Samsung Multifunction

Multi*X*press

X3280/K3300 SERIES

SEF LOCAL LAUNCH PLAN

SEF, Product Manager
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October 2015

SAMSUNG
BUSINESS

TABLE OF CONTENTS

SAMSUNG BUSINESS

1. French Market Trends

SUMMARY OF FRENCH MARKET TREND

1. Market Trend 2014~2018

- Color (21~30ppm): **Unit +10%, Value -2%** with **color market ↑ 10% in units, ↓ -2% in value**
- Mono (21~30ppm): **Unit -59%, Value -60%** with **mono market ↓ -3% units, ↓ -14% in value**

2. Market Size

Increase of the market in 2015H1 compared to 2014H1:
- Color: segment 3 is **increasing**
- Mono: segment 2 is **increasing**

3. Target Customers

- Top 4 Verticals: Government, Healthcare, Banking, Discrete Manufacturing **47% M/S**
- Needs: entry mfp, basic needs of printing, copying and scanning, AMPV from 3500 to 5000 pages
- Expectations: attractive price, correct quality of printing and scanning

4. Competition

- Top 3 leading the A3 Color Seg3:
  - Ricoh 22% M/S (units)
  - Konica Minolta 19% M/S (units)
  - Canon 14% M/S (units)

- Top 3 leading the A3 Mono Seg2:
  - Ricoh 32% M/S (units)
  - Toshiba 17% M/S (units)
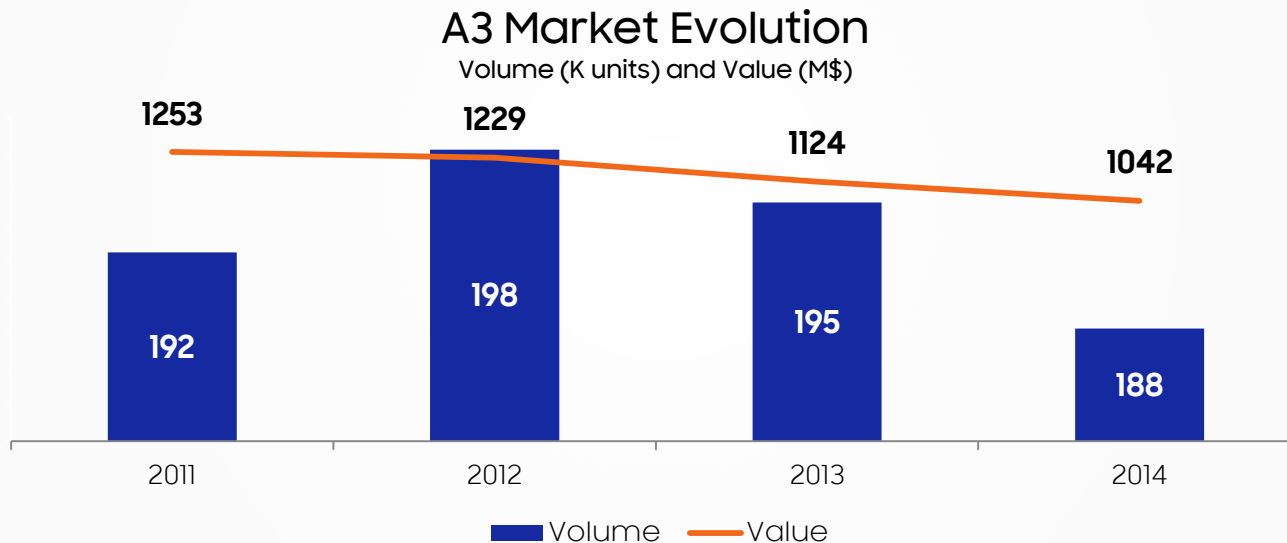 - Canon 16% M/S (units)

5. Target Channel

- MX3 Target Sales Channel:
  - Major OA Dealers: provide end users and answer to tenders, prospection against price cutting competitors (Sharp, Kyocera)
  - Secondary Corporate Resellers: answer to big tenders, MX3 will allow to open new businesses (complete fleet of Samsung multifunction MX3, MX4 and MX7)

GLOBAL A3 MARKET

- Decrease of the total market from 2013 to 2014
- The global A3 market should increase in 2015 due a better dynamic in 2015H1 compared to 2014H1

A3 Market Evolution
Volume (K units) and Value (M$)

Year	2011	2012	2013	2014
Value	1253	1229	1124	1042
Volume	192	198	195	188

Legend: Volume (bar), Value (line)

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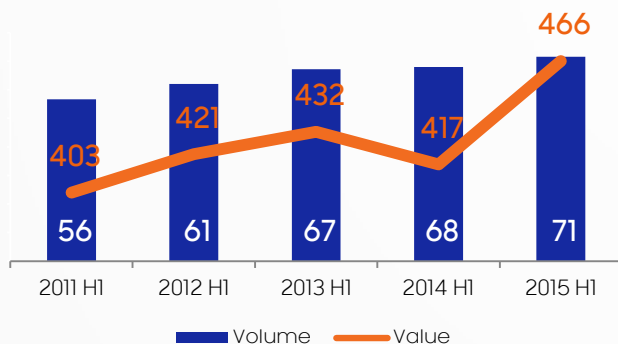
COLOR/MONO EVOLUTION – 2015 H1

- Color:
  - Decrease in 2015 Q2 (-8.6% in volume and -6.1% in value)
  - Increase in 2015 H1 (5.2% in volume and 11.9% in value)

- Mono:
  - Increase in 2015 Q2 (+3.3% in volume and 12.7% in value)
  - Increase in 2015 H1 (+8.3% in volume and 29.3% in value)

Evolution of A3 Color Market
Volume (K units) & Value (M$)

	2011 H1	2012 H1	2013 H1	2014 H1	2015 H1
Volume	56	61	67	68	71
Value	403	421	432	417	466

Evolution of A3 Mono Market
Volume (K units) & Value (M$)

	2011 H1	2012 H1	2013 H1	2014 H1	2015 H1
Volume	41	41	35	31	36
Value	221	202	164	134	174

IDC – 2015Q2

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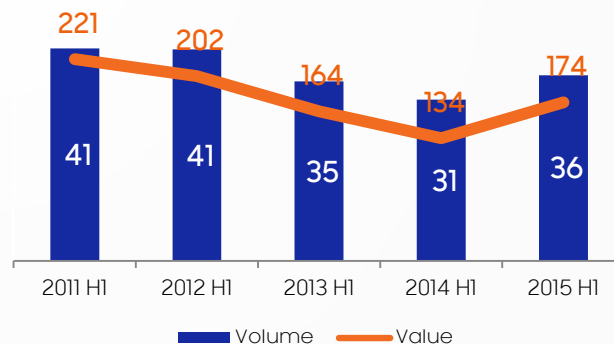
SEGMENTS EVOLUTION – 2015 H1

Evolution of segments
(units)

	2014 H1		2015 H1
Total	98,460	8%	106,229
Segment 4	27,669 / 28%	6%	29,277 / 28%
Segment 3	41,370 / 42%	8%	44,491 / 42%
Segment 2	21,979 / 22%	21%	26,586 / 25%
Segment 1	7,442 / 8%	-21%	5,875 / 5%
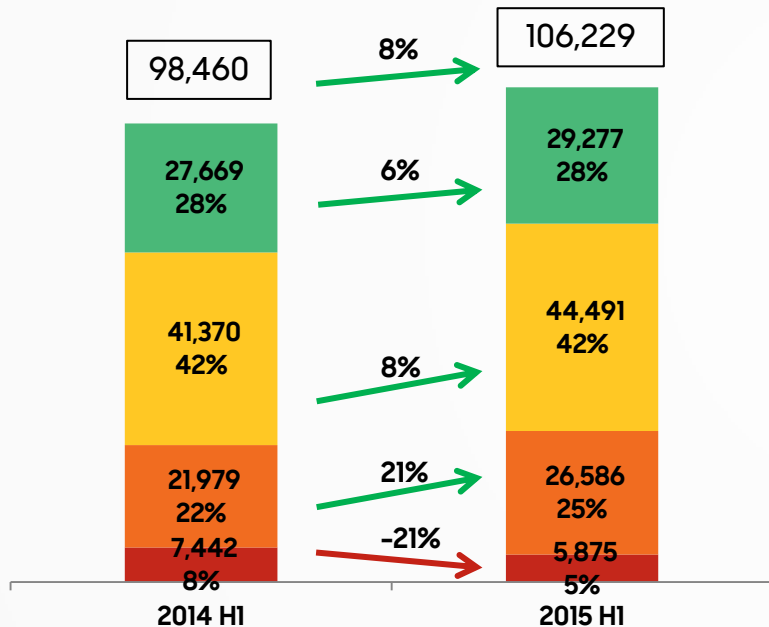
■ Segment 1 ■ Segment 2 ■ Segment 3 ■ Segment 4

Evolution of Mono segments
(units)

	2014 H1		2015 H1
Total	30,921	15%	35,532
Segment 4	4,824 / 16%	-5%	4,562 / 13%
Segment 3	5,591 / 18%	29%	7,216 / 20%
Segment 2	13,064 / 42%	37%	17,879 / 50%
Segment 1	7,442 / 24%	-21%	5,875 / 17%
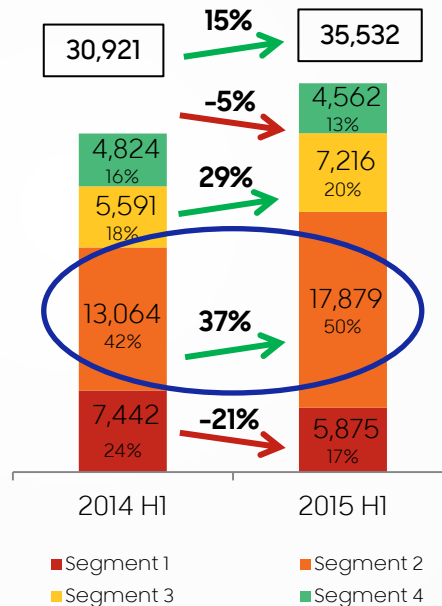
■ Segment 1 ■ Segment 2
■ Segment 3 ■ Segment 4

