



# Samsung SmarThru2 Sales Guide

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SAMSUNG

# Agenda



**FTP**



**Branch  
Office**



**Micorosoft™  
SharePoint**

1. Objectives
2. Overview
3. Customer benefit
4. Channel benefit
5. Appendix

# Objectives



Customer

- Increase efficiency and productivity

- Increase Sales opportunity



Reseller

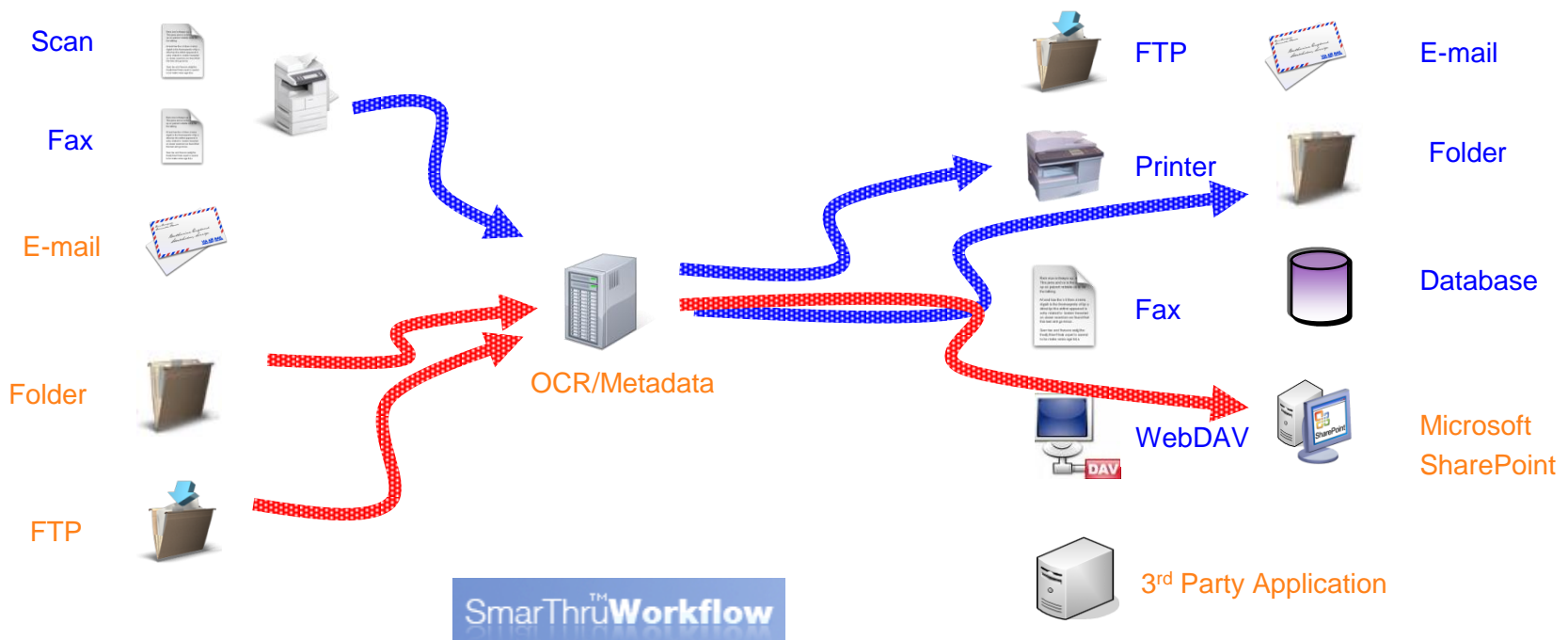


Samsung

- Increase Customer & Reseller Loyalty

## SmarThru Workflow 2 Document Capture and Distribution Solution...

- Streamlines your document workflows from capturing paper documents as well as electronic document to distributing them to predefined destinations.
- Is web-based software which allows all users to access through web browser and to define their own workflows.



