

For Partners

Samsung Printing Solutions

Partner playbook for comprehensive sales strategies,
competitor comparisons and solution benefits



**SUCCESS WITH
SAMSUNG SMART UX
PRINTING SOLUTIONS**

**SMARTIFY
YOUR BUSINESS.**
PRINTING INNOVATION.

SAMSUNG
BUSINESS

SAMSUNG PRINTING SOLUTIONS

Market Trends – Priorities Have Shifted

In business printing, reliability, affordability, performance, ease-of-use and output quality are still highly valued by organizations, but the market is changing, spurred by innovations in mobile computing and cloud connectivity.



Mobility and Cloud

According to surveys by CeBIT and IDC, 89% of employee mobile devices are connected to corporate networks, and 82% of enterprises employ a cloud storage solution.



Digitalization

According to an IDC forecast for 2014 to 2017, worldwide revenue for paper-to-digital solutions is expected to increase by 28.5%.



Security

In an IDC survey, 20% of IT professionals said that document security was one of the top three pain points.

We believe reliability is still important to our customers, but mobile and cloud collaboration, digitalization and security will be the next big opportunities in the printing market.

Samsung Vision and Strategy

Samsung is proud of its globally recognized reputation. We are:

- The world's most sustainable technology company¹
- The 2nd biggest U.S. patent winner²
- The 7th best global brand³

We aim to become one of the world's top-five brands by 2020. Business printing is a core part of achieving this.

Join us and provide your customers with the highest-performing solutions and a total package of IT products and support.

1. Dow Jones Sustainability Index, 2011
2. IFI, 2013
3. Interbrand, 2014



Hardware and Technology

- Full lineup from A4 to A3
- Printer-optimized semiconductor technology
- Android tablet UX to MFPs and NFC/Bluetooth to mobile and cloud solutions



Convergence Offering

- New business opportunities with Samsung's range of complete IT products
- Samsung mobile printing and cloud printing solutions meet the needs of the modern mobile workplace



Solutions

- ISV compatibility for growing third-party solutions, with the XOA open platform for enterprise customers
- Competitive in-house server and serverless solutions for SMB and enterprise customers
- SMART UX Center to introduce a new application ecosystem into the printing market



Partner Support

Samsung puts a focus on providing marketing support for our global partners that only we provide, such as smart support tools, like SPDS and the Printing Catalog. They include marketing, service, monitoring and operational support.

BROAD MARKET COVERAGE WITH A COMPLETE LINEUP

The Extensive Product Range of Samsung A3 and A4 Printing Devices

Samsung is a market leader in A4 printing and we have expanded the addressable market for A3 in the up to 60ppm segment, thanks to our newly-added MX7 series.



Introducing the MultiXpress Series

Take Business Performance to a New Level with Smart Printing

MultiXpress 4 and 7 Series

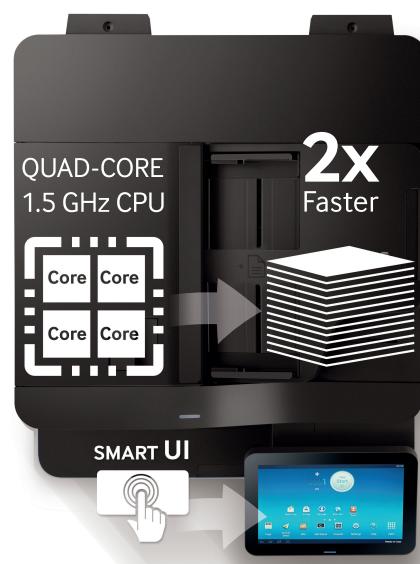
The Samsung MX4 and MX7 series MFPs are specifically designed to respond to the growing A3 copier market, boasting smart usability that enables businesses to work faster and more efficiently with intuitive, user-friendly controls. Offer advanced authentication with NFC Pro to meet your customers' security requirements.

- Smart printing, just like using a tablet
- Earn more revenue by developing applications with the Android SDK
- Boost productivity with ultra-fast performance DSDF: MX4 series: 80/120ipm, MX7 series: 120/240ipm (GX)
- Lower TCO with high-capacity supplies and eco-friendly functions
- Samsung printer-optimized CPU, 1 Ghz dual-core and 1.5 Ghz quad-core, enables two-times faster speeds compared to a conventional CPU

MultiXpress 7 Series

Meet the demands of businesses that depend on high-volume printing by providing a quicker and more streamlined workflow.

