



Rugged Mobile Computing

Partner Program

DAP Technologies provides innovative mobile computing solutions that give you an advantage in meeting your customers' needs and driving their efficiency while building new opportunities to grow your business. With our finger on the pulse of competitive, high-growth industries—including field service, supply chain and logistics, transportation, and others—we understand the unique requirements of these business customers and specialize in the computer technology to help them meet their objectives and innovate for the future.

Meeting Your Objectives for Growth

In today's results-driven environment, you need to provide your customers with solutions that meet current needs and anticipate future requirements. DAP Technologies understands the challenges you face in providing competitive, innovative solutions. We're committed to helping your business thrive with products and services that solve the needs of high-growth industries. By partnering with DAP Technologies, you will:



- » *Expand your market opportunities through global partnerships and technical collaborations*
- » *Increase the depth of your solution offerings with a range of form-factors and customization options*
- » *Gain a competitive advantage with DAP's innovative rugged tablets*
- » *Enjoy rewards that grow your business and increase your bottom line*

Benefits of Partnering with DAP Technologies

Choices that give you a competitive edge

DAP Technologies offers a robust product line that meets your customers' application needs inside their four walls, out in the field, and everywhere in between. Customers can select from a comprehensive line of handheld, tablet, and fixed-mount computers that are customizable to meet specific functionality, application, and form-factor requirements.

Commitment to growing your business

DAP Technologies is committed to building strong relationships with our partners. We work with partners who understand our unique value proposition and are committed to providing excellent service to their customers. Our strategic approach to selecting partners, combined with our innovative products and margin discounts, give you a unique advantage when competing in a crowded market.

Support to win deals and retain customers

We stand behind our products and are here to assist you during your sales process and implementation, and as you continue to support your customers with our DAP Care Program. We offer a generous demo program and marketing support to help you gain new customers and retain existing ones.

Easing the buy-decision for your customers

For many customers, moving to new hardware is a complex, costly, and time-consuming undertaking, and not one that they are eager to repeat to keep pace with advancing technology. DAP helps remove this hesitancy to commit to the latest technology by offering innovative modular product designs that make upgrades and retrofits easy and cost-effective. This modularity can increase loyalty to your company as customers come to rely on you for cost-effective and hassle-free upgrades as often as needed.

Partner Growth Model: Collaboration for Expansion

Our success as a manufacturer depends on the success of our partners. It is with our partners in mind that we continue creating innovative products that provide exceptional value within the market and drive your profitability. Supporting your sales efforts, stimulating customer demand, and rewarding your investment in us are the keys to successful collaboration with our partners. DAP's partner growth model outlines the ongoing chain of support we provide to accelerate your growth.

