

SAMSUNG One

# Samsung One: one vision, one connection.

One connection to every opportunity

S

하나

# Contents

|   |    |
|---|----|
| <b>The Samsung vision</b> .....                       | 3  |
| Market-leading innovation .....                       | 4  |
| Your one connection to emerging opportunities .....   | 4  |
| <b>Why partner with Samsung</b> .....                 | 5  |
| 5 reasons to partner with Samsung .....               | 6  |
| <b>Why Samsung for business</b> .....                 | 7  |
| The largest portfolio of mobile devices .....         | 8  |
| Leading mobile security software .....                | 8  |
| Enhanced by a range of free apps for businesses ..... | 9  |
| Enabled by Samsung Capital .....                      | 9  |
| Samsung Knox .....                                    | 10 |
| Samsung Knox supports growing business .....          | 11 |
| Samsung Capital .....                                 | 12 |
| Samsung Galaxy Enterprise Edition .....               | 13 |
| <b>Samsung support and services</b> .....             | 16 |
| <b>Samsung One B2B Partner Programme</b> .....        | 18 |
| Samsung One benefits .....                            | 21 |
| Samsung One tiering .....                             | 22 |
| Samsung One app .....                                 | 23 |
| Samsung Rewards .....                                 | 24 |
| PartnerView .....                                     | 25 |
| <b>Next steps</b> .....                               | 26 |



# The Samsung vision

Partnering with Samsung means working with a company that's focused on the future.

## Market-leading innovation

Samsung is one of the world's biggest investors in R&D, and this commitment to innovation has made us the market leaders in mobile and smartphones.<sup>1</sup> Here's how we take technology forward:

**38** R&D centres

**7** design centres

**20.2** trillion spent on R&D (KRW, 2019)

## Your one connection to emerging opportunities

Our innovative approach helps you deliver mobile experiences that customers love. And for today's entrepreneurs, that's more important than ever before.

**80%** of workers use their mobile device at work<sup>2</sup>

**3hrs** average daily mobile usage for a B2B worker<sup>3</sup>

**>51%** of search is done on a mobile<sup>4</sup>



Our innovative technologies, products and design will enrich people's lives and contribute to social prosperity by creating a new future. 

– Samsung corporate vision



h



**Why Partner with Samsung**



e

## 5 reasons to partner with Samsung

1.

### **We are one of the biggest global investors in R&D**

We invest heavily in research and development so that you can always offer your customers the best technology experiences.

2.

### **We've enshrined quality in our DNA**

90% of our devices are produced within our own factories and Samsung customers are supported by a network of UK service centres because we're committed to creating high-quality products.

3.

### **We make technology for business today**

From helping businesses to harness the power of 5G, to providing frontline employees with rugged technology, we go beyond function to create tools that support new ways of working.

4.

### **We help users get the best from their mobile fleets**

We support our business customers with tools to help them set-up and configure devices. Plus, doorstep repair and next business day replacements, so nothing gets in the way of productivity.

5.

### **We believe in the value of partnership and collaboration**

Our partners are an integral part of our team. And we're always looking to improve how we work with them.

For example, when a national lockdown made business more uncertain, we quickly adapted to work with our partners virtually so they felt fully supported through changing times.



# Why Samsung for business



With Samsung, your customers have access to an entire ecosystem of mobile technology, support and services at their fingertips. And the ability to do more than ever before.





## The largest portfolio of mobile devices

No matter what industry your customers are in, there's a device in the Samsung range to help every employee work smarter. The Samsung portfolio offers advanced smartphones, robust tablets and next-generation wearables - at prices to suit every budget.



## Leading mobile security software

All our Android smartphones and tablets are protected by Samsung Knox, defence-grade security, which is ready for work right out of the box.

Samsung phones and tablets also feature advanced biometric security - iris or facial recognition and fingerprint scanning. So, security is always personal.





