



# LEXICON<sup>®</sup>

TECH SOLUTIONS

PARTNER PROGRAM

# THE LEXICON PARTNER PROGRAM

---



Migration Support on Your  
Customer's Timeline



Lead Generation for High  
Achieving Partners



Deployment & Migration Support  
for ANY OEM Hardware



Sales Support at Every  
Stage of the Customer Journey



Marketing Funds &  
Solutions That Deliver Growth



US Based Support &  
Repair Center



Quarterly Partner Review to  
Maximize Benefits

# WELCOME TO LEXICON

---

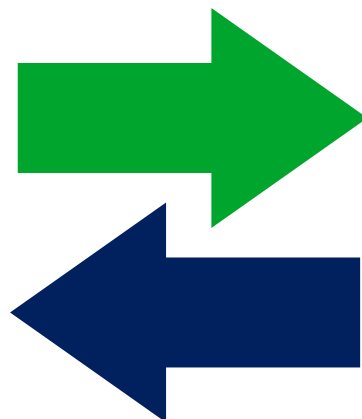
Since 1998, Lexicon has maintained an unwavering focus on providing best-in-class post-sale support to clients through innovative maintenance solutions. We pick-up when the OEM walks away and make IT work better and longer.

For over 20 years, Lexicon technologies has fostered the development of our partners' success by offering various tools and programs tailored to help them deliver the most value to their end-user customers.

We understand that every partner has unique needs, which is why Lexicon has always stepped in to offer a simple approach to business solutions. We are continuing that tradition with our partner program.

End users are facing tough challenges deciding how to migrate from legacy operating systems to Android. To meet this challenge, we have leveraged our decades of barcode scanner expertise and service experience to deliver a cost-effective, all-inclusive Android conversion solution - the new LE45. In addition to the device itself, Lexicon offers Android migration assistance, allowing you to convert your existing Windows applications into fully Android-ready software with minimal downtime and retraining, as well as our AlwaysWorking™ 3 or 5 year comprehensive warranty coverage.

Our partner program goes beyond just offering the highest discount, or the latest technology. We offer a complete Android solution for your customers unique legacy software and support their new hardware for up to 5 years with our AlwaysWorking™ comprehensive warranty.



# TIERED PROGRAM THAT GROWS WITH YOUR BUSINESS

---

The Lexicon Partner Program is designed to provide you with the benefits you need now and can grow alongside your business to help you grow in partnership with Lexicon.

## REQUIREMENTS

---

Complete application & partner profile

Commitment to maintaining a partner website  
or linking to the Lexicon site

Current revenue from online sales  
less than 50%



## PREMIUM

---

This entry level partnership tier enables businesses with smaller annual revenues to access valuable benefits that encourage business growth.

## PREMIUM PLUS

---

This tier is for partners with advanced technical knowledge of Lexicon's products and services. As a premium plus partner, your commitment to achieving target sales numbers is rewarded with maximum benefits.



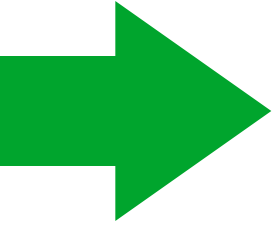
## TIERED BENEFITS REWARD PERFORMANCE

---

The Lexicon Partner Program brings you exceptional benefits that help you grow your business profitably in partnership with us. In addition to tiered financial benefits, the program provides assistance at every stage of the sales cycle.

	PREMIUM	PREMIUM PLUS
Discount Level	25%	40%
(MDF) Marketing Development Funds	1% Rebate	3% Rebate
Android Migration Assessment	✓	✓
Demo Program	✓	✓
Deal Registration	✓	✓ +5% Discount
Lead Generation		✓
Pricing Support		✓
Co-Branding		✓
Co-Marketing		✓

To enquire or enroll in the Lexicon partner program, visit [www.lexicontech.com](http://www.lexicontech.com)



## **MARKETING DEVELOPMENT FUNDS (MDF) REBATES**

Lexicon provides funding to support marketing efforts that create demand and generate leads allowing for mutual growth. MDF will be allocated to lead generation initiatives that show potential for a strong ROI and support mutual goals.

## **ANDROID MIGRATION ASSESSMENT**

No one likes moving day. Moving crucial barcoding systems from Microsoft to Android is not something to face alone. Lexicon has simplified this process with our complete Android migration solution. We evaluate your customer's specific legacy programs and rewrite them as a fully functional Android software with no operational interruptions and minimal retraining.

## **DEMO PROGRAM**

Lexicon's demo program allows you free access to our latest products for use in customer and event demonstrations, training, and proof of concept efforts.

## **DEAL REGISTRATION AND PRICING SUPPORT**

Lexicon appreciates the value you contribute to our business. Project registration rewards partners who engage Lexicon Technologies early in the sales cycle by providing additional value added solutions including additional pricing discounts to help win business against comparable products from other vendors.



## LEAD GENERATION

A significant portion of our annual marketing budget is allocated to generating leads for our partners. As a Premium Plus partner, you will have access to high quality leads generated from our corporate campaigns.

## CO-BRANDING

Lexicon enables partners to add their logo to the device screen, increasing visibility and value perception for your brand.

## CO-MARKETING

Partners have the opportunity to participate in industry events alongside Lexicon





**LEXICON<sup>®</sup>**  
TECH SOLUTIONS

(888) 981-6714  
700 Sigman Rd, Suite 110  
Conyers, GA 30013

[lexicontech.com](http://lexicontech.com)