Evolution of Color segments
(units)

	2014 H1		2015 H1
Total	67,539	5%	70,697
Segment 4	22,845 / 34%	8%	24,715 / 35%
Segment 3	35,779 / 53%	4%	37,275 / 53%
Segment 2	8,915 / 13%	-2%	8,707 / 12%

■ Segment 2 ■ Segment 3 ■ Segment 4

IDC – 2015Q2

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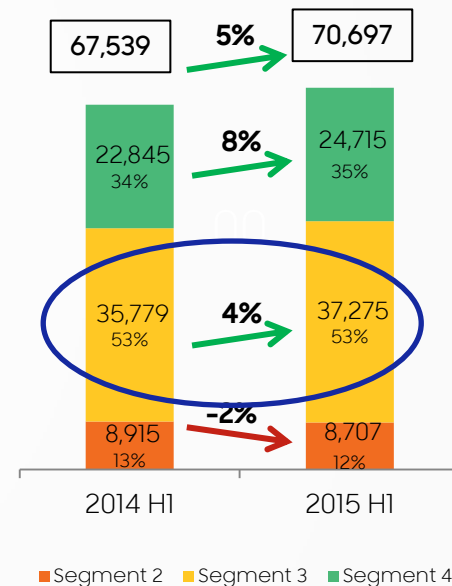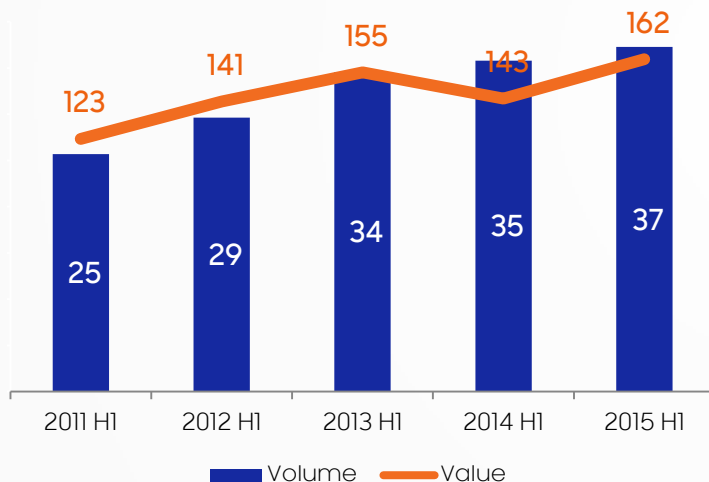
MX3 SEGMENTS: MARKET EVOLUTION

- Color and Mono increase in 2015H1 compared to 2014H1

Color: +4% in volume and +13% in value

Mono: +37% in volume and +35% in value

A3 Color Market – Seg 3
Volume (K units) & Value (M$)

	2011 H1	2012 H1	2013 H1	2014 H1	2015 H1
Value	123	141	155	143	162
Volume	25	29	34	35	37

A3 Mono Market – Seg 2
Volume (K units) & Value (M$)

	2011 H1	2012 H1	2013 H1	2014 H1	2015 H1
Value	64	63	53	44	59
Volume	17	17	15	13	17

■ Volume ▬ Value

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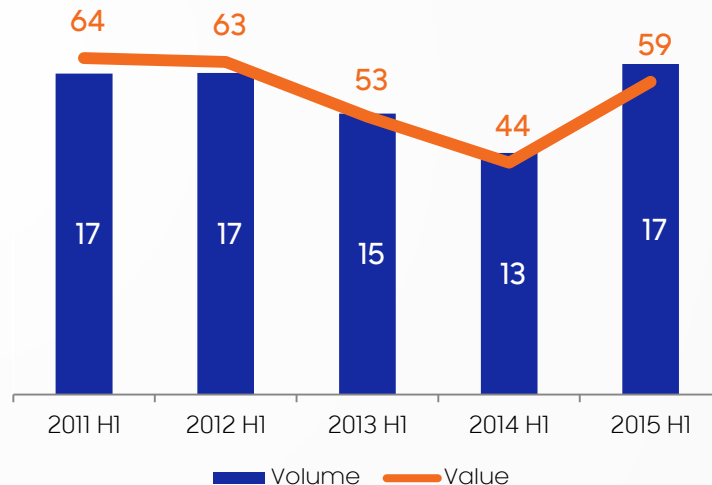
FRENCH COMPANIES AND A3 MONO

- In 2015 H1, Seg 2 Mono represents 17% of total A3 products bought by French companies

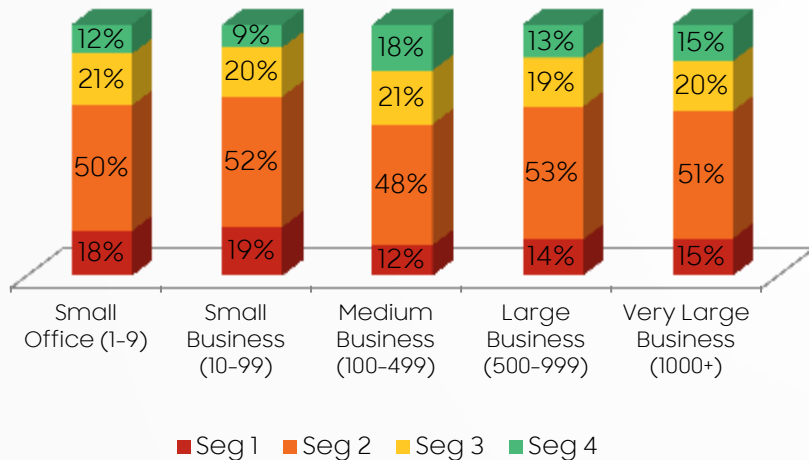### A3 Mono products in French companies (2015H1)
Volume (units)

Segment	Small Office (1-9)	Small Business (10-99)	Medium Business (100-499)	Large Business (500-999)	Very Large Business (1000+)
Seg 4	12%	9%	18%	13%	15%
Seg 3	21%	20%	21%	19%	20%
Seg 2	50%	52%	48%	53%	51%
Seg 1	18%	19%	12%	14%	15%

A3 Mono products in French companies (2015H1)
Value (M$)

Segment	Small Office (1-9)	Small Business (10-99)	Medium Business (100-499)	Large Business (500-999)	Very Large Business (1000+)
Seg 4	25%	21%	37%	28%	28%
Seg 3	29%	30%	24%	26%	26%
Seg 2	42%	45%	36%	42%	42%
Seg 1	4%	5%	3%	4%	4%

IDC – 2015Q2

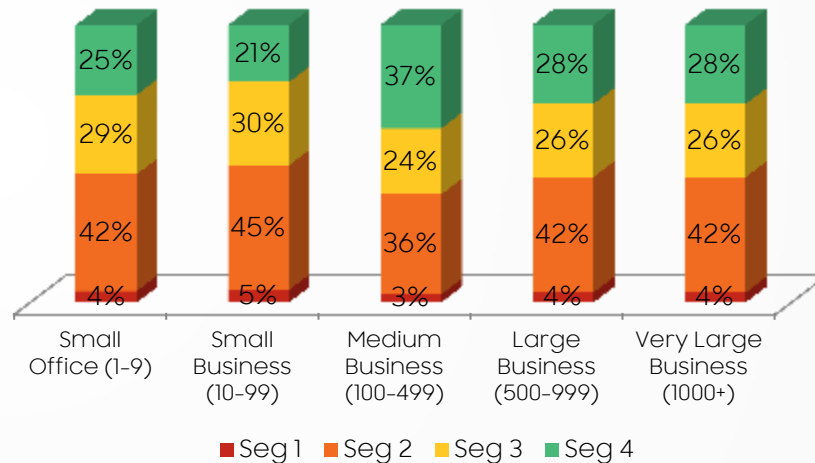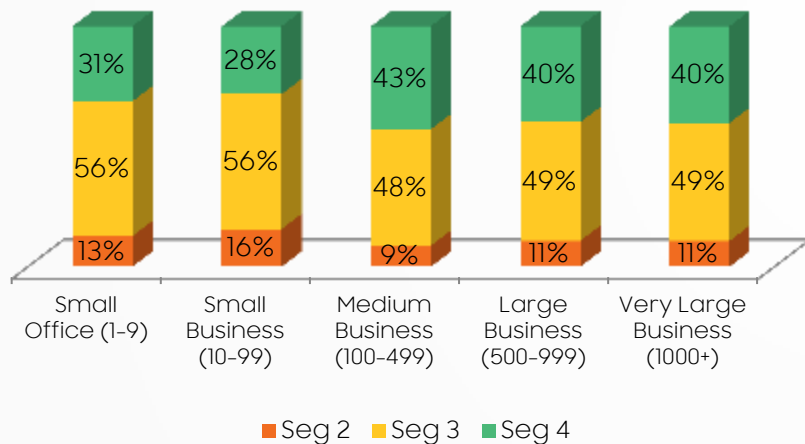SAMSUNG BUSINESS
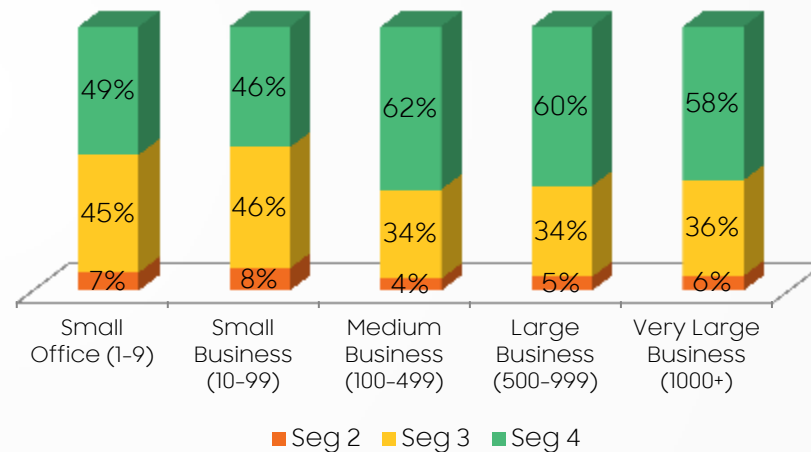
FRENCH COMPANIES AND A3 COLOR

