

Samsung case study

The National Audit Office

The Authority on the effectiveness and efficiency of public spending



The National Audit Office (NAO) scrutinises public spending on behalf of Parliament. The Comptroller and Auditor General, Sir John Bourn, is also an Officer of the House of Commons. He is the head of the NAO, which employs some 800 staff. He, and the NAO, are totally independent of Government. He certifies the accounts of all Government departments and a wide range of other public sector bodies; and he has statutory authority to report to Parliament on the economy, efficiency and effectiveness with which departments and other bodies have used their resources.

The work of the NAO saves the taxpayer millions of pounds every year. At least £8 for every £1 spent running the Office! Hence, being awarded this supply contract from the NAO is a high profile accolade for Samsung.

The National Audit Office: Procurement

The NAO spends over £30 million a year on externally purchased goods and services. This ranges from IT to training, facilities management, stationery, research services and professional services such as financial and legal services and management consultancy.

The NAO Procurement Team is committed to delivering value for money procurement solutions in line with legislative requirements and established best practice; provision of these goods and services plays a

fundamental role in ensuring the NAO delivers its corporate objectives.

The Challenge

Samsung, as always, chose to listen carefully and learn about their potential client's needs and specifications first. The demanding and confidential brief specified TFT's and it was expected that these would need to undergo heavy, perhaps continuous usage, in a variety of office environments where performance and reliability are paramount - providing that value for money was clearly evident in any potential bulk purchase.

Samsung Sales Manager, James George expanded on this. "We knew that we had one chance to get the solution completely right and pulled out all the stops to offer precisely what was needed. Even though we were aware that the NAO make strict demands, we are used to working in the same way with all our clients, whether big or small.

We've become accustomed to going that extra mile to win the business in what is clearly a highly competitive and challenging market. It's just another day in the office!"

The Solution

James and his team worked hard to provide an offer combining supreme performance, dependability and exceptional value.

Samsung put together a bespoke package to fulfill the demands of the NAO and supplied 370 x SM740N Monitors for use in the NAO's Head Office in Victoria. These units were destined for use in the office environment where a large, high resolution screen enables easier viewing when working from a desk. In addition, Samsung also supplied 2 x 42" Plasma PPM42M5SSX units for use in their reception area.

The Future

With any Public or Corporate client, Samsung are aware that a history of supplying quality products, which perform well when put to the acid test is certainly a reassuring factor in the mind of anyone considering repeat purchase.

But this alone is not enough, as James George explains. "We invest billions in research and new product development to remain at the leading edge of the market – this ensures we can deliver high specification, state of the art products which do the job brilliantly and we know won't let our clients down. But this is only part of the picture; clients need to see continuous value, the best support and a keen sense of service which recognises that they call the shots. Training is a continuous not a passive process at Samsung and it covers all the bases – we are always learning here about how to proactively improve the service and attention to client's needs. With this support behind us at the sharp end in the field, we feel confident that we can honestly deliver the best repeat service available, be it tomorrow or in 5 years time!

We enjoyed dealing with the NAO and look forward to any challenge they may set us in the future!"



Samsung SM740N Monitor

Height adjustable TFT display for desktop use

Screen Size	17"
Brightness	300 cd/m2
Contrast Ratio	700:1
Resolution	1,280 x 1,024
Colours	Silver, Black or Ivory
Inputs	Analog RGB, Separate H/V, Composite SOG, 15 pin D-sub
Size (WxHxD)	366x301x60mm
Weight (kg)	3.4
Viewing Angle	160/160°

Samsung PPM42M5SSX

Versatile high resolution plasma display for use in public spaces

Screen Size	42"
Brightness	1500 cd/m2
Contrast Ratio	10,000:1
Resolution	852x480
Aspect Ratio	16:9
Colours	Silver
Inputs	DVI, VGA, RS232C, Component, S-Video and Composite video
Size (WxHxD)	1027x630x96mm
Weight (kg)	34
Warranty	2 Years

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.

Recognised 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



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