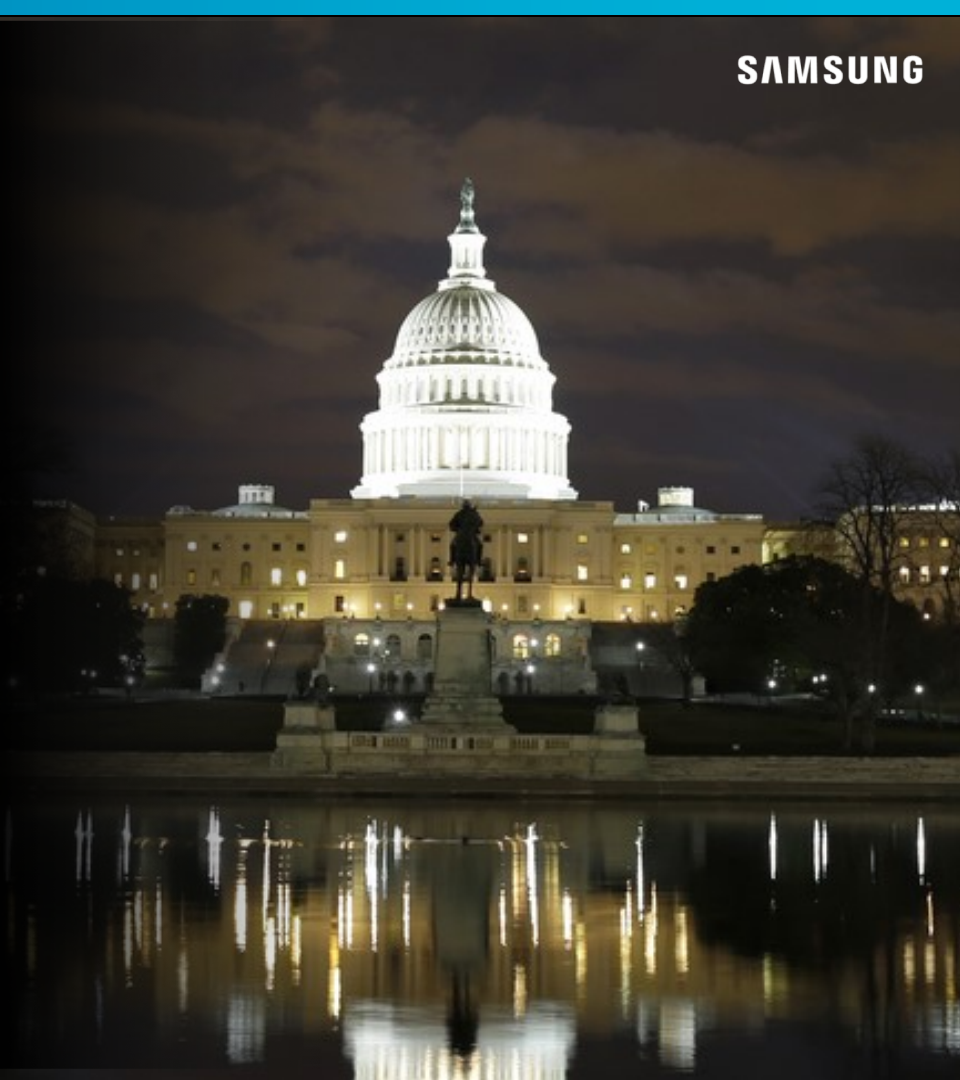


Scott Bean, Sr. Director for Federal Law  
Enforcement and Intelligence Community