- In 2015 H1, Seg 3 Color represents 35% of total A3 products bought by French companies

A3 **Color** products in French companies (2015H1)
Volume (units)

	Small Office (1-9)	Small Business (10-99)	Medium Business (100-499)	Large Business (500-999)	Very Large Business (1000+)
Seg 4	31%	28%	43%	40%	40%
Seg 3	56%	56%	48%	49%	49%
Seg 2	13%	16%	9%	11%	11%

■ Seg 2   ■ Seg 3   ■ Seg 4

A3 **Color** products in French companies (2015H1)
Value (M$)

	Small Office (1-9)	Small Business (10-99)	Medium Business (100-499)	Large Business (500-999)	Very Large Business (1000+)
Seg 4	49%	46%	62%	60%	58%
Seg 3	45%	46%	34%	34%	36%
Seg 2	7%	8%	4%	5%	6%

■ Seg 2   ■ Seg 3   ■ Seg 4

IDC – 2015Q2

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FRENCH COMPANIES AND A3 EQUIPMENT

	Small Office (1-9)	Small Business (10-99)	Medium Business (100-499)	Large Business (500-999)	Very Large Business (1000+)
COLOR	Seg 3	Seg 3	Seg 3/4	Seg 3/4	Seg 3/4
MONO	Seg 2	Seg 2/3	Seg 2/3	Seg 2/3/4	Seg 2

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TARGET CUSTOMERS BY VERTICAL

- Top 3 verticals are Government, Healthcare and Banking

Vertical Markets
Color Seg 3 - 2015H1 (units)

- Government
- Healthcare
- Banking
- Discrete Manufacturing
- Process Manufacturing
- Insurance
- Professional Services
- Transportation
- Construction
- Securities and investments
- Retail
- Utilities
- Communication and media
- Education (K-12)
- Education (higher)
- Recreational Services
- Wholesale
- Resources Industries
- Eating and drinking
- Hotels

Vertical Markets
Mono Seg 2 - 2015H1 (units)

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COMPETITION – MARKET OVERVIEW

- Ricoh #1 thank to SAE
- KM is expanding aggressive prices in geographic to compensate 14K lost against Ricoh
- New HR plan in Canon

Volume (KU)

Value (M$)

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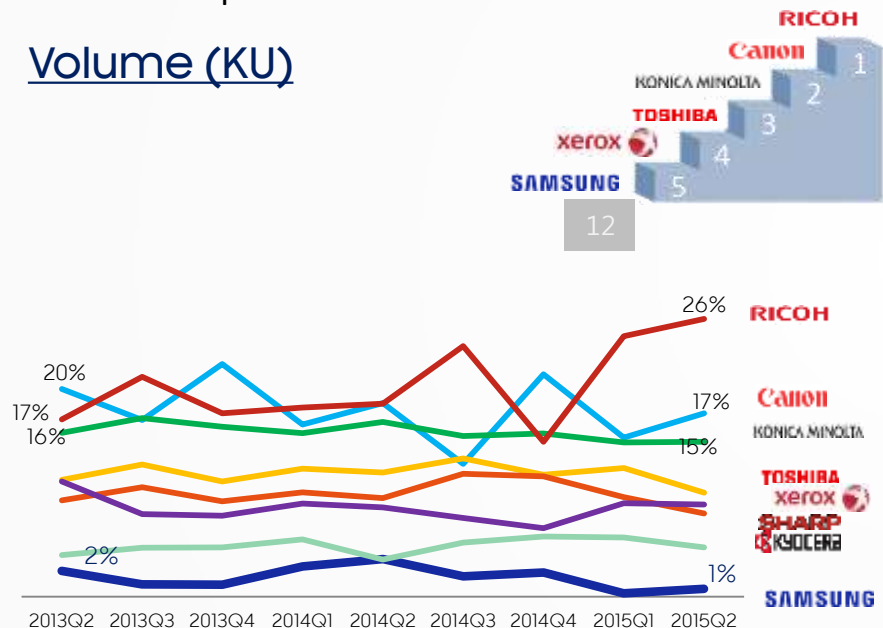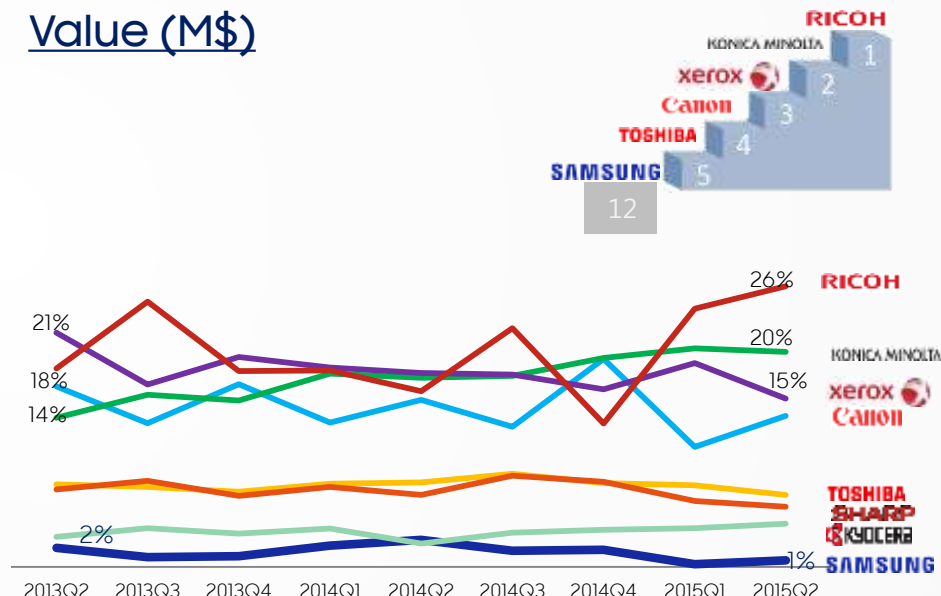
COMPETITION – SEGMENT 3 COLOR OVERVIEW

- Ricoh, Konica Minolta, Toshiba, Xerox and Kyocera are increasing while Canon and Sharp are decreasing
- Konica Minolta focus on value (standard reseller price in 2014H1 = 3,095€ VS standard reseller price in 2015H1 = 4,397€)

Competition evolution on Seg 3 color Volume (units)

Competition evolution on Seg 3 color Value (M$)

Legend: Ricoh, Konica Minolta, Canon, Sharp, Toshiba, Xerox, Kyocera Document Solutions, HP, TA/UTAX, Olivetti, Develop, Samsung, OKI, Epson

IDC – 2015Q2
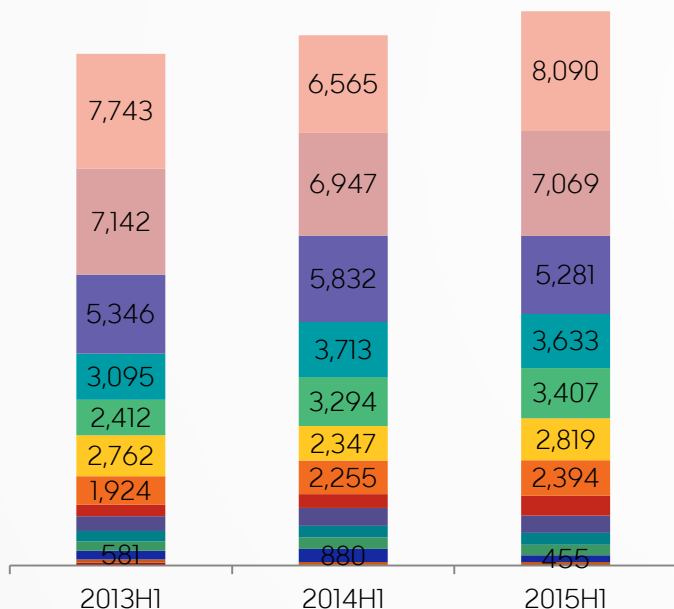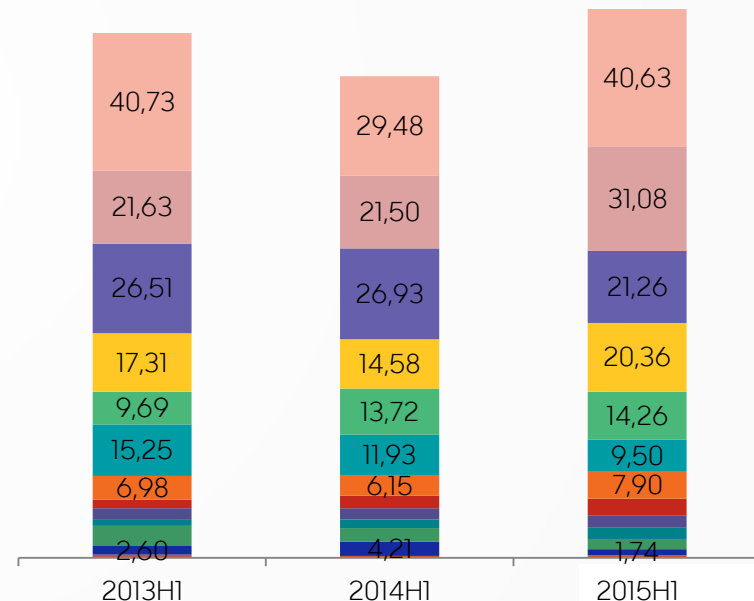
COMPETITION – SEGMENT 2 MONO OVERVIEW

