

New Partner Welcome Kit

Welcome to SAMSUNG!

Greetings, and welcome to Samsung Printing Solutions!

This Welcome Kit provides you with detailed information about the overview of our business and supports available as a Samsung Partner.

This Welcome kit includes :

- About Samsung Printing Solutions
- Full line up from A4 to A3
- Our Competencies
- H/W Technology
- Smart UX Center
- Smart MultiXpress MX7 Series
- Partner Support

About Samsung Printing

The Next BIG Thing is Coming in Printing.



As one of the world's fastest growing printing solution brands, Samsung Printing Solutions has quickly expanded its presence in the industry in the past few years. Its product line-up alone has gone from 10% completion with only A4 entry-level devices to 98% completion, including a variety of A3 offerings.

Full line up from A4 to A3

Success with Our Smart Printers!

Samsung is a market leader in A4 printing and we have expanded the addressable market for A3 in the up to 60ppm segment. Samsung now serves businesses of all sizes and industries with award-winning products. In consequence, the industry's perception of the brand has changed. If Samsung was once a late entrant in the print industry, now it is a major player.



Our Competencies

Broaden Your Business Opportunities.

Samsung is investing in expanding the printing ecosystem by converging different types of technologies that can increase productivity and connectivity. Also, we provide comprehensive support for channel partners to create synergy. With these competencies, Samsung will continue to focus on growing together and finding more business opportunities with you.

Smart Technology

- H/W Technology
- IT Convergence
- Mobile & Cloud
- Smart UX Center



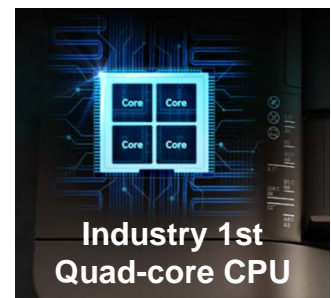
Partner Support

- Global Collaboration
- Strong Partnership

Hardware Technology

Take your Business Performance to a New Level!

- Industry first 1.5GHZ Quad-core enables two times faster speeds compared to a conventional CPU.
- Samsung's Rendering Engine for Clean Pages (ReCP) image enhancing technology delivers sharper, more vivid images.
- Fastest and likely most reliable printer proven by Buyers Laboratory(BLI)



Contents **Watch video**
[Why Samsung - Outstanding Technology](#)

Smart UX Center

Give your Customer a Whole New Ecosystem of Usability

UI Platform + App Center(Delivery System) + App(Contents) + SDK(Development Support)

Samsung Smart UX is not just a 10.1 touch screen UI Panel, It is an Android based open ecosystem with UI platform, App, App center and SDK.



Printing App Center
 A web portal that enables users to download Smart Apps and Widgets with access through devices or PC.

※ Find it at <http://printingapps.samsung.com/apps>



Software Development Kit(SDK)
 A software kit that enables IT professionals to develop Samsung Smart UX Center apps and widgets to fulfill various business requirements.

Contents **Watch video**
[Samsung Smart UX Center](#)

Learn more
[\[Leaflet\] Smart UX Center](#)

Smart MultiXpress MX7 Series

Maximize Your Value with Our MX7 Series



- Fast Printing and Scanning
- Quick and Easy Troubleshooting
- Proves its reliability and speed by passing the industry's fist 1,000,000 page test (tested by Industry Analyst)

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Watch video

[Samsung SMART MultiXpress Series](#)

Learn more

[\[Leaflet\] A3 Color Multifunction K7600 Series](#)

[\[Leaflet\] A3 Color Multifunction X7600 Series](#)

Partner Support

Growing Our Business. Together.

We provide thorough guidelines and resources for our partners to support them in their marketing and service efforts. Use our programs and supports to maintain your competitive advantage and best serve your customers.

- **Partner Training Program**



Partner Training Program(Sales and Technical)

Samsung provides sales and technical training courses with three levels for partners

	Sales Training (39 online, 7 classroom)	Technical Training (5 online, 10 classroom)
Classroom (Advanced)	In-depth value proposition trainings about Samsung product and solution with an interactive discussion and offering practice.	In-depth Samsung printing technology training such as Color Management, Network and Security with the hands-on practice.
On-Line (Essential)	Basic knowledge of Samsung Products/ Solutions can be accessed on Training Section of PRM portal.	

※ For detailed training information, please contact: printing@samsung.com

- **Partner Sales Support**



Samsung Printing Catalog(SPC)

A phone based catalog to access the entire information of devices and solutions

※ Download at Android / iOS App Store



Marketing Support Portal (MSP)

A website to provides Samsung printing's latest technology and editable sales & marketing materials

※ Please visit <http://www.samsung.com/printingmsp>

- **Partner Technical Support**



Smart Printer Diagnostics System (SPDS)

A smart phone application to identify printer failure diagnostic with video not character

※ Download at Android / iOS App Store



B2B Technical Support Portal (BTSP)

A web/mobile app to ask technical questions, download technical materials and share insights with others.

※ Please visit <http://btsp.samsunggsbn.com>
(Will be launched on Mar, 2016)