- 90-degree pivoting screen for full-page previewing
- Stay worry-free with best-in-class maximum monthly duty (up to 330K)



SAMSUNG PRINTING SOLUTIONS TAKE THE LEAD

Samsung Smart User Experience

Give your customers a whole new ecosystem of usability

- Samsung Smart UX is not just a user experience system, it's a totally new kind of application environment, comprising apps, an app center and development support
- There is a powerful but simple user-interface based on widgets for instant access to the most-used functions
- The auto-start option can help users automate frequently used workflows

The UX is specially designed for B2B customers

- If a customer already has an app that they use for printing, Smart UX can be customized to look and behave in the same way on Samsung devices

Add value with new applications

- New applications can be added on the Samsung Printing App Center to increase usability and productivity
- With the support of our SDK (Software Development Kit), you can create applications and charge for them through our application store. Find it at <https://printingapps.samsung.com/apps>



Full-Featured Product Lineup

Help your customers work faster and more efficiently with intuitive, easy-to-use controls. With high-performance and cost-efficient features, Samsung printing devices meet the printing demands of customers that depend on swift operations while minimizing total cost of ownership.

Work Faster with DSDF

M4580LX, M5370LX, MX4*, MX7 series have the Smart UX CENTER and a faster DSDF (dual scan document feeder) to quickly scan both sides of a document at once.

Satisfy customer needs with an open development platform

BCPS is a cost-efficient, highly usable document management solution with A4 XOA web device compatibility. By using an XOA embedded device as a server, up to five XOA web devices can be connected with a single license, reducing IT expenses without the cost of a dedicated server.

Save resources with high-yield components

Businesses can handle heavy printing volumes and reduce labor costs with the X4300 series ultra-high-yield toner cartridges and drums. These long-life supplies ensure businesses get the most out of their resources, resulting in lower TCO.



SUPPORTING OUR PARTNERS

The Support You Need to Succeed

Make the most of Samsung Printing Solutions

- Agile and customized support with B2B customization. One of the key benefits chosen by our partners: Samsung Printing Solutions has always supported partners' businesses by developing customized solutions to fit customer needs
- The wide range of Samsung solutions (from smartphones to digital displays, etc.) means that partners can deliver full B2B IT solutions to customers
- A lucrative opportunity for partners who want to benefit from that growth potential (win-win; you grow, we grow)

Service and marketing tools for partners

- SPDS (Smart Printer Diagnostic System) delivers real-time alerts, troubleshooting and diagnostics featuring device error with map and video clips
- In addition to SPDS, we will provide a powerful remote service application to support troubleshooting in real-time, after Q4 2015
- Easy-to-find product specifications and value from Samsung Printing Catalog



Quarterly Growth Rate



Growing Partnerships

Samsung partners are part of a growing community. The number of active partners selling print solutions has increased every quarter in the last two years, with a CAGR of 40.46%.

Making Your Business More Profitable is Our Top Priority

Save on installation costs: Installing a Samsung Printing Solution can take as little as fifteen minutes. This means you can spend more quality time with clients and winning more business.

Save on maintenance costs: Maintenance and troubleshooting are easy with Samsung. Not only are our solutions logically and sturdily constructed, our diagnostic tools are designed to help you identify issues without detaching any components. See FAQs on page 9 for details.

Save on stock management: Save on your stock management with interchangeable drum units. Less wasted shelf space means more efficient business. For example, the X4300 series use the same drum unit for all models.

Partner Resources

- **Join STEP: Samsung Team of Empowered Partners**
Be rewarded for your partnership.
<https://partnerportal.samsung.com>
- **Download the Smart Printer Diagnostic System (SPDS)**
Diagnose and troubleshoot printer issues using this smartphone app.
<https://play.google.com/store/apps/details?id=com.sec.spds>
- **Download the Printing Catalog**
Discover the full range of Samsung Printing Solutions.
<https://play.google.com/store/apps/details?id=printing.catalog>