- Ricoh, Toshiba, Canon Kyocera and Xerox increase in volume while Konica Minolta and Sharp decrease
- Sharp focus on value (-11% in volume but +11% in value)

Competitors evolution on Seg 2 Mono
Volume (units)

	2013H1	2014H1	2015H1
Ricoh	2,039	1,033	5,787
Toshiba	4,147	3,041	3,076
Canon	1,636	1,779	2,918
Konica Minolta	3,388	3,279	2,203
Sharp	1,432	1,409	1,256
Kyocera Document Solutions	721	784	1,205
Xerox	790	794	836
Samsung	462	367	49

Legend:
- Ricoh
- Toshiba
- Canon
- Konica Minolta
- Sharp
- Kyocera Document Solutions
- Xerox
- TA/UTAX
- Olivetti
- Develop
- Samsung
- Epson
- HP

Competitors evolution on Seg 2 Mono
Value (M$)

	2013H1	2014H1	2015H1
Ricoh	12,30	2,30	19,44
Canon	5,83	7,25	8,36
Konica Minolta	10,04	10,80	8,29
TA/UTAX	8,04	9,03	8,12
Sharp	5,15	4,40	4,90
Kyocera	3,12	2,64	4,73
Xerox	3,99	4,41	3,52
Samsung	2,14	1,33	0,20

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IDC – 2015Q2

BEST SELLING PRODUCTS – SEG 2 MONO

- Period: 2015H1
- In the top 10: 6 models are 25ppm and 30ppm

2,375	1,599	1,589	1,311	1,135	1,129	759	658	646	632
e-STUDIO 257	imageRUNNER 2202N	MP 2553SP	bizhub 224e	TASKalfa 3010i	MX-M264N	bizhub 284e	WorkCentre 5330	imageRUNNER ADVANCE 4225i	Aficio MP 2501SP
Toshiba	Canon	Ricoh	Konica Minolta	Kyocera Document Solutions	Sharp	Konica Minolta	Xerox	Canon	Ricoh
25ppm	**22ppm**	**25ppm**	**22ppm**	**30ppm**	**26ppm**	**28ppm**	**30ppm**	**25ppm**	**25ppm**

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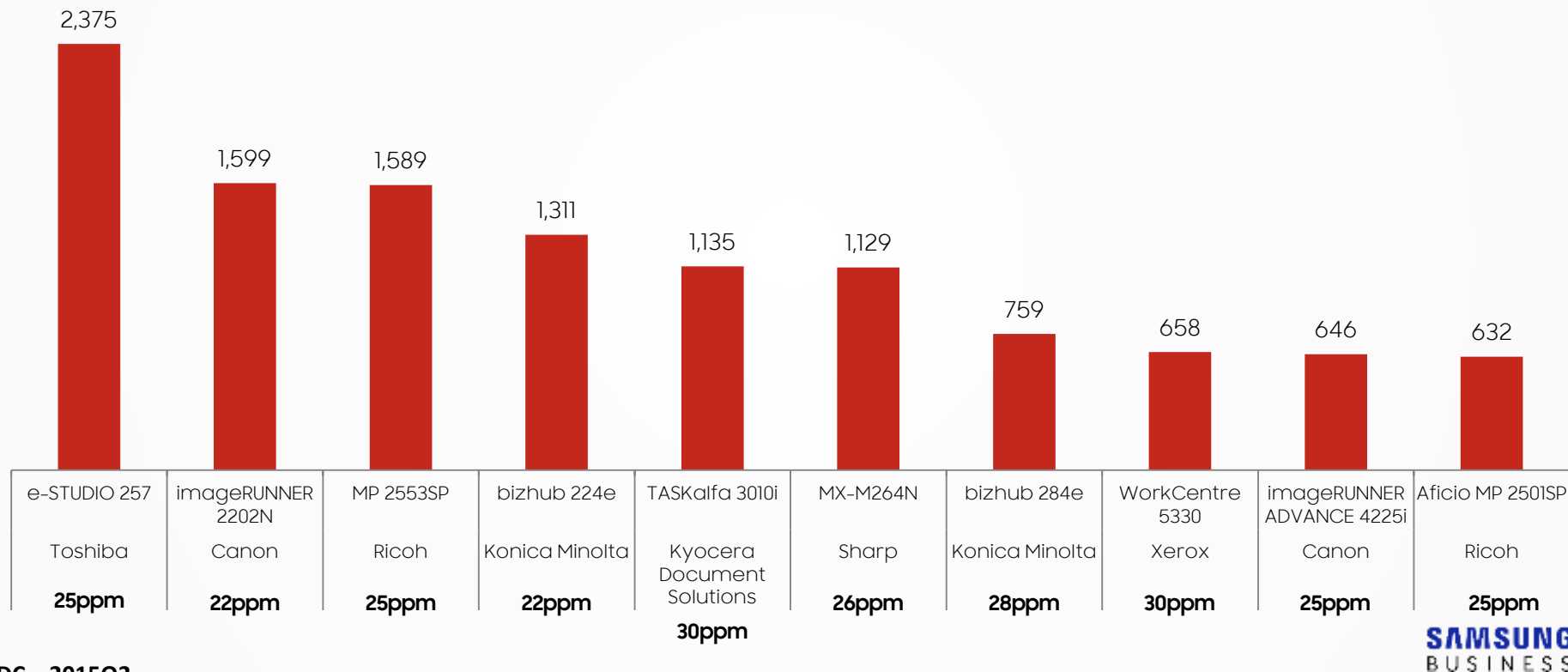
BEST SELLING PRODUCTS – SEG 3 COLOR

- Period: 2015H1
- In the top 10: 6 models are 25ppm and 30ppm

MP C3003SP	bizhub C224e	imageRUNNER ADVANCE C5235i	bizhub C284e	MX–2314N	TASKalfa 2551ci	WorkCentre 7225	WorkCentre 7830	imageRUNNER ADVANCE C2225i	MX–2640N
6,687	4,665	3,355	2,404	1,946	1,723	1,644	1,102	1,102	905
Ricoh	Konica Minolta	Canon	Konica Minolta	Sharp	Kyocera Document Solutions	Xerox	Xerox	Canon	Sharp
30ppm	22ppm	28ppm	23ppm	25ppm	25ppm	25ppm	30ppm	25ppm	26ppm

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2. Launch Objective

2-1. Who

2-2. What

2-3. How

2-1. Who

TARGET CHANNEL

- A3 Copier Vendor's Channel Model

Indirect (76%)	Direct (24%)
OA Dealers	**Regional Offices** **Sales Offices**

✱
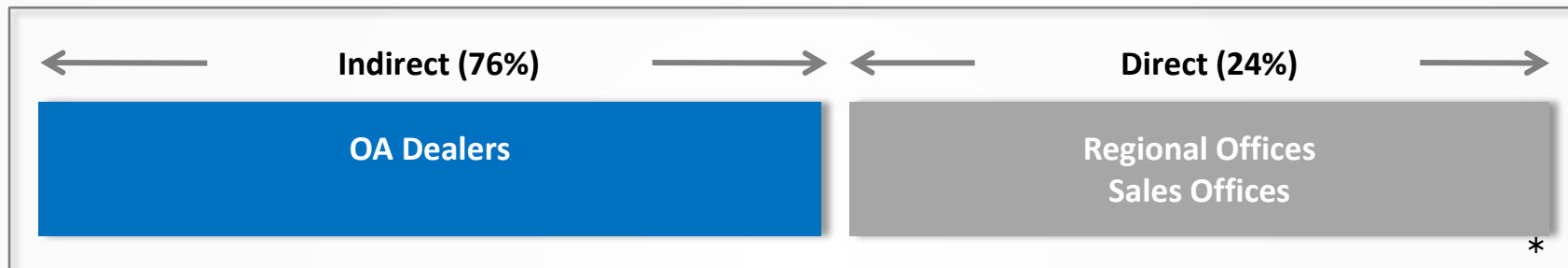
✱ French, A3 Market Distribution based on IDC 2015Q2

- **MX3 Target Sales Channel**: Major OA Dealers / Secondary Corporate Resellers

  ✓ **OA Dealers** with service capability are the prime sales channel, they provide end users with integrated product offering (Product → SVC → Toners).

  ✓ **Corporate Resellers** are important for sales volumes in tenders → MX3 is an opening gate on the A3 Smart Printers. Price sensitive.

