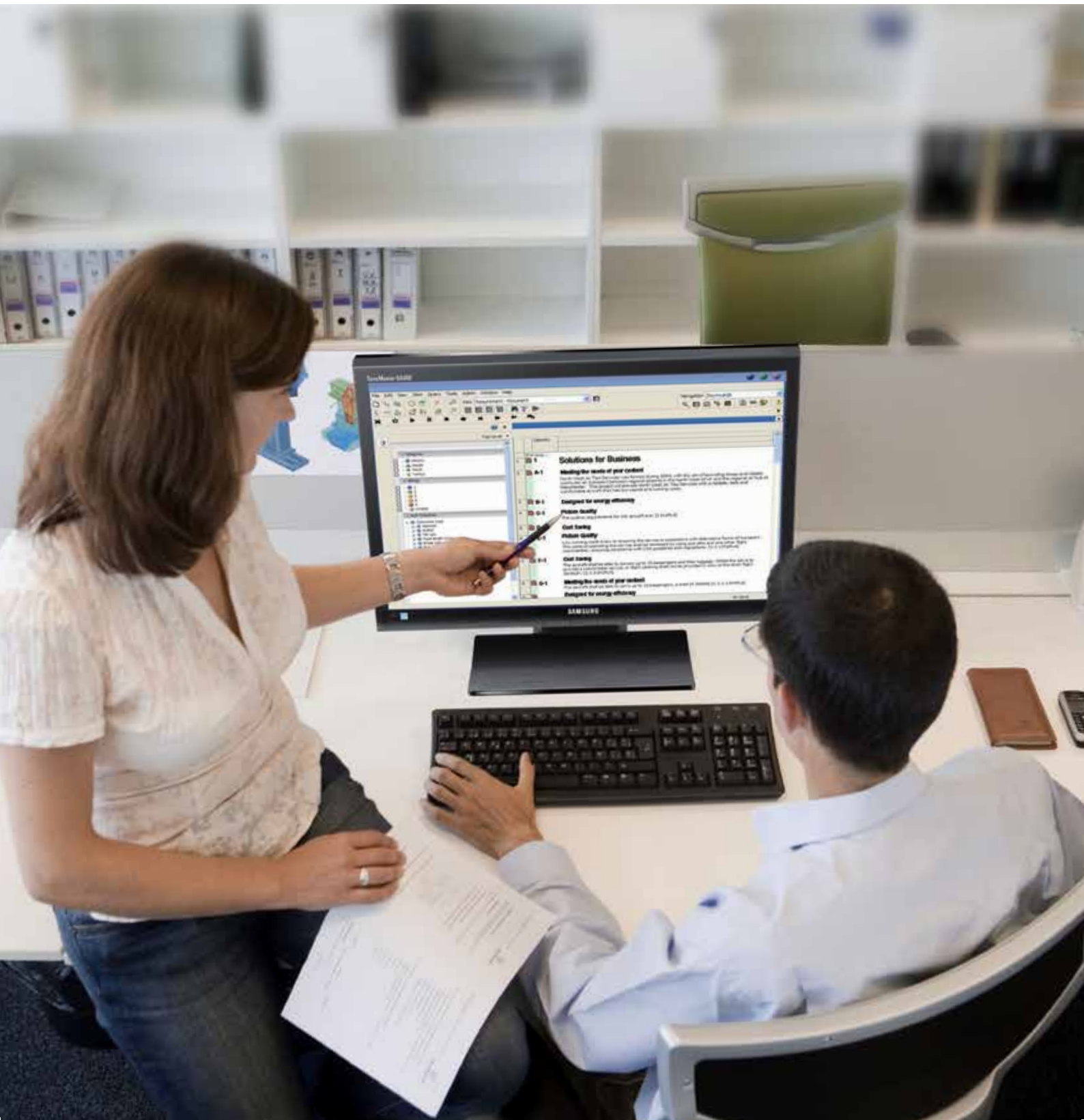# Samsung.
A global, multi-billion dollar company dedicated to a single business: **Yours.**

Samsung Overview

Welcome to Samsung

For over 70 years, Samsung has been dedicated to making a better world through diverse businesses that today span across technology, semiconductors, skyscraper and plant construction, petrochemicals, fashion, medicine, finance, hotels and more. Our flagship company, Samsung Electronics Co., Ltd, is one of the global market leaders in high-tech electronics manufacturing and digital media.