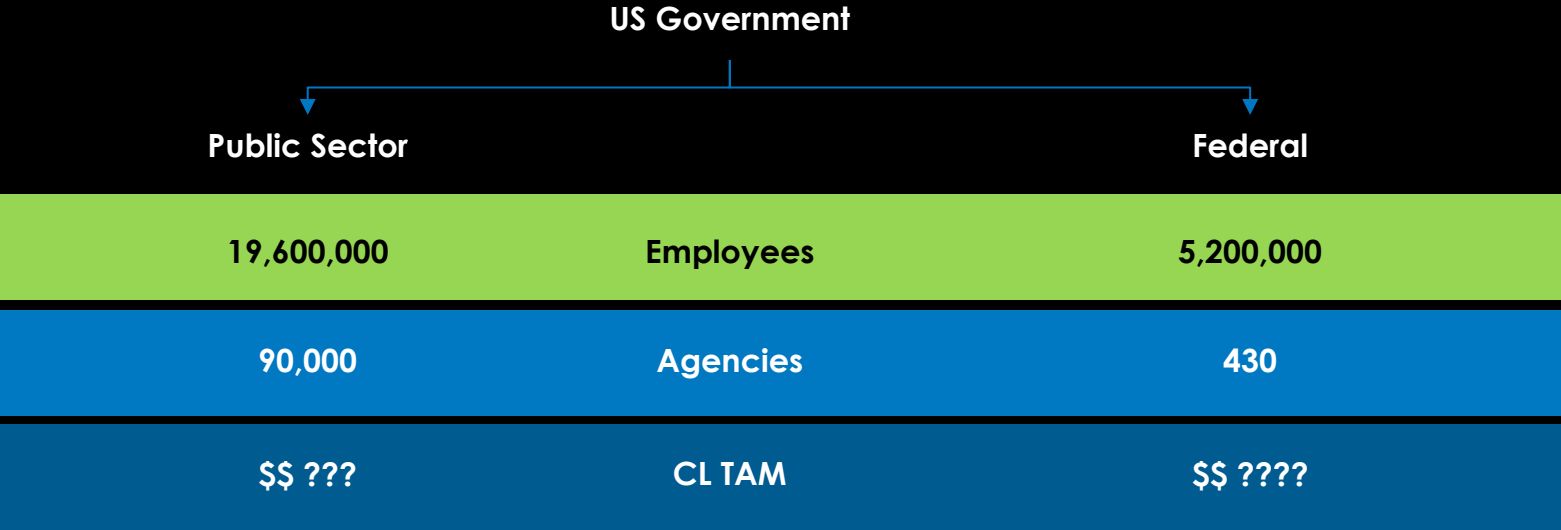
SAMSUNG

# Federal Law Enforcement and Intelligence Community Go to Market Plan 2020



# The Federal Law Enforcement and Intelligence Community Market

# Market Overview: Public Sector vs Federal



## Major Segments

- State**
  - Executive
  - Legislative
  - University
- Local**
  - City
  - County
  - Municipality
- Public Safety**
  - Law Enforce: 1.3M
  - Fire: 1.1M
  - EMS: 1.0M

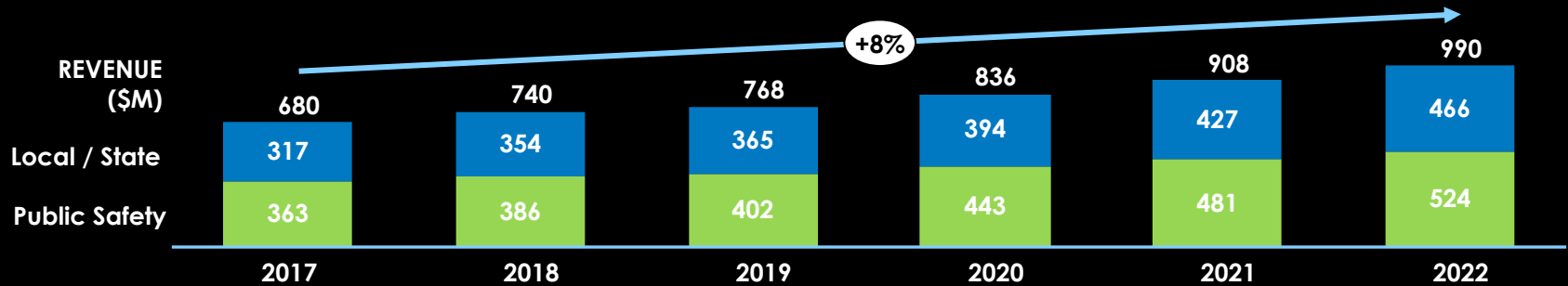
- Defense**
  - Air Force
  - Army
  - Navy
- Civilian**
  - Treasury
  - Postal
  - Commerce
- Intelligence**
  - CIA
  - Justice
  - Homeland Security