## Enhanced by a range of apps for businesses

Your business customers get even more from their mobile devices with Samsung apps. Plus, many of our phones and tablets come with Microsoft Office 365 pre-installed.<sup>5</sup>

We also encourage our partners to develop their own apps, as our open platform makes it easy and cost-effective to create business tools that solve your customers' needs.



## Enabled by Samsung Capital

Every business should have the technology it wants, today. Our finance solutions give your people the tools to be more productive, and ensure you're never left with technology that just depreciates over time.



## Samsung Knox

Samsung Knox is defence-grade security that protects devices before they're even taken out the box.

Knox has received the most "strong" ratings for mobile security platforms by Gartner<sup>6</sup>, with accreditation from 30 governments, as well as leading enterprises.

With Samsung Knox, your customers get more than just standard security. Knox offers a suite of additional features including:

- **Leading virus protection** - Anti-malware safeguards your hardware and software, powered by McAfee.
- **Secure folders** - Keep work and personal information separated and protected on a single device.
- **Data isolation** - Complete data isolation plus total control of the features and components apps can access.
- **Rooting prevention** - Eliminates the risk from unauthorised operating systems to protect your data.
- **Monitoring** - Real-time operating system monitoring and protection.
- **Encryption** - Hardware-based encryption and authorised-only firmware.

## Samsung Knox supports growing business

**56%** of SMEs say mobile devices represent the most vulnerable endpoints in their organisation.<sup>7</sup>

And for your customers with growing businesses, Knox makes it easier to boost security levels and increase manageability. So they can scale, safely:

### **Batch enrolment**

Enrol large numbers of new devices at once, reducing set-up time by up to seven minutes per device.

### **Hassle-free configuration**

Pre-configure devices and set policies without opening the box - saving up to 30 minutes per device, and there's no need for employee involvement.

### **Remote management**

Manage devices in real-time and troubleshoot across the business via a single IT admin. And increase control with scheduled, remote software updates.



## Samsung Capital

At Samsung, we believe every business should have access to the technology they need to grow. That's why we offer finance solutions, tailored to meet individual customer needs.

Samsung Capital has benefits for you, as a Samsung Partner, as well as your customers. It enables you to develop lasting customer relationships and increase your margins with flexible solutions that deliver real results.

### How your customers benefit from Samsung Capital

- **A competitive edge** – Your customers can drive innovation and focus on more revenue generating activities with easier access to the latest technology.
- **Complete solutions** – Include hardware, ancillary items and installation in your finance offering so your customers get everything they need in a subscription-based model.
- **Predictable budgeting** – Empower customers to forecast revenue with greater accuracy, by offering predictable, manageable repayments.

### How you benefit from Samsung Capital

- **Improve your cash flow** – Receive payments within 48 hours of customer acceptance.
- **Minimise your discounts** – Reduce the need to discount by making Samsung technology more accessible.
- **Improve customer loyalty** – Offer simple, stress-free upgrades to the latest technology.

**55%** of UK

SMEs are unable to access all the funding they need to grow.<sup>8</sup>

## Samsung Galaxy Enterprise Edition

Enterprise Edition is a complete suite of mobile technology and services, that makes it easier to configure, update, deploy and run mobile technology.

So your customers can save time on device set-up and management.

Whether you like to engage with customers directly, or you're happy for us to help out, Samsung Galaxy Enterprise Edition support is available to your customers in a way that works for you.

**48%**  
of UK businesses configure their IT infrastructure manually.<sup>9</sup>



# Samsung Galaxy Enterprise Edition

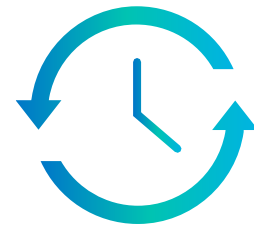
Here's what your Enterprise Edition customers receive:



**Knox Suite**

## The control is yours with Knox Suite

Make configuring and deploying your fleet of mobile devices quicker and simpler. With Knox Suite you get everything you need to make your IT teams' lives simple, and your employees as productive as they can be. Enterprise Edition includes a base build by Samsung experts to get you started and options to further enhance your security and control.



