000 employees, sales offices in 39 countries, 19 manufacturing sites, and its own R&D operations. In the U.S., Brother is best known for its business machines – printers, all-in-ones, fax machines and electronic labeling systems – where it is the market leader in several of those product categories.

**So Brother Mobile Solutions is a reliable, well-established – and well connected – partner to have At your side.**

**Brother Mobile Solutions**  
**A well established,**  
**well connected,**  
**partner At your side.**



**At your side.**

# A Solid Strategy, Focused Solutions

There's no fluff or fantasy in our strategy. No wishful thinking. Mobile Solutions from Brother® are precisely targeted on key vertical markets – markets that can immediately grasp the benefits we offer.

Among these verticals are:

## Public Safety

Mobile Solutions from Brother® can help increase the efficiency – and response velocity – of public safety operations by helping officers and staff document and report more accurately and efficiently, much closer to the point of activity.

With the capability to quickly print from car-mounted notebooks or even PDAs, and to scan documents into those same notebooks, every car in the fleet and every officer on the street becomes a full-functioning, instant-response mobile office.

This can greatly increase officer efficiency, help reduce errors, and allow more time for community-oriented policing. It can also help deliver subsequent benefits through improved accuracy, such as increasing municipal revenue collection rates, assuring better criminal conviction rates, as well as reducing system-wide administrative and clerical costs.

### Mobile Printing Applications:

- Citations
- Field alerts and instructions
- Accident reports

## Field Service

By delivering more efficient ways of processing activities and transactions, Brother Mobile Solutions can help increase productivity and enhance the customer-service focus of field personnel.

The ability to print and process work orders, repair estimates, collection receipts, instantly, on site, can speed a host of field transactions, help improve work accuracy, decrease hand-written errors and also shorten A/R payment cycles.

### Mobile Printing Applications:

- Dispatch / work orders
- Repair estimates
- Collection receipts
- Maps to customers
- Quotes and invoices
- Satisfaction surveys

## Route Accounting

If you have a customer with routine scheduled delivery operations – such as fuel, beverage, food, dairy, snack, beer, water, or other regularly delivered commodities – Brother Mobile Solutions can provide a solid answer for boosting the efficiency of the rate of delivery, reporting and selling functions, improving cash flow, as well as improving customer service at the delivery terminus.

### Mobile Printing Applications:

- Invoices and receipts
- Exception reports
- Inventory reconciliation
- Sales orders
- Delivery receipts
- Routing and maps

## Insurance

A promising new market for Brother Mobile Solutions, where the need for on-site printing and scanning is most essential to maintaining good customer relations and responding quickly to customer needs.

Our solutions address the critical needs of claims adjusters, sales personnel, and others in environments where customers are looking for immediate answers.

### Mobile Printing Applications:

- Accident and claim reports
- Actuarial data
- Agreements and contracts
- Quotes and work estimates
- Policies and policy changes

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# Product Solutions for Our Partners

Brother® enjoys an excellent reputation for its technology and its widely-distributed printers, faxes, all-in-ones and labeling systems. This is a major plus in brand recognition, but could raise a concern that you may be competing on a product level with much larger chain resellers. So let's set your mind at ease.

Brother's Mobile Solutions are not available through Brother's traditional retail channels. In fact, the products in our mobile solutions line are authorized to be distributed only through solutions-oriented channels.

Among our mobile solutions are:

## Brother® PocketJet® 3PLUS

*Ultra-portable mobile printer with optional Bluetooth® technology*

- Weighs 1.12 lbs. with battery
- Can be powered via included rechargeable battery, or optional vehicle adapter
- Monochrome text and graphics up to 300 X 300 dpi resolution
- Up to 3ppm print speed
- IrDA, USB and Bluetooth® technology interfaces (Bluetooth® optional)
- Prints up to 8.5" wide on cut sheet, continuous or perforated roll, or fanfold thermal paper
- Wide compatibility with leading notebook and PDA operating systems

### Other models in this series:

#### Brother® PocketJet® 3

- Crisp monochrome text and graphics up to 200 X 200 dpi resolution
- IrDA, USB interfaces
- Prints up to 8.5" wide on cut sheet, continuous or perforated roll, or fanfold thermal paper
- Available with or without optional Bluetooth® technology interface