# Segmentation – Needs To Be Updated For Federal Leic

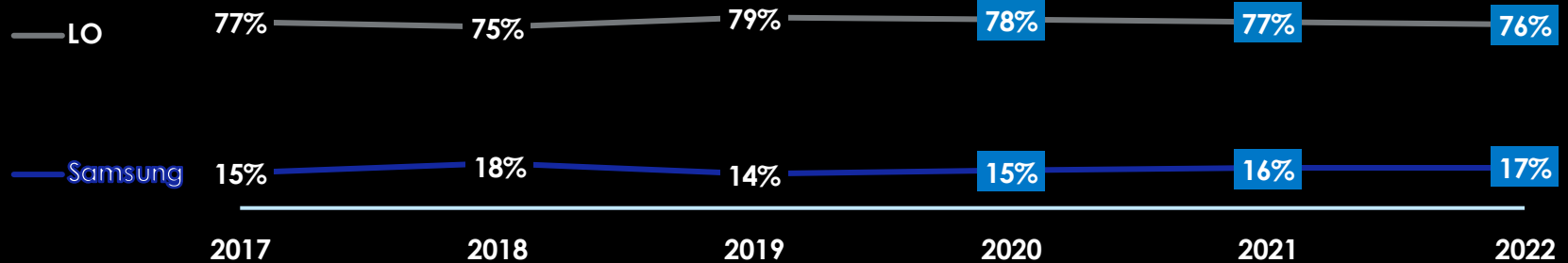
	# of Agencies	Average Employees	Coverage
Large	50	15,000	Direct Touch, (Key Account) • Weekly cadence
Medium	500	1,200	Hybrid: Direct Touch + Channel • Half yearly cadence
Small	89,450	50	Channel • cadenceNo KAM • Buying cycle 24 months
Total	90,000	19,600,000	

# CL TAM Trend and Market Share – Needs To Be Updated For Federal Leic

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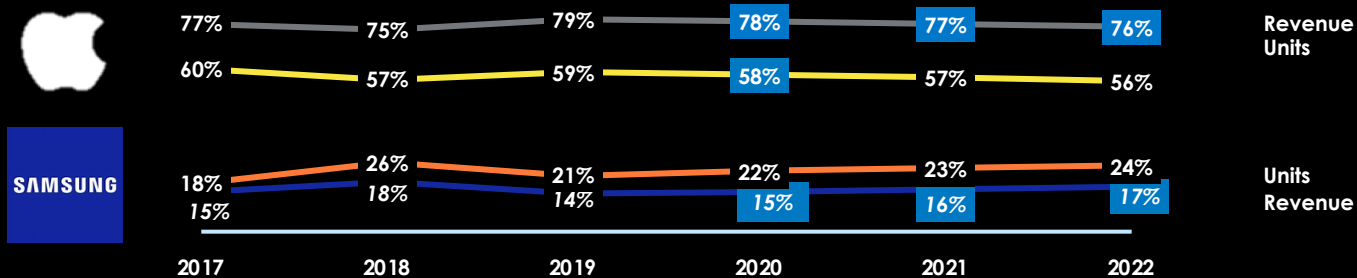
## Market Share Actuals And Estimates



# CL TAM Trend and Market Share – Needs To Be Updated For Federal Leic

HHP and Tablets TAM (\$M)	2017	2018	2019	2020	2021	2022	CAGR
Local/State	\$317	\$354	\$365	\$394	\$427	\$466	8.0%
Public Safety	\$363	\$386	\$402	\$443	\$481	\$524	7.6%
<b>Public Sector</b>	<b>\$680</b>	<b>\$740</b>	<b>\$768</b>	<b>\$836</b>	<b>\$908</b>	<b>\$990</b>	<b>7.8%</b>
Samsung Net Revenue (\$K)	\$100	\$137	\$109	\$120	\$134	\$148	8.3%

