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EBD  
Enterprise  
Business

# Embracing Change: The Future of the BTA Dealer

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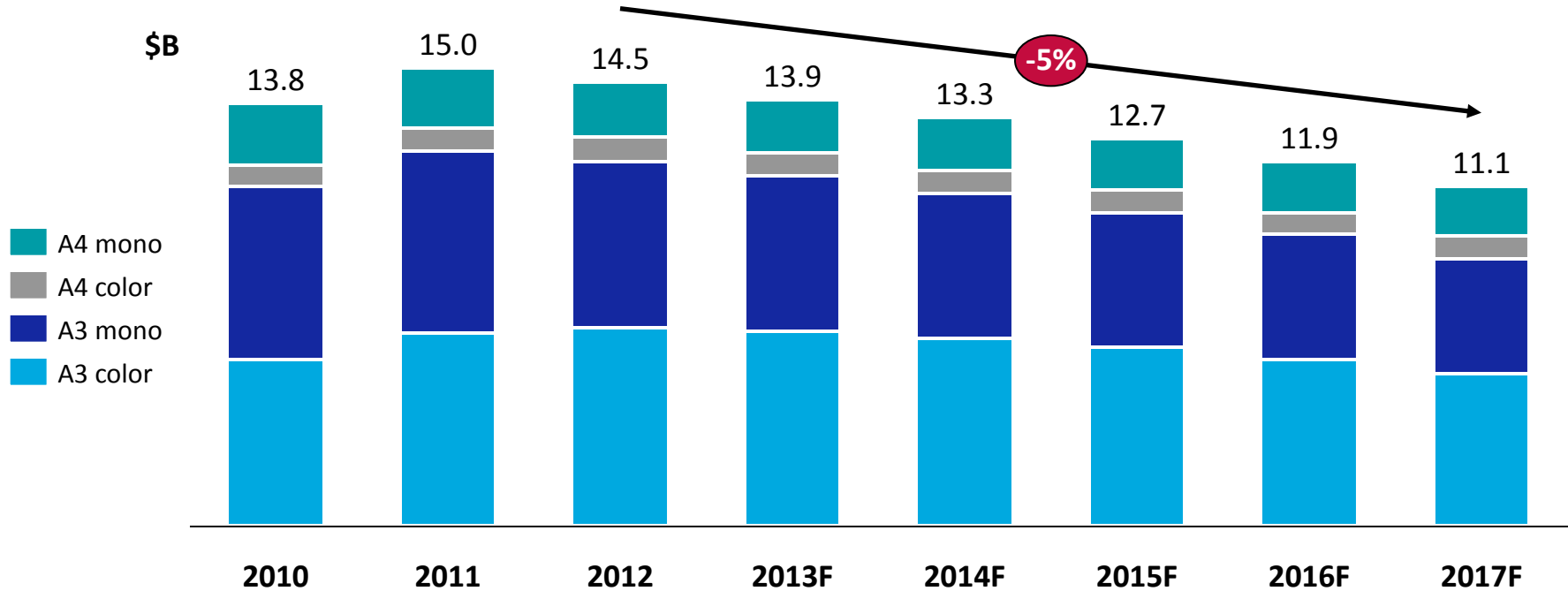
# A "Great" Story

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## Total U.S. Laser Printer and MFP Equipment Market Forecast<sup>1</sup>



1)Note: Includes A3 + A4 MFP and printers (excludes single-function copiers), across all channels (includes retail channel); A3 market includes A2s

Source: IDC, 2012

**1**

**WHY DEALERS ARE GREAT**

**2**

**HOW DEALERS WILL STAY GREAT**

**3**

**HOW SAMSUNG MIGHT HELP**



- 1 **Customer Orientation / Service**
- 2 **Best of Breed**
- 3 **Local**
- 4 **Adaptable**
- 5 **Nice People / Long Term Employees**

