SAMSUNG

Samsung Display
Federal Partner Tool Kit

Introduction

Rising citizen expectations continue to pressure agencies to deliver secure, simple and reliable technologies that can empower the federal workforce to make better, faster decisions.

Samsung displays secure every visual detail in a new era of government. From transforming the citizen experience with centrally managed content and self-service touch-screen displays to gaining a clear view of the mission with video walls that enable greater command and control, Samsung helps federal agencies operate securely and confidently.

As the global leader in the digital display industry for the past decade, Samsung's products are built to meet the rigors of government. With a history steeped in innovation and world-renown expertise coupled with TAA-compliant and Common Criteria certified solutions, Samsung continues to sculpt the future of the digital display market by delivering defense-grade security; superior picture quality; product diversity and customized solutions; advanced system-on-a-chip (SoC) technology integrated with an open-content platform; and simple-to-use advanced content management.

To help our partners capitalize on the federal market opportunity, we have invested in this toolkit to help you generate demand and build a pipeline.

What's in this guide?

Within this guide, you'll find an overview of:

- ✓ Federal display market opportunity
- ✓ Samsung Federal Display portfolio
- ✓ Samsung Federal Display value proposition
- ✓ Integrated campaign approach
- ✓ Customer pain points
- ✓ Campaign messaging
- ✓ Campaign tool kit
- ✓ Metrics & reporting

Federal display market opportunity

Federal agencies are in the midst of digital transformation.

IT modernization is front and center as government agencies undergo digital transformation to deliver citizen services on par with the commercial sector. As expectations of citizens continue to grow, agencies must accelerate their plans to develop more commercial-like, citizen-centric services.
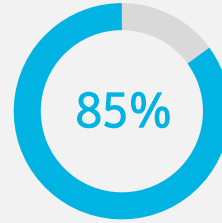
85% of citizens say that they expect government digital services to equal or surpass commercial versions.*

Data is front-and-center in the federal government.

Very broadly, the Federal Data Strategy tells federal agencies to treat data as a "strategic asset," and then sets forth a series of practical steps for them to take over the next year to help make the policy's aim a reality. As agencies become increasingly data-driven, the rapid acceleration of the volume of data available has generally exceeded the pace of growth in the ability of government to manage and use that data to make decisions. Many government agencies are awash in data but struggling to analyze and make sense of it.

Visualizing data through government-grade display solutions can play an integral role in helping federal agencies:

- Elevate the citizen experience
- Maximize workforce productivity
- Achieve greater command and control
- Speed data analysis
- Enable seamlessly collaboration
- Operate securely and confidently

SAMSUNG

Samsung Federal Display portfolio

Video walls

Integrate multiple data feeds into a consolidated view to achieve greater situational awareness on one uniform screen.

Smart signage & indoor LED

Transform your agency into a modern enterprise and upgrade your workspaces with secure SMART signage and indoor LED displays.

Interactive displays

Empower citizens with self-service, touch-screen displays and equip the federal workforce with seamless collaboration solutions.

Video conferencing solutions

Samsung and Cisco Webex have partnered together to provide video-conferencing solutions that allow your team to collaborate remotely so you can advance your agency's mission from anywhere.

Desktop displays

Provide your workforce with high-resolution and curved monitors that will get the job done with exceptional clarity and accuracy.

The Samsung Federal Display value proposition

Meet rising citizen expectations

- The most diverse line of displays that elevate the citizen experience.
- Centrally manage content across multiple displays or multiple locations at once.
- Empower citizens with self-service, touch-screen kiosks.

