

DSD Software Provider MiT Riding High with Zebra/ Motorola Collaboration



October, 2008, Vernon Hills, IL – Despite a discouraging economic climate, one software developer continues to drive forward aggressively in its mobile market space, thanks to a partnership strategy that's paying off. MiT Systems, based in Fullerton, CA, develops and delivers robust, scalable business software solutions for the mobile work force, carving a niche by basing all their applications on the Microsoft.Net framework and SQL Server 2005. Cost-effective, reliable, and easy to use, MiT's products have rapidly gained a reputation that echoes their trademarked tagline: "It always works." Needless to say, in order for their software to operate flawlessly, MiT also needs to partner with strong hardware providers who can help them go-to-market promising the same. Enter Motorola and Zebra and their line of durable, scalable mobile devices.

A long-time partner of Motorola (via Symbol), MiT turned to Zebra® Technologies based on its reputation for best-in-class mobile solutions, such as the RW 420™ and MZ 320™, and for its PartnersFirst network, which offers extensive cooperative opportunities. Mark Maraj, MiT's VP of Sales and Marketing, liked what he saw throughout their period of "manufacturer evaluation" with Zebra: "Everyone I worked with at Zebra—the tech staff, marketing, mobile division, key account people—have proven to be proactive, very open and receptive to our feedback. They collaborate fully, truly engaging with their VARs." Both sides acknowledge the key role collaboration plays in each success story, generating a mutually beneficial process for aligning market needs with the best suite of tools and expertise available. "Collaboration translates to success," says Mark.

The results speak for themselves: after one recent co-marketing campaign run by Zebra and MiT, several big wins followed in short order, one enhancing proof-of-delivery systems for a major beer distributor, another resolving route accounting issues spanning three states for a major dairy company—and knocking out a competitor's underperforming printers in the process. Moreover, sharing 100% overlap in regional resellers, MiT and Zebra reach as far as their partner network can—nation-wide. MiT will count on that bench depth as it rolls out its newest offering, SMBtec.com, a software as a service (SaaS), that lends configurable web-based solutions, with global accessibility on-demand 24x7. Small and medium businesses can now enjoy the benefits of innovative, enterprise solutions at a fraction of the cost by only paying for what they use on a subscription basis. Companies large and small are seeing the advantages of on-demand software versus the traditional client/server software model. Some of the benefits the beta sites realized include: lower initial cost outlay, minimized IT staffing, easy implementation, integration and upgrades, reduced deployment timelines, and seamless scalability to meet your business needs. Building up a competitive advantage is one key benefit of partnering with Zebra, regardless of vertical or tier.

Value Partnering with Zebra helps VARs expand their market profiles and build profit. To that end, Zebra offers a breadth and depth of resources to help its VARs:

- Benefit from Zebra's industry-leading alliances with Motorola, IBM, SAP, Oracle, and more, in order to deliver end-to-end solutions to niche industry segments that will streamline operations with cutting-edge mobility and automation.
- Offer evolutionary solutions to customers with older automated systems in need of upgrading.
- Profit from add-on sales. Media and service sales for printers can result in substantial recurring revenue streams.
- Leverage signature capture, card readers, and other emerging mobile technologies.

About Zebra: A Global Leader in Identification Solutions

Zebra helps companies identify, locate, and track assets, transactions, and people with on-demand specialty digital printing and automatic identification solutions in more than 100 countries around the world. More than 90 percent of Fortune 500 companies rely on innovative and reliable Zebra printers, supplies, RFID products, and software to increase productivity, improve quality, lower costs, and deliver better customer service.

To learn more about your channel-friendly partnership programs, visit Zebra online at www.zebra.com. Or you can send an email to partnersfirst@zebra.com or call +1 866 230 9494.

About MiT Systems: Making DSD "Ez"

MiT Systems was founded in 1997 to support mobile sales force automation in the Direct Store Delivery (DSD) industry. MiT realized a need to improve the process by which field-based sales were accomplished and developed a complete suite of modern, Windows-based applications. In addition to its flagship solution, MiTEzSales Mobile®, MiT develops and delivers advanced mobile applications for route accounting, financials, dispatching, fleet loading, and inventory management. Visit www.mitezsalesmobile.com for more details.

