



Zebra EAI Accelerator Program

FREQUENTLY ASKED QUESTIONS

ABOUT THE PROGRAM

Q: What is Enterprise Asset Intelligence (EAI) and why is it important?

A: EAI is the digital transformation of the enterprise. As physical objects become digital, enterprises are seeking ways to drive value from smarter devices, smarter infrastructure and smarter things that generate incredible amounts of data. Enterprises need applications that are predictive and better inform them about the next best move or action they can take in their environment. Enterprise Asset Intelligence applications give customers the operational visibility required to gain crucial business, market and customer insights.

Q: What is the EAI Accelerator Program?

A: The EAI Accelerator Program is a technology incubator that brings together Zebra partners, application developers and designers with Zebra technologists and product leaders. This new program is designed to build applications that fundamentally change the way enterprises work. Our goal is to create a new stream of Intelligent Enterprise solutions that harness the power of data to help businesses transform workflows, improve productivity, reduce expenses and increase opportunities for sustainable growth.

Q: Why is Zebra creating the EAI Accelerator Program?

A: Data is the new reality. The next generation of applications will rely on intelligent data assets and be built by application and software developers who understand the inherent value of data. By creating the EAI Accelerator Program, Zebra is laying the foundation for innovation and building an ecosystem of developers who will help enable the Intelligent Enterprise.

Q: Why Zebra, why now?

A: Zebra is leading the evolution of enterprise intelligence that's resulting from the IoT revolution. We are driving and developing the new EAI category that will enable infrastructure and processes that make IoT activities more meaningful to customers. As the lines between the physical and digital worlds continue to blur, intelligent software platforms and the data that feeds them will become more important than ever enabling the Intelligent Enterprise.

Q: How do I apply to participate in the program?

A: The EAI Accelerator Program application is posted on line and can be accessed at www.zebra.com/accelerate

Q: How much will it cost to participate in the EAI Accelerator Program?

A: There is no cost to participate in the program, but participating companies will be expected to dedicate development resources, deliver against timelines, provide feedback and act as lighthouse partners for those who follow.

NEXT GENERATION ENTERPRISE APPLICATIONS

Q: Where does intelligent data come from?

A: Intelligent data comes from a myriad of sources, including: smarter devices, smarter infrastructure and smarter things.

- **Smarter Devices**

Customers can't afford to be without visibility into their critical business devices that reside at the edge of the enterprise. The ability to see battery status, device connectivity, application availability, device location and user accessibility is made possible by intelligent data.

- **Smarter Infrastructure and Environments**

Creating a smarter environment means collecting, analyzing and acting on data from physically installed appliances located in warehouses, loading docks, retail stores, sporting events or anywhere data can be aggregated.

Zebra analytics solutions, for example, view packages and goods on the conveyor line and in transit and provide loaders with real-time guidance to ensure trucks are fully and optimally loaded. Dimensional data is also gathered automatically, enabling enterprises to recover lost revenue due to incorrect shipping calculations, labeling and shipping charges.

- **Smarter Things**

Smart interconnected things give visibility into the identification, location and condition of products, assets, transactions and people. To illustrate, consider how smart wristbands are helping improve patient outcomes.

Using smart wristbands to track a patient from ambulance to hospital admittance to treatment utilizes real-time data flow and analytics for maximum effect. A patient is recognized and treatment facilitated throughout the journey from intake to surgery and ultimately to discharge. The hospital can capture real-time information about the patient and important health indicators enabling them to optimize care and ER capacity.

Q: How will the EAI Accelerator Program benefit my company?