## Revenue And Unit Market Share Actuals And Estimates



# Federal LEIC – Market Overview and Realignment

## – Needs To Be Updated For Federal Leic

Current Sales Target							Proposed Stretch Goal						
2017 Claim	Q1	Q2	Q3	Q4	Total	M/S	2018 Update	Actuals Q1	Q2	Q3	Q4	Stretch Goal Total	M/S
VZW – CL	\$1.56M	\$3.63M	\$4.92M	\$2.05M	\$12.16M	7%	VZW - CL	\$2.7M	\$6.2M	\$7.0M	\$7.9M	\$23.8M	13%
ATT – CL	\$0.38M	\$0.13M	\$0.13M	\$0.39M	\$1.03M	1%	ATT - CL	\$0.9M	\$2.6M	\$2.9M	\$3.3M	\$9.8M	13%
Other- CL	\$0.18M	\$0.13M	\$0.62M	\$0.83M	\$1.76M	13%	Other - CL	\$0.01M	\$0.5M	\$0.5M	\$0.6M	\$1.6M	12%
Total - CL	\$2.12M	\$3.90M	\$5.66M	\$3.27M	\$14.95M	6%	Total – CL	\$3.6M	\$9.3M	\$10.5M	\$11.7M	\$35.2M	13%
							<b>Seasonality</b>	<b>22%</b>	<b>23%</b>	<b>26%</b>	<b>29%</b>	<b>100%</b>	
2018 FCST	Q1	Q2	Q3	Q4	Total	M/S	<ul style="list-style-type: none"> <li>• <b>Stretch Goal = \$35.2M</b> <ul style="list-style-type: none"> <li>▪ <b>Q1 Actuals \$3.6M + Stretch Forecast of \$31.5M = \$35.2M</b></li> </ul> </li> <li>• <b>Year end market share = 13%</b> <ul style="list-style-type: none"> <li>▪ <b>More than double 2017 market share of 6%</b></li> </ul> </li> </ul>						
VZW - CL	\$3.6M	\$3.7M	\$4.2M	\$4.7M	\$16.2M	9%							
ATT - CL	\$0.8M	\$0.9M	\$1.0M	\$1.1M	\$3.8M	5%							
Total - CL	\$4.4M	\$4.6M	\$5.2M	\$5.8M	\$20.0M	7%							
<b>Seasonality</b>	<b>22%</b>	<b>23%</b>	<b>26%</b>	<b>29%</b>	<b>100%</b>								

\*TAM = 4M First Responder \* 30% CL HHP \* \$500 ASP \* 45% annual refresh

\*\*Source: 2008 Census of State & Local Law Enforcement Agencies, National Public Safety Information Bureau – 2016 edition

# Federal LEIC – Market Overview and Realignment (Continued)

## – Needs To Be Updated For Federal Leic

### Current Plan

- **Market Overview**
  - 4M first responder: 2M Police + 800K Fire EMS + 800K Fire Volunteer + 400K other
  - TAM: \$270M annually\*
  - Agencies: 18,279\*\* law enforcement agencies
  - Carrier market share: VZW ~ 67%; ATT ~ 28%, Others ~ 5%
  - Purchasing behavior: Carrier focused with 2 Year Contracts
- **2017: First year of dedicated team: 3 KAMs focused on 45 key accounts**
  - Achieved \$14.9M CL and 6% Market Share
- **2018 plan to grow with 5 KAM focused on 60 key accounts**

### Proposed Plan & Realignment

- **Challenge: limited ability to drive mass volume across 18,279 agencies**
  - Lack of coverage on biggest market
  - Missing message of Samsung Differentiation and Samsung Portfolio
  - Carrier sells without dedicated Samsung vertical specialists
- **Proposal: Realign KAM team to Carrier as dedicated vertical sales specialists**
  - Scale through ATT (~112 FirstNet sellers) and VZW (~180 public safety sellers)
  - Drive Market Share from 6% to 13%
  - Stretch goal of \$35.2M total, adding \$15.2M incremental revenue
- **Samsung Differentiation: Solution focused; national demand generation**
  - Global PS LTE; DeX in Car; Wearables for Officers
  - National Trade Shows; Thought Leadership Content; Industry Associations