Through innovative, reliable products and services; talented people; a responsible approach to business and global citizenship; and collaboration with our partners and customers, Samsung aims to take the world in imaginative new directions.

We thrive on innovation. We currently invest more than USD$6 billion every year into R&D, both in the fields of technology and design. More than a quarter of all Samsung Electronics employees – 42,000 people – work every day in research and development at one of our 42 global research facilities. This significant investment has resulted in innovations that have played a significant role in the industry and people's lives, and resulted in Samsung receiving many product and design awards.

It is the goal of Samsung to create a better product today than we created yesterday, and a better product tomorrow than we create today. We're driven to continually reinvent our own successful products and keep striving for ever more intelligent solutions.

And all of our hard work and dedication is designed for your success. Whether you're a small business or a global enterprise, we want you to come away from a Samsung experience feeling inspired. If you're a valued partner, we want you to sell Samsung products because you personally believe in them.

Samsung Today

- A leader in semiconductor, telecommunication and digital convergence technologies
- 9th best global brand according to Interbrand 13th annual Best Global Brands report
- Net income of USD$21.2b on sales of USD$220.1b in 2010
- 190,500 people in 206 offices across 68 countries
- World's most sustainable technology company in the 2011 Dow Jones Sustainability Index annual review
- ENERGY STAR Partner of the Year in 2012
- Samsung has received many prestigious design accolades, including numerous IF and IDEA awards

Education

Overview

At Samsung, we create exceptional solutions that help empower educators and students to embrace tomorrow's opportunities today. Our innovative offerings add value to virtually any curriculum by giving instructors the tools they need to engage students, inspire imaginations, elevate learning and bring lesson plans to life. Our education products are a smart choice for your school.

Technology solutions for the Education sector help enable students, parents and teachers to benefit from a broad range of education related information on a mobile device. Functionality includes up-to-date school information, access to crucial learning resources and real-time attendance and participation trackers to name just a few – all of which serve to help increase students' engagement and performance.

Samsung Enterprise - Beyond Business as Usual

At Samsung, we're not merely dedicated to your business, we're fanatical about it. We aim to create each and every one of our innovative solutions with your business in mind.

Our products aim to drive performance, improve collaboration and empower you to set your business apart. They can be counted on to carry the load, deliver the value and set you apart from the competition, today and tomorrow. We endeavour to develop business solutions that meet the absolute highest standards. Yours. Because you deserve products that work just as hard as you do.

With Samsung, it's beyond business as usual.

Samsung offers a broad range of enterprise solutions including; Business Applications; Mobility; Unified Communications & Collaboration; Virtualisation; Messaging and Security.

Samsung Enterprise Products include:

- Notebook PCs
- Slates and Tablets
- Smartphones
- Cloud Display Monitors
- Printers and MFPs
- Commercial Display Solutions

"we're not merely dedicated to your business, we're fanatical about it."

Benefits

- **Interactive Management Solution:** Allows teachers to easily deliver content to students, share a screen with the class and monitor student progress in real time. Teachers can conduct group activities, Question & Answers, tests or instant polls and even call the class to attention by locking student screens via voice command

- **Learning Management System:** Enables teachers to provide course materials, as well as deliver school notices and forms for extracurricular activities, which can be accessed by students at their leisure

- **Student Information System:** Management tool enables teachers to track student attendance, general information, grade history and prizes or demerit points

- **Concentration of students in class:** Helps expand teachers' capabilities to monitor and control students' learning in real time, keeping them focused on the lesson

Solutions

Samsung Smart School

Samsung Smart School is a complete digital education package consisting of Samsung tablet and software to help provide better teacher to student interaction, efficient communication and effective classroom management.

