

SAMSUNG PRINTING INNOVATION

Education



Transforming Document Workflow in Education

Paper-based Lecture

Environment Change

- Innovative Instructional Aids : E-Blackboard
- Mobile Communication
- Sharing the class material by Cloud

Digital Data based Tech Devices

Transformation to Digital Formats

- PDFs, e-Docs
- Mobile PCs
- Tablet/Smartphone
- E-Blackboard
- E-mail/Messenger

Market Characteristics

Convenient and Economical Information Sharing between Teachers and Students



Collaboration



Cost-Sensitive



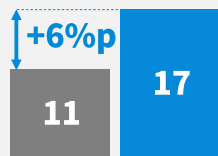
Ease of Use

- Use Public Cloud
- Share Individual Folders
- No Information Security Concerns
- Material sharing is crucial for work (Class materials, Assignments)

Mobile/Cloud Print

■ SMB Avg.
■ Education

[Unit: MA, %]



Recognition



Currently Use

- Price Sensitivity
- Students often print in color

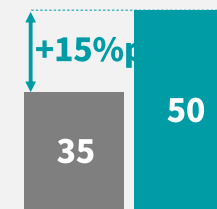


[Unit: A3 MFP Key Buying Factor, %]

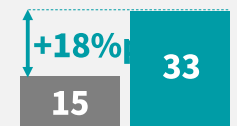
- Easy Scan to Cloud
- Easy App Installation
- Big font, Big icon in LCD screen
- Easy Troubleshooting

■ SMB Avg.
■ Education

[Unit: Preference as Key Buying Factor, %]



Easy troubleshooting



Big font, Big icon in LCD screen

[Samsung B2B Vertical Analysis, Base: SMB Avg. N=240, / Education, N=60 / ITDM, %]