# Federal Law Enforcement and Intelligence Community – Strategic Approach for 2020

# Federal LEIC – Market Overview and Realignment

## – Needs To Be Updated For Federal Leic

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Market Share Growth | C-Level Hip Share Growth | HHP and Tablet Sales Growth

- **Samsung: Engaged Partner to Meet Mission Requirements**
  - Overarching message of willingness to collaborate to meet the mission
  - Highlighting partnerships with MS, MDMs and other key partners
  - Evangelizing MCPTT solutions for critical incident response and consequence management
- **FirstNet Augmentation: Driving Additional Device Sales Through MCPTT and LMR Interop**
  - AT&T growing market share (~28%) with FirstNet and partnered with Samsung for Band 14 support driving Galaxy S9 / S10 / XCover FieldPro sales
  - VZW protecting market share (~67%) with current install base and partnering with Samsung for S9 / S10 / XCover Pro Sales
  - Samsung partnering directly with FirstNet Authority to influence device selections and incorporate market requirements with portfolio offerings
- **FedGov Team: Direct Touch with KAMs and Carrier Teams**
  - Grow overall market share by 5% in HHP and Tablet
  - Solutions that differentiate Samsung: DeX as Unclass desktop replacement and MCPTT / XCover FieldPro

# Meet FED LEIC's Core Targets Federal LEIC – Market Overview and Realignment– Needs To Be Updated For Federal Leic

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Senior Exec



IT / Mobility Leader



Operational Driver

# Meet AD Adams

## Senior Executive Persona (FedGov)

Leading her Division with the task of improving IT and mobility solutions, Assistant Director Abigail Adams must balance innovation, integration and budget. She must also balance operational requirements, mobile workforce desires and her Agency's information security policy. She feels empowered to make technical decisions, but must coordinate with her CIO and Finance to finalize purchasing agreements / contracts.

"I want to move our technology as close to the cutting edge as possible, but I have limited resources. New solutions must integrate into legacy systems."



## Cautious with a desire to be Aspirational

### Demographics

- Female
- Age 51
- MBA Graduate
- Married, empty nester
- Employed full time
- HHI: \$197,000

### Role and Personality

- Oversees entire department, including IT, personnel, marketing, recruiting, etc.
- Helps shape policy and give vision for public safety to the city
- Enjoys building an organization and is a real authority for change
- Public image of agency and leader of city, often elected official – holds high responsibility and values transparency
- High-integrity professional that is personable and community focused

### Driving Attitudes

- Consistently puts his team and community before himself
- Safety of officers and community is paramount to him– feels very protective and proactive about safety
- Seeks the best for his department, wanting to invest in new recruits and grow those around him
- Risk-adverse, seeking proven solutions and cognizant of spending taxpayer dollars

### Tech Mindset

- Technology failure is not an option
- Understands technology is integral to daily operations – wants to equip his department with essential tools
- Knowledgeable about his agency's specific technology and how it works with his department, but understands how hard it is for end users to learn new technology
- Often knows what he wants in tech, but understands business realities

### Needs and Pain Points

- Wary of new technology and has been burned before by challenging implementation or failures
- Worries tech will be inoperable with current systems – wants it to simplify, not complicate
- Would rather not work with 3rd party vendors or carriers – prefers a relationship directly with a brand
- Feels too constrained by resources to think of advanced tech

What I'm looking for in communications technology.



### Speed

All solutions must run at the speed of mission

### Integration

Everything must integrate with legacy systems

### Security

InfoSec and supply chain are important

### Cost Management

Wary of resources and budget for department

### Mobility

Agents must be connected around town or around the world

### Efficiency

She will never have enough budget or enough people

### Safety

Downtime is not acceptable for mission critical systems

### Functionality

Solutions must be Agent-proof, durable And intuitive to use

### Reliability

Comms networks and solutions must be bullet-proof

# Meet Greg

SAMSUNG

## IT / Mobility Leader Persona (FedGov)

As IT manager for his Agency, Greg is well aware of the technology requirements for his Agency as a whole. But he also knows some operational groups have special needs he cannot satisfy, which leads to shadow IT. When it comes to his Agency, his priority is to meet the requirements of the mission, and to integrate new solutions into the systems he has. Greenfield is not an option, and integrating shadow IT is challenging.