# SmarThru™ Workflow 2

• **Streamlines and Simplifies** your document workflows **from capturing** paper and electronic documents **to distributing** them to predefined destinations and processes



## Hassle-free Print Environment Anywhere You Are

- **Samsung Mobile Printing Solution** provides you the freedom of workplace  
It supports **any devices** and **any documents** types **without client configuration**.

User sends the documents to printer as an **e-mail** to the address



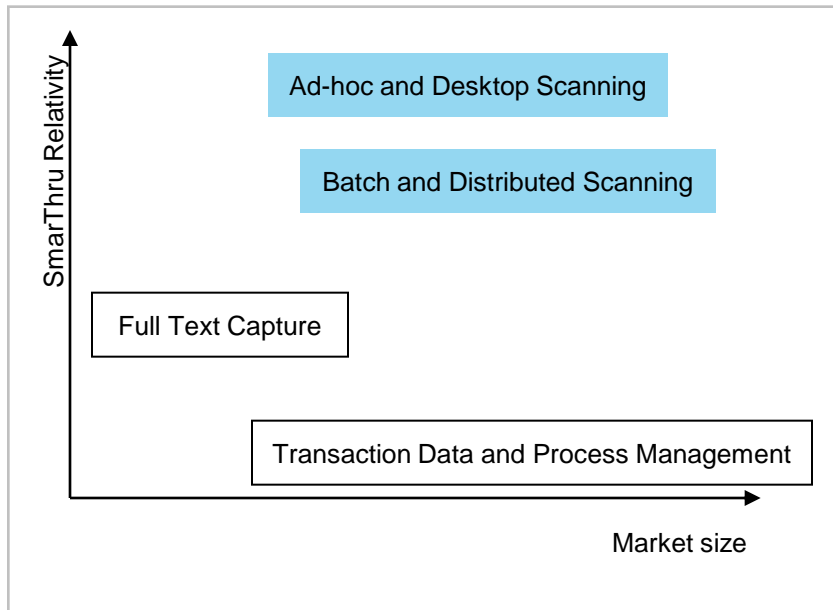
**SmarThru Workflow™** catches and processes the documents in the e-mail



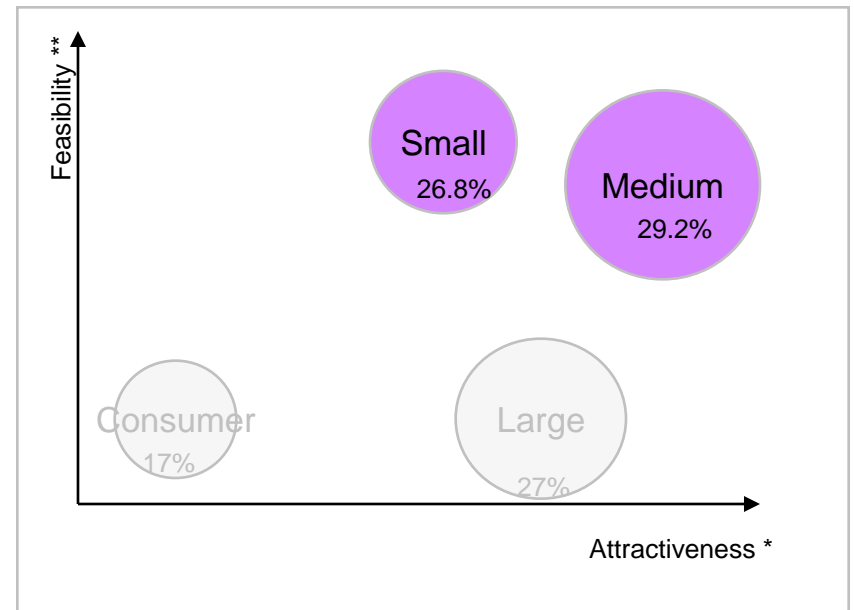
The printer associated with the e-mail address **prints** out the documents



## Document Capture Solution Segmentation



## Target Customer Segmentation



- SmarThru Workflow 2 focuses primarily on Ad-hoc and Desktop Scanning Segmentation
- SmarThru Workflow 2 covers most basic requirements for small and medium cooperate

Target Customer : Small and medium organizations managing many documents with digitalizing paper-based information and sending them to multi-destination

