

Samsung Enterprise Alliance Program for Enterprise Solution Developers

Samsung Enterprise Alliance program is designed to provide enterprise solution developers with the opportunity to:

- ✓ Implement their solutions on Samsung mobile devices more efficiently
- ✓ Market solutions together, with access to Samsung's global network of distribution and marketing assets
- ✓ Innovate and differentiate user experience through deeper integration with Samsung devices



Join us now and differentiate your business from your competitors!
Website: <http://www.samsung.com/global/business/mobile/program.html>

Benefits of Samsung Enterprise Alliance program

Technical benefits at a glance*

| Technical benefits | |
|--|-------------------------------------|
| Best-in-class technical support | Solution development planning |
| | Standard SDK support and Q&A |
| | Application level technical support |
| | Platform level technical support |
| | Developer community |
| Stability and inter-operability test support | Limited field testing support |
| | Verification and Validation test |
| Access to device | Device loaner program |
| | Device discount program |
| | Pre-release device access |
| Miscellaneous | Designated project manager |
| | Provision of UX guide |

Marketing benefits at a glance*

| Marketing benefits | |
|----------------------------------|--|
| Event marketing activities | Inclusion in Samsung tradeshow exhibits |
| | Sponsorship for partner events |
| | Joint press release and event announcement |
| | Support of S/W and H/W for partner's solution demo |
| Promotion on Samsung website | Promotion of partner's solution in Samsung website |
| | Website link to the partner's website |
| | Distribution and promotion through Samsung App Store |
| | Samsung alliance member logo |
| Joint Go-To-Market opportunities | Joint GTM planning and periodic collaboration meetings |
| | Inclusion of partner's solution in solution catalogue |
| | Joint channel marketing and marketing materials |

* Membership benefits are subject to vary by membership level and change at anytime

Technical benefits*

Best-in-class technical support

Platform level technical support

- Partners may have the opportunity to collaborate with Samsung for an advantage to differentiate their solutions from competitors on various Samsung mobile devices even before the device is released. In other words, with access to Samsung devices before commercialization, partners will be able to start implementing their solution earlier than their competition. If technical issues may occur during the process of implementing solutions due to the instability of the pre-release device, Samsung may deliver best-in-class technical support to resolve the issues in a timely manner.

Application level technical support

- Members may receive necessary support at the application level from Samsung's technical experts for related issues which occur during the development of Samsung device specific solutions
- Members may receive necessary UX / JAVA level support

SDK/SW developer tool & manual

- Samsung may provide and update tools, documents and manuals, partners need to test and create enterprise solutions for Samsung devices
- Samsung may provide basic technical support for Samsung SDK

Stability and inter-operability test support

Field test support

- Samsung's test engineers may perform field tests and give feedback to partners concerning issues related to the local network or functions that are dependent to region

Verification and validation test

- Tests may be performed to determine whether a partner qualifies to upload and distribute Samsung device specific solutions through Samsung Application Store
- Tests may be performed on partners' Samsung device specific solutions to verify stability, compatibility and inter-operability with Samsung devices

* Membership benefits are subject to vary by membership level and change at anytime

Access to device

+ Pre-release device access

- Samsung devices may be available to members before release to prioritize the implement of their solutions on Samsung devices
- Pre-release devices may be slightly different in shape from the device that is actually commercialized

+ Device loaner program

- Members may have access to commercialized Samsung phones for development, testing, and demonstration purpose of member solutions

+ Device discount program

- Members may receive special pricing on currently commercialized Samsung phones for development, testing and demonstration of the members' solutions

Miscellaneous

+ Designated project manager

- Designated Samsung project managers may be assigned to manage partners' technical support process for operative efficiency

+ Provision of UX guide

- You may be provided our UX guide to reference when designing and developing applications for Samsung devices

* Membership benefits are subject to vary by membership level and change at anytime

Marketing benefits*

Event marketing activities

+ Inclusion in Samsung tradeshow exhibits

- Subject to availability, member may be given the opportunity to participate and promote their solutions at Samsung tradeshow exhibits in addition to a variety of events held throughout the year all over the world

+ Sponsorship for partner events

- Subject to availability, Samsung may sponsor and support partner events by sharing technical and marketing resources to effectively expose member solutions to global enterprise customers

+ Joint press release and event announcement

- Samsung may include and promote partner solutions at a joint press release or an event announcement. For example, Samsung may have partners be a part of the Unpacking Event of Samsung's new devices or have occasions where partnership will be advertised to the public

+ Support of S/W & H/W for partner's solution demo

- Samsung S/W and H/W may be available for partners to showcase their own solutions and services on Samsung mobile devices

Promotion on Samsung website

+ Promotion of partner's solution in Samsung website

- Member's solutions may be featured and promoted through Samsung Mobile Business website as well as Samsung case studies

+ Distribution and promotion through Samsung Application Store

- Once a member's solution is validated to be uploaded to Samsung Application Store, the solution will be distributed and automatically promoted through the store

+ Samsung alliance member logo

- Partners are entitled to use SEA member logo which will indicate that you are part of the Samsung Enterprise Alliance

* [Membership benefits are subject to vary by membership level and change at anytime](#)

Joint GTM planning*

Joint GTM planning and periodic collaboration meetings

- Partners may have the opportunity to increase visibility and insight to Samsung's marketing strategy and product /service roadmap through collaboration meetings
- Periodic meeting may enable partners and Samsung to have discussions with enterprise customers and joint Go-To-Market strategies to accelerate time to market
- Partners may have advantages to win in the market place with carriers and major B2B sales channels with best-in-class device portfolio and solutions

