

The University of Manchester
Manchester
Business School

MANCHESTER
1824

Samsung case study

Helping to Develop Future Business Leaders with Manchester Business School



With over 2000 students on campus and 190 teaching staff, Manchester Business School (MBS) is the largest campus-based business and management learning organisation in the UK.

Manchester Business School

MBS provides world-class business and management education to undergraduates, postgraduates, highly experienced practitioners and people wishing to pursue academic careers. It offers an impressive range of courses and services to both students and businesses, supporting over 3500 students worldwide through distance learning and external programmes. Students have the opportunity to learn in a forward-thinking, research-led environment, working with academics recognized worldwide to be at the cutting edge of their fields.

In the increasingly competitive environment of higher education, MBS stands out as an international and progressive school ambitious enough to lead business thinking and open-minded enough to learn from the contemporary commercial environment.

The MBS course for the coveted MBA qualification is widely respected as being amongst the very best as there is no other practical-based learning approach like the 'Manchester Method'. This is unique as it replicates real world business challenges in every project undertaken. It is frequently said that "people who have studied in this way can always recognise others who have done the same. They are confident, assured and ready to tackle anything!"

The Challenge

To provide the very best support for their MBA students, MBS decided to loan each one a laptop for the duration of their course.

David Lloyd, IT Manager for MBS clearly defined the challenge. "The key requirement above all else was reliability. These laptops are subject to incredibly heavy use by students and staff for up to 3 years of

absolutely grueling coursework. Machines that can't stand up to this, break down or cause us technical problems not only create a massive administrative nightmare, they prevent our students from performing their work to the rigorous deadlines they are set. That would be totally unacceptable!"

But that wasn't all. "We also needed lightweight, powerful machines and a brand name with the kudos to match the expectations of tomorrow's business leaders."

In addition to this principal challenge for the laptops, David also needed to work with a company who would be prepared to be flexible and accommodating to their needs. "We needed a supplier who would be prepared to provide us with first class training resources without a lot of fuss and bother."

At the same time a number of reliable and fast printers were needed which would also stand up to an equally heavy workload.

The Solution

David and his team investigated what their approved suppliers had to offer and were very cautious in their evaluation. "We had been let down in the past by another very well known company whose laptops were continually breaking down. This time we wanted quality, but at a reasonable price".

Following this exacting brief from David, Samsung put together a tailored package to suit all of his demands. "We decided to go with Samsung as they were the only company to fully address our requirements."

Samsung supplied MBS with 110 X11 laptops, a further 120 X20 laptops and a quantity of CLP 500 colour laser printers and ML-2010 mono laser printers. In addition a mixture of Samsung Syncmaster SM204BW and

SM225BW screens were also required. Samsung also provided training resources specifically to suit the applications MBS had defined. "Throughout the process I was very impressed with the way Samsung listened, then acted quickly to fulfill our requirements in a professional, accommodating and friendly manner. At no time were we made to feel like little fish in a big sea" continued David.

The Future

"Our students and staff alike have truly put the products to test and without exception are delighted with their performance and reliability. We'll now be sticking with Samsung for the foreseeable future! Undoubtedly, the students seem thrilled to be carrying around their Samsung laptops, so the kudos factor certainly helps no end. As these people are tomorrow's Captains of Industry this shows that Samsung's policy of manufacturing the best products supported by the best service will certainly pay dividends"

Samsung X11 Notebook

Operating System

Microsoft Windows XP Home (SP2)
Microsoft Windows XP Professional (SP2)

Processor

Intel® Core™ Processor
Duo Intel® T1300 (Solo),
T2300~2600 (Duo) / Cel-M

System Memory

DDR2 533MHz / 667MHz 512 ~ 1GB
(Max 2GB, Dual channel 2 SODIMM)

LCD

14.1" WXGA Super Bright Glare

HDD

60 / 80 / 100GB PATA, 5400rpm

ODD

DVD-COMBO, Super Multi Dual Layer

Ethernet LAN

V.92 Modem, 10/100 or Gigabit Ethernet

Wireless LAN

Intel PRO/Wireless 3945ABG, Mini Card Type WLAN (Golan) Bluetooth
V.2.0+EDR

I/O Ports

3 USB (USB 2.0), IEEE1394 (4pin), 1 Type II PC card, VGA, Multi Memory Slot (Memorystick™) Memorystick Pro™, SD, MMC, Highspeed MMC, XD), RJ11, RJ45, SVHS, Headphone-out (Optical S/PDIF), Mic-in, Dock port (120p)

Dimensions

(WxHxD) 339.5 x 256.6 x 25.9~32.9mm Weight 2.12kg (Int. Gfx. Model) / 2.17kg (Ext. Gfx. Model)



About Samsung

Samsung Electronics Co. Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2004 parent company sales of US\$55.2 billion and net income of US\$10.3 billion.

Employing approximately 113,600 people in over 90 offices in 48 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business.

Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs. For more information, please visit www.samsung.com/uk/business

Contact details.

Samsung Electronics (UK) Ltd.
Samsung House
1000 Hillswood Drive
Chertsey
Surrey, KT16 0PS
Tel: +44 (0)1932 455000
www.samsung.com/uk/business