A: This is an industry first—Zebra is opening its doors to talented application developers who will receive data and development support to transform their applications and provide first mover advantages in the marketplace. With access to free R&D resources and custom APIs, developers will be able to focus on their application and reduce time and cost to market. Not only will participants develop their own applications, they will also be part of our technology incubator providing input about the type of solutions that are needed in the marketplace, identifying gaps and much more. Through the program, they will be able to:

- Access rich data, Zebra infrastructure and software tools
- Innovate a new breed of applications
- Gain access to dedicated Zebra resources and services
- Realize significant development time and cost savings
- Enjoy the opportunity to lead the digital transformation in the enterprise
- Join speaking events, showcases and promotional opportunities

Q: How will the EAI Accelerator Program benefit developers?

A: Through participation in the EAI Accelerator Program, participants will gain knowledge and experience in developing applications in the Intelligent Enterprise space that can be carried forward into the next generation of programming environments.

They will work with and learn from other top engineers while having access to a fountain of intelligent data. Participants will be able to help Zebra shape the program for other companies and software developers who follow, creating an enterprise software application legacy. They will add value to the enterprise business model while developing skills in a new category of applications.

Q: What about sales and marketing support?

A: The final candidates in the EAI Accelerator Program will join us in September as we announce the chosen participants. They will benefit from the public relations advantages that result from the program and, when their application is successfully developed, we'll showcase it at Zebra events for selected customers, channel partners and sales teams.

PROGRAM REQUIREMENTS

Q: From a technical perspective, what is the baseline level of knowledge, skills and commitment required for the program?

A: From a technology perspective, Zebra is looking for participants in the EAI Accelerator Program who have:

- Experience with API-based application development
- Ability to scale the application and their development environment
- Adequate development resources to commit to the program
- Software development expertise
(Android, Java and other relevant coding experience)

Q: From a business perspective, what is the baseline level of commitment required for the program:

A: From a business point-of-view, Zebra is looking for program participants who:

- Want to be first to market
- Possess a strong understanding of the potential value of data and software
- Sell or develop software
- Are working with a customer or have a viable customer use case
- Have a unique, innovative application concept

Q: What will Zebra ask in return from the selected participants in the EAI Accelerator Program?

A: Zebra is looking for participants who are up for a unique challenge and are willing to invest time and resources to experience the difference that intelligent data can make in enterprise applications.

Not only will the participants develop their own applications, they will be part of our technology incubator, providing input about the type of solutions that are needed in the marketplace, identifying gaps and much more. They will be asked to provide feedback and insights that will add value to the program and act as a guide and an influencer to the next generation of developers in the EAI Program.

Q: Must applicants be working with a customer to participate?

A: It is not a prerequisite to have a customer ready to purchase the application at the end of the program. If you do not yet have a customer, you should have a target audience, customer profile and requirements for the application ready when completing the application.

ZEBRA PARTNERS

Q: Do I have to be a member of Zebra PartnerConnect program?

A: No, you do not have to be an existing member of Zebra’s partner community. If you are selected as a participant in the first group of technology innovators, you will be required to join Zebra’s partner program.

Q: What does this mean for Zebra resellers and distributors?

A: Zebra distribution and reseller partners will benefit from the new capabilities and intelligent applications that will become available for Zebra hardware. As the market leader in hardware and intelligent applications, the EAI Accelerator Program will make Zebra devices more valuable to the market. We are taking bold steps forward in the Enterprise Asset Intelligence category of applications. This in turn will add value to the devices our partners sell and distribute.

Q: What does the program mean for existing ISVs who are already working with Zebra?

A: ISVs already working with Zebra, have the opportunity to participate in this program by applying directly on the website www.zebra.com/accelerator. Even if they choose not to apply for the EAI Accelerator Program, they will still benefit in the long term by gaining easier access to enterprise data, software tools, APIs and resources as they become available.

Q: If Zebra partners don’t apply to the program will they still be able to access intelligent data in the future?

A: Yes. The goal of the program is to work with the first program participants to determine the best model for making intelligent data and resources available to all partners that want to develop applications in the brave new world where data is the new device. Regular updates about the program will be available on Zebra’s partner portal.

SUPPORT

Q: What types of data will Zebra make available to EAI Accelerator participants?