"I have a great responsibility driving our technologies to be better, faster and more resilient to enable mission success and taxpayer value."



## Aspirational with a need to be Preventative

### Demographics

- Male
- Age 47
- Bachelor's degree
- Married, with kids
- Employed full time
- HHI: \$115,000

### Role and Personality

- Leads IT within the department, including procurement, day to day upkeep and implementation
- Extremely passionate about technology – able to translate tech speak to others in the department
- Eager to implement processes and consistency in a traditionally chaotic atmosphere
- Very business-savvy, sometimes at odds with sworn officer attitudes and goals

### Driving Attitudes

- Looking to improve on what the agency has, including both upgrading current systems and advancing technology
- Price sensitive and risk adverse, being closest to the budget and timelines, but will not sacrifice officer safety
- Also wants to enhance the department with advanced technology – but is often challenged with resource realities
- Feels high responsibility to be wise with investments from taxpayer money

### Tech Mindset

- Has high standards for the best tech, but is a realist when it comes to budgets, timelines and current system integration
- Focuses on the needs of the “boots on the ground” – aims to understand how their needs that can be met with technology
- Weighs a variety of technologies, focused on upgrades, consistencies and replacements
- Ultimately sees himself as serving the city and officials with technology

### Needs and Pain Points

- As the liaison between the agency and the city, he often delivers the realities of budgets and long lead times
- Hates that tech is “Frankensteined” with archaic and new technology integrating
- Implementation and training is often his biggest headache and largest expense for any new technology
- Hard to balance serving older generations with a slow learning curve and newer, tech-hungry ones – often the lowest common denominator wins

What I'm looking for in communications technology.



### Security

protecting confidential data from cybersecurity

### Customer Service

prefer brands with reliable service, not 3rd party or inadequate assistance

### Cost Management

way of resources and budget for department

### Flexibility

devices they can control, to integrate with their existing technology

### Implementation

ramping up new technology is the biggest unseen cost for new tech

### Efficiency

He will never have enough budget or enough people

### Safety

Downtime is not acceptable for mission critical systems

### Functionality

Solutions must be Agent-proof, durable and intuitive to use

### Reliability

Comms networks and solutions must be bullet-proof

# Meet Jason

SAMSUNG

## Operational Driver Persona (FedGov)

Jason is an Agent assigned to a counter-narcotics task force, and also serves on the Agency's SWAT team. He uses technology every day, but he also has special technical requirements to keep him informed and safe during SWAT missions. With his safety and that of others on the line, he wishes he had more advanced technology. He knows any new technology he gets must be able to cross-communicate with his task force partners and his SWAT teammates.

"It's frustrating that other Agencies have better technology - and we can't interoperate."



## Aspirational (Driven by Mission)

### Demographics

- Male
- Age 29
- Bachelor's Degree
- Married
- Employed full time
- HHI: \$74,000

### Role and Personality

- She is the face of the agency within the community, helping people and enforcing the law
- Often stressed and overwhelmed with intense/dangerous circumstances in an understaffed environment
- Feels serving the community is rewarding – helping and protecting others gives her purpose
- Feels respected and thanked in the community

### Driving Attitudes

- Protecting and serving the community, but also ensuring she and her partners are safe
- Takes her role seriously, with her authority and access to confidential data, but also desires transparency
- Constantly thinking about how to communicate accurate, timely information to the public and her team
- Trained to be observant and make evidence-based decisions – knows when being manipulated and doesn't like it

### Tech Mindset

- Technology is seen as a tool on her belt that is essential to her role
- As a newer first responder, she wishes she had cutting-edge tech – but sees her older counterparts often against change and not interested in learning new technology or processes
- Wants to feel she has a backup system in place since tech failure is not an option
- Knows what she wants and wants it now – not sensitive to price or timing

### Needs and Pain Points

- Learning a new technology is easy for her but understands it may be hard for others.
- Needs to have reliable, durable technology to ensure she can do her job right
- Her equipment is bulky and heavy, with a lot of different systems in place that feels overwhelming to her
- Hates using archaic technology and thinks she'll need to wait years for new or upgraded equipment



What I'm looking for in communications technology.