Solutions include:

- Tablets and/or Slate PCs
- Interactive whiteboards
- Desktop displays
- Large-format displays
- Printers

Windows for Classroom

Samsung works closely with Microsoft to offer an interactive learning experience via the Samsung Series 7 Slate PC with the Windows 8 operating system.

Samsung Learning Hub

Samsung Learning Hub provides access to content including e-Textbooks, video lectures, interactive coaching and multimedia educational content for all ages that can be shared via multiple compatible Samsung devices.

Enterprise Mobility

Overview

Samsung provides powerful mobility solutions that are secure and interoperable with leading suppliers of mobile device management, VPN security and other mobile security technologies, enabling enterprises to deliver an outstanding user experience while keeping corporate data assets secure.

Benefits

- **Mobile Device Management:** Samsung offers Mobile Device Management and Control optimised for corporate security policies. This helps organisations manage the life cycle of mobile device configuration setting, IT policy, enterprise application management and remote monitoring

- **On-Device Encryption:** Samsung On-Device Encryption (ODE) helps protect the data stored in a device that is lost or stolen and provides security features on Samsung mobile devices. The H/W acceleration feature of Samsung ODE allows mobile users to keep corporate data safe and also experience exceptional performance when using Samsung mobile devices

- **Virtual Private Networks:** Samsung works with a number of leading VPN providers enabling IP-based encryption for secure, consistent access to critical enterprise assets via Wi-Fi® and network connections

- **Samsung Enterprise Software Development Kit (SDK):** Helps companies expand mobile security technology and functionality and to develop additional IT policies

Solutions

- Notebook PCs
- Slate PCs
- Tablets
- Smartphones

Solution Displays

Overview

Samsung does not offer merely products – we offer solutions. As a leading technology provider, we support a broad range of vertical markets to deliver to their display solution requirements.

Large Format Displays

Samsung Large Format Displays are precise, professional displays with intuitive features that help create inspirational images.

Solutions

- **Video Wall Displays:** with ultra-thin bezels you can get incredibly impactful video walls with virtually seamless images and high resolution

- **Touch Screen Displays:** providing viewers with information at the touch of a finger

- **High Brightness Displays:** help you communicate with your customers even in well lit environments

- **LED Backlit Displays:** displaying sharp, clear and colourful images, presenting your company in exceptional light

"we offer solutions"

Hospitality TV

Guests now expect an in-room entertainment experience similar to what they have at home. As one of the industry leaders in television, Samsung has taken the elegant design of our consumer products and combined it with innovative hospitality features to produce a range of high performing hotel TVs.

Benefits

- Samsung Smart Widget Solution provides hotels with the ability to deliver customised content to guests via the TV screen

- The built-in USB Cloning Device allows hotels to easily customise and copy their settings such as logos, picture size, speaker volume and even DTV channels onto all the compatible TVs, instead of doing this individually

- Guests can listen to their own music by connecting compatible audio devices such as mp3s

- You can connect sound to other parts of the hotel room so guests can listen to whatever's playing on the TV

Solutions

- LED TV Series 6 (6000) brings images to life with 3D capabilities

- LED TV Series 5 (5000): elegant design

- LED TV Series 5 (560): high definition with lots of convenience

"specifically
designed
for desktop
virtualisation
and cloud
computing"

Cloud Display Solutions
Your window to the cloud

Overview

Samsung Cloud Displays are a whole different class of professional-grade Samsung monitors with integrated thin client technology specifically designed for desktop virtualisation and cloud computing. The cloud display connects directly to the network so there is no need for a separate PC at the employee's desk.