A: Zebra will provide a broad range of data to participants in the program. The table below gives an idea of some of the data sets that might be made available:

HANDHELD COMPUTER AND TABLET Status ID OS/Version Data Network/Time Zone Memory Statistics Location Data Battery Usage and Charging Info Service Records Application Usage History Gateway Functionality	PRINTERS Status ID Version Data Network/Time Zone Odometers Temperature Settings Print Jobs Cloud Printing	RFID READERS Status ID Version Data LLRP Command Subset Tag Detects/ID SCANNERS Status ID OS/Version Data	SENSORS Location Temperature Humidity Accelerometer
DEVICE INFORMATION, FUNCTIONS, ACTIONS, OPERATIONS, LOCATIONS			

Q: Will participating companies have to pay for access to the data?

A: Throughout the EAI Accelerator Program incubator, partners will not pay for access to data, APIs, development support or training.

Q: How will Zebra support the development efforts of the EAI Accelerator participants?

A: Zebra will facilitate collaboration with designated members of our development and product management teams including the API development team and Java developers. Participants will be assigned engineering delivery manager/program manager as well quality assurance contacts and resources. In addition, developers will have access to the Zebra Developer Portal, technical documentation, sample code, forums, blogs, APIs and development tool kits.

SELECTION PROCESS AND TIMELINE

Q: What criteria will be used to select the first participants in the EAI Accelerator Program?

A: Participants will be selected based on their responses in the EAI Accelerator Program application. Each question is worth a predetermined number of points. Each response will be evaluated and awarded points based on the optimum requirement. The top-scoring applicants will be asked to participate in an interview process where they will present their concept to the EAI Program team for final decisions.

Q: Who are the members of the EAI Accelerator Program selection committee?

A: Zebra has assembled an esteemed group of evaluators for the EAI Accelerator. The selection committee, includes members of our executive and operational teams as well as representatives from the Zebra Solution Council, Channel Council and Zebra Ventures.

Q: What is the program timeline?

A:

- July 31 Application process opens
- August 25 Application process closes
- Mid-August Interview process begins
- September 6-7 . . . Finalists notified
- September 12 Finalists announced
- October 16 Accelerator kick-off

Q: What happens if your application isn't selected to be part of the initial incubator program?

A: All applicants will have the opportunity to follow the progress of the EAI Accelerator Program as it develops within the Zebra Developer Portal. News and updates will be shared with all applicants on a regular basis and when the next generation of the program is rolled-out, they will be first in line to participate.

Q: How long does the incubator portion of the program last?

A: The incubator program is designed to support partners for the first six months of development with the goal of bringing a fully built and tested application to market.

Q: How do I know that this is the right program for me?

A: As one of the founding members of the Zebra EAI Accelerator Program, you'll have a unique opportunity to reinvent a new cycle of applications that take advantage of data that Zebra solutions can sense. It's a great way to get in on the ground level of Zebra's EAI strategy.

SELECTION PROCESS AND TIMELINE

Q: Where can I find out more about the program?

A: Visit www.zebra.com/accelerator, or contact your Zebra representative.

Q: Where can I find out more about visibility and Enterprise Asset Intelligence?

A: **LEARN MORE ABOUT MANAGED & VISIBILITY SERVICES**

Gain device insight to increase productivity, efficiency and ROI.

Your day-to-day tasks depend on your devices. But how easily can you locate them, gauge their performance, verify their usage, and track their repair status? How much is device invisibility costing you? Without device visibility, you're vulnerable to disruptions, delays and lackluster ROI.

www.zebra.com/services

LEARN MORE ABOUT VISIBILITY THAT'S VISIONARY

Real-time information is the life's blood of today's data-centric world. And with hardware, talking to software, talking to the cloud, only Zebra's intelligent, enterprise-level solutions give you instant connectivity and unrivaled visibility.

www.zebra.com/visibility

Apply to join the Zebra EAI Accelerator Program today, visit www.zebra.com/accelerator



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