

SAMSUNG MVP PROGRAM

Mobile Valued Partner



Welcome to the
**Samsung Mobile
Valued Partner**



The pace of development in the mobile industry is now faster than ever, and competition is intensifying. To respond to these challenges, we believe the time has come to further strengthen the relationship between Samsung and its mobile business partners. That's why we've just launched an enhanced channel partner program, designed specifically with our mobile partners in mind.

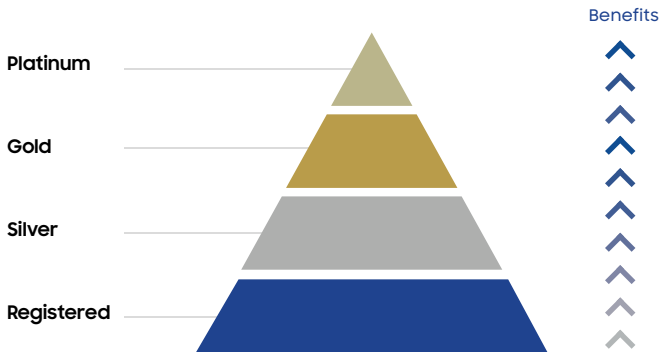
We are delighted to begin on this journey with you – our valued partners. The Samsung Mobile Valued Partner (MVP) program is designed to build shared momentum, empower you with innovative technology and solutions, and help you create greater sales opportunities.

As the mobile industry's leading manufacturer, we promise to provide you with exceptional support at every step.

We believe our partners have the potential to become market leaders, and pledge to uphold our commitment to you.

Let's usher in a new era of success together!

Resellers Partners Benefits



Sales

- Sell-out Sales Target Bonus
- Product Mix and Schemes
- Operational Incentives
- Joint Business Plan (quarterly review)
- Dedicated Channel Reps
- Demo Discounts
- Deal Registration

Marketing

- Marketing Development Fund
- Marketing Collateral
- Samsung Partner Logo
- Partner Yearly Awards
- Event/Seminar Support

Training

- Sales Training
- Technical Training
- Training Certificate

Technical Support

- Technical Presales Support (Remote)
- Technical Presales Support (Onsite)
- Technical Resource Sharing

Program Scopes



Product Coverage

All Samsung mobile products including smartphones, tablets and Samsung Knox solutions.



Customer Coverage

Applicable only for B2B Enterprise resellers.



Membership Period

Starting from the date of the contract signed, until the 31st of December of the same year with annual membership review and renewal.

Registration & Enrollment

Program Application Process

To become a MVP, you'll need to complete a few short and straight forward steps.

- Portal Registration
- User information
- Company information

Authorization Criteria

- Financial stability
- Sales strategy
- Resources
- Business commitment

Validation Process

Next, we'll check the profile you submit to verify your business stability and commitment. After evaluating, we'll notify you as to whether you are eligible to become a mobile valued partner.

Benefit Program

- Sales/ marketing support
- Technical support
- Online & In-class training

Business Collaboration

After you have become an authorized partner, you'll be able to benefit from the program right away – and start enhancing your business value.

Registration & Enrollment

In order to move up a level, you will need to score a minimum number of mandatory points in each category.

We provide a different set of rewards at each level, reflecting our partners' commitment.

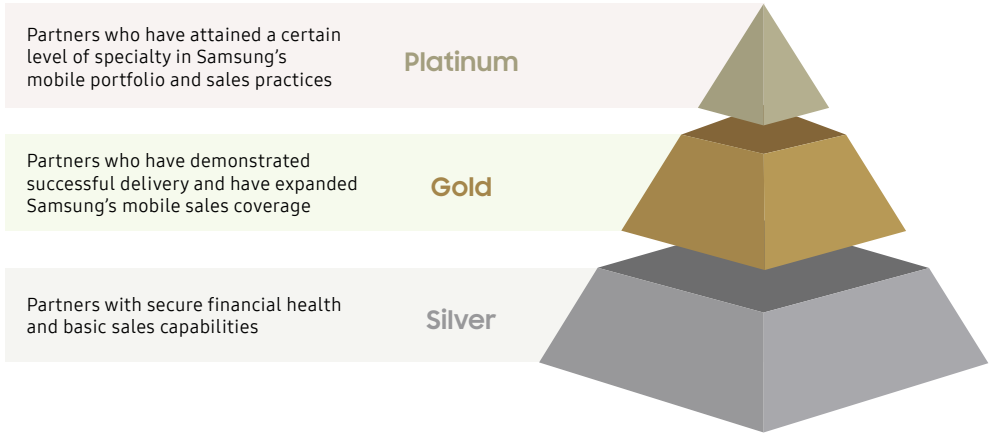
Platinum	Gold	Silver
Minimum 25 Points Required points: - Biz. Performance: 12 - Skill: 10 * At least 3 training certifications required	Minimum 15 Points Required points: - Biz. Performance: 8 - Skill: 5 * At least 2 training certifications required	Authorized Partners

Benefits

- Platinum and Gold partner companies are eligible to receive financial incentives.
- Target bonuses, market development funds, promotional bonuses and special bid pricing may be provided.
- The budget for financial incentives is based on partners' performance.
- Training is provided to help you to move up to the next level.
- Marketing and sales materials are provided for sales support.

Registration & Enrollment

For our Tier 2 authorized partners, we run a level program that reflects our partners' business commitment and dedication. Partners can move up a level by adding more certified sales staff and increasing their revenue.



If you score enough points in each category, your company will be able to move up to the next level. Below are some examples of how you can score points in selected categories:

Specialty/ Skill	For each employee with more than 2,000 points on Samsung MBA	1
	For each employee with Samsung MBA (Online) training certification	2
	For each employee with In-Class (Onsite) training certification	3
Business Performance (For each new client win)	Meet minimum required sales figure for mobile B2B devices	1
	Meet minimum required sales figure for strategic products	2
	Meet minimum required sales figure for Knox licenses	3
Client Reference	Published client references	2
Client Satisfaction	Achieve NPS* rating level 2	2

* NPS (Net Promoter Score): A client satisfaction survey provided online

Samsung Mobile B2B Academy (SMBA)

Samsung Mobile B2B Academy (SMBA) is an online training portal for Samsung Mobile B2B channel partners that aims to increase channel partner sales capability.

SMBA Training Pillars

Samsung Product Trainings

- Galaxy Series, Note Series and Tab Series Contents
- Samsung KNOX
- Mobile Care Related Contents

Sales & Marketing Trainings

- B2B Sales Tactics
- Market Insight, Vertical Insight
- Customer Case Studies

Technical Resources

- Deployment/Security Guide
- Device Management Guide
- Demo Guides

Working with Samsung

- Corporate Introduction
- Samsung Policies
- Samsung IM Partner Program



SAMSUNG

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