Key Requirements & Samsung's Solution Offer

Examination

- Test Paper Print
- Answer Sheet
- Print/ Scan

Academic information

- Education Material Print
- Academic Record Print/Scan
- User Access Control

Privacy & Security

- Network Security
- Data Encryption
- User Access Control

Administration

- ID Copy/Scan
- Billing Print/Scan
- Newsletter Print
- Scan to Server

Device management

- Error Notice
- Supplies Notice
- Usage Control

Student

- Report Print/Scan
- Mobile Print/Scan
- Personal Billing

SAMSUNG PRINTING SOLUTIONS

Secure Pull Printing

**Document Distribution
To the Cloud**

**Automated
Document Management**
(index/Search/Archiving with OCR)

Samsung Printing Solutions for the Lecture

Document Workflow

1. Upload assignment description to cloud



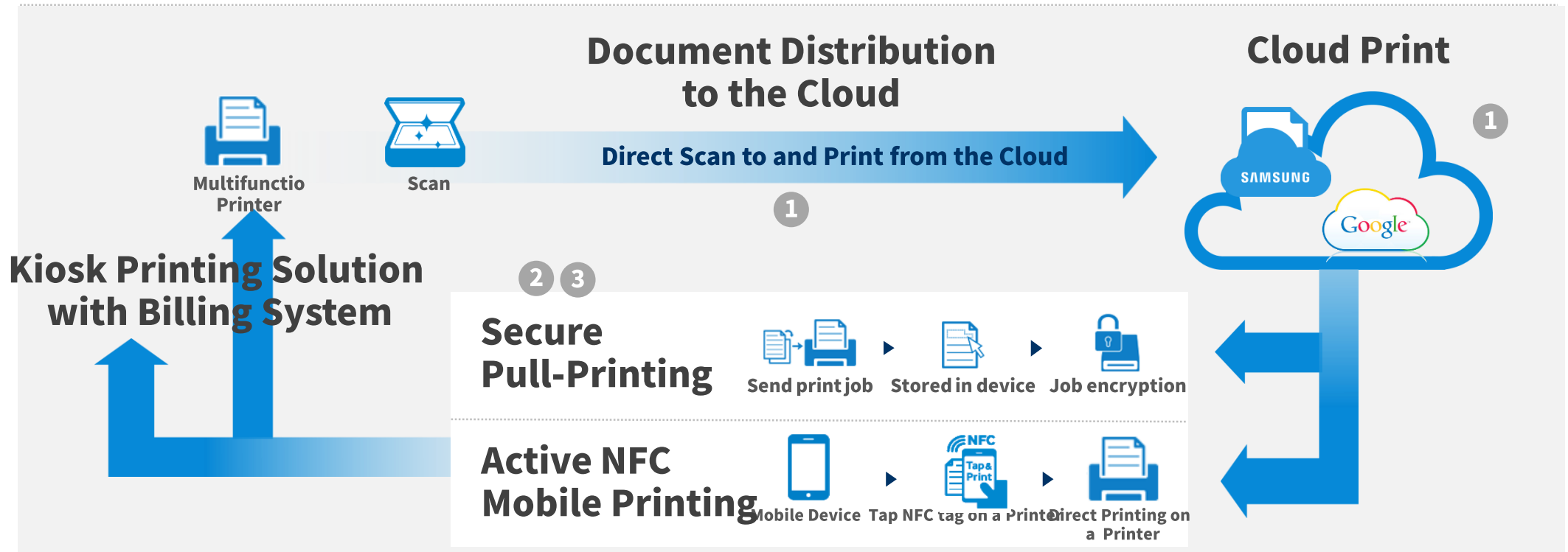
2. Print assignment, submit drafts, get feedback