Empower the federal workforce to make better, faster decisions

- Maximize workforce productivity with data-driven displays.
- Integrate multiple data feeds into a consolidated view for greater command and control.
- Deliver optimal grayscale and image contrast for quick, accurate data analysis.
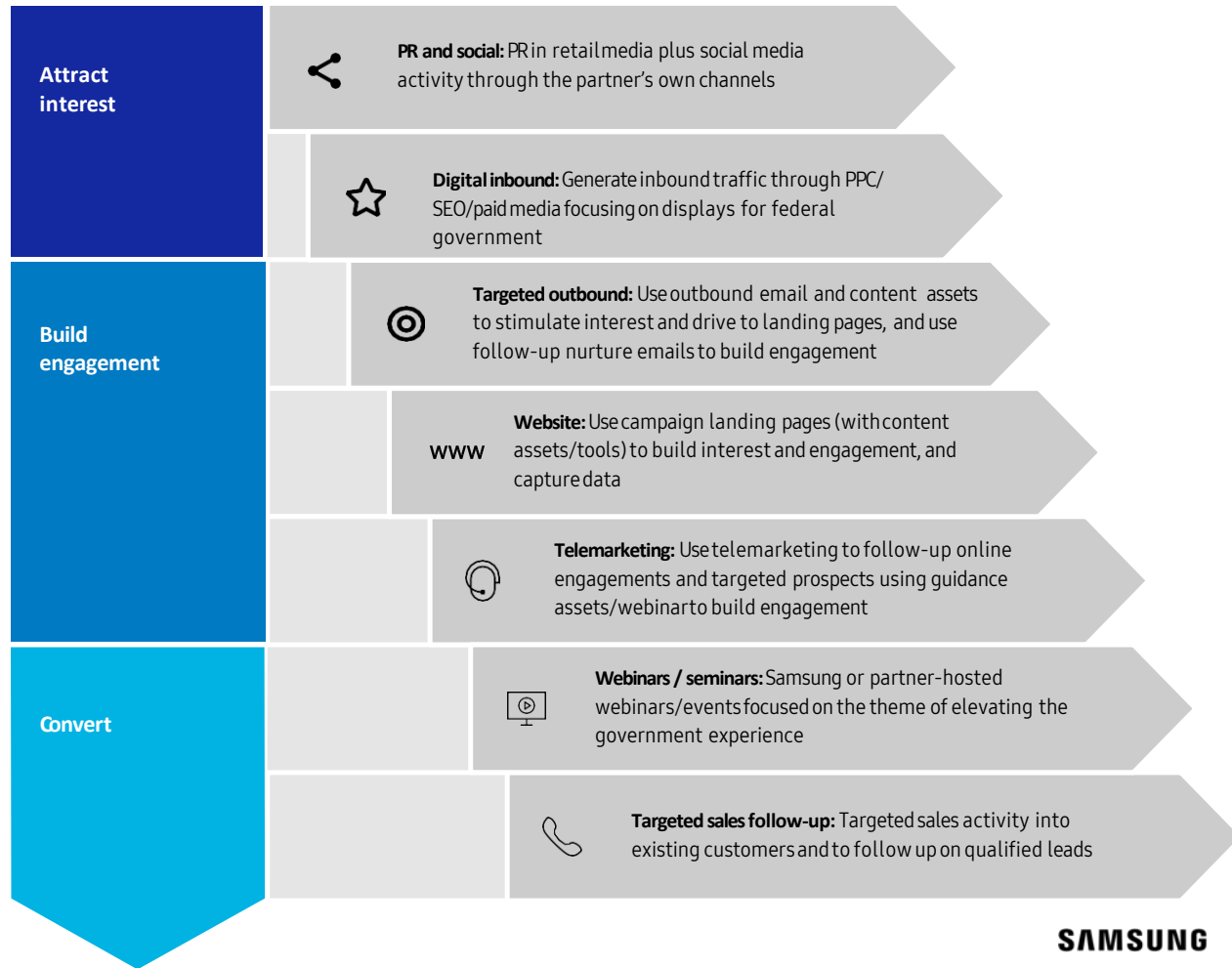- Equip your team with seamless collaboration solutions.

Secure, simple and reliable

- TAA-compliant and Common Criteria certified.
- No-WiFi or Bluetooth connectivity eliminates wireless vulnerabilities.
- Knox defense-grade security protects agency data.
- Remote power simplifies installment.
- Commercial-grade quality.

SAMSUNG

Integrated campaign approach

The campaign tool kit is designed to support an integrated campaign approach using a mix of different inbound and outbound tactics. Note, however, there is flexibility in how the campaign is executed to reflect the fact that partners will have different preferred approaches and in-house marketing capabilities.