Inclusion of partner solutions in solution catalogue

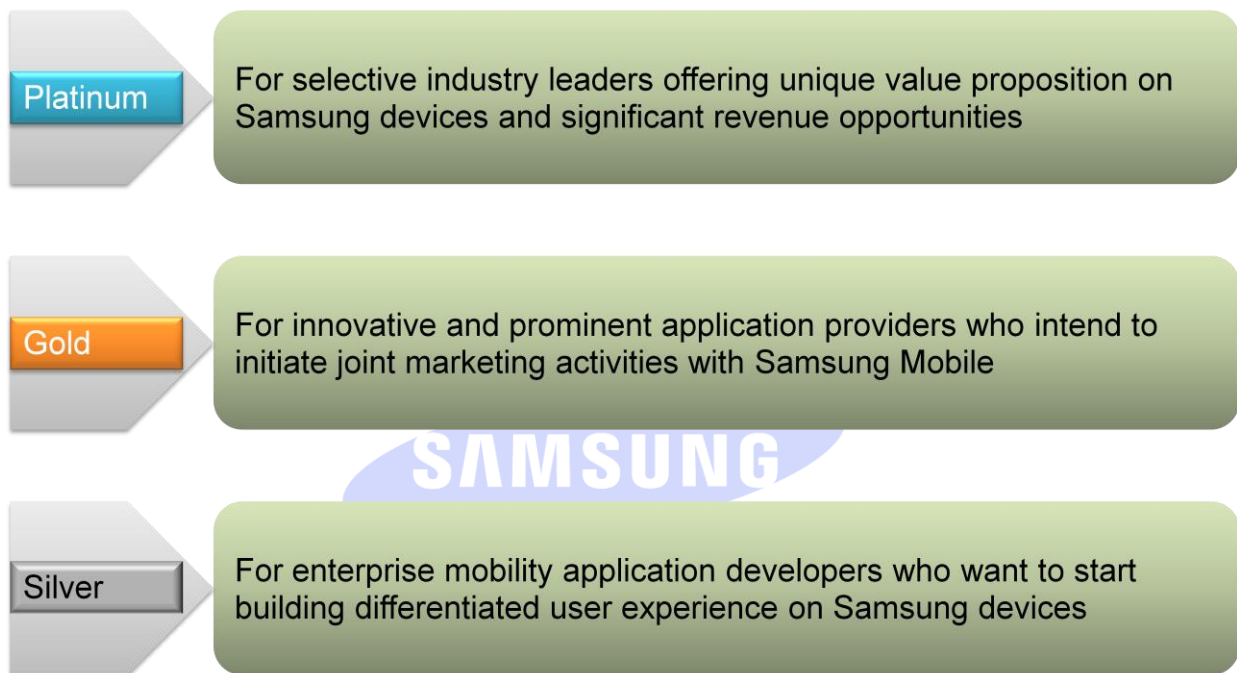
- Partner's solutions may be featured and highlighted through Samsung solution catalogue and introduced to Samsung's marketing channels and enterprise customers. Through catalogue promotion, partners will be able to enjoy additional marketing opportunities.



* Membership benefits are subject to vary by membership level and change at anytime

Program tiers

SEA program consists of 3 tiers: Platinum, Gold and Silver. These three tiers are designed to provide specific benefits for each group. To maintain a valid membership, members of each group must satisfy the requirements of its tier. The qualification process for each tier is determined based on the guidelines specified in the SEA program requirements.



SEA program eligibility requirements

Criteria for partner selection are designed to provide tailored services for each level. Requirements of each level will mainly evaluate the extent to which a partner differentiates B2B solutions on Samsung devices, and contributes to global collaboration related to the Samsung enterprise mobility business.

- ✓ SEA membership will be valid for a year from the date of approval
- ✓ Membership will be evaluated yearly and next level escalation will take place when a partner satisfies the requirements of the desired level
- ✓ Program candidates are not required to start the program from the Silver level. In other words, partners who meet the requirements of a higher level, are entitled to enter the satisfied level immediately
- ✓ Qualification assessment will be processed annually.

| Level | Program membership requirements |
|------------------------|---|
| Platinum member | <ul style="list-style-type: none"> • Possess at least one solution which more than 300 Large Enterprise currently are using • Promote Samsung enterprise mobile devices on member's website within 2 months after being Platinum (One or more times a year and for more than 6 months) • Enter into the definitive agreement with Samsung • Must assign at least two named representatives for each business and technical related support • Provide at least one solution ranked within top 2 in market share under a specific solution category • Annual membership fee: \$ 4,000 USD |
| Gold member | <ul style="list-style-type: none"> • Possess at least one solution which more than 100 Large Enterprise currently are using • Promote Samsung enterprise mobile devices on member's website within 2 months after being Gold (One or more times a year and for more than 6 months) • Enter into the definitive agreement with Samsung • Must assign named representative for Samsung relationship • Annual membership fee: \$ 2,000 USD |
| Silver member | <ul style="list-style-type: none"> • Sign up SEA program application form • Submit full company profile and be updated annually • Official contact person assigned • Required to have member's own solution for enterprise mobility • Annual membership fee: \$ 500 USD |

How to join SEA program

APPLY:

- Visit <http://www.samsung.com/global/business/mobile/program.html>
- Complete online application for SEA program
- Provide company, solution and additional information

QUALIFICATION CHECK:

- We will process candidate qualification check
- We will notify the candidate within 10 business days whether the candidate qualifies as a SEA member based on the provided information. If the candidate is considered a potential member, we will request additional information on your company and solution/service.

MEMBER APPROVED:

- If a qualified candidate provides all the required information they will be approved as a member