3. Assignment presentation or submission



Samsung Printing Solutions

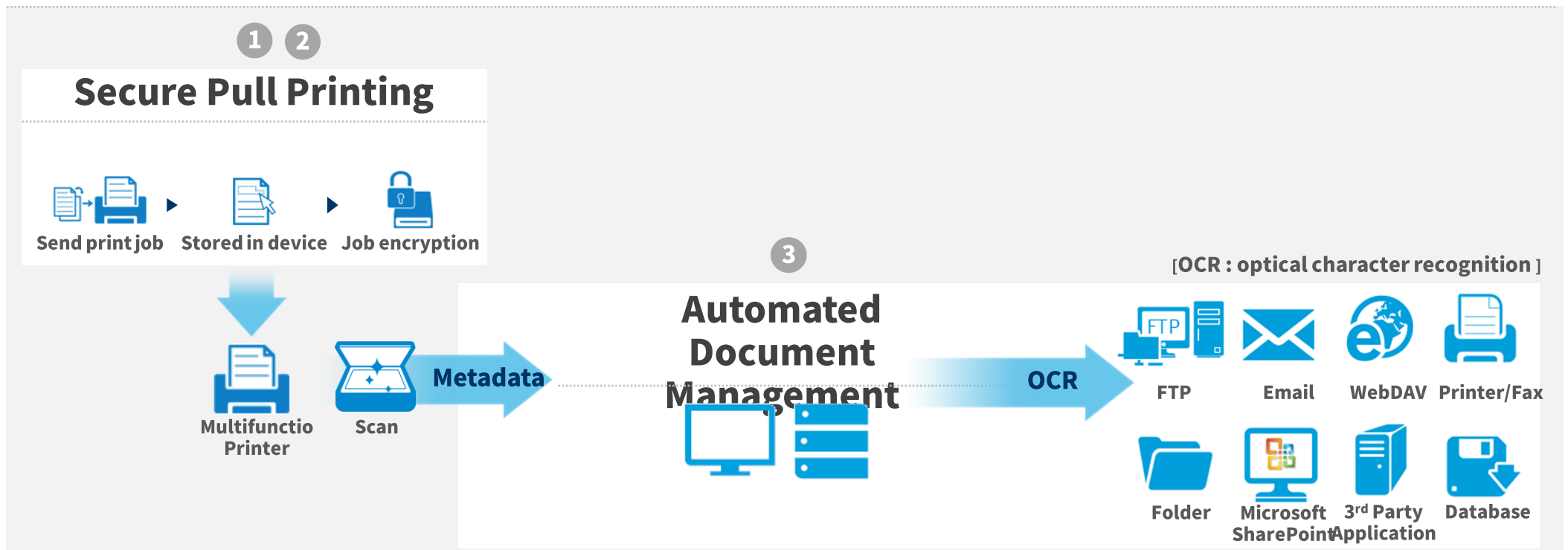


Samsung Printing Solutions for the Administration

Document Workflow



Samsung Printing Solutions



Secure Pull Printing

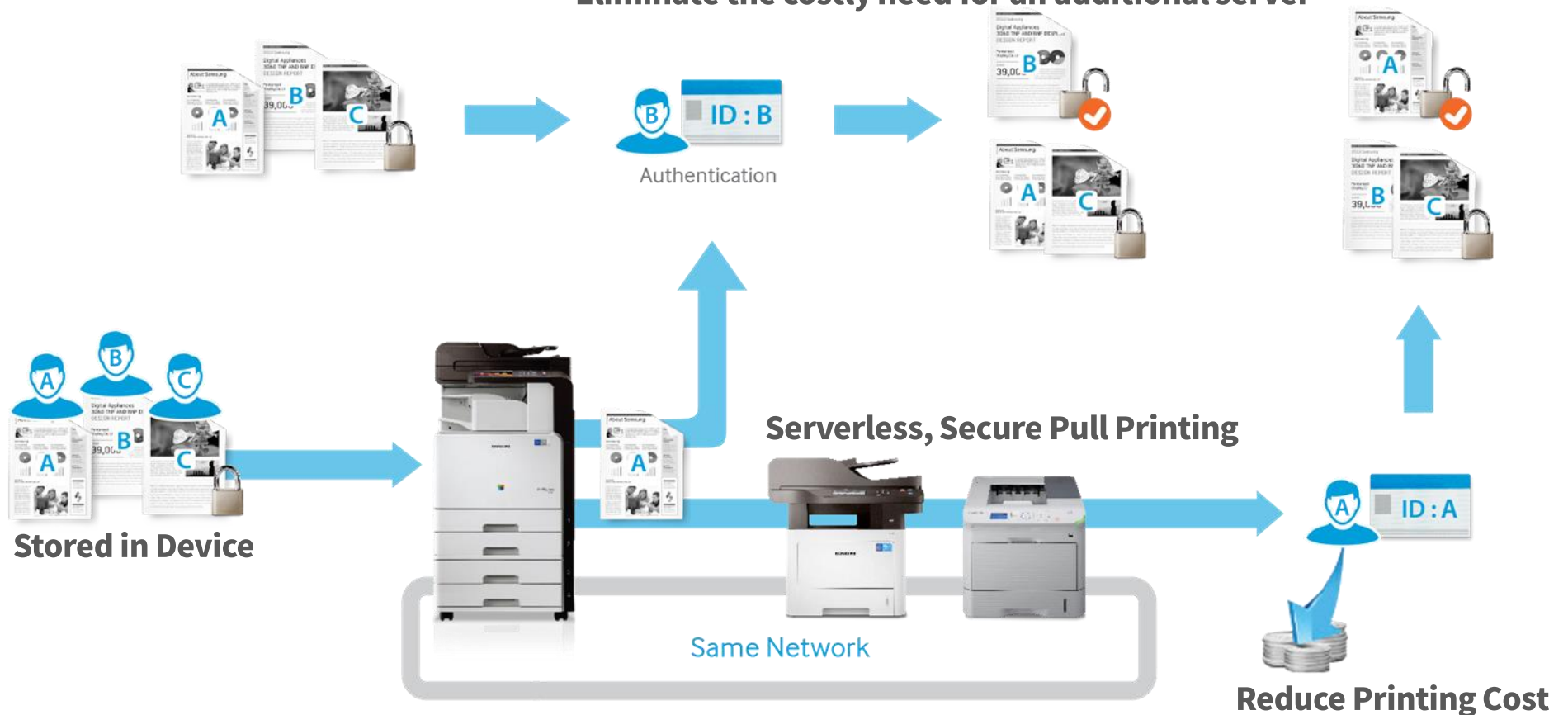
o Enhance document security and reduce waste with pull printing