### **Mobility**

Need to connect aroundtown or around the world

### **Efficiency**

going paperless with on-the-go reporting will save hundreds of hours

### **Integration**

Everything must integrate with legacy systems

### **Simplicity**

If it is hard to use, it will stay in my desk drawer

### **Cutting Edge Tech**

Same or better than my partner agencies

### **Interoperability**

Comms systems need to be interoperable with Fed, state and local

### **Safety**

Downtime is not acceptable for mission critical systems

### **Functionality**

Solutions must be Agent-proof, durable and intuitive to use

### **Reliability**

Comms networks and solutions must be bullet-proof



## Contracting Officer

Warrant holders who are entrusted with the power to enter into contracts on behalf of their Agency and, by extension, the US Government. Nothing gets bought or paid for without a Contracting Officer's approval and sign-off.

### What they care about:

- Compliance – strict adherence to the FAR and other policies is a must. Failure to do so risks termination and possible prosecution
- Getting the best value for taxpayer dollars
- Not just looking for the lowest bidder

### How we win:

- Respond promptly to RFIs and RFPs.
- Engage directly to ensure clarity of requirements – don't guess!



## Contracting Officer Technical Representative

COTRs serve as liaisons between the Contracting Officers and private industry. They are very influential in setting out the requirements for RFIs and RFPs.

### What they care about:

- Being informed on emerging technologies and solutions
- Getting the best value for taxpayer dollars
- Information Security
- Supply Chain Security

### How we win:

- Regular interaction and briefings on new and emerging technology and solutions
- Evangelizing our commitment to information security and supply chain security

# Federal Law Enforcement and Intelligence Community – Top Accounts and Business Opportunities



## Corona Fire Department -

KAM – Eric Augusto

Date Submitted: 10/18/19

NEEDS TO BE UPDATED FOR EACH OF THE  
"TOP 67" FEDERAL LEIC ACCOUNTS

## OVERVIEW

- **Win Date:** September 2019
  - **New Account (Y/N):** Y
  - **Fulfillment Channel:** Verizon
  - **Industry:** Government – Public Safety
  - **Industry TAM (\$\$):** \$186M
  - **Account TAM (\$\$):** \$150,000
- Key Initiative –Repeatable - Scalable**
- **Rollout Period:** Q3 2019
  - **Device:** 50 S10 + 25 Tab S4
  - **Services:** Knox - No
  - **Sales history in past 2 years:**
    - New Account to Samsung
    - Competitive replacement - LO

## ROLL OUT

YYYY/MM	Devices / Knox / Service(s)	Quantity, Revenue
2019/09	Samsung S10	50 - \$57,574
	Tab S4	25 - \$12,500

## ABOUT THE CUSTOMER

- Corona Fire is located in California near Los Angeles California. They serve more than 160,000 civilians for both Fire and EMS in their territory. They also lead search and rescue efforts after natural disasters and other urban hazards. They have seven fire trucks at seven stations throughout Corona.

## CUSTOMER NEED &amp; BUSINESS CHALLENGE

- Corona borders a 460,000 acre National Forest and conducts search and rescue and also has to attend to wild Fires. They needed access to live data from Drones, and allow for real time situational awareness of all Firefighters attending to the fire.
- Needed access to large amounts of mapping data on a tablet form factor and the ability to broadcast this screen to auxiliary screen.

## DEVICE USE CASE

## Use Case:

**Mobile Device:** Needed a device with a processor fast enough and with enough power to provide access to large amounts of video feed. Also allow Firefighters to view a clear and large display while using the ATAK application.

**Tablet:** Needed a tablet that would have cases to allow for docking in vehicles, charge, and power and external display.

## APPLICATION / SOLUTION(S)

ATAK is the primary application used by Corona Fire. This application pulls data from multiple sources to allow for 3D mapping that can be viewed on a mobile device and can be marked as you use it. It was built by the U.S. Military and is provided to government agencies at zero cost. This tool can also broadcast Drone footage to a mobile device allowing for real time viewing of large geographical areas.