# How Dealers Will Stay Great?

## 1 Emphasize Your Current Greatness



## 2 Managed Print Services



## 3 Managed Image Services (or something)



## 7 Size Matters



## 4 Be Trendy



## 5 Shift Inside



## 6 Power Disruption (A3 → A4)



# Emphasize Your Current Greatness



**Service**

**Best of Breed**

**Local**

**Adaptable**

**Nice + Stable**



**Competitive Landscape is Changing**

**Share of Wallet Opportunity**

**New Accounts**

**Easy**

- **Consultant**
- **Distributor**
- **Manufacturer**

**Paves the Road**





# The Evolution: MPS

## "Lite" MPS

MFD  
SFP  
Service  
Support

## MPS

MFD  
SFP  
Service  
Support

## "Strategic" MPS

MFD  
SFP  
Service  
Support

## Managed Output

MFD  
SFP  
Service  
Support



QBR



QBR



Output Management  
Software



QBR



Output + Workflow  
Management Software



On-site Staff

## What are the options?

### 1 Managed Image Services



### 2 Remote Network Diagnostics



### 3 VAR-like System Integration



## Why?

### A Share of Wallet

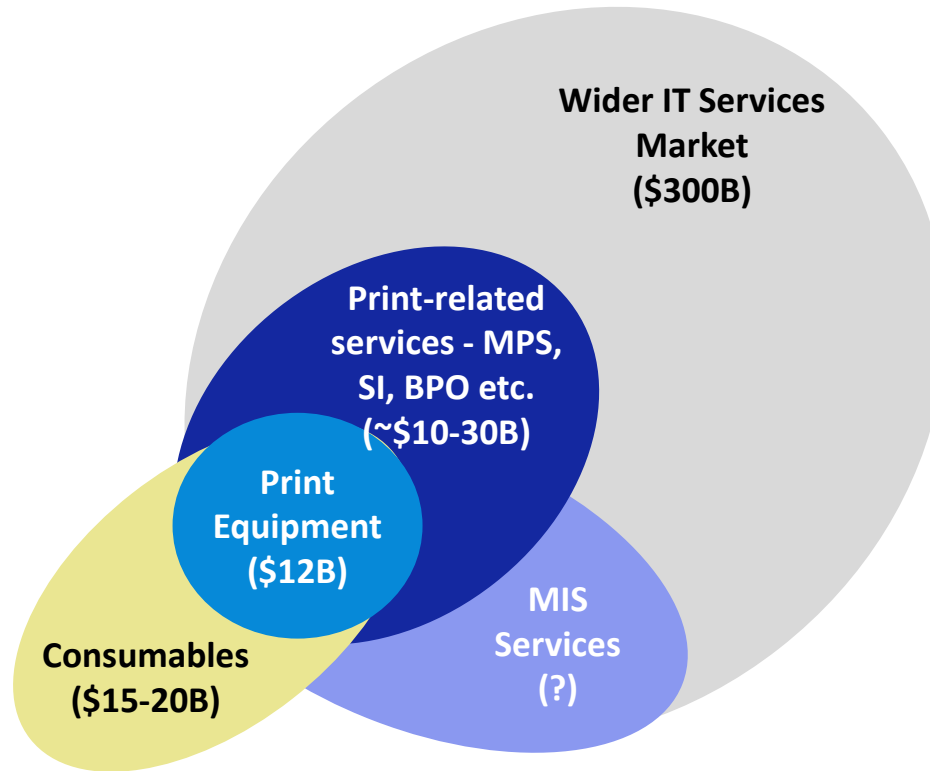


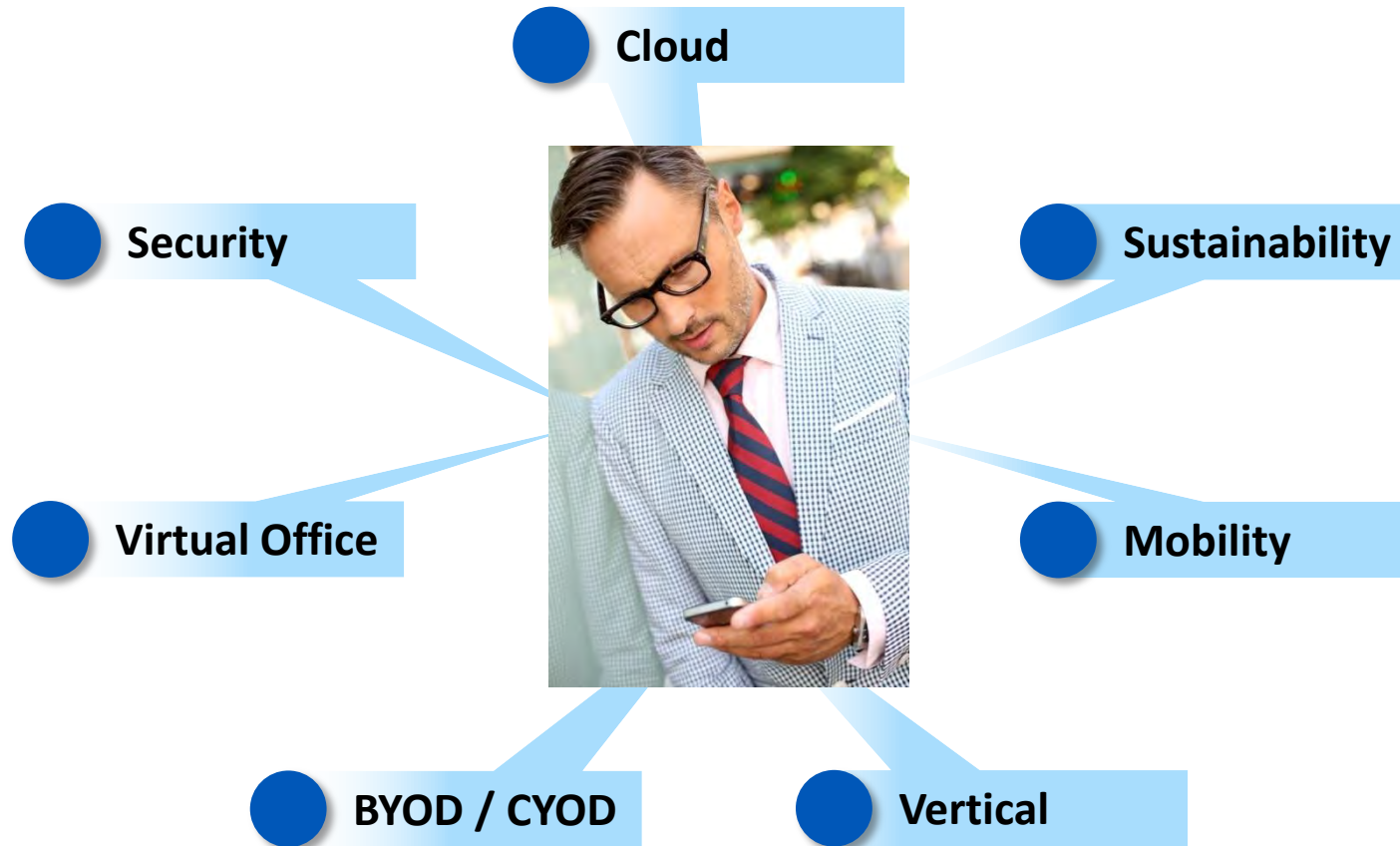
### B Differentiation



### C Competitive resistance







# Impact of Mobility on Printing



Incoming workforce expects apps



