



news release

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Qcom Appointed Technical Outsource Partner for Zebra across UK and Ireland

Zebra Technologies, the world's leading provider of bar code and speciality labelling printing solutions, has appointed technical outsource specialist, Qcom, to be its partner for customer service across EMEA and for phone support and field service for the UK and Ireland.

Under a three year agreement, Qcom will be responsible for Zebra's first-ever, English-speaking technical support line for end-users and resellers. It will also deliver the full range of the new Zebrecare on-site contracts across mobile, desktop, kiosk and card printers.

Customers will be offered a range of benefits including fixed price repairs and Qcom's full suite of technical services, such as help with product demonstrations, installations, configurations, and user-training under the Application Engineering programme.

Paul Vogt, Services Director for Zebra across EMEA, says: "Providing excellent customer service is pivotal in our business. As we continue to expand our service offerings across UK, Ireland and Europe, it is important that that we continue to offer excellent service standards to our existing and new customers throughout the lifecycle of a product. Qcom has definitely proven themselves as an established outsourcing provider in technical and customer service and we are very happy that we are expanding our partnership with Qcom."

The announcement builds on a highly successful partnership between the two companies, which goes back to 2003 when Qcom became the first independent company in Europe to be awarded Zebra Technologies Authorised Service Provider status. Three years later, Qcom was the first UK company to be awarded the new iZASP (Independent Zebra Approved Service Provider) accreditation. The

iZASP programme recognises independent channel partners who offer the highest standards in maintenance and support for Zebra products.

Neil Anderson, Qcom's managing director, says: "Qcom is proud to have been working with Zebra for more than six years.

"This new phase of the relationship, backing the exciting new Zebracare on-site package, will allow an enhanced after-sales service to be delivered to all users of Zebra equipment, building on Qcom's expertise in outsourcing Zebra printer support.

"This deal is an excellent example of the benefits of our technical support outsource business model which we have pioneered in the UK over the last few years. It demonstrates the power of a full outsource service with field engineering, technical services, call centre, and workshop services combined to deliver a value package to the outsourcer.

"We are confident that it will help Zebra increase both revenues and unit sales and, most importantly, improve the Zebra experience of the user."

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About Qcom

Qcom is an international technical outsourcing company, operating across a large range of technologies offering pre- and post-sales technical support, delivering warranty packages and technical services as well as consultancy around issues such as customer care.

Qcom provides technical services and support packages to the manufacturers, distributors, and resellers of a range of technology products, including IT, RFID, Auto ID, barcoding, data capture, EPOS, convergent IT and mobility solutions.

About Zebra Technologies

Zebra Technologies Corporation improves customers' business performance through products and solutions that identify, track and manage assets, transactions and people. In more than 100 countries around the world, more than 90 percent of Fortune 500 companies use innovative and reliable Zebra printers, supplies, RFID products and software to increase productivity, improve quality, lower costs, and deliver better customer service. Information about Zebra and Zebra-brand products can be found at www.zebra.com.

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