## WHY SAMSUNG?

Samsung was engaged with Corona Fire in July and worked with them to establish the correct device and tablet to allow for this project to be properly executed.

- 1) The Samsung KAM (Eric Augusto) has been working with AJ from Corona Fire to ensure we have provided handsets for testing of applications and presented advantages of the S10 and Tab S4.
- 2) Samsung was chosen because we offer the best Octacore Processor that would allow for the device to run large mapping and video data from the ATAK application. In addition Samsung screen display allowed for best viewing in outdoor situations.
- 3) The Samsung team has also worked to support and help market this application to other Fire Agencies across California. We have 2 new agencies adopting this technology and Samsung as the device of choice.
- 4) The Verizon team worked to establish a custom offer for the customer to allow for a full deployment of the application vs. a lengthy deployment schedule.

Corona Fire has become a strategic partner and supports the Samsung brand and message to other Fire agencies across the county.

## WINNING TEAM

Account Team:

- KAM – Eric Augusto
- CBS – Amy Belmaggio
- Verizon CBS SE – Adam Orzol
- Public Safety Biz Dev - Todd Maxwell
- Public Safety Director – Reg Jones

# 2H Key Account Close Plan – Chicago PD

NEEDS TO BE UPDATED FOR EACH OF THE "TOP 67" FEDERAL LEIC BOs

**SAMSUNG**

<b>Opportunity Overview</b>	Chicago Police Department has announced that they plan on piloting DeX in Vehicle in over 20 cars throughout the remainder of 2019 with the intention of replacing all in-vehicle computers with Samsung smartphones. The department already has an extensive base with Verizon, but has indicated that all growth to give each officer a smartphone, would happen on FirstNet. FirstNet already has a base of 1100 J7 within Organized Crime along with Motorola Lex 11's and Sonim XP8's as part of the 1 for 1 initiative. As of 9/10/19, customer has indicated that they intend for the initial POC of 25 vehicles will be entirely with FirstNet. This will run through EOY. The next phase will be to install all new vehicles to the department with DeX, followed by vehicles in need of an upgrade, followed by whatever is left.				
<b>Product</b>	3K-4K x GSX/GNX (Starting with GS9)				
<b>Key Stakeholders</b>	Samsung: Will Barry / Jeff Byle / Reg Jones		ATT SLED: Dominic Savone/April Sargent ATT FN: Jen Corrado/Brad Pieprzyk/Doug Clark	Customer Name: Jonathan Lewin	
<b>Critical Milestones</b>	Move to 1:1 model + DeX POC announcement complete.	Device Selection: ICB Pricing on S9	Evaluation/Testing: Currently piloting DeX, commitment to run 25 unit POC on FN.	Procurement/OEMC:	Deployment: POC of 25 vehicles Q3/Q4 19. New Vehicles 1H 2020. Upgrade Vehicles 2H 2020 1H2021. (need to better understand predicted rollout).
<b>Strength</b>	Existing Samsung base within account coupled with indication of growth with FirstNet already occurring // Lewin Support of project.				
<b>Success Factors</b>	\$0.99 pricing on S9 with available inventory for up to 3k units.				
<b>Gap Analysis</b>	DeX-compatible devices could potentially remain with VZW. Need to ensure growth occurs on FN with \$0.99 pricing and smooth deployment (KME/IBM). Any delay on new vehicles can result in a deployment delay//Pivot to \$10 might be needed during 2020.				
<b>Next Steps</b>	Secure GS9 \$0.99 Pricing		Successful DeX POC by EOY.		WB to meet with account.

# Federal Law Enforcement and Intelligence Community – Other Accounts and Business Opportunities



# Corona Fire Department -

KAM – Eric Augusto

Samsung Confidential - Internal Use Only - Contains Customer Sensitive Information

Date Submitted: 10/18/19

NEEDS TO BE UPDATED FOR EACH OF THE "LONG TAIL" FEDERAL LEIC ACCOUNTS

## OVERVIEW

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