Skyrocketing sales of Mobile Devices



Need for mobile printing



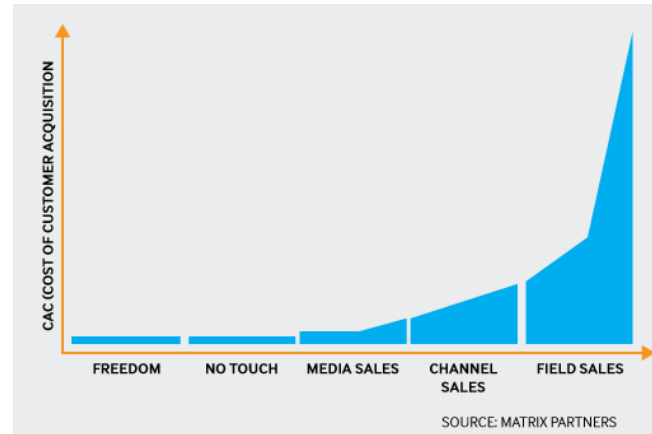
Multiple Mobile Platforms



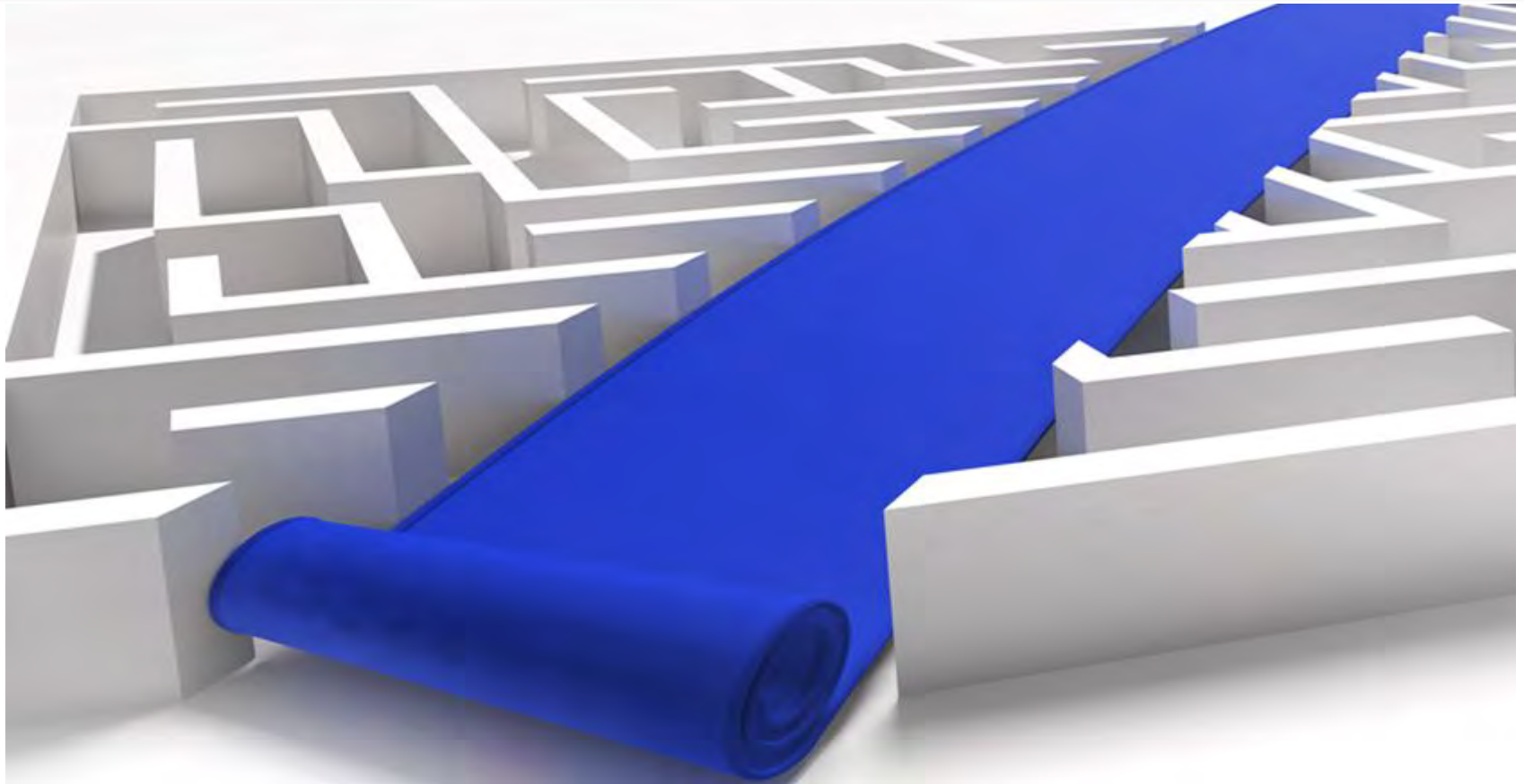
BYOD Initiatives

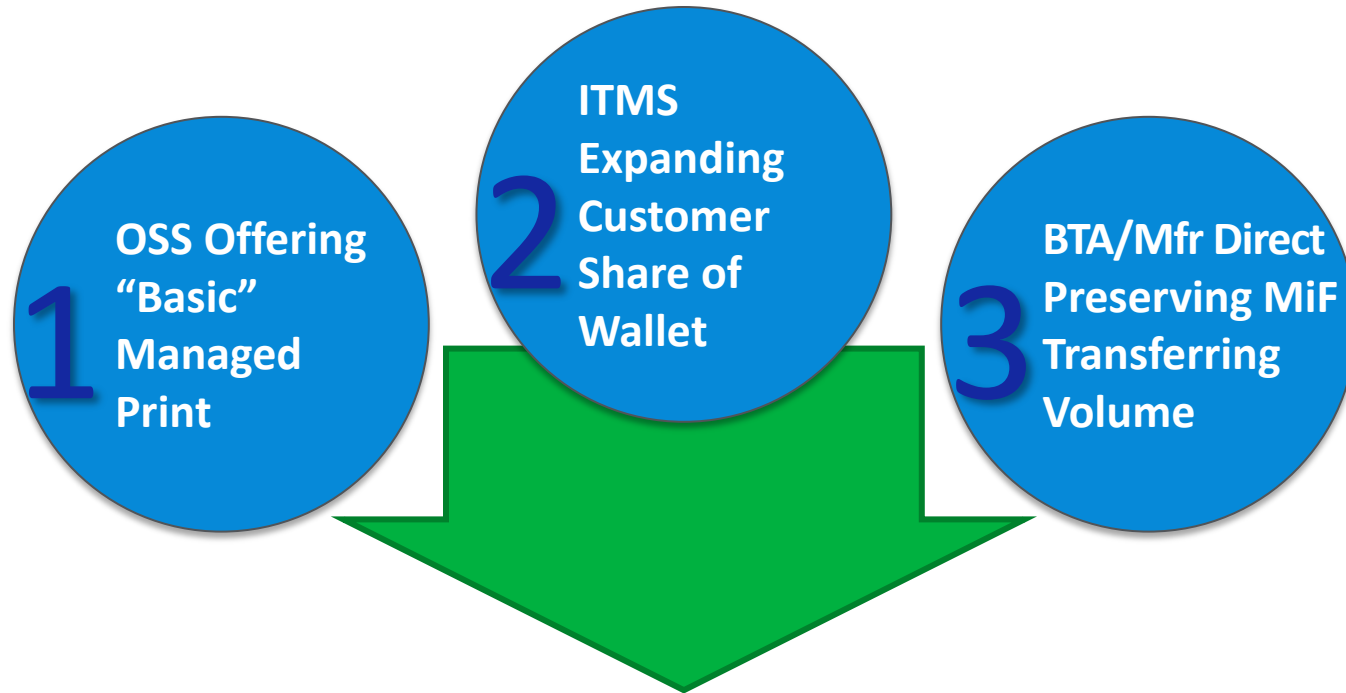


- **Buying Process Changes**
- **Cost Effectiveness**
- **Website**
- **Demand Generation**
- **Social Media / Social Selling**
- **CRM**
- **Manufacturer Alignment**









# An Enterprise Office – Today

Workgroup 1



Workgroup 4



Workgroup 2



Workgroup 5



Workgroup 3



Workgroup 5



# The Evolution: Workflow Management

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## DOCUMENT CAPTURE



## ENTERPRISE INTEGRATION



## WORKGROUP MANAGEMENT



CAPTURE | CREATION | WORKFLOW



OUTPUT MANAGEMENT

DEVICE MANAGEMENT



DOCUMENT MANAGEMENT



# An Enterprise Office – Tomorrow





## Compete with Manufacturer



## Split Personality



## Partnership Opportunities



## Competitive Pressures / Efficiency







**Good Luck!**

# How Samsung Might Help

**SAMSUNG**

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Unmatched technology portfolio  
spanning components, IT, and CE