TARGET CHANNEL

OA DEALERS

• Samsung OA Dealers (SAM Services) with existing A3/A4 copier line-up.

• New OA Dealers who want to extend their A3 products portfolio.

• SMB (1 to 500 employees) represent 37,521 units and 24,544M$ on Seg 3 Color and Seg 2 Mono in 2015H1 (IDC 2015Q2).

CORPORATE RESELLERS

• Large accounts (500 to 1000+ employees) represent 6,401 units and 16,011M$ on Seg 3 Color and Seg 2 Mono in 2015H1 (IDC 2015Q2).

• A lot of tenders include a wide range of A3 products, from entry to high volume range.

TARGET CUSTOMER

- **Customer Target**: end user who has simple needs of printing and scanning, looking for a good quality and basic use of mfp, convenient for the workspace and compatible with solutions.

END USERS

- Vertical markets:
  - Government (volume: from 11,8K units in 2015 to 15,9K units in 2019)
  - Healthcare (volume: from 5,5K units in 2015 to 7,9K units in 2019)
  - Banking (volume: from 7,3K units in 2015 to 7,9K units in 2019)

- Vertical markets:
  - Mono: public sector (government)
  - Color: private sector (healthcare, banking)

- Departments of big companies or SMB companies: legal, accounting…
- Local agencies

MX3 KEY MESSAGE

Samsung Multifunction
SMART MultiXpress
X3280 / K3300 Series

Powerful and Economic with proven quality

Brand Essence
Accelerating discoveries and possibilities for Business

Brand Personalities
Imaginative, Dynamic, Inviting, Convincing

PRT Category Positioning
Offering Digital Printing Solutions for Seamless Business Experience

Key benefit

Proven Quality, Economic & Versatile Options

1. Inherit MX4 quality

2. Sharing Option & Service Parts with MX4

3. Inner Finisher and Wireless/NFC option

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Inherit the Performance and Quality of MX4

MX4

MX3

Family Look Design

Keep Quality
- Improved Mono toner scattering
- Increased Color WTB Capacity
   (33.7K pages)
- Long life Fuser (250K)
- Image Quality

Sharing Options
- Inner Finisher, Punch Kit, Fax
   Dual Cassette Feeder, Stand
   Wireless/NFC

Sharing Service Parts
- Developer Unit(Mono), Tray
   Roller, etc.

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2-2. What

WHAT: PRODUCT CONCEPT

Samsung Multifunction

MultiXpress

X3280/K3300 Series

Powerful and Economic with proven quality

1. Do Your Work Smarter & Faster Print anywhere.	**. Mobile Printing with Wireless Options** → 802.11 b/g/n + NFC **. Print without printer drivers** → Google Cloud Print, AirPrint, Mopria, Samsung Cloud Print
2. Stay worry-free! From printer failure, security and more.	**. SPDS App** → Easy, prompt issues handling by users or service man on site **. More Secure** → HDD Overwrite, Encrypted Data
3. Save Operational Cost! Save your money	**. Sharing Options & Service Parts** with MX4

MX3 Series
(A3 Color & Mono)

Print from Anywhere, Share with others

Use Mobile Features with Wireless/NFC Option

- Mobile Print/Scan
- User Authentication
- Easy to Set up & Manage with Pro Solution

User Authentication

NFC PRO

Secure Printing

Easy to Set Up & Manage

* SL-NWE001X is required

Print without Printer Drivers with various mobile standard

Google Cloud Print
Print via the internet regardless OS or device type

AirPrint
Print from Mac, iPhone, iPad, or iPod touch without additional software.

Mopria Print Service
Print from any Android phone or table (Android version 4.4 or later) after connecting Mopria-certified printer without additional set-up

Samsung Cloud Print
SCP allows you print from mobile device or PC and share your printer

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WHAT: STAY WORRY-FREE ABOUT FAILURE

Samsung SPDS
(Smart Printer Diagnostic System)

GALAXY Apps

'14. July (9 languages)

Play Store

On-Site Service Tool for Printer Failure Diagnosis Installed on Smart Phone

Service Engineer
(Dealer, SVC Partner)

Improve Service Accuracy

Reduce Service Cost

Easy Access to Info

Guide Search
Technical Info. Search

Diagnosis/Configure
Error Collection

SPDS Server

Device (A3/A4)

Measurement Guide(Movie Clip)/Diagnosis/Pattern Printing/Information

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Share and Save your Cost

- All options and some service parts are sharing with MX4 or Polaris
- Save inventory and management cost

Items	Model Code	MX3	Polaris	MX4
Stand	SL-DSK502T	●		●
Dual Cassette Feeder	SL-PFP502D	●		●
Job Separator	SL-JSP500S	●		●
Inner Finisher	SL-FIN501L	●		●
Punch	SL-HPU501T/F/S	●		●
FAX	CLX-FAX160	●	●	●
HDD (only for Mono)	SCX-HDK471	●	●	
Wireless/NFC	SL-NWE001X	●		●

Items	MX3	Polaris	MX4
Color Developer (C/M/Y/K)**	●	●	●
Mono Developer (K)	●	●	●
Pick-up, Forward, Retard Roller	●		●
RADF Pick-up Roller	●		●
ITB Unit	●		●
ITB Roller	●	●	●
Color FUSER (110V/220V)	●		
Mono FUSER (110V/220V)	●		

2-3. How

a) Product positioning

HOW: PRODUCT POSITIONING

- Differentiation in terms of **features** and **performance** regarding MX4 and MX7

■ Feature : MX7 > MX4 > MX3

Price ↑

Feature ↑

MX7

MX4

MX3

- **Full Feature & Expandability**
  - Smart UX : UI / App / SDK
  - ISV Solutions
  - VAP : High Volume/Booklet Finisher

- **Basic Feature**
  - Price Sensitive Customers
  - Basic Solution (BCPS, XOA-Web)

Speed Range: 20 25 30 35 40 50 60

■ Durability : MX4 > MX3

- AMPV (Mono)

3 500	5,000	5 000	6 000	7 000
25 MX3	30 MX3	25 MX4	30 MX4	35 MX4

- Max Monthly Duty Cycle (Mono)

60 000	80 000	100 000	110 000	120 000
25 MX3	30 MX3	25 MX4	30 MX4	35 MX4

HOW: MX SERIES FULL LINE-UP

- Differentiation in terms of **range:** Entry (MX3), Middle (MX4), High (MX7)

Samsung Printing:
Smart Office Solution

2015 Flagship
Samsung Multifunction
SMART MultiXpress

The Office Transformer.
Innovated for ALL.

2014 Flagship
Samsung Multifunction
SMART MultiXpress

The New Way of Printing.
Innovated for Smarter Business.

Samsung Multifunction
SMART MultiXpress

An entry MFP that offers an alternative
on a range of smart printers

MX7 series

MX4 series

MX3 series

→ **1.5GHz Quad-core (Industry 1st) (For End-user)**
 - Faster processing

→ **Smart UX Center (Industry 1st) (For End-user)**
 - Usability, Editing & Extensibility

→ **Smart UX Center (For Individuals)**
 - Usability & Extensibility

→ **Reliability (for Dealers/ITDM)**
 - Long-lasting supplies

→ **Cover simple needs of printing and**
 scanning
→ **XOA-Web for solutions with another**
 XOA Printer (for example 2680FX)

→ **Ultra-fast Dual Scanning (For End-**
 users)

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HOW: MX SERIES FULL LINE-UP

	MX3 Series	MX4 Series	MX7 Series
	SMB	SMB	Enterprise/SMB (100+)
Target Customer	SMB	SMB	Enterprise/SMB (100+)
VMs	Government, Healthcare, Banking	Education/Comm.Media/Insurance (X4), Healthcare (K4)	Professional Service/ Finance / Government
AMPV (based on A4)	~5,000	~10,000	~30,000
Needs	Color print with high quality (X3) Mono print at low CPP (K3)	Color print with professional quality, (X4) Mono print at low CPP, (K4) High speed scan, various options	High Reliability and Productivity, with Smarter Usability High speed scan, various options,
Scan Speed (Simplex/Duplex)	45/45ipm(X3, K3)	80/100 ipm (K4, 30/25), 80/100 ipm (X4, 35/30)	120/240 ipm (60/50/40), 80/160 ipm (60)
Print Speed (PPM)	28/22 (X3) 30/25 (K3)	30/25/22 (X4) 35/30/25 (K4)	60/50/40 (X4) 60/50/40 (K4)
Options (Detail)	12	14	20
	Cabinet, DCF, Finisher(1), Job Separator, Fax(1), Punch(3), FDI, Network, WLAN/NFC, HDD	Cabinet, DCF, Finisher(3), Job Separator, FAX(2), Punch (3), FDI, Table(2), Network, WLAN/NFC	Cabinet, DCF, HCF (2), Finisher(3), Job Separator, FAX(2), Punch(3), FDI, Table(2), Network, WLAN/NFC(2) etc.
Supplies Yield	Toner: 15K(CMY)/20K(K) (X3) 25K(K3) Drum: 50K(X3), 100K(K3)	Toner: 20K(CMY)/23K(K) (X4) 25K, 35K (K4) Drum: 100K (X4), 200K (K4)	Toner : 30K(CMY)/45K(K) (X7) 45K (K7) Drum : 200K/280K (X7)(TBD), 450K (K7)

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HOW: MX3 VAP CONFIGURATION

★ Finisher for C28, M30

500/50

Inner Finisher
● **SL-FIN501L**

※ 2ⁿᵈ exit is Included
(No need to buy)