## Other mobile printing solutions:

### Brother® MPrint™ MW-140BT

*Small-format mobile printer*

- Prints on Brother A7 paper (4.1" X 2.9")
- Weighs 11 oz. with battery and C-11 paper
- Can be powered via built-in rechargeable battery or AC adapter
- Monochrome text and graphics up to 300 X 300 dpi resolution
- Up to 4 sheets per minute print speed
- IrDA, USB and Bluetooth® technology interfaces
- Compatible with Microsoft Windows® 98/98SE/ME/2000 Professional/XP; Microsoft Pocket PC® /2002/2003; Windows Mobile 5.0 & 6.0; Blackberry OS 4.2 or higher. Weighs 1.2 lbs. with battery and C-11 paper

### Brother® MPrint™ MW-260

- Prints on larger Brother A6 paper (5.8" X 4.1")
- Weighs 1.2 lbs. with battery and C-11 paper
- Can be powered via included removable rechargeable battery or AC adapter
- Up to 3 sheets per minute print speed
- IrDA, USB and Bluetooth® technology interfaces
- Compatible with Microsoft Windows® 2000 Professional/XP/Windows Vista®; Windows Mobile 5.0 & 6.0; Blackberry® OS 4.2 or higher

### Other models in this series:

#### Brother MPrint™ MW-120

- Includes all features of the MW-140BT except Bluetooth® technology interface

## Mobile scanning solutions:

### Brother® DSmobile® 600

*Lightweight, mobile color scanner*

- Weighs 12.2 oz.
- Powered via USB connection – no external power supply required
- Scans up to 8.5" X 14" sizes, in up to 600 dpi resolution
- Includes 6' detachable USB cable, software on CD for Windows® and Mac®, and carrying bag

### Other products available to At your side Partners:

#### PT-7600

*Industrial handheld label maker*

- TZ laminated tapes available in widths from 1 / 4" to 1"
- Ruggedized design with rubber impact guards
- Creates durable laminated labels
- Large backlit display
- Manual tape cutter
- Prints up to 7 lines, 1 font, 164 symbols, and 9 bar codes
- Built-in specialized symbol sets and label formats for telecom and other applications
- Includes AC adapter, USB interface and cable to download and store data and label templates, and rechargeable battery

### Other models in this series:

#### PT-7500

- Includes all features of the PT-7600 except USB interface and cable (to download and store data and label templates), and rechargeable battery

# Substantial Benefits for Our Partners

We want you to succeed. And we've developed a set of program features to help you at every step of the way. We are truly At your side.

Program features include:

**Access the full Brother Mobile Solutions portfolio of products.** Including the authorized-distribution of products developed specifically for mobile users.

A solid margin earning opportunity, commercial terms that reward you for your mobile solutions expertise, strategic alignment with Brother and the "roll up your sleeves" work with end-user customers.

**Single point of contact.** By limiting the number of partners, we're able to provide you with a dedicated field sales representative to coordinate all your needs.

**Pre- and post-sale support.** Your dedicated representative will provide the assistance you need – for large-project bid support, through arranging for commercial and technical assistance in the field.

**Co-development funds.** Brother can assist you in funding and providing technical and software resources for the integration of our products into your customers' solutions.

**Demo & evaluation programs.** If you need proof-of-concept units, we can provide these for up to 60% off the List.

**Custom support packages.** You'll have access to a wide array of customized extended warranty programs.

## At your side Demand Creation Program.

As a qualified partner, you'll benefit from our efforts to create leads and generate opportunities within the vertical markets we've identified. Our activities will include:

- Centrally managed, and Brother® funded, marketing and lead-generation campaigns
- Co-marketing funds used to work with you on specific marketing projects
- Electronic marketing materials you can tag, localize and re-use at your discretion
- End-user leads developed by Brother account managers for your benefit
- Partner participation in selected areas of our strategic planning process

At your side.



# Ready to Seize the Opportunity?

Are you ready to take a step forward in creating and executing more effective mobility strategies for your customers, using proven, cutting-edge solutions from Brother®?