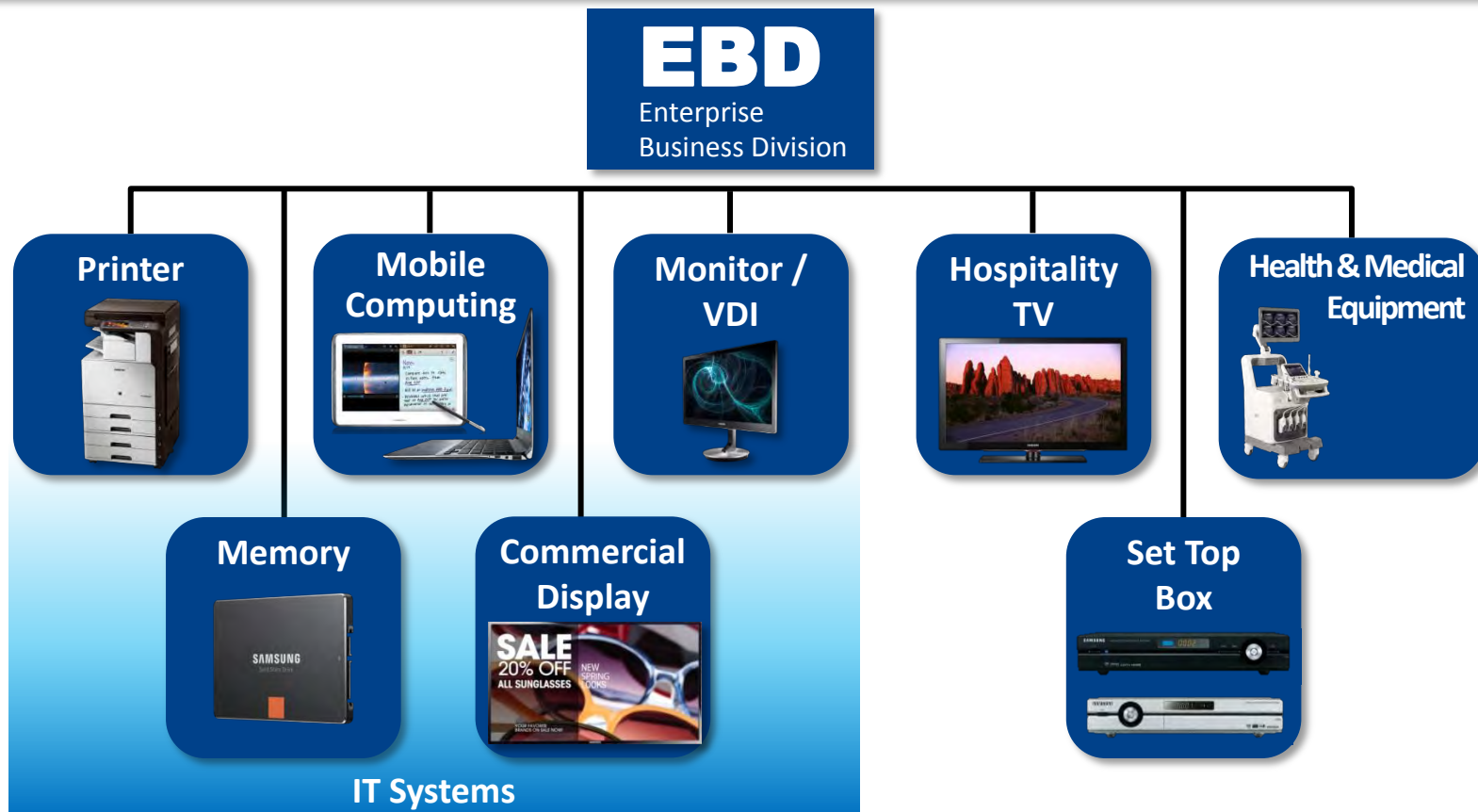
R&D leader and second-biggest  
holder of US patents

World's largest IT company by  
revenue: \$188 B global sales in 2012



Top 10 Global Brand

Focused on delivering the  
New Business Experience





# Our Vertical Focus

## EDUCATION



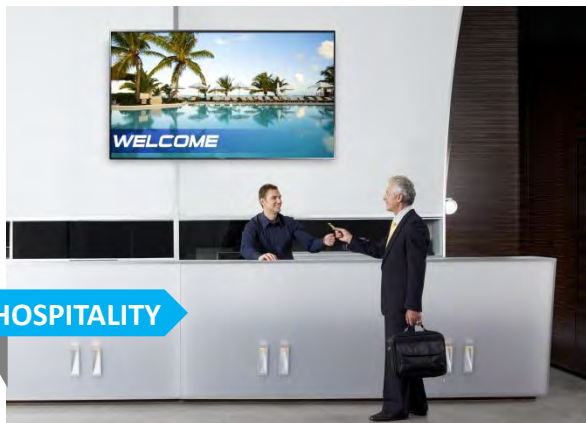
## HEALTHCARE



## FINANCE



## HOSPITALITY



## RETAIL



## Managed Image Services



# Why Samsung?

## Brand

### Most Preferred

technology brand by  
ConsumerMetrix  
Technology Brand  
Preference Index

**\$188B**

in consolidated sales

Largest IT company in  
the world

**#2** Patent Holder  
in the U.S.

**\$10B+ in R&D** invested  
annually

## Technology



ease of use



XOA for integration  
& customization

Mobile Print for easy  
mobile integration



One-touch Eco Print  
& Comprehensive  
recycling programs

## Partnership



## Success



U.S. AIR FORCE







THANK YOU