Main Feature

- Secure authentication and release
- Server-less, secure pull printing

Key Benefits

- Reduce costs from paper waste and server expenses
- Increase security through user authentication for device access
- Eliminate the costly need for an additional server



Document Distribution to the Cloud

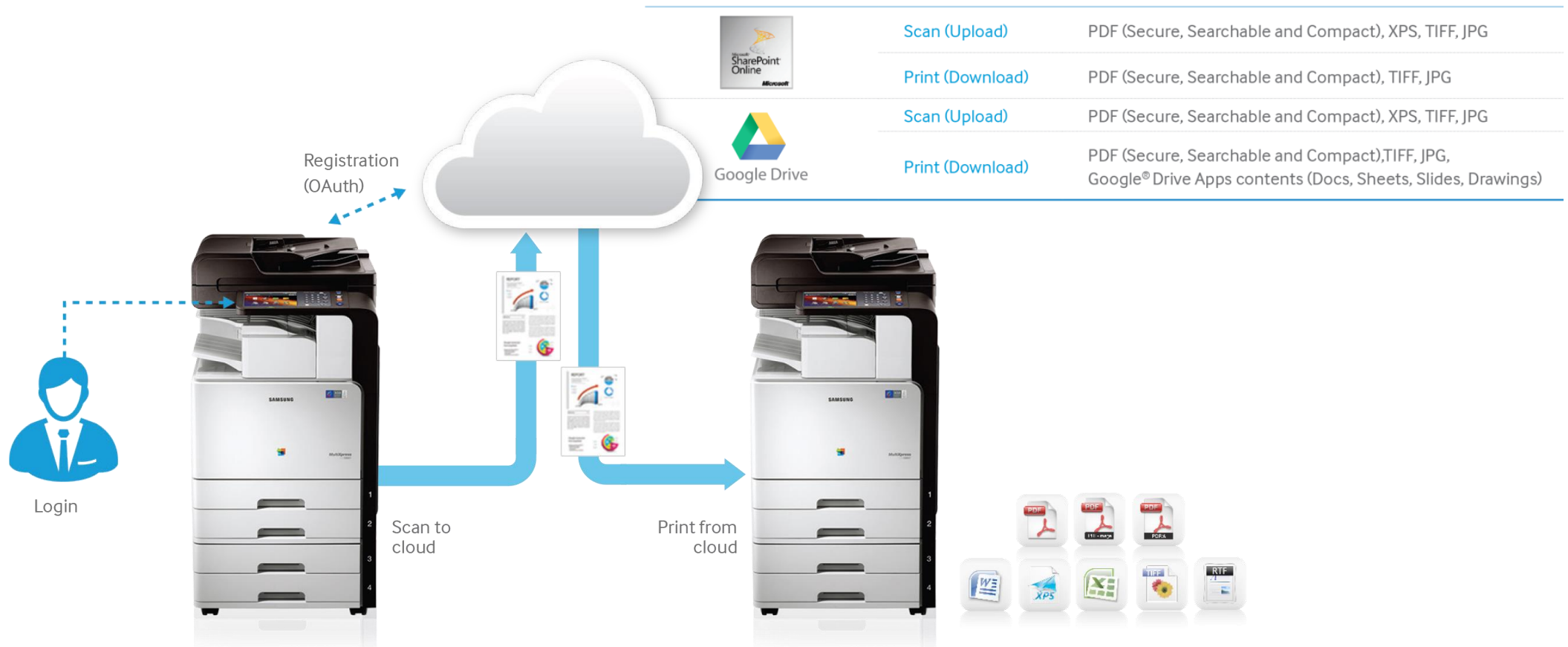
o Accelerate workflow and increase efficiency using cloud services