Punch for Inner finisher
● **SL-HPU501T** (2/3)
● **SL-HPU501F** (2/4)
● **SL-HPU501S** (Swedish)

Staples
● SCX-STP000
(50 sheets)

Choose one

SL-X3220NR, X3280NR
SL-K3250NR, K3300NR

Wireless/NFC ●
Kit
SL-NWE001X

FDI Port ●
CLX-KIT10F

Fax Kit ●
CLX-FAX160

Hard Disc
SCX-HDK471

★ HDD for Mono model

※DO NOT need 2ⁿᵈ exit
(No need to buy)

Job Separator
● **SL-JSP500S**

Choose one

Cabinet
● **SL-DSK502T**

DCF(520 x 2)
● **SL-PFP502D**

* Heater for Default Feeder(1,2), DCF(3,4)
● CLX-DHK12C(220V)
● CLX-DHK11C(110V)

● **: MX4 Compatible**

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Stand

DCF

DCF
Job Separator

DCF
Inner Finisher
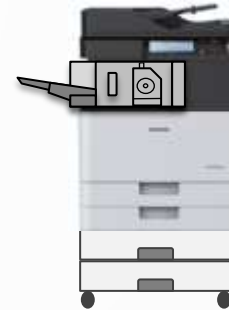
DCF
Inner Finisher
Punch Kit

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3. Price Positioning

3-1. Price positioning

HOW: PRICE POSITIONING

- To be **attractive** to customers and **competitive** to competitors

Color

SL-X3220NR

Brand	Model	Standard Disty Buying Price	Standard Resellers price	Tender Price	End customer Price
Samsung	**X3220NR**	€ 1,900.00	€ 1,995.00		
Kyocera	Taskalfa 2551ci			€ 1,380.00	
Konica Minolta	Bizhub C224e		€ 2,780.28	€ 1,612.56	
Sharp	MX2314NSF	€ 2,414.00			€ 1,500.00

SL-X3280NR

Brand	Model	Standard Disty Buying Price	Standard Resellers price	Tender Price	End customer Price
Samsung	**X3280NR**	€ 2,290.00	€ 2,404.50		
Kyocera	Taskalfa 3051ci	€ 3,325.00		€ 1,800.00	
Konica Minolta	Bizhub C284e		€ 3,449.86	€ 2,000.92	
Sharp	MX2614NSF	€ 2,694.00			

Monochrome

SL-K3250NR

Brand	Model	Standard Disty Buying Price	Standard Resellers price	Tender Price	End customer Price
Samsung	**K3250NR**	€ 1,490.00	€ 1,564.50		
Kyocera	FS-6525MFP	€ 1,556.10			
Konica Minolta	Bizhub 227				
Sharp	MXM264N	€ 1,859.00			

SL-K3300NR

Brand	Model	Standard Disty Buying Price	Standard Resellers price	Tender Price	End customer Price
Samsung	**K3300NR**	€ 1,850.00	€ 1,942.50		
Kyocera	Taskalfa 3010i	€ 1,714.50		€ 1,000.00	
Konica Minolta	Bizhub		€ 2,171.67		
Sharp	MXM314N	€ 2,244.00			

HOW: PRICE POSITIONING

- To **mark a gap** between MX3 and MX4

Color

SL-X3220NR

Brand	Model	Disty Price	Resellers price	Tender Price	End customer Price
Samsung	X3220NR	€ 1,900.00	€ 1,995.00		
Samsung	X4220RX	€ 2,470.00	€ 2,600.00		

SL-X3280NR

Brand	Model	Disty Price	Resellers price	Tender Price	End customer Price
Samsung	X3280NR	€ 2,290.00	€ 2,404.50		
Samsung	X4250LX	€ 2,660.00	€ 2,800.00		

Monochrome

SL-K3250NR

Brand	Model	Disty Price	Resellers price	Tender Price	End customer Price
Samsung	K3250NR	€ 1,490.00	€ 1,564.50		
Samsung	K4250RX	€ 1,995.00	€ 2,100.00		

SL-K3300NR

Brand	Model	Disty Price	Resellers price	Tender Price	End customer Price
Samsung	K3300NR	€ 1,850.00	€ 1,942.50		
Samsung	K4300LX	€ 2,280.00	€ 2,400.00		

HOW: PRICE POSITIONING

- **CPP request:**

these are end customers prices. Thus, the Samsung CPP price coming from the calculator must be 20% underneath.

Color

SL-X3220NR

Brand	Model	CPP Color Run rate end customer price	CPP BW Run rate end customer price
Samsung	X3220NR	0.0152€	0.0027€
Konica Minolta	Bizhub C224e	0.0133€	0.0025€

SL-X3280NR

Brand	Model	CPP Color Run rate end customer price	CPP BW Run rate end customer price
Samsung	X3280NR	0.0226€	0.0032€
Konica Minolta	Bizhub C284e	0.0181€	0.0026€

Monochrome

SL-K3250NR

Brand	Model	CPP BW Run rate end customer price
Samsung	K3250NR	0.0029€
Canon	iR 4225i	0.0028€

SL-K3300NR

Brand	Model	CPP BW Run rate end customer price
Samsung	K3300NR	0.0029€
Canon	iR 2530i	0.0028€

3-2. Solution Strategy

SOLUTION OFFERING STRATEGY

- SMB: In-House Solution Focused (Server-less, Cloud based)
- ENT: Server based ISV compatible (Server based, XOA-Web based)

SMB Server-less Solution

16Q1 Ready

SmarThru™ Workflow Lite
Cloud Connector
Secure Login Manager

Cloud-based ISV

PRINTERON
PRINTFLEET®
Samsung Cloud Print

Server Based Solution

Fleet **Admin Pro**
PrinterOn Express

ISV Compatibility (XOA-Web)

TBD

RINGDALE — Connecting people and information
Scanshare
GENIUS BYTES SOFTWARE SOLUTIONS
Cirrato
myQ

SOLUTION OFFERING STRATEGY

|		Polaris	MX3	MX4
Solution Platform	Support Model	Color , Mono XOA	All	All
	XOA-Embedded	O	-	O
	XOA-Web	-	O	O
	Smart UX	-	-	O
Samsung	Fleet Admin Pro	O	O	O
	Fleet Admin Pro Embedded Site Manager	O	-	O
	SecuThru (Korea Only)	O	-	O
	SmarThru™ Workflow 3	O	-	O
	PrinterOn Express/Enterprise	O (with .par)	O (embedded)	O (with .par)
	PrinterOn Hosted	O (with .par)	O (embedded)	O (with .par)
	Usage Tracker	O	O (with XOA-E support Device)	O
	SecuThru™ Lite 2	O	O (with XOA-E support Device)	O
	Secure Login Manager	O	O (with XOA-E support Device)	O
	Barcode	O	O	O
	SmarThru™ Workflow Lite	O	O (with XOA-E support Device)	O
	Cloud Connector	O	-	O
	SCP Hosted/Enterprise (Not Launched)	O	-	O
Partner Solution	PrintFleet Cloud	O	O	O
	PrintFleet Cloud Embedded DCA	O	-	O
	Prism ScanPath	O	-	O
	Scanshare	O	TBD (XOA-Web based)	O
	Geniusbytes MyMFP	O	TBD (XOA-Web based)	O
	Prism PrintPath™	O	-	O
	Omtool AccuRoute	O	-	O
	ScannerVision	O		O
	PaperCut	O		O
	Equitrac	O	-	O
	SafeCom Go	O	-	O
	Ringdale	O	TBD (XOA-Web based)	O
	WOW PSS 2.5 (Korea Only)	O	-	O
	Ubiquitech Esay & VDMS	O	-	O
	Ysoft SafeQ	O	-	O
	Cirrato	O	TBD (XOA-Web based)	O
	myQ	-	TBD (XOA-Web based)	-

BUSINESS CORE

- **Cost-efficient solutions in a server-less environment:** just 1 additional license for up to 5devices

[Configuration]
- Usage Tracker(1EA) + SecuThru Lite (1EA) + **XOA Web Enabler (1EA)**
- : Main Device (ex. X4300) + **Sub Devices (MX3 Series)**
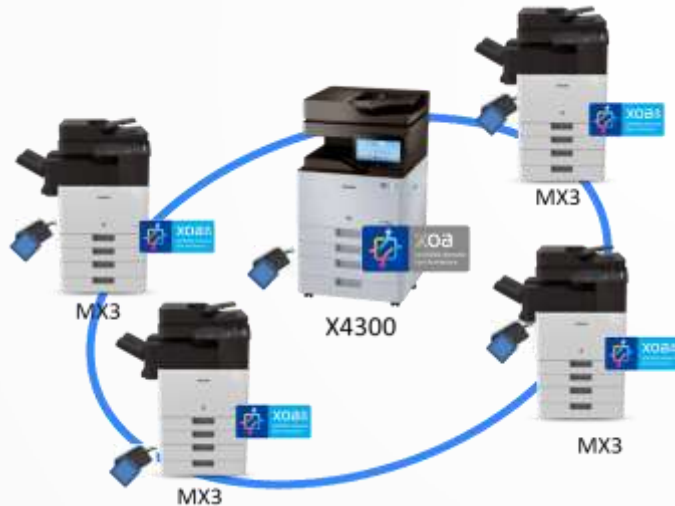
[Feature & Benefit]

ID/Card Authentication
Preventing Unauthorized Retrieval
of Confidential Printouts, all of print jobs

Server-Less Pull Printing
Sending jobs to the dedicated printer
and then they get to wherever they're
going - whether to the 1st,3rd floor offices