# UPGRADE YOUR PRINTER



EBD  
Enterprise Business Division

## - SmarThru Workflow expand your printer functions

. STWF's Various functions will save your time, money

. You can **escape from the office treadmill**

### Samsung MFP



Copy  
Scan  
Print  
Fax



Copy  
Scan  
Print  
Fax

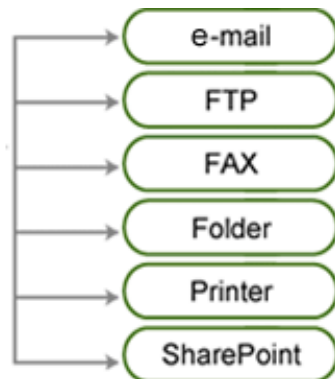
Fax Document Management  
Driver-less Printing  
Remote Fax Sending / Receiving  
One touch Document Sharing  
Saving Time and Cost

- 
- 
-

## ■ Information Manager

- **Multiple output** : FTP, e-mail, SMB (Server Message Block) or Printer, FAX, or MS SharePoint.
- E-documents as well as paper documents can be shared and processed by predefined workflow.

With just one click, the information can be sent out to various destinations

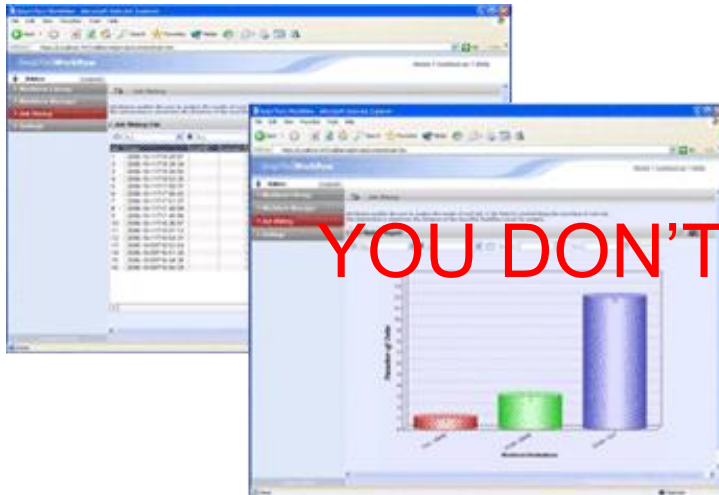


I have your Data already

- Especially useful to Administration, or Order Management which usually must transfer documents to various related divisions.

## ■ SMART Secretary

- Quick access and sharing of important information
- No more lost documents
- Better workflow management
- Administrators can monitor document flow easily by Graph and Chart



Make Reports  
Analysis Data

Concern List

- 
- 
-

## ■ A Magician for your less work

- Easy integration with legacy infrastructures
- **Metadata and OCR** can be used for indexing, searching, and categorizing
- **Customization capability** for third party applications with the SDK

: Customer can make favorite US at SmarThru Workflow



- For the admin, it will mean **less work**, pleased end-users, and a stable infrastructure. For end-users, it will mean using the metadata to track documents and setting up information stores for documents.

## ■ Easy to Install – Normal user do not need install

- **Only one installation** is required for the Web-server software.
  - : All users can access the software through a Web-browser.
- Through easy installation, the administrator can save their working time while the users do not have to experience discomfort from installation.



**Install 100 user  
at once**

## Can you believe you can do all these things with SmarThru Workflow 2?

- Sharing information
- No more wasting toner from spam fax
- Remote OCR
- Remote Fax
- Cascading print (High Speed Printing)
- Cascading copy (High Speed copying)
- Print without printer driver
- Color copy without color copier



# Problem #1



"The client has requested for a copy of a contract signed 6 months ago."



"We need to go through this pile."



8 hours later...

Now what seems to be the problem?



!!

