



The Samsung Business Alliance Partner Program Guide For Prospective Applicants

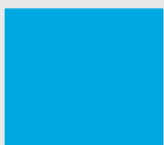
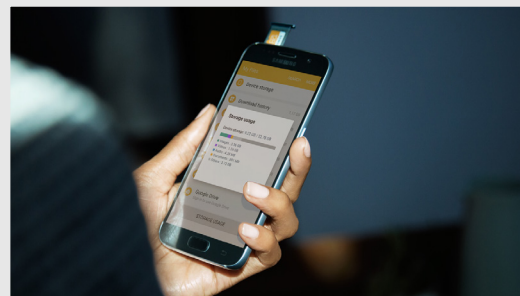
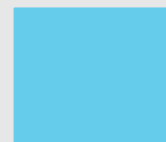
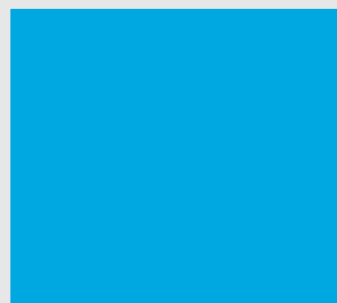
The new Samsung Business Alliance Program is a tiered program specifically designed to help our North American partners across three categories: Independent Software Vendors (ISVs) and developers, System Integrators (SIs) and Services Providers, and Platform Technology Partners.





Overview

Samsung is offering a new B2B go-to-market program for eligible North American partners. This is a regional based program based on specific market requirements in the US market, which leverages our global programs, SEAP (Samsung Enterprise Alliance Program) and our STEP (Samsung Team of Empowered Partners) program. As with our global programs, our goal is to work with our partners to create industry leading solutions on Samsung devices. We do this by providing the best possible technology and supporting resources to make it easy to develop, market and sell using Samsung technologies.



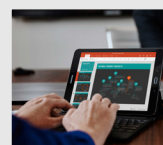
How to Apply:

Go to our landing page for more details and to register for the program. Current Samsung Solution Exchange (SSE) Partners, SEAP or STEP member will also be required to apply.

<https://channelusa.samsung.com/b2ballianceprogram>

Email questions:

B2Bpartners@sea.samsung.com



Benefits and Requirements

There is no cost to join this tiered program.

All Samsung Business Alliance Partners have access to technical, marketing and sales benefits listed for the Silver Tier. In addition, Partners that meet requirements will be able to move to higher tiers which include additional benefits.

An overview of Silver Requirements and Benefits are listed below. If you apply and are approved into the Program, a welcome letter and Partner Program Guide will give you details on accessing all your Silver benefits.

Silver Tier Benefits:

Technical

- ▶ Software downloads for product updates, beta preview releases, SDKs APIs to connect to unique Samsung features.
- ▶ KNOX Developer online assistance with training and license keys.
- ▶ Technical resources including FAQ, manuals, white papers and training modules.

Marketing and Sales

- ▶ Access to content marketing services from Samsung, including social and email tools, as well as content syndication for web sites and landing pages.
- ▶ Assistance with sales opportunities and deal registration with prompt response time from a member of our Samsung Business Alliance Team.
- ▶ Referral bonuses for services opportunities.
- ▶ Invitation to be a sponsor at Samsung events.
- ▶ Use of the Samsung Business Alliance Partner logo to promote your active membership.

Samsung Business Services (SBS)

- ▶ Leverage Samsung expertise for the following areas:
 - Technical Support
 - Mobile Management
 - Application Support
 - Security Services

Q2 Financial Figures

| | | | |
|-----------------|-------|------------|-------|
| ● Logistics | \$297 | ● HR | \$100 |
| ● Research | \$275 | ● Other | \$100 |
| ● Raw Materials | \$267 | ● Supplies | \$76 |
| ● Advertising | \$121 | | |
| ● Commissions | \$119 | | |

Silver Tier Requirements

Register your deals in the [Samsung Business Alliance Partner portal](#).

- ▶ Earn your way to higher program levels
- ▶ Initiate engagement and receive requested assistance from Samsung field resources

Gold and Platinum Tiers for ISV and SI Partners

As our partners achieve key milestones, they will be eligible for our Gold and Platinum tiers, each of which comes with a unique set of benefits. Each tier is specifically designed to provide partners with additional resources to help support their business as it grows, and to help increase sales.

Platform Technology and SI Partners

As mobile technology continues to reshape entire industries, Samsung is seeking to enable Technology Platform and System Integrators partners to architect, build, install, and deliver best in class mobile solutions to our base of B2B customers.

By joining forces with Samsung Business you'll be empowered to partner with the global leader in mobility and together you will collaborate and develop strategies designed to advantage Samsung, yourself, and most importantly our customers. We've designed our Platform Technology Partner and System Integrator Partner program categories to unlock our ability to innovate, sell, and service mutual B2B customers by leveraging our combined products, platforms, and extensive mobile resources to fundamentally change how millions of people utilize mobile technology and solutions to reshape their business.

Join forces with Samsung Business, the global leader in mobility solutions, to solve problems and create opportunities for our customers. This program is designed to unlock value for both parties and fundamentally change how millions of people work, learn and produce results for their businesses.

Learn more: samsung.com/business | insights.samsung.com | 1-866-SAM4BIZ

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