

SAMSUNG

ascend 

Welcome

Embargo lifts on  
Thursday, March 12, at 10:00 A.M. ET (NY time)

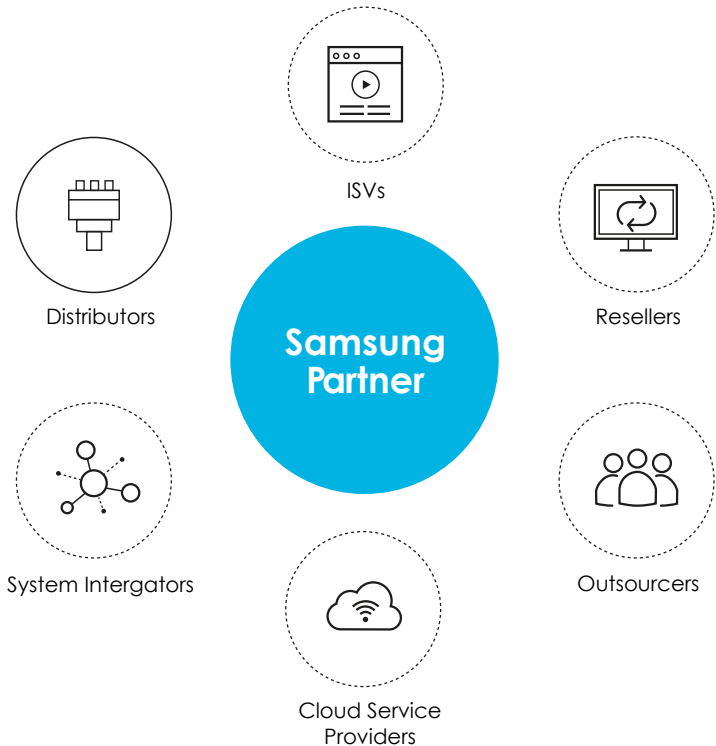
March 6, 2020



**Why Partners Matter to Samsung**

**Channel Strategy**

**New Partner Program, Portal, Benefits**



## Why Partners Matter to Samsung

### **Ecosystem Benefits:**

We combine forces to deliver B2B solutions that are uniquely enabled by partners. This enables us to benefit from a vertical approach to deliver customized solutions.

### **Its Great Business:**

Having a strong channel based program is a cost-effective business model that enables us to go to market profitably.

### **Marketplace Extension:**

Partners are an important extension of the Samsung B2B business, enabling us to reach into new areas. With this new program and portal, we are deepening partner relationships.

## Samsung Mobile Devices + Partner Developed Solutions



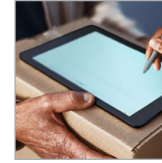
### EVV Solutions for Home Healthcare

EVV required by all personal care service agencies. Reduce fraud, waste, maintain compliance.



### Mobile Workspace Solutions

Enabling customers to ditch the laptop and do everything from one device.



### Paperless Workflow Solutions

Efficiently capturing eSignatures, streaming data capture or automating manual tasks.



### Business Security Solutions

With Knox, no more panicking about lost devices or malware threatening your business data.



### Connected Fleet Solutions

Helping to improve visibility, efficiency and employee satisfaction while minimizing risk.



### Warehousing/Logistics Solutions

Allows warehouses to digitally transform operations and empower their workforce.



## Samsung Display + Alliance Partner Solutions



### Command Center & Control Room Solutions

Large LED, multi-display, video tiling, extremely low latency, full color volume and TAA compliant with industry-leading situational awareness system.



### Education Classroom Solutions

Compatible with Oktopus, SMART, Promethean, and other LMS software while offering the industry's best emergency response system.



### Back to Brick & Mortar Retail Solutions

Custom branded indoor, outdoor, 4k, 8k, and LED solutions for information, directional, and environmental digital signage with shopper analytics.



### Collaborative Meeting Solutions

Simple, digital replacement to familiar analog meeting tools with built-in, powerful video conferencing solutions from trusted providers.



### Enterprise Signage Solutions

Multi-campus, co-location remote managed services and content delivery through a single, centrally located user interface.



### Quick Service Restaurant Solutions

Drive-thru and in-store menu boards, remote management, business system and analytics integration, all in a custom enclosure.

