



Freescale Ecosystem

Freescale Connect Partner Program

The essential source for embedded designs based on Freescale solutions

Overview

At Freescale, we understand the importance of collaborating with an ecosystem of partners to provide the right solutions for our customers. When we develop a relationship with a partner, we want to recognize that relationship.

The Freescale Connect partner program comprises a global network of independent companies that offer the vital tools, software, technology, engineering services and training to speed customer design.

Benefits

In an increasingly complex and time-constrained environment, the Freescale Connect partner program is designed to strengthen partnerships to better serve customers. By enabling, communicating with and recognizing our partners, we can work together more effectively.

As a member, your company will enjoy benefits that include:

- Listing in the Freescale Connect partner database
- Access to roadmap and product information
- Use of the Freescale Connect co-branding assets
- Invitations to regional Freescale events
- Discounts on select development tools

Program Goals and Objectives

Enables

- Creating a better relationship between the Freescale field and our partners
- Streamlining Freescale partner processes to improve ease of engagement

Communicates

- Enhancing available partner information for Freescale customers and field
- Engaging partners in more co-marketing opportunities

Wins

- Increasing the success of both Freescale and partner
- Recognizing and rewarding successful partners

Freescale Connect Partner Tiers



Preferred partners are independent companies that engage in deep technology collaboration with Freescale—aligning roadmaps and programs as well as optimizing solutions. Their offerings span the Freescale product portfolio and include global support.



Premier partners collaborate closely with Freescale to enrich the enablement and implementation of total system solutions aligned to the latest Freescale technologies. Their offerings have a strong track record of success in supporting Freescale products.



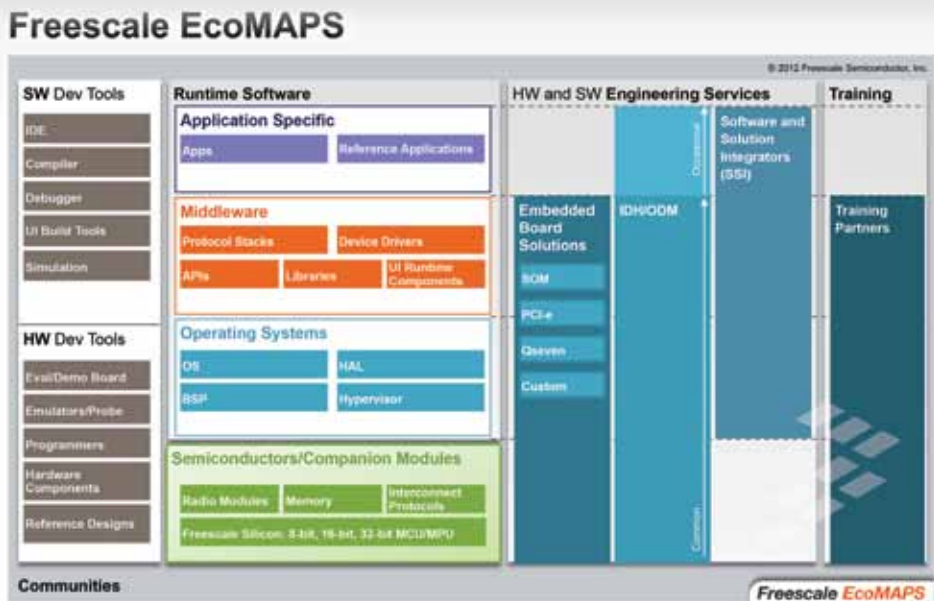
Proven partners offer the knowledge and experience to round out the enablement and implementation of total system solutions aligned to Freescale technologies.



The Freescale Connect partner tier consists of industry-leading

companies that complete the Freescale ecosystem, surrounding Freescale technologies.

Freescale Connect Partner Program EcoMAPS



Freescale EcoMAPS

Another tremendous benefit and industry-leading differentiator of the Freescale Connect Partner Program is alignment to the Freescale EcoMAPS. Freescale developed our Market Applications and Portfolio Solutions (MAPS) to identify by market subsegment, a total Freescale portfolio solution. EcoMAPS identify the major areas of the ecosystem surrounding Freescale silicon, allowing for a common language in describing how partners interact with the customer's development process and end application.

This point of view also helps one to understand the customer's approach and decision process. It helps to understand whether software is for development or runtime support. It is just as important to understand how a customer may leverage engineering services providers to speed their time to market whether embedded board solutions or system on module (SOM) providers to quickly achieve a certain form factor, and an original design manufacturer (ODM) to develop a custom design, or a system solution integrator (SSI) to bring the total solution together.

Finally, within EcoMAPS, partner types are supersets to EcoMAPS blocks that include software and hardware development tools, runtime software/ISV, engineering services and

training. Each block is separate, though some providers cross into areas of each.

Freescale Community

Another asset to the Freescale ecosystem is our community. Design engineers faced with shrinking design cycles expect real answers in real time. With the pressure to get to market faster, they are more inclined to tap into online communities of peers and experts address support issues and generate ideas. The Freescale Community (community.freescale.com) is a vibrant environment where members can share design ideas and tips, ask and answer technical questions, and receive input on just about any embedded design topic. This single, integrated platform allows members to search, find, follow and connect with others. We encourage our partners to be active participants in the Freescale Community—not only by content creation, but to take advantage of this powerful resource and collaboration tool.

Join the Program

Online enrollment in the Freescale Connect partner program is simple. Prospective Freescale Connect members must complete the enrollment form located at freescale.com/partners.

For more information, visit freescale.com/partners