Main Feature

- Easy, secure access to the cloud
- Support for various file formats and cloud services

Key Benefits

- Accelerate workflow and increase efficiency using cloud services
- Optimize operations by utilizing only necessary services and formats

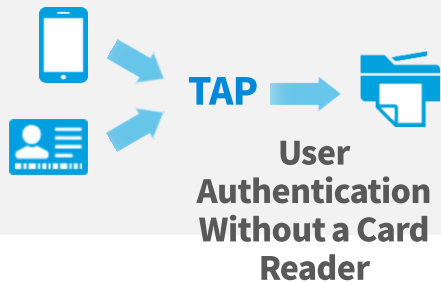


Active NFC Mobile Printing

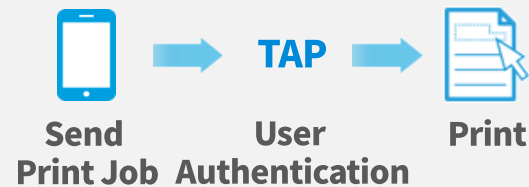
- o Provide efficiency, convenience, and security for direct printing on mobile devices.

Main Feature

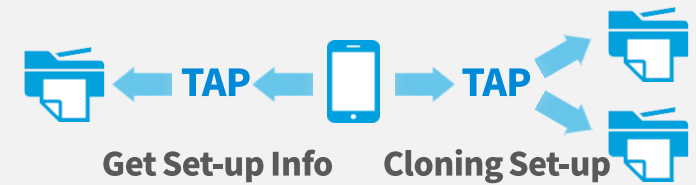
Easy User Authentication



Secure Release & Pull-Printing



Easy Installation through NFC Cloning



Automated Document Management

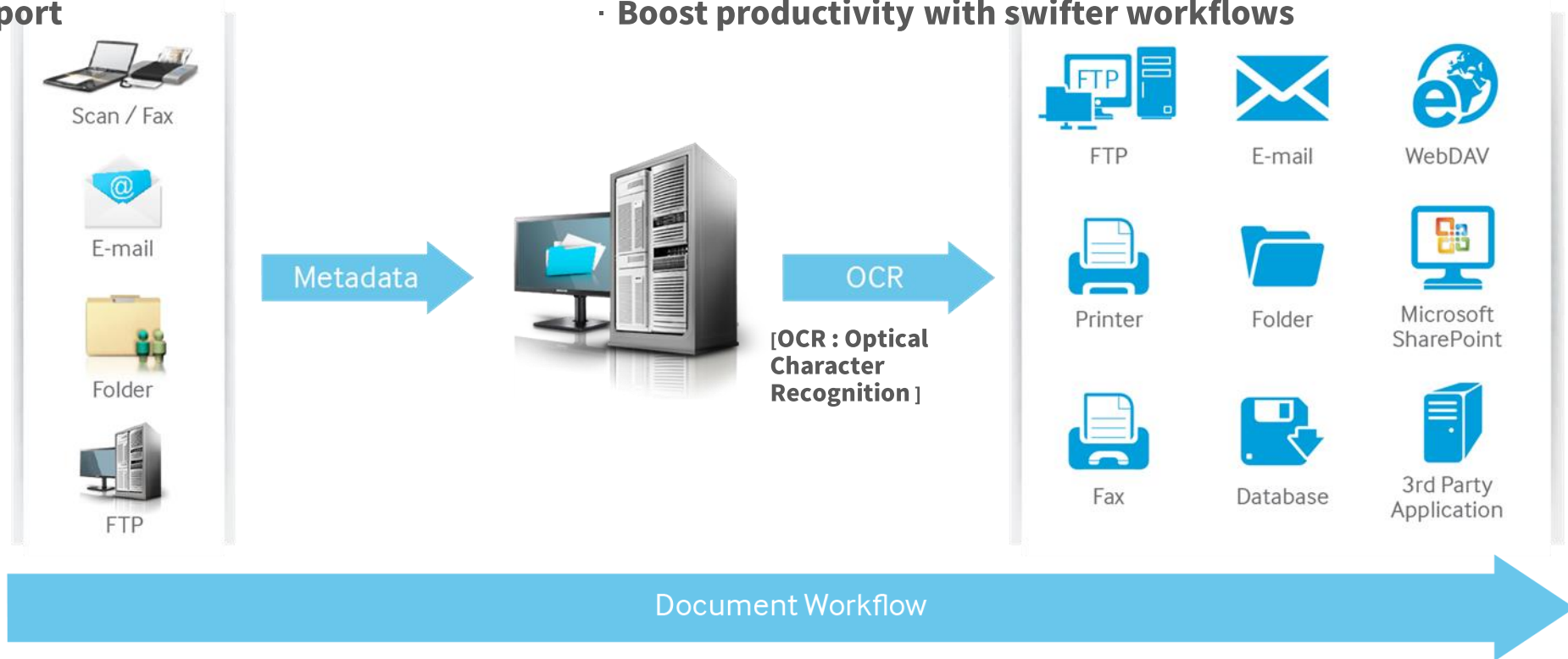
o Enhance efficiency, convenience, and security for digital document workflow