## New Partner Program and Portal

Serving Samsung Partners with Great Benefits

### Predictability



MDF



Demo discounts



Partner Advisory Board

### Productivity



Dedicated resources



Demand generation/leads



Automation of SPA & project registration

### Profitability



GIR



SPIFFs for partner sales reps



Trade-in program

### Simplicity

ASCEND Partner Portal  
Special Pricing (SPA)  
Project Registration  
Strategic Marketing Tools & Training

## Overall Partner Benefits

Predictability • Productivity • Profitability • Simplicity

### Partner Program



New Growth Incentive Rebate (GIR)



Marketing Development Funds (MDF)



Demo discounts



Dedicated sales & marketing resources



Marketing content addressing business needs



### Partner Portal



Access to one-stop-shop



Automation of special pricing, project registration & Spiff claims



Dashboard for GIR status and claim letters



Home to marketing resources with compelling collateral, vertical images, messaging & key visuals



New & intuitive user interface



# Partner Portal


**SAMSUNG**

Thanks for visiting our new Portal

1) If you had previous access to the legacy Samsung portal, and you are visiting the new Ascend Portal for the first time, you will have to reset your password [here](#).

2) If you are visiting a Samsung Partner Portal for the first time you will have to register.

If you have any questions, please reach out to [PDMAdmin@samsung.com](mailto:PDMAdmin@samsung.com)



Sign in



Forgotten your password?

[SIGN IN](#) [REGISTER](#)

## Welcome to our New Partner Portal

### Partner Program

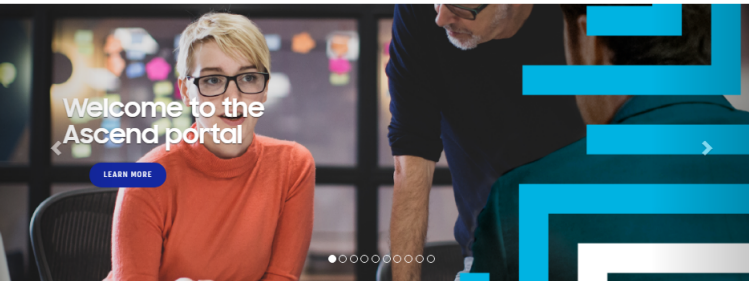
Welcome to our new partner program. Ascend replaces the STEP partner program, and it's designed to serve our Mobile, Display and SSD partners in a consistent manner, while also serving our partners' specialized needs. Samsung wants to ensure all partners have the tools they need to drive business success.



**SAMSUNG**

Jenny Blair [Logout](#)

[PARTNER PROGRAM](#) [MANAGE BENEFITS](#) [TRAINING](#) [RESOURCES](#)




Welcome to the Ascend portal

[LEARN MORE](#)

### Let's Do Business

Ready to partner to do some amazing things together? This is the place to do it. We've put access to some of your most frequently used benefits here. Bookmark this page, come back often, and let's do lots of business together.


**SAMSUNG**




Jenny Blair  
TEST for integration (DO NOT USE)

Partner Tracks


Display (LFD Only)	Diamond
SSD	Blue




**New Project Registration**



**New Special Pricing Request**



**SPIFF Claim**



**Visit Executive Briefing Center**

## Partner Quotes

*“Through the launch of the Ascend Partner Program and portal, Samsung has made strategic improvements for the channel partner community. There are many benefits to this unique offer from Samsung and we are excited about how Stratix can and will excel within the program structure.”*

— Gina Daniel Lee, Vice President, Strategic Alliances and Partnerships, Stratix:

**STRATIX**<sup>®</sup>

*“Partner 2 – Platform Science - Josh obtaining. Rem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quiset diam nonummy nibh accumsan tincidunt ut laoreet.”*

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**LOGO**

*“Partner 3 – NSP (Channel Team) Rem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quiset diam nonummy nibh accumsan tincidunt ut laoreet.”*

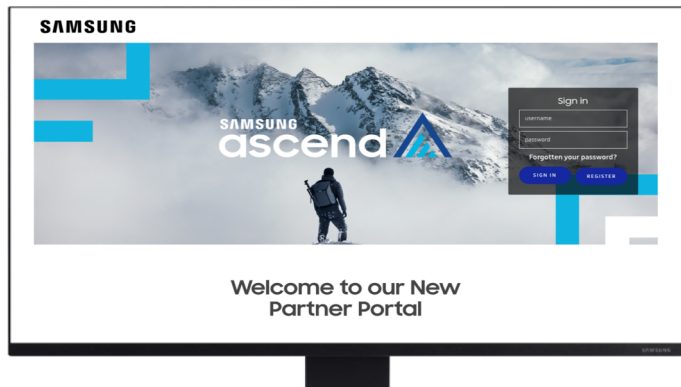
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**LOGO**



## How to Sign Up

1. Ascend Program
2. Ascend Partner Portal



Reach out to [PRMAdmin@sea.samsung.com](mailto:PRMAdmin@sea.samsung.com) with any questions.

## Ascend Program

To be considered for the Ascend Partner Program and/or to be authorized to sell Samsung unlocked devices, access: <https://channelusa.samsung.com/MSPP>

## Ascend Partner Portal

Register at [Partner Portal](#) or <https://partnerportal.samsungusa.com/>



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