

SAMSUNG

SAMSUNG TEAM OF EMPOWERED PARTNERS (STEP)

A STEP UP TOWARD DRIVING SUSTAINABLE GROWTH THROUGH THE POWER OF COLLABORATION



Dear Valued Business Partner:

I am pleased to announce the launch of the Samsung Team of Empowered Partners (STEP) program, which is designed for you to drive greater opportunities in partnership with us.

Samsung has grown to lead the global IT industry by developing cutting-edge, innovative products and solutions. We firmly believe the synergy we create with our Business Partners plays an essential role in delivering better results to customers and accelerating growth in the market. We continually look for new ways to drive our mutual growth.

Today's unpredictable business climate presents unique challenges, but also opens up new opportunities. It is crucial that businesses develop diverse capabilities to take advantage of these opportunities in order to foster growth and profitability. With Samsung's STEP program, we are dedicated to helping you do just that.

We at Samsung will continue to enhance the STEP program and its benefits so you will always be able to take full advantage of new opportunities and resources to improve your bottom line. Learn more about what the STEP program offers, including training, sales enablement, marketing tools and technical support.

Join us in shaping tomorrow's business landscape. Together, we can create a legacy of shared success.

Best regards,

A handwritten signature in white ink, appearing to read "Tod Pike". The signature is fluid and cursive, with a large initial "T" and "P".

Tod Pike
Senior VP, Samsung EBD



#1

IT COMPANY
BY REVENUE

70

YEARS IN
BUSINESS

33

BILLION DOLLAR
BRAND VALUE

PARTNER WITH 70 YEARS OF SUCCESS



Samsung has a 70-year track record of excellence. We are the number one IT company by revenue (2012), and Samsung is ranked as the 8th Best Brand in the World.* In 2012, our brand value grew by 40% to a total of nearly \$33 billion. We are on a roll and the future is even brighter. Partner with Samsung, and you'll benefit from affiliation with one of the undisputed leaders in the global IT industry.

*Interbrand Best Global Brands 2013

DELIVER END-TO-END SOLUTIONS TO YOUR CUSTOMERS

Your customers want solutions, not products or isolated services. Samsung offers one of the most robust and diverse fully integrated solution portfolios available. By partnering with Samsung, you'll be able to deliver comprehensive solutions that take advantage of Samsung's extensive range of products, accessories, infrastructure assets, services and support options. And as a business partner, you won't have to go it alone. Samsung's ecosystem is backed by a strong, channel-friendly sales and technical support organization to assist you throughout the sales cycle.

SHARE IN OUR GROWTH

Join Samsung as we continue to shape the course of the IT industry. We're applying what we know from our success in the consumer market to the B2B community by continuing to make substantial investments in product, service and solution offerings. Samsung has identified core vertical markets (retail, healthcare, education, finance) and is delivering integrated solutions specific to those markets. We have also increased our already substantial marketing campaigns targeting the business to business marketplace, and are establishing lead generation programs to leverage and share the success of those campaigns.

STEP UP YOUR BUSINESS

Samsung Team of Empowered Partners (STEP) is specifically designed to help grow your business. Samsung realizes that the only way we can meet our own goals for growth in today's competitive marketplace is to develop long-term trusted relationships with business partners that share our objectives. In return for your support, Samsung offers incentives in the form of pricing and dealer registration programs, and we provide thought leadership, technical expertise and marketing strategies that can help elevate your business to the next level.

Through STEP, we can help you increase your bottom line and solidify your position as an industry innovator by providing:



- Thought leadership and technical expertise



- Winning marketing strategies



- Insight on new business opportunities



- Methods to improve business operations



- Practices to improve sales and consulting skills



- New skill development to create opportunities based on emerging technologies and trends



- Technical and sales training which present Samsung's superior value and innovative solutions to customers



- Enhanced service support for increased customer satisfaction

MANY PARTNERS, MANY BENEFITS

The Samsung STEP Program is designed to benefit several different types of partners. No matter what your relationship with Samsung, we want to do everything we can to empower our partners to be even more successful.

National Solution Provider

If you're a national solution provider, you lead with IT services, then sell hardware as part of an overall solution to focused vertical markets. Your annual sales are \$100M or more, and you have a physical presence in eight or more states.