**Extended product lifecycle**

## Help your customers maintain a consistent fleet of Samsung devices

All Galaxy Enterprise Edition phones come with an extended product lifecycle, ensuring they're available longer than standard devices.<sup>10</sup> This brings greater continuity to your customers' mobile fleet.



**Management made simple**

## Easily manage and schedule firmware and security updates across your Samsung fleet

Samsung Enterprise Firmware Over-The-Air on MDM (EFOTA on MDM) is a tool that enables customers to remotely update firmware across their entire Samsung fleet via their MDM. This ensures everyone is on the same version.

# Samsung Galaxy Enterprise Edition



**3-year  
enhanced  
support**

**Enhanced support to keep your  
business going**

Galaxy Enterprise Edition gives your customers 3 years of enhanced service support, to ensure their mobile technology continues to perform. And should any devices need replacing, we offer a next-business-day replacement service.<sup>11</sup>



**4-year security  
and maintenance  
releases**

**Protect your customers from mobile  
security threats**

With Galaxy Enterprise Edition, your customers get 4 years of firmware updates either monthly or quarterly<sup>12</sup>, so all their mobile devices are up-to-date with the latest Android and Samsung security and maintenance patches.

This helps protect against malware, phishing or any software malfunction that might pose a threat to their business.





n

# Samsung support and services

Maximise your customers' mobile investment with services and support to help them increase productivity and avoid potential pitfalls.

e



**We offer a range of support services to help your customers get even more value from their mobile investments, including:**

- Free QuickStart service to help them set up and control their fleet.
- Genuine manufacturer- backed parts and Authorised Service Centre.
- Multiple repair/replacement options for manufacturing functional failure.
- Next business day doorstep exchange, convenience-date on-site doorstep repair, pick-up service, bulk repair, in-store repair.

To access these support services and more, your customers can choose from three packages:

**29%** of IT departments time each day is spent on unplanned incidents taking away valuable time from strategic projects.<sup>13</sup>

**Enhance** Your customers can upgrade from the 2-year enhanced support they get as standard, to 3 years. If the customer is purchasing Samsung Knox products separately, this also includes the QuickStart service in Knox Suite to help them get set up.

**Extend** If your customers already have an enhanced service, they can easily extend the life of their devices with an extra period of enhanced support for the fourth and fifth year.

**Protect** Should any accidental damage happen to your customers' devices, they're covered with our One-off Accidental Damage and Refurb packs which are stored on their account until they're needed.





# **Samsung One B2B Partner Programme**

# Introducing Samsung One

Our new business Partner Programme is your connection to all the benefits of being a Samsung partner.

It is designed to help us communicate, educate, motivate and incentivise more effectively. So that we can build a stronger partnership with you. It's your one connection to everything you need for success, including the latest product launches, training materials and rewards.

**SAMSUNG** One





I am delighted to be able to introduce you to the Samsung One B2B Partner Programme.

The world in which we live and work has evolved and we need to move with it. It's not just about mobile anymore.

The Samsung One B2B Partner Programme will enable you to deliver consistency and accelerate growth as we are putting you and your customers first.

I strongly believe it will change the way we partner with you and I sincerely look forward to seeing what we will achieve together.

– Joe Walsh, Director, B2B



## Samsung One benefits

You've seen the benefits of partnering with Samsung for your business and your customers. But here's what you can personally gain from becoming a Samsung One partner:



Upskill with the brand-new training programme available on the Samsung One App.



Our champion programme provides you with the chance to get your hands on the latest tech first.



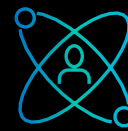
Samsung Rewards gives you the opportunity to have your efforts recognised.