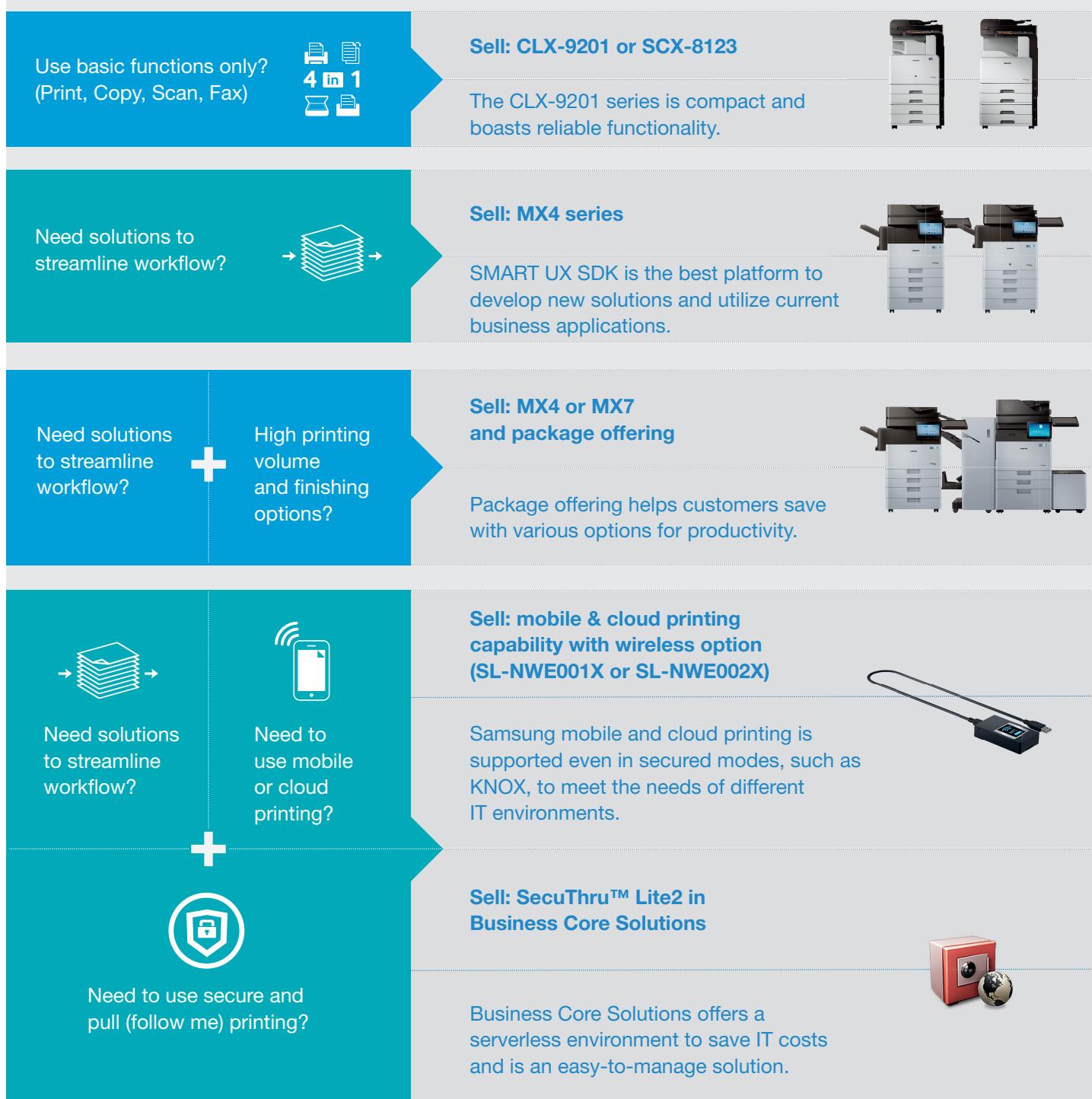


PREPARE TO SELL SAMSUNG PRINTING SOLUTIONS

Your Guide to Successful Selling

In today's competitive business printing market, knowing the competition can mean the difference between closing a sale and walking away empty-handed. The information contained on this page will help you offer the right products and solutions that correspond with your customers' needs.

Select the Best Samsung Product



Get more information on above products and solutions at www.samsung.com/global/printingmsp

PARTNER AND CUSTOMER BENEFITS WITH SAMSUNG

Benefits at a Glance

Samsung Printing Solutions are designed from the ground up to enable better business. The following information is a summary of the main points covered on the previous pages. See the advantage of Samsung Printing Solutions at a glance – both in terms of selling benefits and when in use.

	Partner Benefit	Customer Benefit
Deal Pursuing	More revenue and profit opportunities, thanks to the comprehensive product portfolio that only Samsung provides.	Sourcing A4 and A3 printing devices as well as various IT products from one vendor with a single partner contact point.
	Samsung passes leads to partners to ensure mutual success.	
	Deal support to increase win rates.	
	Samsung's printing catalog application helps partners access product and solution information easily.	
Sale	Global finance program support that covers 36 countries.	DSDF, value-added functions and security features are free of charge.
Installation	Samsung solutions are designed for easy and simple installation to help save on installation costs (pre-installed DSDF). The Samsung MX4 or 7 Series take just 30 minutes to do a full-featured installation, while competing solutions can take over one hour.	Embedded applications help customers optimize workflows without additional costs, e.g. customizing configuration UI preferences, automatic workflow with auto-start option.
	Samsung's unique NFC Pro cloning function helps partners manage SMB fleet environments easily.	
In Use	New applications, built either by Samsung or by partners on the SMART UX platform, can create additional revenue opportunities.	Productivity enhancement, thanks to faster printout and scan.
	Precise and reliable CPP metrics for different customer environments will guarantee profit-making click charge-business.	During the device running period of three to five years, customers can upgrade or improve their work efficiency continuously, with new applications based on SMART UX.
Maintenance	Save maintenance labor cost utilizing SPDS. Reduce service time, thanks to Samsung's unique SoC technology. ¹	Reduce device downtime thanks to SPDS.