Main Feature

- Zone and Barcode OCR
- Fax Caller ID
- Mobile printing and custom work forms
- Scan to my email
- Card authentication and SSO support

Key Benefits

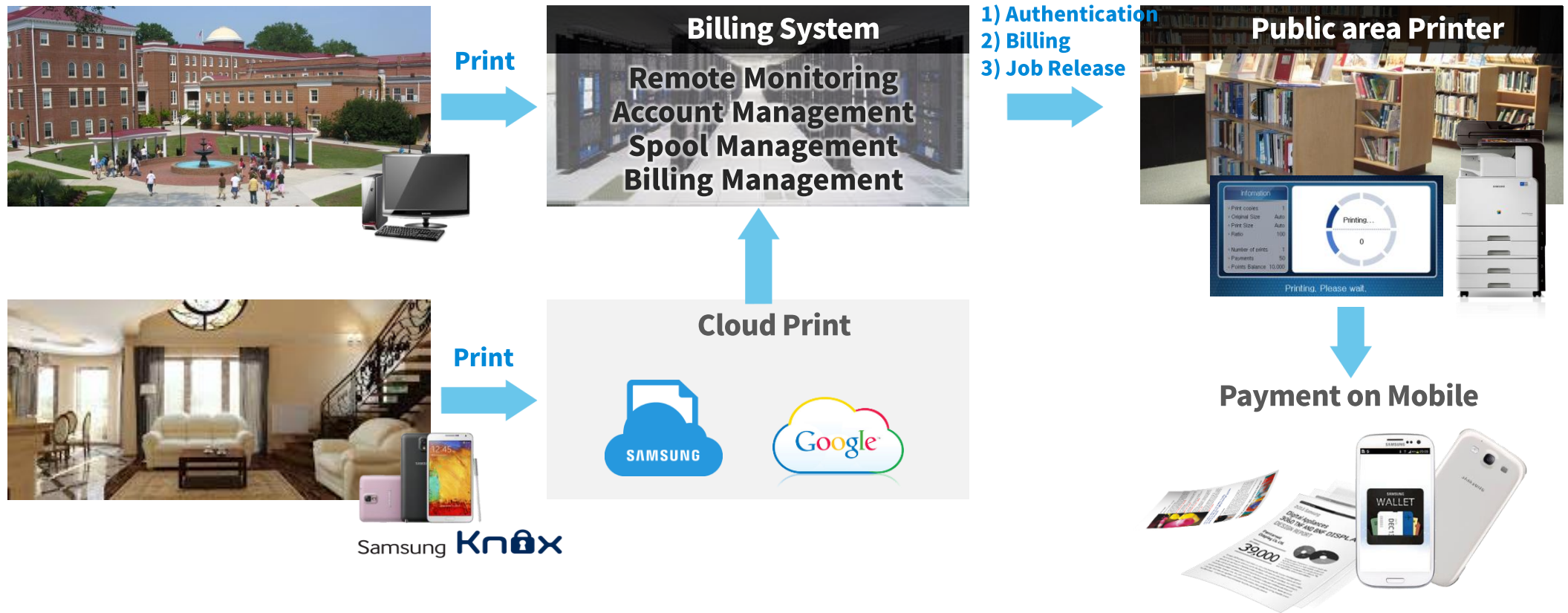
- Reduce operating costs with improved print environment efficiency
- Enhance user experience through powerful yet convenient features
- Increase document security to provide better data protection
- Accelerate performance with automated functions
- Boost productivity with swifter workflows



