



Socket Mobile Purchasing Programs

For Application Developer Partners

Version: December 2023

Info & Conditions herein subject to change anytime without notice!



Socket Mobile Purchasing Programs for Application Developer Partners

Option

How to

Pros

Cons

Notes

Socket Mobile Purchasing Programs for Application Developer Partners

Option	How to	Pros	Cons	Notes
You do not want to handle Hardware in any way	Apply for a Socket Mobile Affiliate Partnership <ul style="list-style-type: none">• Reference recommended Hardware on your WebSite• Referral link sends customers directly to our store for fulfilment	<ul style="list-style-type: none">• Entire HW fulfilment & support by Socket direct• You have no stock, hence no stock mgmt. / risk• You focus on App Dev. & App Business	<ul style="list-style-type: none">• You generate no classic HW margin• You can't generate a "monolithic" roll-out experience• HW arrives from your HW partner	<ul style="list-style-type: none">• No hardware business hassle• You automatically earn 6% commission on MSRP• Full peace of mind

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You are a vertical / specialized App Provider / VAR and want to curate a "monolithic" experience in front of customer	Apply for a Socket Mobile DIRECT Reseller Partnership <ul style="list-style-type: none"> Place orders directly with us, online only Order & manage your shipments in your own Socket B2B portal 	<ul style="list-style-type: none"> Best global availability My own team to talk to Std qtys ship within 3 d. It creates a relationship that will leverage over time 	<ul style="list-style-type: none"> No "pro" KAM level Essentially a self-order environment No classic "order management" Terms only in process 	<ul style="list-style-type: none"> Formal application process Need to agree to 6 basic T & C rules Expect 13% margin on MSRP

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You ideally want to source all your Accessory HW from ONE HW supplier Partner only <i>(need to qualify as Reseller)</i>	Apply for Reseller Status with a Socket Mobile Intl. Distributor Clearly identify with Socket Team: <ul style="list-style-type: none"> best-fit product(s) & qtys, etc. share detail with your Disti Ask your Disti for an offer Place your orders with Disti 	<ul style="list-style-type: none"> You work via existing relation / partnership Terms, cond. etc. are set No "new vendor" in your system 	<ul style="list-style-type: none"> You have to "manage" your Disti 6 – 8 weeks lead time Disti unable to add value on support side 	<ul style="list-style-type: none"> Need to qualify as a "Reseller" Need a formal Agreement in place with Distributor

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You want Accessory HW to be fully identified with your own Brand, build YOUR own Ecosystem, and scale	Purchase OEM-branded from Socket Mobile DIRECT, in volume <ul style="list-style-type: none"> • Sign Socket standard OEM Agreement (CPA) • Add Socket standard Agent Agreement if needed (CPAA) 	<ul style="list-style-type: none"> • Get top MFR attention • Best grip on HW supply • Best Socket global pricing • Sell your <i>own</i>-branded product • Be free from pricing restrictions 	<ul style="list-style-type: none"> • Min. volume 2k units p / a • Sign OEM Agreement • Order annually • Initiate own Logo & own color work 	<ul style="list-style-type: none"> • Large & cons. Volumes • Control of supply crit. • No MSRP constraints • Want to solidify own branding • Scale globally, with ease



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How to apply



How to apply for a Socket Mobile AFFILIATE Partnership

1. Register as an Authorized Socket Mobile Reseller
<https://www.socketmobile.com/partners/become-a-reseller>
2. Apply to become an Authorized Socket Mobile AFFILIATE
<https://socketmobile.refersion.com/>

How to apply for a Socket Mobile DIRECT Reseller Partnership

1. Register as an Authorized Socket Mobile Reseller
<https://www.socketmobile.com/partners/become-a-reseller>
2. Contact Socket Global Sales Mgr., formally requesting DIRECT Partnership Status - richard@socketmobile.com
3. Hold invited video Interview with Socket Global Sales Mgr.
4. Email-return your formal Acceptance of basic Socket 6-Point Conditions
5. Socket Mobile will send Detail re setting-up your intl. Socket B2B purchase Account

How to apply for a Reseller Status with a Socket Mobile intl. Distributor

1. Register as an Authorized Socket Mobile Reseller
<https://www.socketmobile.com/partners/become-a-reseller>
2. Select your preferred local Socket Distributor from our list
<https://www.socketmobile.com/partners/distributors>
3. Make contact with Distributor of choice and apply for becoming their accredited Reseller
4. Go through their Reseller onboarding Process
5. Start ordering from that Distributor, and reselling Socket Product

How to apply for a Socket Mobile DIRECT OEM Agreement (Custom Product Agreement)

1. Contact Socket Global Sales Mgr., formally requesting a DIRECT OEM Relationship:
Richard Brack richard@socketmobile.com +41 62 834 07 80
2. Hold invited Meeting
3. Receive Socket Mobile Custom Product Agreements (CPA & CPAA)
4. Sign Socket Mobile Custom Product Agreements
5. Start Custom Productizing Process (allow 3-4 months overall)



Thank You!