Benefits

- Data security: Centralise sensitive data in a highly secure, managed environment where it can be stored and backed up. Samsung Cloud Displays offer an access point to your data and applications located in your private or public cloud

- Centralised Support: With Samsung Cloud Displays a large portion of the maintenance and support tasks can be performed centrally with minimal need to visit the employee's desk. Software patches and upgrades can be simultaneously delivered

- Workspace and productivity: Cloud Displays provide the ability to push issues and management back to the data centre to be addressed remotely. They also help to improve employee work areas by eliminating the bulky PCs which can take up precious space

- Seamless migration to desktop virtualisation: Samsung has partnered with leading desktop virtualisation companies including VMware®, Citrix®, Cisco®, Microsoft® and Teradici to provide end point solutions for a wide range of desktop virtualisation platforms. Cloud Displays can be deployed quickly and are available in a variety of sizes and form factors for outstanding flexibility

Solutions

Thin Client

The Samsung range of Thin Client monitors are fully compatible with Citrix and VMware View. Exceptional performance is more than a match for PCs, all while being managed, maintained and controlled from the central server, providing great reliability and security.

Zero Client

The new Samsung range of Zero Client monitors is certified VMware Ready and, using the PCoIP protocol, delivers a rich user experience in a virtual desktop environment.

Printing

Overview

Samsung is a global market leader in business printing solutions. A comprehensive laser printing product portfolio and commitment to product excellence continue to meet the needs of customers worldwide.

Our technology and designs have been recognised with more than 100 awards for performance and reliability. Combined with Samsung's history of innovative technology and distinctive design, Samsung Printer Solutions are a smart choice for virtually any office environment.

At Samsung, our aim is to give you the confidence to go about your business successfully. While printing remains a key investment for any organisation, we take a holistic approach when it comes to making sure that you feel fully supported by our products and services.

Benefits

- **Great performance:** Samsung delivers reliable and compatible devices that aim to meet stringent and ever-increasing security demands across a variety of industries

- **Economic efficiency:** Affordable products are just the start. With a range of tools, we aim to deliver a clear overview of your costs as well as advice on how to reduce them

- **Device management:** Our products offer user-friendly product features and intuitive interfaces so that your users get the most out of our products

- **Effective service:** We offer flexible service arrangements that extend way beyond our highly-regarded, standard service support contract

Solutions

- **Samsung SyncThru™ Admin 6:** A robust printer fleet management solution that helps organisations to monitor, manage and diagnose printing devices remotely, helping to increase efficiency and productivity

- **Samsung SmarThru Workflow:** Assists in the integration, archiving, organisation, management and retrieval of knowledge contained in hard-copy documents, helping you to effectively streamline your document-related processes

- **CounThru Enterprise:** This Job Accounting feature is designed to provide administrators with in-depth information on the printing, scanning, copying and faxing jobs being performed by any user. This enables your business to set up individual and group accounts for printing, ensuring that user, device and output activity are monitored and reported for any given time period

- **Security:** Using a networked device for printing can compromise security, allowing such breaches as unauthorised access, retained information on devices and network penetration. We help address these threats with security enhanced products that are 'Common Criteria' (CC) certified. CC is the highest security certification for IT services and has been adopted by several government and military organisations as a benchmark security standard

"more than 100 awards for performance, reliability and eco-friendliness"

Partners

We rely on our partners.

Samsung recognises that partners play an essential role in developing successful relationships and business opportunities with enterprise customers. Samsung is committed to creating an ecosystem that supports our partners in developing successful relationships and providing the best customer experience.

Samsung Enterprise Alliance Program

Samsung Enterprise Alliance Program (SEAP) is designed to provide differentiated benefits to ISV partners and channel partners according to their various needs. The goal of SEAP is to enable partners to create new revenue opportunities with Samsung products and solutions.

Benefits of SEAP

Systematic benefits range from solution development and technology to marketing, sales and training to help Samsung partners meet customer requirements. SEAP offers the following benefits:

- Technical support to develop differentiated mobile solutions

- Opportunities to scale solutions and services by leveraging the Samsung global network

- Sales and marketing support to help grow market presence and create new business opportunities

- Be a channel for Samsung solutions through the SCSP certification program