In recognition of your achievements, you will receive commercial rewards.



Access all the marketing tools and resources from the newly refreshed Partner Portal so you can start more conversations with your customers.



Get a complete view of all your Samsung activity with PartnerView, track all your existing Samsung data points to help measure performance.



Samsung will assign leads to you to follow up.



There is a Knox security training and certification programme with tools to promote your level to your customers.



## Samsung One tiering

Samsung One has four tiers so it's easy to see where you're at and how to get to the next level.

Your tier is assessed based on your capabilities, engagement with the programme and Samsung revenue.

Top tier partners have the broadest set of Samsung products and solutions in their portfolios, and a higher proportion of their staff are Samsung trained and accredited. Depending on your tier level, you will receive access to additional support and benefits in recognition of your commitment. The four tiers of the programme are:





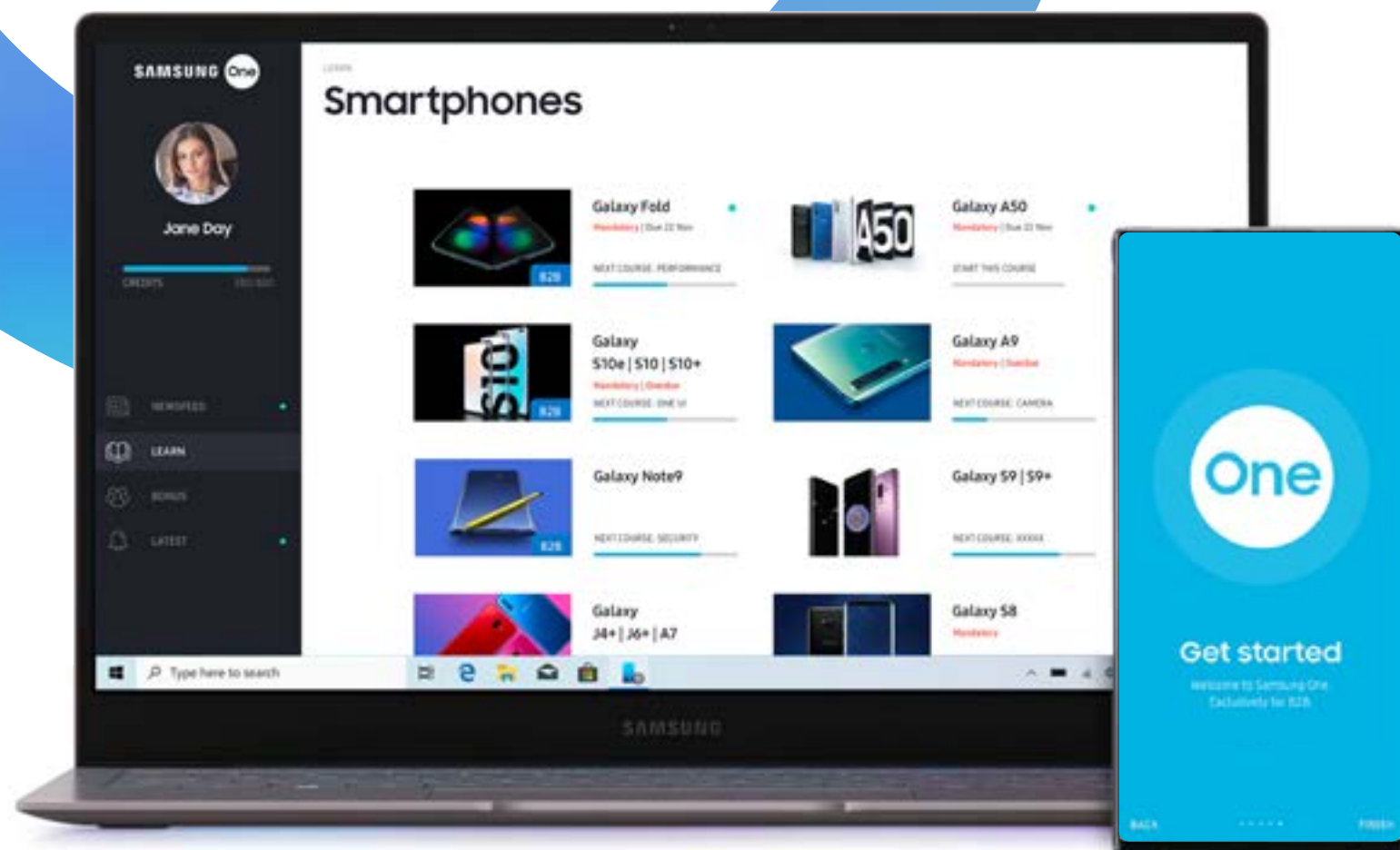
## Samsung One app

Unlock all the benefits of Samsung One wherever you go, with instant access via a mobile app as well as desktop.

It provides one connection to everything you need and keeps you instantly updated with our latest product launches and training materials in order to keep you one-step ahead of your competition.

With the Samsung One app you can:

- Close every sale with product specs at your fingertips.
- Brand-new training materials are about more than just product. They're packed with content to overcome business challenges and provide new solutions to help you sell more.
- Keep track of your Samsung Rewards points and learn how you can earn more points.
- Scroll through your newsfeed to find your next incentive to work towards.





## Samsung Rewards

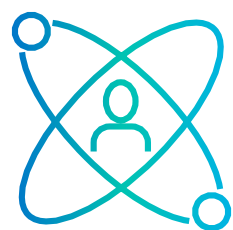
Earn points and turn them into credit on your very own Mastercard!

If you qualify for Samsung Rewards, you can earn points and convert them into credit on your own Mastercard. Each quarter we'll email businesses participating in the scheme with new ways to earn points.

From listening to podcasts to participating in sales incentives - these are just some of the ways you could earn points. Then, you can convert your points into credit, ready for you to spend as you choose.