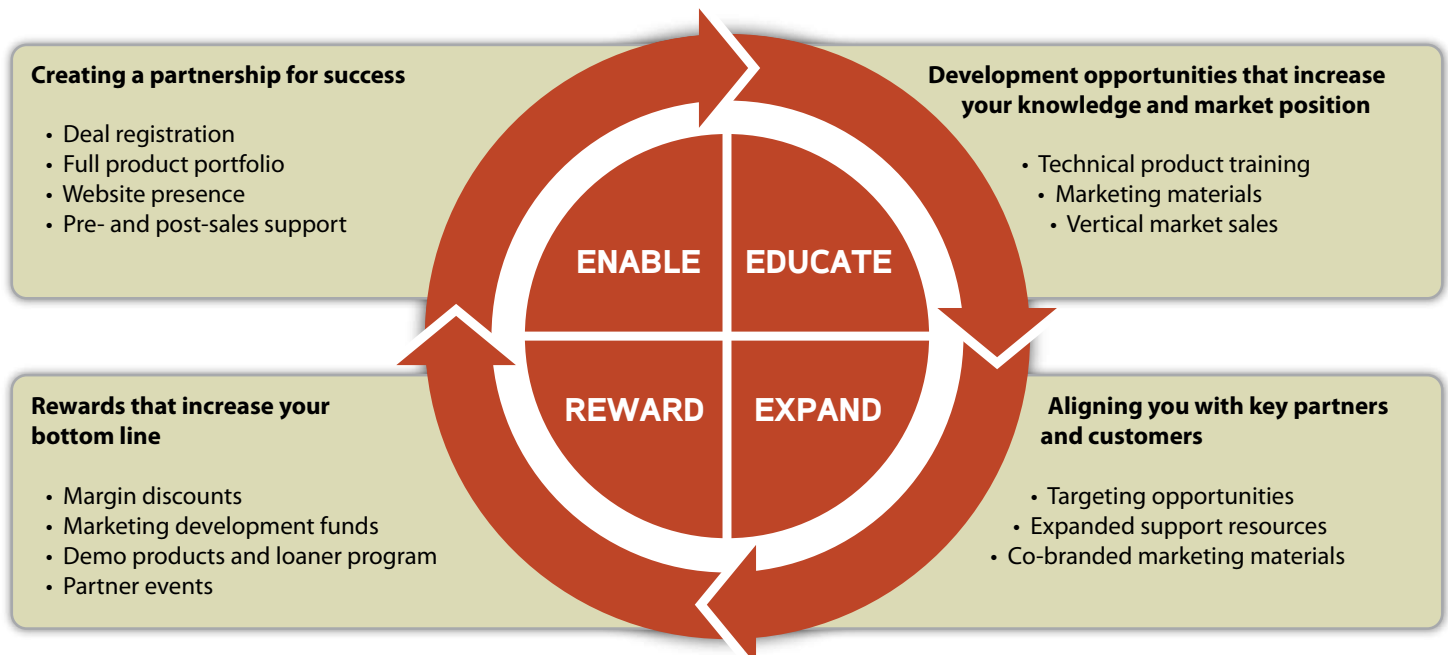


Enable: Creating a Partnership for Success

A successful partnership requires a commitment from both parties. We pledge to provide you with high-quality handheld, tablet, and vehicle-mount computers, as well as the tools and support necessary for you to serve your customers, maintain your strong reputation, and grow your business.

DAP's dedication to your success is demonstrated in tangible ways at every step of the sales cycle, including a deal-registration program, product access, brand

presence on our website, and comprehensive pre- and post-sales support. Our deal-registration program is designed to provide you a competitive advantage by protecting your efforts and investment in customer accounts. As a DAP partner you will have access to our entire product line, including our unique tablet form-factor, from day one of our partnership. Depending on your level of partnership, you'll also receive recognition as a valued DAP partner on our website, as well as product support before and after the sale.



Education: Development Opportunities

Knowing the market and products is essential for success. DAP's partner educational program gives you the training needed both to understand our products and how best to reach your customers. Product briefings, interactive web and video conferences, and in-person training events ensure that you get the most up-to-date product and market information.

Rewards: Increase Your Bottom Line

Your company's rewards are determined by your commitment to grow your business with DAP products. There are three tiers of DAP partnerships:

Silver Partners

Becoming a silver partner is your first step in partnering with DAP Technologies. As a silver partner, you have the ability to sell the full range of DAP's product line, register opportunities, take advantage of free training programs, and earn margin discounts.

Gold Partners

As a gold partner, you earn high discounts, begin earning marketing development funds, and have access to free training programs and sales tools. You also get pre- and post-sales support from our dedicated team of sales engineers and account managers.

Platinum Partners

Platinum partners are our most qualified and committed partners. As a platinum partner, you earn the highest level of margin discounts, generous marketing development funds, and deeply discounted demo products. Your company gains additional presence on our website, expanded pre- and post-sales support, and the opportunity for specialized co-marketing and lead-generation programs.

Rugged Tablets



With all the excitement and growth around consumer tablets, there will be strong interest among business users seeking to leverage the benefits of the tablet form. At DAP we have a unique perspective on this market. We were among the first companies to introduce a rugged tablet computer and continue to lead the industry in tablet design innovations. Our experience and knowledge in providing a tablet that is right for business users can help you gain traction with this lucrative form-factor.

Expand: Aligning You with Key Partnerships and Customers

As your commitment to DAP grows, our support increases with additional marketing and sales opportunities such as end-user lead-generation campaigns, co-marketing programs, and expanded pre- and post-sales support. DAP will introduce and align you with key partners and new customers to further expand your business and cement your relationship with DAP Technologies. It is all about collaboration for expansion.

Partnership Types

The DAP Partner Program is designed to meet the needs of different types of partners. Creating a geographically and technologically diverse ecosystem of partners generates opportunities and growth for everyone involved.



Value Added Resellers (VARs)—Benefit from DAP’s worldwide reach and robust product line providing leading mobile computing products and extensive industry experience. Adding DAP products and technology, including our innovative tablet, provides depth to your product line and opens new opportunities.

Independent Software Vendors (ISVs)—Expand your offerings by adding DAP rugged mobile computers as part of your solution. Providing a complete solution to your customers accelerates time to market and increases market share.

System Integrators (SI)—Increase your technology and services footprint, and gain a new path to revenue and profit by deploying solutions that include DAP products. Our customized solutions reduce development costs and provide you a competitive advantage.

GET STARTED TODAY!

Connect

1. Register as Partner by visiting www.daptech.com/partners

Evaluate

2. Review the program guidelines
3. Sign up for product training

Commit

4. Sign the partner agreement
5. Download sales and marketing tools
6. **Get started!**

ABOUT DAP TECHNOLOGIES

DAP Technologies was founded in 1979 with a commitment to understand the evolving needs of industries that operate in challenging environments. We specialize in time-tested, forward-thinking hardware solutions customized to meet your needs today and flexible to solve the challenges of tomorrow. With innovation at the heart of our business, DAP Technologies has remained focused on anticipating our customers' needs. In 2002, we introduced the world's first VGA tablet computer. Today our products include a full line of rugged and reliable computers from mobile handhelds and tablets to fixed-mount solutions.

DAP Technologies is a wholly owned subsidiary of Roper Industries (NYSE: ROP). Roper Industries is a market-driven, diversified growth company and is a component of the Fortune 1000, Standard & Poor's S&P Mid-Cap 400, and the Russell 1000 Indexes. Roper provides engineered products and solutions for global niche markets, including water, energy, radio frequency and research/medical applications.

Headquartered in Tempe, Arizona, DAP Technologies offers worldwide support and service through its additional locations in Canada, the U.K. and the Czech Republic.



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