



## **The Top Runners Program 2012 - Bringing you even more choice, at even better prices!**

**We are pleased to bring you the Top Runners Program in 2012! The new and extended 2012 line-up means bigger and better sales opportunities for you, our Channel Partners.**

The Top Runners Program takes selected models of Intermec's best-selling products and brings them to you at our best possible prices. It aims to simplify your administration by removing the need for Price Exceptions, while bringing certainty to your price negotiations and helping you to close more profitable deals, more quickly.

With more scanners, printers and handheld computers receiving Top Runners discounts for 2012, it's now even easier to win business and increase margin.

### **The 2012 Top Runner Updates**

- **Deeper discounts on even more products:**
  - **CK3** now available with or without Terminal Emulation
  - **SR61TXR** added at a great price point
  - **Additional PF8 printers** added – even more choice for you
  - **New CN50B** models added – comes with extended battery as standard in the box
  - Note the updated part code for the **SR61B bundle**
- **Top Runners part codes** are now the same as the regular product part codes
  - Part codes ending “-TR” no longer exist
- **Continued from 2011**
  - Protect your deals with Project Registration, available and stackable for Top Runner CK3 and CN50 deals over €7k
  - Top Runners remains exclusively available via Intermec Authorised Distributors.

**Resellers win MORE deals and make MORE margin with Top Runners 2012!**

### **The Top Runners Program 2012**

**We're proud to support our EMEA Channel Partners with our Top Runners Program, which brings you our top selling products at our best ever prices.**

Top Runners are available exclusively through our Intermec Authorised EMEA Distributors, ensuring easy access for all resellers and Intermec PartnerNet Partners. The purpose the Top Runners Program is to provide a long term Channel Program offering selected high volume products at highly competitive prices through Intermec Authorised EMEA Distributors.

### **How Partners Benefit with Top Runners**

The Top Runners Program takes selected models of Intermec's best-selling products and brings them to you at ultra-competitive prices for extended periods. It aims to simplify your administration by removing the need for Price Exceptions, while bringing certainty to your price negotiations and helping you to close more profitable deals, more quickly.

### **Top Runners Enables Partners to:**

- Have the best pricing, up front
- Offer selected products at aggressive street prices
- Capture mid-market sales and target smaller customers and deals
- Win market share and net new business
- Use target co-brandable marketing to drive leads
- Eliminate the admin associated with Price Exception Discounts
- Protect their CK3 and CN50 deals over €7k with stackable Project Registration Discount
- Do business with Intermec more easily.

**Resellers win MORE deals and make MORE margin with Top Runners!**

### **Qualifying Criteria**

Top Runner products are available in any volume, but may only be purchased from our Authorised EMEA Distribution Partners.

**Project Registration Discount** is available and is stackable with Top Runners Program prices for PartnerNet Partners! We have also reduced the **minimum Project Registration value to €7k exclusively for Top Runner CN50 and CK3 projects.**

### **How are Top Runner Products Chosen?**

Top Runners are selected based on historical sales volumes and represent Intermec's most popular models. There are Top Runner SKUs for devices in our scanner, handheld computer and printer families.