1. SoC: System on chip, one-chip solution to integrate various functions on one chip



CUSTOMER SUCCESSES

Case 1

Providing custom services with Smart UX launcher app

Customer Challenge	Types of Devices	Solution
Need to integrate their logo and company name into UI and restrict certain functions for document security.	X4300: 700 units	The Smart UX Launcher App with a customized UI screen to match the customer's corporate identity.
Benefits: Effective delivery of customer's brand by using customer-specific launcher app.		Vertical: Insurance

Case 2

Sourcing everything from one vendor and a single contact point

Customer Challenge	Types of Devices	Service Type
Many printing devices from different vendors. Need to simplify customer devices for better management.	X4300 and K4350: 80 units, replacing A4 devices after contracts expire.	Managed Print Services powered by SMART UX, allowing employees to manage printing through their own devices.
Benefits: Less pages printed by continuously monitoring the printing environment and using process improvements to save time, money and reduce the environmental footprint.		Vertical: Government

Case 3

Innovation and productivity: high-performance scanning

Customer Challenge	Types of Devices	Service Type
Need to improve scanning and document distribution between branches, agencies and headquarters. Solution had to be compatible with current document solution.	A3: X4300 (32 units) A4: M4580 (191 units) M5510 (192 units) CLX-8650 (45 units)	Managed Print Solutions (MPS).
Benefits: The company benefited from high-performance scanning leading to increased productivity, thanks to a fully integrated document scanning system, automatic indexing, and distribution.		Vertical: Banking

FREQUENTLY ASKED QUESTIONS

Q1: Is the SMART UX, based on the Android OS, secure? Are there any vulnerabilities, such as malware?

A1: The SMART UX system supports a few methods to prevent misuse or unauthorized use by a malicious user:

- Administrator rights are needed to install applications
- The web-browser application can be disabled for additional security
- If necessary, a service engineer can block the installation of applications by administrators
- Most applications can only access public folders, like the download folder on an HDD. Normal applications cannot access the secure data on the HDD

Q2: How can the all-in-one board system help save on service costs?

A2: Technical issues are more often related to mechanical parts such as the drive unit, motors, gears, etc.

- Conventional copiers have multi-board systems that often block whole sections of the device. Removing these boards is effort-intensive
- Samsung systems have a small all-in-one board that only blocks a specific section of the device interior
- A service engineer can check the internal structure while the device operates, to save time and effort

Q3: What features do Samsung solutions offer to our customers?

A3: Does the vendor's solution offer

		Samsung
Mobility Solution	Various types of document support without internet connection? (e.g., MS Office files)	Yes
	One-touch printing and scanning by tapping NFC ¹ ?	Yes
	Support full functions such as print, scan and fax?	Yes
Serverless Solution	Pull-printing (follow me) function in serverless solution?	Yes ²
	Serverless solution to various products from A4 seg3 to A3 seg4+?	Yes
Server Solution (Management)	Manage the devices in NAT ³ /firewall restricted multiple locations through Site Manager application?	Yes ⁴
	Monitoring device configuration and rollback in case of violation at changing default setting?	Yes ⁵
Customized UI	Use same personal UI in multiple devices?	Yes ⁶
	Custom UI to fit individual usage?	Yes
	Workflow automation with auto-start option in favorite programs?	Yes
Product Feature	Provide DSDF (duplex scanning document feeder) from seg3 of A4 to seg4 of A3 devices by default?	Yes
	ADR (auto developer refill) system to save maintenance cost, even in A3 mono?	Yes
	Various functions such as PCL6, OCR for scan and image overwrite for security as default?	Yes

1. A3 MFP devices
2. SecuThru Lite2 supports

3. Network address translation
4. Site manager supports handling multi-sites

5. Profile monitoring in Fleet Admin Pro
6. Smart Workspace supports user to use same UI between Smart UX lineup

MEMO

MEMO

LEGAL AND ADDITIONAL INFORMATION

About Samsung Electronics Co., Ltd.

In modern society, keeping up with technology is critical to the success of any business or the productivity of any individual. The choice of technology can make the difference between survival and leadership.

As the workplace becomes more digitalized and the workforce becomes more mobile, printer and copier devices must also adapt and evolve.

Printer technology and satisfaction are lagging the electronics innovation most employees expect. Nor has there been any major entrant to help shape change.

Until now.

Samsung is applying its ingenuity to develop breakthrough printing solutions that ignite productivity. Only Samsung has the electronics expertise to design and build a printer that fits the way society works today.

Printing for the modern world has arrived.

Samsung is printing innovation.



For more information about
Samsung Printing Solutions, visit:
www.samsung.com/PrintingInnovation

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems and semiconductors. We are also leading in the Internet-of-Things space through – among others – our Digital Health and Smart Home initiatives. We employ 307,000 people across 84 countries. To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com

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