You now know what to expect from us. And you know what we have to offer.

So here's what we have set as our qualifications for VAR participants in our exclusive At your side Partner Program\*:

1. Buy from Brother or from its distributors, and sell only to business end-users.
2. A willingness to sell Brother products according to agreed commercial terms.
3. A willingness to drive incremental Brother / partner sales by working with Brother in sales and marketing activities.
4. You must satisfy at least 4 of the following partner business model criteria:
  - a. Have a field-deployed sales force of at least 3 people.
  - b. Maintain an in-house technical support and/or service capability.
  - c. Have a validated focus on, and capability to sell solutions into the vertical markets in Brother's strategic focus.
  - d. Have a validated focus on, and capability to sell mobile printing and scanning products and services.
  - e. Have a validated capability to develop or integrate vertical application software.
5. Complete an application and have that application accepted and approved by Brother.

**Apply today.  
We're eager to  
have you as an At  
your side partner!**

**At your side.**



At your side.

**brother**®  
at your side

# Partner Application

100 Technology Drive, Suite 250A  
Broomfield, CO 80021-3498

Tel: 303-460-1600  
Fax: 303-460-1628

Email: [mobilesolutions@brother.com](mailto:mobilesolutions@brother.com)  
Website: [www.brothermobilesolutions.com](http://www.brothermobilesolutions.com)

## CONTACT INFORMATION

Company Name: \_\_\_\_\_

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Division / Department: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

(if you operate out of multiple locations, please provide a separate listing of the addresses and contact information for those locations)

## COMPANY INFORMATION

Company Phone Number: \_\_\_\_\_

Company URL (Web Address): \_\_\_\_\_

Principal Officer (CEO/President) that we may contact for further follow-up.

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

## BUSINESS INFORMATION

Years in Business: \_\_\_\_\_

Total Number of Employees: \_\_\_\_\_

How many employees do you have in the following functions?

Sales (outside / field-deployed): \_\_\_\_\_ Sales (inside / call center-deployed): \_\_\_\_\_

Service: \_\_\_\_\_ Marketing: \_\_\_\_\_

Technical Support: \_\_\_\_\_



Annual Revenue:

- Less than \$5M
- \$5M-20M
- \$20-50M
- \$50M-100M
- \$100M+

Percentage of Sales:

Hardware \_\_\_\_\_%    Software \_\_\_\_\_%  
Services \_\_\_\_\_%

For overall sales, what percentage is from printers, media and printer service? \_\_\_\_\_%

Your company is considered to be a:

- Distributor
- Hardware Dealer
- Value Added Reseller
- Solution Provider
- Other (please specify): \_\_\_\_\_
- Software Developer
- System Integrator
- Consultant

If you are a distributor, do you sell only to resellers?  
\_\_\_\_\_

If you are a reseller, do you sell only to end-user customers? \_\_\_\_\_

Distributor Relationships (please mark all that apply):

- Ingram Micro
- Tech Data
- D&H Distributing
- ScanSource
- Other (please specify): \_\_\_\_\_
- BlueStar
- Synnex
- Azerty
- Horizon

Your Vertical Market Focus Areas

(please mark the top 5 by sales revenue):

- Accounting
- Automotive
- Banking/Finance
- Construction
- Education
- Gov (Federal)
- Gov (State/Local)
- Healthcare
- Hospitality
- Insurance
- Legal
- Manufacturing
- Mobility / Field workforce
- Pharmacy
- Publishing
- Public Safety
- Real Estate
- Retail
- Route Accounting
- Security
- Telecom / Utility
- Transportation

Application Software Packages That You Develop or Integrate (please name the top 3 by sales revenue):  
\_\_\_\_\_  
\_\_\_\_\_

## SIGNATURES

Authorized Company Signature

\_\_\_\_\_

Print Name

\_\_\_\_\_

Authorized Brother Signature

\_\_\_\_\_

Print Name

\_\_\_\_\_

By submitting this application, you acknowledge your understanding and acceptance of the terms and conditions applicable to the 2009 "At your side" Partner Program. This agreement supersedes any other reseller or Brother programs unless specifically agreed to in writing.