Key information  
asset of organization

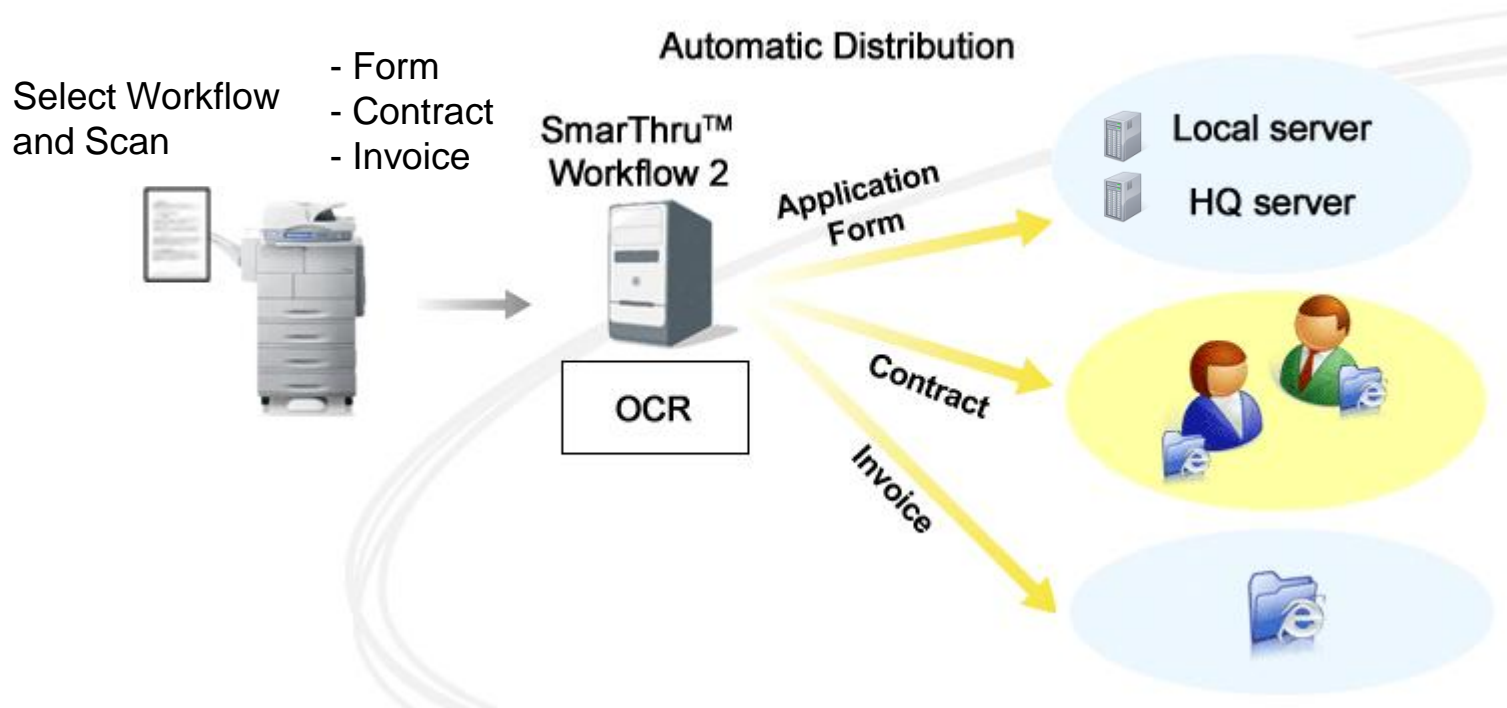


Paper  
Documents



??

Very Difficult to  
control



## Using SmarThru Workflow 2

1. Define workflow by types of document
2. Scan documents after selecting workflow from MFP panel
3. Document is distributed according to predefined workflow

# Problem #2



"I faxed you the order yesterday.  
Have you received it?" "What?"



"I searched everywhere but couldn't find it.  
Unless it ended up in the garbage bin..."



"Who has yesterday's garbage?"

Now what seems to be the problem?



