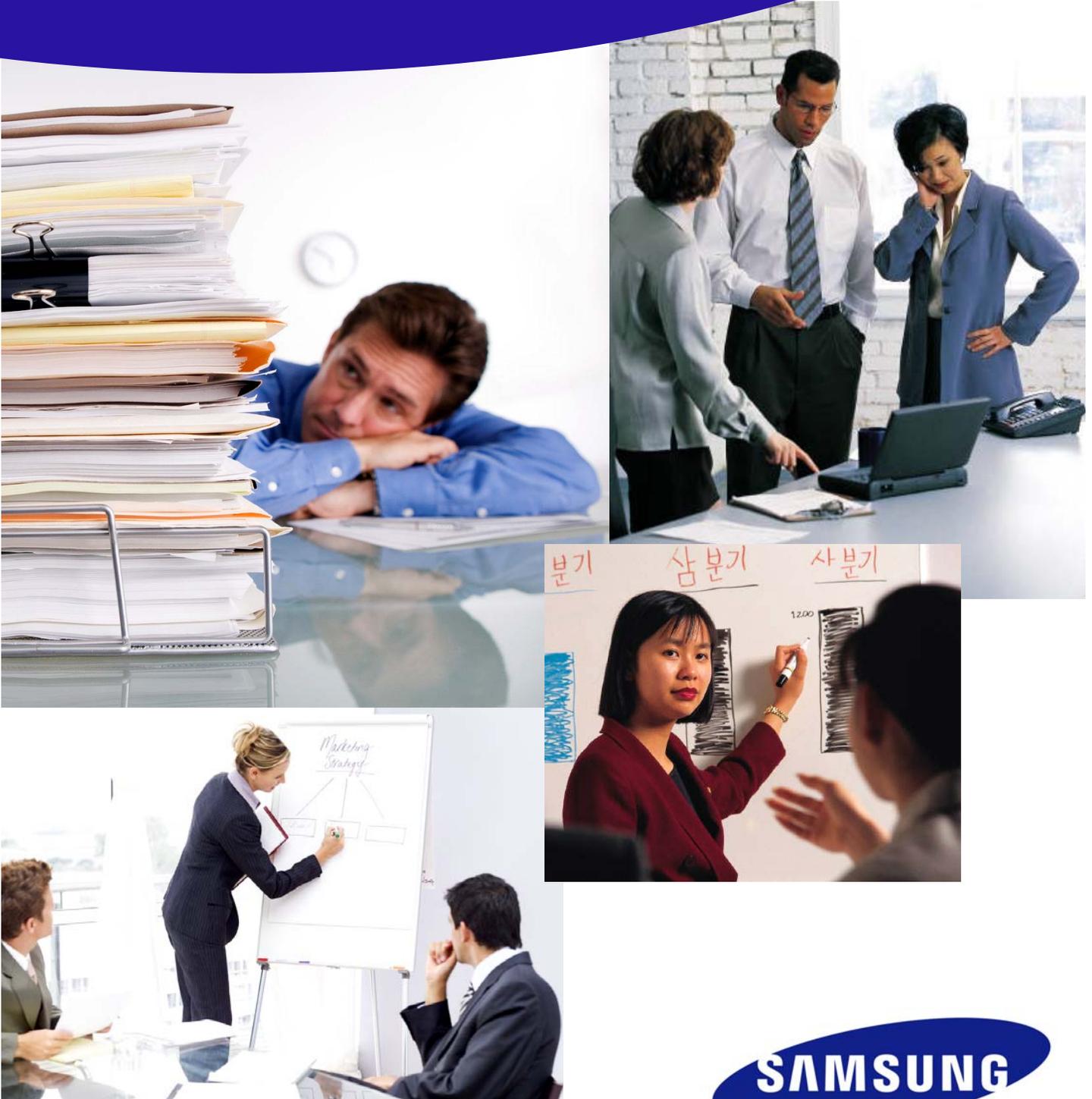


SAMSUNG NEEDS ASSESSMENT PROGRAM



Welcome to the SAMSUNG Needs Assessment Program (SNAP)

SNAP drives down costs and revs up productivity!

Every enterprise wants to cut costs, improve efficiency, and boost productivity. And opportunities to make these improvements exist within the enterprise document workflow.

Often inefficiencies like too many slow, old, printers waste time and energy. The logistics of keeping supply rooms full of toner cartridges creates needless overhead. And obsolete technology poses a significant risk to data security, and is absent of any meaningful audit trails.

While knowing these opportunities exist is easy, the real challenge is in identifying these opportunities quickly and easily.

This is where SAMSUNG can help. By using SNAP, your enterprise can optimize your document workflow and potentially save your organization up to 40 percent in related costs!