Usage Tracking
*Cut-Down printing cost by
transparent cost management

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PRINTER ON HOSTED

- **Printer On Hosted:**

  - Support Various Mobile OS

  - Using Public Cloud

  - Print Simply Anywhere

Challenge
- Multiple hotels in a group or chain
- Want to provide guest printing as an amenity
- Do not want staff involved in handling guest print requests

Solutions
- Provides consistency for printing way over the chain
- Do not need "ad hoc" printing service
- Plug & Play deployment enables locations
- International support with localization of mobile web

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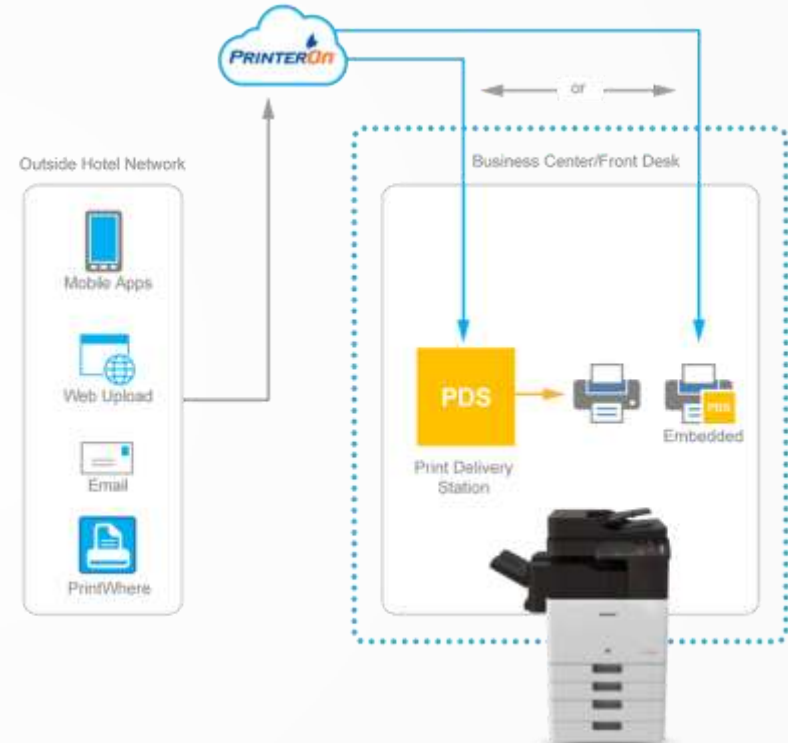
PRINTFLEET CLOUD

- **Provide Pro-Active Monitoring / Management for Multi-Site**

[Customer Environment]
- 4 sites, More than 100 devices

[Feature & Benefit]

Device and Toner state Monitoring
- provide the predictable costs
- improve service reliability
- reduce consumables costs

Multi-Vendor Monitoring
- Remove vendor dependency

Cloud Based Monitoring
- Increasing mobility
- No Server Operation/Maintenance

SAMSUNG BUSINESS

FLEET ADMIN PRO

- **Provide Pro-Active Monitoring / Management for Multi-Site**

[Configuration]
- Fleet Admin Pro (1EA) + PC Site Mgr. (2 EA), + 1 *Embedded Site Mgr. (1EA)

[Feature & Benefit]
Device Configuration
 Cloning
 F/W update
 Profile Management
 schedule a firmware update to occur at a specific
 date and time such as during off hours without
 interrupting your offices or their services

Device/Supplies Monitoring
 Dashboard
 Alert Monitoring
 Automated Notification
 Enhance serviceability by providing Automated e-mail
 reports and text messages can notify staff about low
 toner, paper errors, and other easily solved problems
 that can impede productivity

User Usage/Access Control
 Job Accounting
 provides restricting user usage without additional
 cost and enhancing security by restricting key
 functionalities depending on who logs

ISV COMPATIBLE (TBD)

Reduce costs, increase security and improve efficiency of print operations
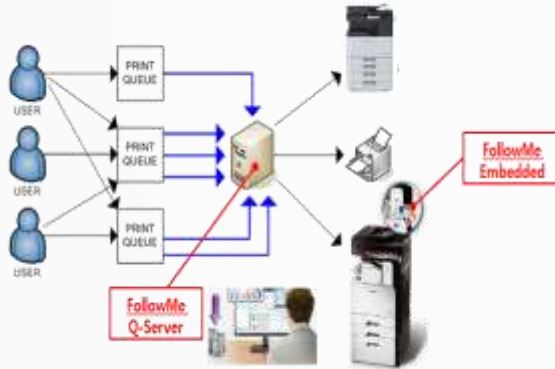
An easy-to-use, yet powerful and affordable solution for paper scanning and processing

Manage, track and secure documents and data swiftly and efficiently

3-3. Channel Strategy

CHANNEL STRATEGY

- All OA Dealers sell 21~30ppm A3 competitor machines
- Appoint & Recruit new Partners

EXPAND
- Prospect recruitment
- Mailing including invitation to the B2B Roadshow, Communication and Press Release
- B2B Roadshow (Q2)
- SAM Services event (Q1)
- Service: create guaranty extension to reach IT Resellers

RETAIN
- Reconquest program
- (training & dealer test)
- Tender price list
- Emailing and mailing MX3 Launch
- Open Days
- Marketing tools
- B2B Roadshow (Q2)
- SAM Services event (Q1)
- Tender support

OPTIMIZE
- STEP Focus and benefits
- Open Days
- B2B Roadshow (Q2) ➔ usage oriented
- Tele operators ➔ leads

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CHANNEL STRATEGY

OA Dealer Program

Recruit New OA Dealer

- Target 2016 Q1:
- Recruitment: 130 resellers (end of 2015: 113)
- Total MX3 Sales in Q1: 100 A3 units

	'14	'15	'16
Managed Dealer #	96	126	130
MX3 Dealer #	TBD	TBD	TBD
- Total MIF A4/A3	143K	188K	203K
- MIF Replacement	28K	37K	40K
A3 Samsung Sell-thru	2,8K	5,9K	7,5K

Retain & Optimize our business with OA Dealers

- Intensify on STEP Program with actions, promotions and webinar
- Support our OA with dedicated training, solutions and customer oriented
- Develop closer relationship with VIP Events, Open days and marketing activity (incentive, challenge, promotions)
- Lead Generation program with tele operators and Eloqua

Large Account business

Strong collaboration between EBT, PRT & Corp.

Internal action plan
- Intensify communication with EBT Team = dedicated BDM and PM's thru BO Days, product training, coaching and presentation (Samsung Business University)
- Develop dedicated tools to have the right vertical "speech" to the right customer
- Work on credibility making Success Story & Press Release
- Develop a convergence approach to customers

Corp. Reseller strategy
- Training on Samsung global offer
- Create end customer hospitality events
- Bring Leads through Lead Generation campaign

EBT
- Dedicated BDM on PRN team for EBT
- Increase No of BO
- Lead Generation campaign
- Develop specific tools for Large Account business
- Focus on private large account

CHANNEL STRATEGY

- SEF MX3 Launching & Dealer Readiness

Action	'15.10	'15.11	'15.12	'16.01	'16.02	'16.03	'16.04	'16.05	'16.06	'16.07
Finalize Target Dealer / End User List / Sample Qty	NA									
Presales / Post sales Test Sample Shipment (2 units)	■									
Presales / Post sales Sample Test	→————————————→									
Presales / Post sales Sample Test Result Review		■								
Last and final information sent by HQ (detail spec, marketing tools – brochure, price list, cpp, environmental details, certificates)			■							
First tenders answering with special HQ price agreement	→————————————→									
Updating the A3 line-up			■							
SMB A3 Team pre launching email		■								
Internal launching email			■							
EBT Team Training					■					
SMB A3 Team Training				■						
OA dealer technician training					→————————————————————————————————→					
Disty launching communication		■								
Mailing + Emailing for MX3 Launch (Corp & OA)					■					
MX3 Launching Promotion					→————————→					
SAM Services event (MX3 presence /main topic = solutions)						■				
B2B RoadShow (MX3 presence /main topic = solutions)									■	

BUSINESS

3-4. Training and Tech Support

PRESALES /POST SALES TEST

- **Test:** to prevent any technical problems and to avoid decreasing in our credibility (that we rehabilitated after previous issues on products), we decided the MX3 should be tested by Presales and Post sales before being launched. The launching of the product is determined by test results (pre/post sales decision).

| MX3 sample test | → | Presales

Post sales | ⌐ Middle of October until December |

- **Training:** provide intensive training and marketing support for dealer sales & service people.

1.Technical Training
Training Schedule TBD with official launch date : for our OA Dealers technicians.

2.SEF Sales Team Training
Video, Roadmap and product presentation in November.
Presentation & training for EBT, SMB and OA Team in January.