Easy to lose



Difficult to share



## Using SmarThru Workflow 2

1. Define workflow for fax document
2. MFP receives a fax document
3. The fax document is distributed according to predefined workflow

# Screenshot 1 : Define Workform

The screenshot displays the SmarThruWorkflow Workform Manager interface. The top navigation bar includes the SmarThruWorkflow logo and links for Home, Contact us, About, and Help. The user is logged in as Admin, with a Logout button. The main menu on the left is organized into sections: Admin (Logout), Workform Library, Workform Manager (selected), 1 Input (Scan, Fax, Email, Folder, FTP), 2 Transform (OCR), 3 Transmit (Email, FTP, PCFax, Folder, Printer, SharePoint, Windows Fax, Database, WebDAV), Job History, and Settings. The central workspace shows a workflow diagram for an 'Untitled Workform' using a 'Generic Device(Logical Device)'. The workflow starts with a 'Scan' step, followed by an 'OCR' step. From the OCR step, the workflow branches into four parallel paths: 'Email', 'FTP', 'Folder', and 'Database'. A 'Workform List' panel is visible on the right. At the bottom, there are buttons for 'New', 'Save', 'Save As', 'Copy', and 'Delete'.

- After login, user and admin can define their own workform.
- Admin can define public workform that every user can use

# Screenshot 2 : Use Workform

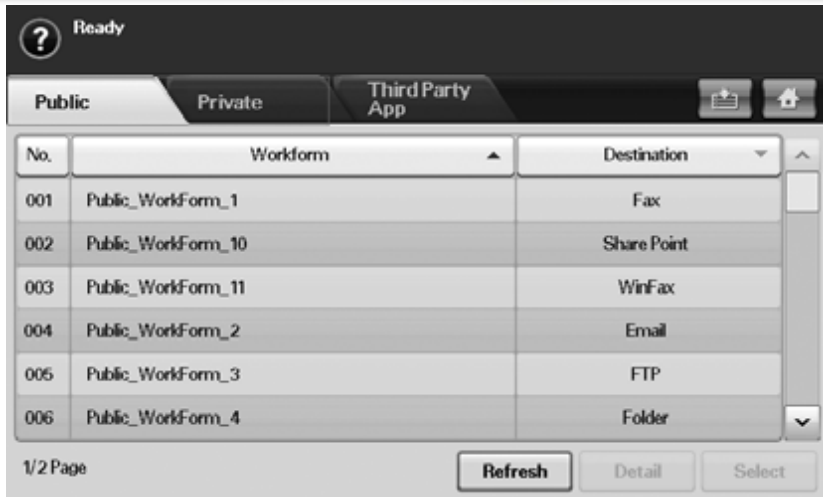


- MFP LCD panel UI
  - Touch “SmarThru Workflow” button

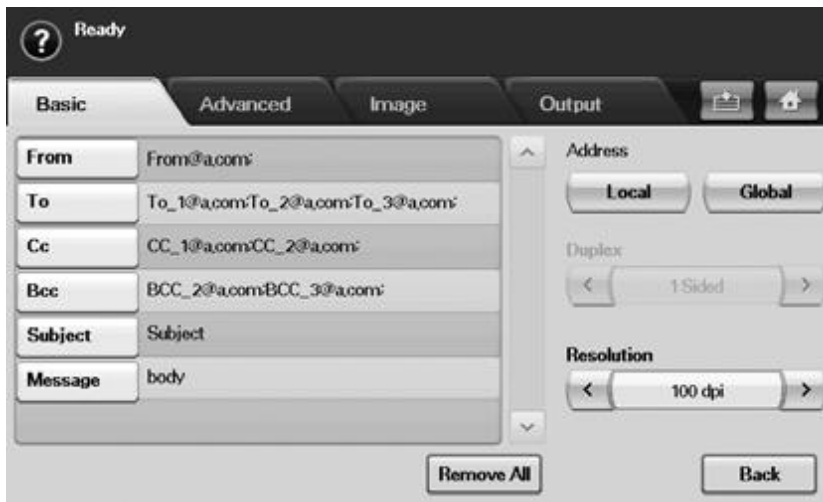


- Soft keyboard
  - Login using ID / password

# Screenshot 3 : Use Workform



- Select your workform



- If necessary, you can change some options on the panel such as resolution, file format and duplex scan

- Now, Push **Scan** Button !

Your document will be routed according to selected workflow !

# Solutions Architecture Team Coverage



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