Attract interest

PR and social: PR in retail media plus social media activity through the partner's own channels

Digital inbound: Generate inbound traffic through PPC/SEO/paid media focusing on displays for federal government

Build engagement

Targeted outbound: Use outbound email and content assets to stimulate interest and drive to landing pages, and use follow-up nurture emails to build engagement

Website: Use campaign landing pages (with content assets/tools) to build interest and engagement, and capture data

Telemarketing: Use telemarketing to follow-up online engagements and targeted prospects using guidance assets/webinar to build engagement

Convert

Webinars / seminars: Samsung or partner-hosted webinars/events focused on the theme of elevating the government experience

Targeted sales follow-up: Targeted sales activity into existing customers and to follow up on qualified leads

SAMSUNG

Customer pain points

Federal customer pain points that display solutions can solve for:

Pain point	How we address them
Non-compliant and non-certified solutions that don't meet the rigors of government use.	• TAA compliant • Common Criteria certified •. Cisco Webex certified
Insecure display hardware and software that open agencies to security vulnerabilities.	• No-WiFi or Bluetooth connectivity options • Knox defense-grade security
Poor image quality that dulls over long periods of use.	• Optimal grayscale and image contrast • Commercial-grade quality • 24/7 operation
Outdated workspaces that make collaboration and communication difficult.	• MagicINFO, Samsung's content management platform • Video conferencing solutions • Remote power • Integrated data feeds one a single screen

Campaign messaging

The high-level narrative for the campaign is summarized below:

Umbrella Message	Secure every visual detail in a new era of government		
Audience	Citizen "outward"/public focused	DOD & Civilian agency "inward"/workforce-focused	Agency IT/facilities buyer-focused
Supporting Pillars	Transform the citizen experience.	Gain a clear view of the mission.	Operate securely and confidently.
Value Proposition	Meet rising citizen expectations.	Empower the federal workforce to make better, faster decisions.	Secure, simple and reliable.
Storytelling Copy Blocks	• The most diverse line of displays that elevate the citizen experience. • Centrally manage content across multiple displays or multiple locations at once. • Empower citizens with self-service, touch-screen kiosks.	• Maximize workforce productivity with data-driven displays. • Integrate multiple data feeds into a consolidated view for greater command and control. • Deliver optimal grayscale and image contrast for quick, accurate data analysis. • Equip your team with seamless collaboration solutions.	• TAA-compliant and Common Criteria certified. • No-WiFi or Bluetooth connectivity eliminates wireless vulnerabilities. • Knox defense-grade security protects agency data. • Remote power simplifies installment. • Commercial-grade quality.

SAMSUNG

Campaign tool kit

The following assets are available to partners as part of the campaign tool kit. Each resource below is hyperlinked to the individual assets you can easily access/download the relevant files for use in your outreach.
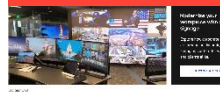
Blog Post
Enhance network security with TAA-certified digital signage

Blog Post
Integrating digital signage in the control room is seamless

Blog Post
Understanding the big picture on control room display technology

Blog Post
What to consider when implementing a video wall for your agency

Nextgov Article
3 ways agencies can leverage visual communication for a seamless return to the office

Whitepaper
The Future of Digital Controls Rooms is Seamless

Nextgov Webcast
Government's Guide to Visual Communication

Web Page
Government Landing Page

Web Page
Display Landing Page
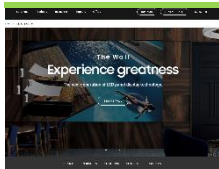
Use Cases
(forthcoming)

Battlecard
(forthcoming)

Flyer
(forthcoming)

SAMSUNG

Metrics & reporting

To enable us to track our return on investment for these campaigns, and justify ongoing investment in further campaigns, Samsung will be requesting participating partners to provide reporting on key metrics. These include:

- ✔ Number of digital engagements
- ✔ Number of Marketing Qualified Leads (MQLs) generated
- ✔ Number of deals closed and revenues generated (by Samsung product)

In addition, we recommend that partners track key metrics throughout the campaign journey to enable the effectiveness of each element to be assessed. A suggested minimum set of metrics to track are provided below:

Stage	Key metrics
Create interest	• Social media engagements and click-throughs • Search engine click-throughs • Email opens and click-throughs
Build engagement	• Campaign landing page – unique visitors, bounce rate, time on page • Articles – page views, bounce rate, time on page • Content assets – downloads • Qualified leads • Sales engagements
Convert	• Close ratio (deals/MQLs) • Revenue per deal • Campaign ROI (revenue/spend)

SAMSUNG