Kiosk Printing Solution with Billing System

Key Benefit

- Students can easily send their printing jobs on mobile from campus and home
- Students can print it out from any printers in campus
- Each student's printing cost should be paid through the mobile phone



Source : Kiosk Printing Solution for a University in Korea

How is Samsung Printing Solutions helping your innovation?

Customer's Innovation Points	Samsung's Solution	
Budget cuts forced us to use the cloud but we need to work together, So mobile and cloud printing services became even more important.	<ul style="list-style-type: none">- Provide free cloud service with networking- Print easily with Samsung Mobile app- Easily print the document from public cloud site	Document Distribution to the Cloud
To prevent unnecessary printing, connecting to billing system or print authentication with ID	<ul style="list-style-type: none">- Coordinate printing activity with ID authentication	Samsung Payment Solution Secure Pull Printing
Partially using S/W on work flow. Compatibility of Android, Windows or iOS is important .	<ul style="list-style-type: none">- Cost-effective server-less solution- Supports printing on laptops, iPads or tablets	Business Core™ Printing Solutions

Case Study



Kiosk Printing Solution for a University in Korea

Country of Origin : Korea



Profile

The oldest private university in Korea with 3,500 eminent faculty members who are conducting cutting-edge research across all academic disciplines. There are 18 graduate schools, 22 colleges and 133 subsidiary institutions.

Vertical Market : **Education** Business Line : **University**

Challenge	Solution	Benefits
<ul style="list-style-type: none">- Offer a competitive printing kiosk solution with various payment methods which can manage different campuses in integrated manner	<ul style="list-style-type: none">- Samsung installed A3 Mono MFPs with maintenance support.- A differentiated billing solution for printing included Samsung Cloud Print™, which provided cloud-based mobile printing. The cloud service was provided in cooperation with local independent software vendors (ISVs) in Korea.	<ul style="list-style-type: none">- Differentiated printing kiosk solution which can manage branches (campuses) located in different cities in integrated manner- Various payment methods which provide a competitive advantage to the users of the kiosk(Support cyber money, credit card & check card)- Samsung Cloud Print Solution to provide convenient mobile printing experience to the university

Campus-wide MFP Solution for a Collage in London

Country of Origin : UK



Profile

Dedicated to the advancement of knowledge, learning & understanding in the service of society,

The college of the university in London. Over 6,000 employees in 5 campuses

Vertical Market : **Education** Business Line : **Collage**

Challenge	Solution	Benefits
<ul style="list-style-type: none">- Lack of solution ready to save cost and monitor the fleet of the products- Requires XOA printer to integrate with secure pull printing software to monitor the cost allocation to students	<ul style="list-style-type: none">- Samsung instituted A3MFPs to provide printing services throughout the university's campuses, including supplies, service and a maintenance contract- A secure pull printing solution was implemented to provide cost accounting, account limit enforcement and secure document release.	<ul style="list-style-type: none">- 40 units were delivered in Sept whilst the remaining 260 units will be deployed in 2014- Effective integration of secure pull printing was accomplished

The End