3.OA Dealer Sales Team Training
Dedicated presentation with marketing & sales for big OA Dealers.
B2B RoadShow with solutions & print devices. Demo with OA Sales Team.
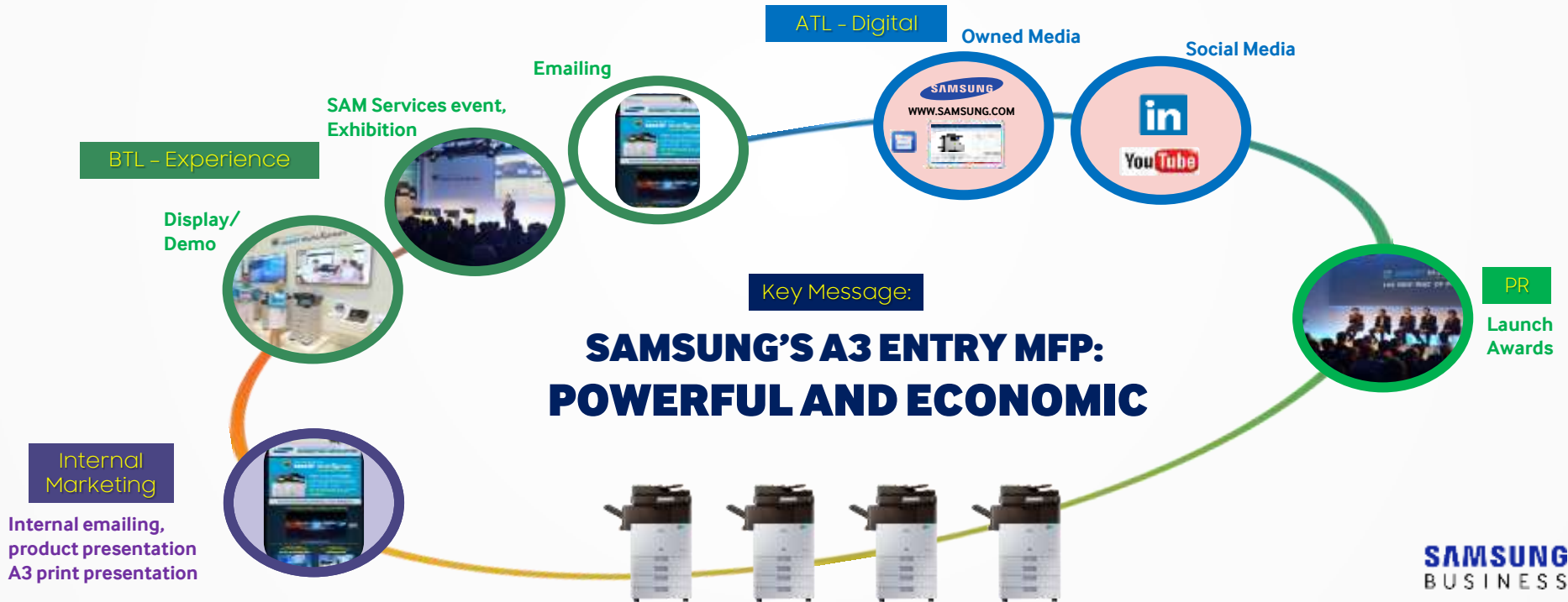Sales Team will be trained by all regional responsible.

4. Marketing Plan

4-1. Holistic Communication Strategy

HOLISTIC COMMUNICATION STRATEGY

"**Holistic approach** to deliver our message to All"
(Samsung Internal + Partners + Customers)

ATL – Digital

Owned Media

Social Media

Emailing

SAM Services event, Exhibition

BTL – Experience

Display/ Demo

Key Message:

PR

Launch Awards

SAMSUNG'S A3 ENTRY MFP: POWERFUL AND ECONOMIC

Internal Marketing

Internal emailing, product presentation A3 print presentation

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4-2. Two-Track Strategy

TWO-TRACK STRATEGY

"Two-track offering" for Channel & Customer

B2B CUSTOMER (ITDM)
Brand awareness & Lead generation

CHANNEL PARTNER
Partnership building & Smart support

ATL (Digital)	**BRAND CAMPAIGN**	
	B2B SOCIAL MARKETING (Linked In)	**PRINTING CATALOG** (Tablet version)
BTL (Experience)	**MEDIA EVENT** (Samsung Forum)	**PARTNER CONFERENCE** (Samsung Forum)
	OPEN DAYS THROUGH OA DEALER EVENTS	**B2B SHOWROOM, TRAININGS AND B2B ROADSHOW**
PR	**MAGAZINE ADVERTORIAL & AWARD**	**EMAILING, PRINT SMART NEWS MAGAZINE**

4-3. Marketing Activity Plan

MARKETING ACTIVITY: LAUNCH

- **Target:** Resellers and End Users

LAUNCHING ACTIVITY

When: February
- **Communication (mailing)**
- **Showroom offer (50% off)**
- **Launching promotion**
- **New year Challenge from January to February**
- **Adding MX3 to our Loan Park**

SAM Services Event
- **When: March**
- **MX3 presentation**
- **A3 full line up exhibition and demo with Solutions**

ATL: PRESS INFORMATION

- **Official launch date on January**
- **Press release**

DIGITAL CAMPAIGN

When: January
- **Videos on LinkedIn, YouTube,…**

When: All year
- **Lead Generation campaign (end customers eloqua nurturing, tele operators)**

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MARKETING ACTIVITY: TRAININGS & EVENTS

- **Target:** Corporate Resellers, OA Dealers & End Users
- **When:** all the year and June for the B2B Roadshow

Open days and trainings

- Print Showroom
- Trainings in SEF and trainings in OA Dealers place with MX3 from the Loan Park

B2B Roadshow

- Dates will be proposed to our OA Dealers
- Objectives: Train OA Sales Team, receive and promote Samsung print offer to end user
- Morning training session + Afternoon Open Days

IT/Corp Resellers training

- Training IT Resellers sales team on Samsung's product
- Incentive to increase our sales

Lille

Paris

Nantes

Lyon

Bordeaux

Aix-en-provence

SAMSUNG
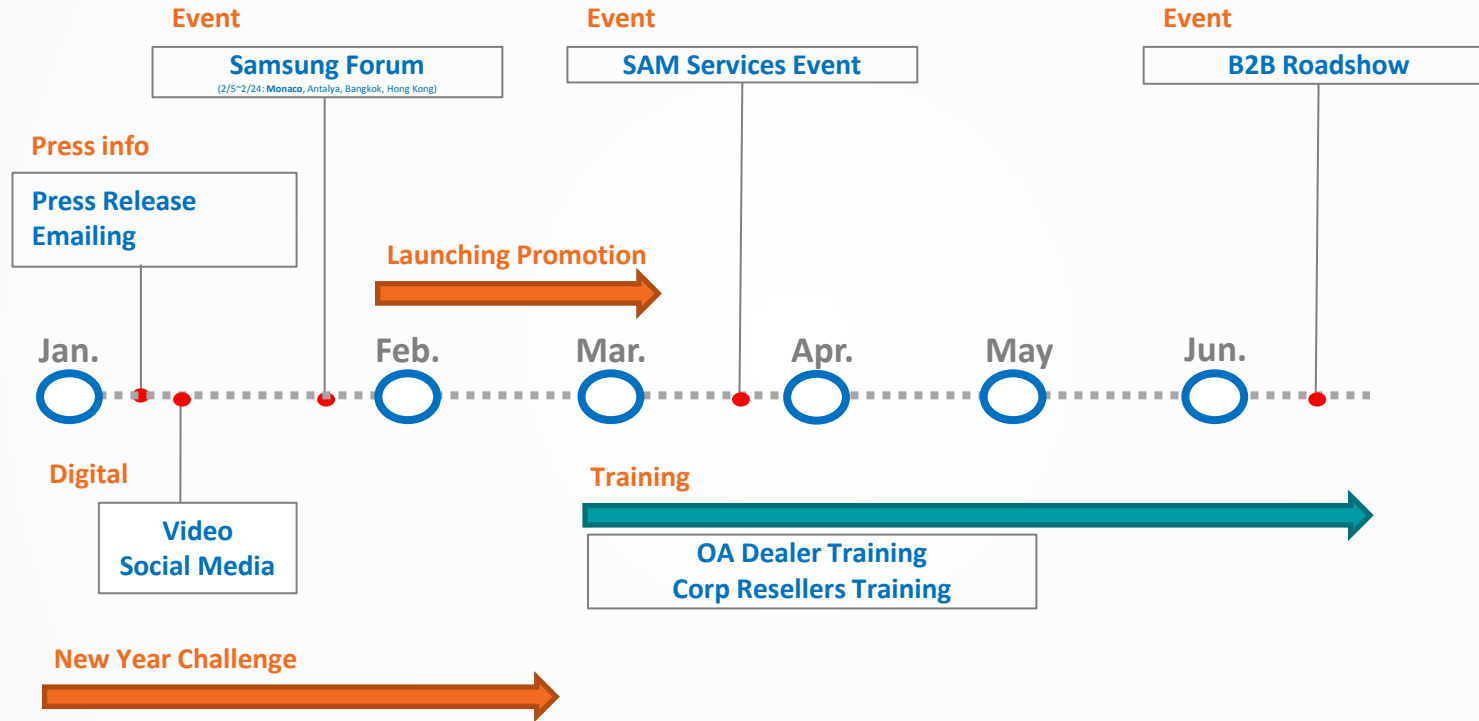BUSINESS

MARKETING ACTIVITY: TOOLS

Marketing Tools

- Leaflets
- Product / environmental leaflets
- Updating the A3 Line-Up
- A3/A4 Catalog
- Product presentation, A3 general presentation
- Videos

Verticals

- Include MX3 in vertical speech
- Propose best product and solutions fitting customers' needs

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MX3 LAUNCHING PLAN

Event

Samsung Forum
(2/5~2/24: **Monaco**, Antalya, Bangkok, Hong Kong)

Event

SAM Services Event

Event

B2B Roadshow

Press info

Press Release
Emailing

Launching Promotion

Jan.   Feb.   Mar.   Apr.   May   Jun.

Digital

Video
Social Media

Training

OA Dealer Training
Corp Resellers Training

New Year Challenge

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THANK YOU

/SamsungProfessionnelsFrance

@SamsungProFR   /SamsungProFR