Solution Provider

If you're a solution provider, you focus on delivering innovative products and solutions to SMB, enterprise and vertical markets such as education, healthcare and government. You resell these value-added services to business end-users as a complete turnkey solution. Your annual sales are less than \$100M, and you have a physical presence in seven or fewer states.

System Integrator

As a system integrator, you design, integrate and implement systems as your core service, and include post sale service. You specialize in bringing component subsystems together into a single, cohesive unit.

Reseller

Our partner resellers include college campuses and university bookstores. You sell primarily directly to students.

Distributor

As a Samsung distributor, you are the supply chain portal through which Samsung resellers are continually supplied with our leading-edge products. You offer significant sales coverage supported by an array of valued services.





SALES SUPPORT

Samsung is committed to helping you close opportunities and grow your revenue. Our STEP program provides you with a range of resources to help you close deals ranging from pre-sales support to product rebates. As you advance through the STEP program, you'll have access to increasingly powerful sales support and tools.

- Rebates
- Sales Center Call Support
- Dedicated Sales Support Resources
- Sales Tools Provision
- Sales Lead Provision



TRAINING

Samsung realizes that a partner's success is directly tied to their expertise. Depending on your partner level, Samsung provides access to comprehensive online or offline sales and technical training. STEP training delivers the pre-sales, sales, post-sales and technical training to continue to build on your success.

- Sales Training
- Technical Training
- Vertical Market Training



TECHNICAL SUPPORT

While STEP partners are experts on Samsung offerings, sometimes even experts need help. STEP partners, depending on level, have access to full-time call center-based support and/or dedicated technical support. Samsung is always available to provide STEP partners with the backup they need.

- Technical Call Center Support
- Dedicated Technical Support Resources
- Online Technical Resources/Videos



ADDITIONAL BENEFITS

STEP partners benefit from a range of offerings, including these.

- Certification Program
- Trade-up and Asset Recovery
- Customer Service Representative Support



MARKETING COLLATERAL: COMMUNICATE YOUR VALUE

Samsung marketing collateral helps you increase brand recognition, generate demand and facilitate sales by providing valuable information about Samsung products and solutions. Various types of collateral are available to enhance your sales activities for different targets and purposes.



SAMSUNG BUSINESS PARTNER LOGO: BUILD CONFIDENCE IN YOUR BRAND

The Samsung Business Partner logo is a powerful tool to boost the image and recognition of your brand. Use this logo alongside your own branding, and demonstrate your partnership with a recognized global technology leader.



ACCESS TO DEMO PRODUCT: DEMONSTRATE INNOVATION

Available to Silver, Gold and Platinum partners, the Samsung demo program allows you to purchase demo units at a discount. These demo products, which are not to be resold, give you an opportunity to learn about new products and innovations first. You can then present them to your customers. Quantity is limited, depending on the product.



ONGOING EDUCATION: TRAINING FOR SUCCESS

Our Business Partner training equips you with strategic sales and technical education. Online sales and technical webinars are accessible to Business Partners worldwide. Offline sales and technical training sessions are also available. This flexibility gives you the ability to seek training at your convenience.



SALES SUPPORT: CULTIVATE NEW SALES OPPORTUNITIES

Samsung offers a variety of sales assistance to help you identify new sales opportunities and transform them into revenue-generating streams. Dedicated sales support representatives can assist you with pre and post-sales activities, and provide direction in prospecting and cultivating new sales opportunities. Access to sales support by email, phone or through the Samsung Partner Portal provides you with convenient, continuous help.



EXECUTIVE BRIEFING CENTER

Located in Ridgefield Park, New Jersey, Samsung's Executive Briefing Center offers potential clients a comprehensive overview of Samsung innovation. A series of vignettes showcases Samsung products and technology in a wide range of vertical industries. Combining the latest Samsung products and solutions with innovative content and applications from a host of partners, you'll see ways to make business more mobile, more collaborative, more efficient and more engaging for your customers. Contact your Samsung rep to sign up for private tours for you and your customers.



MARKETING FUND: INVEST TO BOOST DEMAND

Marketing initiatives can be costly, but are indispensable for continued business growth. Samsung offers co-branding to help lower the costs and allow you to launch advertising campaigns and create marketing materials to more effectively showcase your offerings to customers. For eligible partners (Platinum and Gold levels), Samsung also offers marketing funds to subsidize your marketing efforts.

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For complete program information, visit partnerportal.samsung.com

Product Support: 1-800-SAMSUNG or 1-866-SAM4BIZ

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