



Set your organization apart.

Zonar Partner Program



Differentiate your organization with our deep set of innovative, patented and best-in-class smart fleet mobility solutions for fleets of all types. Expand your reach. Capture new opportunities. And help unlock customer potential.

Become a partner.

Expand your market footprint. Create new revenue streams. And grow your business as a Zonar partner. All with the support of Zonar training, sales and marketing benefits.

We partner with leading OEMs and industry innovators to enable easier access to new smart fleet mobility solutions. Our collaborators cover the spectrum of smart fleet management and operations, from commercial vehicle manufacturers to app developers. All to deliver state-of-the-art solutions and integrations to professional fleets in the passenger, commercial trucking and vocational markets. That means real-time visibility, actionable fleet data, and predictive analytics and insights for your customers and ours.

Join a mature, modern partner ecosystem with dedicated resources at your service. Let's build a strong future together.

Drive interest & joint lead-sharing.

Co-market products and services. Create new business opportunities using our ready-made joint marketing program.

Plant awareness & grow leads.

Join our [App Marketplace](#) to offer unique applications and capture more leads.

Generate a new revenue stream.

Build customer acquisition by offering our products and services, with support from Zonar sales, marketing and customer service.

Develop, deliver, delight.

Using our API, deliver a seamless experience across products to drive new business and delight customers.

Work with an industry leader.

We were founded in 2001 on safety, with one simple idea: electronically verified inspections could revolutionize how pre- and post-trip inspections are conducted. Since then, we've grown in size and scope to become a leading provider of smart fleet management and mobility solutions. Across more than 20 years in the industry, our innovations have won numerous patents and awards.

20+ Years
In the industry

30+ Awards
And still winning

600K+ Installations
And still counting

1 Driving Force
Safety for everyone

We're committed to keeping our roads—the same roads we all share—as safe as we can. At our core is the fundamental belief that people are what matter. And every facet of the Zonar company culture centers around connecting fleets with solutions that make a difference. Backed by our award-winning, [U.S.-based, 24/7/365 phone support team](#).

Our solutions help customers operate more efficiently and safely. We've built a [scalable, connected platform](#) that powers integrated driver tools, connected vehicles and proactive [fleet health](#). Partner with Zonar to build your brand and fuel growth.

Choose the level that fits.

We recognize your respective field expertise and need for a mutually beneficial partnership that best fits your company's goals and abilities. That's why we've developed three partner levels. Choose the level that best suits your organization's business model and service or solution. And prepare to move forward equipped and enabled with turn-key product, sales and marketing resources, lead capture, and intuitive tools easily found on the Zonar Partner Hub.

Don't see that perfect fit? Every organization's management, workflow and technology needs are different, sometimes requiring tailored solutions. [Connect with our channel management team](#) to discuss alternative options.



Alliance partners operate in the same industry as Zonar. And our solutions complement one another.

As partners, we both benefit through co-marketing such as via webinars, emails, tradeshow sponsorships...we each decide what works best as opportunities present themselves. Zonar Alliance partners also usually receive a sales performance incentive fund (SPIFF) for viable leads that become closed sales.



Solutions partners purchase Zonar tech directly from us at wholesale prices and resell our solutions directly to fleets, hopefully at our recommended MSRP.

We provide professional installation and our award-winning customer care, but your customers stay your customers. You decide whether or not to engage our Zonar sales professionals to assist with the sale upfront. Or when appropriate during the process.



Development

You'd provide permission for us to brand and resell a product, solution or service as our own. Contract terms, payments and pricing are determined on a case-by-case basis. So is collaborating on a go-to-market strategy and any additional development work.

Technology

You'd use the [Zonar API](#) to ingest fleet data—with the express consent of our joint customers—to enhance your own products and/or data insights. For example, using ELD driver and location data to determine which drivers might be eligible to drive a load.

For this type of partnership, you need to complete the [Zonar data access form](#). And you'll need a link to our API page for information on building the APIs. A nominal fee for accessing the data may apply.

Third-party app

We'd test and vet your app for compatibility on our Zonar tablets, and make them available to our customers. You would work directly with customers regarding subscriptions, payments and registrations to use your app.

Each partner level benefits.

	Benefit	Alliance	Solutions	Developer
Enablement	Zonar Partner Portal	✓	✓	✓
	Sales Enablement	✓	✓	
	Zonar Reseller Training		✓	
	Zonar Product Training, accessible on the Partner Portal	✓	✓	✓
	SPIFFs	✓		
	Zonar Product and News Updates	✓	✓	✓
	Zonar Wholesale Pricing		✓	
	Quick Start Program		✓	
	Pilot Kits*		✓	
Marketing	Program-level Logo	✓	✓	✓
	zonarsystems.com Listing	✓	✓	✓
	Co-branded Product Collateral	✓	✓	
	Trade Show Kits	✓	✓	
	Event Collaboration and Promotion*	✓	✓	
	Branded Merchandise	\$	\$	\$
	Marketing Campaign Kits	✓	✓	
	Joint Lead-share	✓		
	User Group Participation and Sponsorship Options	\$	\$	\$
	Joint Webinars		✓	
Channel Support	Channel Manager	✓	✓	✓
	Channel Marketing Manager	✓	✓	
	Support, Installation and 24/7/365 Customer Success Team	✓	✓	✓
	RFP Support	✓	✓	
	Sales and Sales Engineering Support		✓	
	QBRs and Funnel Reviews		✓	

* Determined on a case-by-case basis

\$ Incremental or additional cost

Become a Zonar Partner.

Inquire today at: zonarsystems.com/partnerprogram

About Zonar

Since 2001, Zonar has pioneered smart fleet management and mobility solutions so fleets of every size and mix can operate more safely and efficiently. Now, we're a leading provider of solutions that enhance visibility, asset utilization, fleet health, and safety and compliance for operations in commercial trucking, pupil transportation, mass transit, and hard-working vocational. We also partner with OEMs and other industry leaders to provide seamless integrations and deeper insights.

We were founded on safety, and Zonar remains committed to keeping our roads—the same ones we share with other families—safe. Our complete, award-winning platform fits virtually any fleet and features our 60+ patented technologies. We develop solutions with an innovative spirit, and back them with our award-winning 24/7/365 U.S.-based Zonar Customer Success team.

Zonar is headquartered in Seattle, Washington. We also have locations in Cincinnati and West Chicago.

zonarsystems.com | channelpartner@zonarsystems.com | (877) 843-3847

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