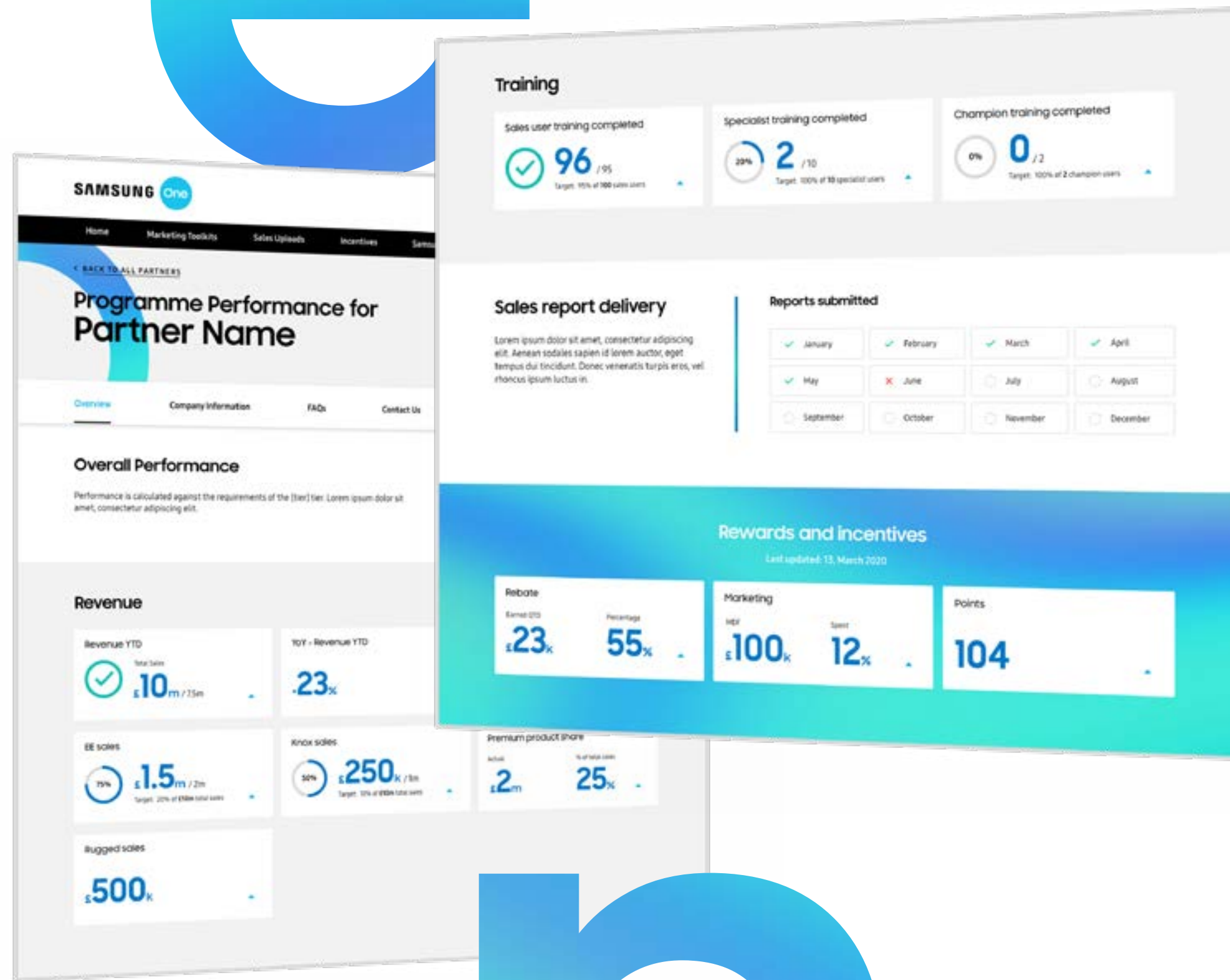


## PartnerView

PartnerView is your one place for all your important Samsung One data.

It's where you can track your performance on sales and training targets, review your achievements to date, and get insight into your sales team's engagement with the programme.

Your data is updated regularly, so you know exactly where you stand and you can measure the progress you've made over time. Enabling you to make decisions about how to motivate your teams, how to set targets and how to grow your Samsung business.



# Join Samsung One today

From our market-leading devices to training support on our app – the Samsung One Partner Programme is your one connection to all things Samsung. Designed to help us communicate, educate, motivate and incentivise more effectively. It's our commitment to you and your business.

Sign up to Samsung One today and let's see what more we can achieve together.

[www.samsungone.co.uk](http://www.samsungone.co.uk)

<sup>1</sup> <https://news.samsung.com/uk/fast-facts> <sup>2</sup> B2B mobile buyer behaviour research, 2019. <sup>3</sup> Sources: The Office for National Statistics and OFCOM. <sup>4</sup> Search engine marketing statistics 2020.

<sup>5</sup> Microsoft Office 365 licenses sold separately. <sup>6</sup> Source: <https://news.samsung.com/global/samsung-knox-receives-most-strong-ratings-of-any-security-platform-ingartner-report-mobile-device-security-a-comparison-of-platforms> <sup>7</sup> Samsung & Accenture SME Playbook 2018. <sup>8</sup> Samsung & Accenture SME Playbook 2018. <sup>9</sup> Claranet Beyond Digital Transformation Research, 2018.

<sup>10</sup> Devices will remain on sale for a defined period of time after first global market release. The defined period will differ according to each specific device. Subject to change without notice.

<sup>11</sup> Doorstep exchange with Samsung gold stock. <sup>12</sup> Devices will remain on sale for a defined period of time after first global market release. The defined period will differ according to each specific device. Subject to change without notice. <sup>13</sup> 1E survey, 2017.