One size does not fit all!

What exactly is SNAP? SNAP is an affordable program that combines the expertise of your trusted SAMSUNG reseller and a SNAP consultant. Together, we work with you to evaluate your organization's document workflow. Best of all, our simple, holistic approach focuses on your employees and their needs, while leveraging the technology you already own - regardless of manufacturer.

The SNAP team of technology and business savvy consultants employs innovative thinking, practical tools, services and the latest printer technology to enable your business to achieve savings and implement programs and solutions to maximize productivity. With the SAMSUNG Needs Assessment Program, your printer consultant will analyze your business workflow to provide you with a customized printing solution.

How can your business achieve a cost-savings of up to 40 percent?

- Realize up to a 20 percent savings from reduced hardware, toner and supply purchases:
 - Less machines to service
 - Fewer toner cartridges to buy
- Realize up to a 20 percent savings from optimized document workflow
 - Duplexing (printing on both sides of paper)
 - Off-peak printing to ensure efficiency
 - Personalized LCD display
 - Transition paper intensive processes to electronic document management

To help you effectively implement the program, we incorporate feedback from stakeholders in your organization, including the needs and objectives of your key decision-makers, before making any recommendations.

SAMSUNG Needs Assessment Program (SNAP)

Assessing your printer technology needs

Your enterprise uses a complex mix of printing technologies, which must support a variety of applications and must process different volumes at different times of the day. This is costly and inefficient. Balancing efficiency, productivity, and cost is always a challenge for enterprise IT departments.

SNAP experts meet this challenge by carefully examining your digital document infrastructure and identifying best practice solutions tailored for your enterprise.

Key areas of interest include the following:

- Peak periods of output - Can your hardware efficiently process normal workloads and still provide enough power for your most demanding print jobs
- Proximity to users - Is your hardware located in optimal areas for access by users
- Work environment and physical layout of facility - Does your hardware meet the needs of the workgroups and IT while reducing noise pollution
- Total cost of ownership objectives - Does your hardware deliver cost-savings and solutions that promote user acceptance and inspire business productivity
- Key system applications - Do your host or legacy applications and client-server or enterprise resource planning applications have unique printer data streams and driver requirements

During the SNAP experts' examination of these key areas, they consider the context of your enterprise workflow. Workflow context includes the following:

- Schools, Universities, Training Sites
- Medical Practices, Hospitals, Medical Research
- Banks, Finance, Investment
- Government, Courts
- Transportation, Energy
- Retail, Kiosks
- Military, Private Security
- R&D for Aerospace, Electronics, Heavy Industry, Chemistry, Pharmaceuticals, Medical devices
- Service, Employment
- Entertainment, Catering

Ensuring your data security

In industries like healthcare and financial services, an organization can face heavy federal regulations and data security risks. The cost of non-compliance can be high, and, in today's networked office, legacy document technology can be a major liability.

Our SNAP consultants evaluate your unique security needs and provide solutions such as ID card authentication and menu customization designed to provide maximum data protection and traceability.

SAMSUNG Needs Assessment Program (SNAP)

The SNAP Process

SNAP allows an enterprise to perform a GAP analysis of their document workflow. We perform this GAP analysis in the following manner:

- We analyze the current costs associated with hardcopy paper output.
- We create reports that indicate where current waste is occurring and where opportunities exist for reducing output related costs.
- We develop an implementation plan that eliminates the waste and that exploits the cost-saving opportunities.

Methodology

SNAP takes a friendly approach to analyzing your enterprise. We blend established management science tools and methods with the professional experience of enterprise printing experts.

On the front end of the analysis, our experts perform the following tasks:

- Gather data efficiently
- Analyze the human element to maximize user productivity
- Map future solutions roadmap to align with user requirements
- Map future solutions roadmap to maximize IT integration
- Minimize user-resistance - Create business rules that allow for desktop printers
- Implement low cost desktop & workgroup devices
- Balance cost savings, user productivity, and solutions

On the back-end of this process, our experienced professional services & solutions specialists provide the personalized support that is required to complete the implementation successfully. Unlike the “BIG” consultants that leave jobs incomplete and non-functional.

At SAMSUNG, our goal is to be the number one document solution company in the US, and we are committed to doing what it takes to reach this goal.

Collaborating with Channel Partners

At SAMSUNG, we recognize the importance of our channel partners. Their expertise and relationships are invaluable. We openly welcome and actively employ these partners in our analysis of enterprise printing environments.

Our partners are instrumental in our success because they provide the following:

- Intimate knowledge of the enterprise’s work environment and culture
- Guidance on the best locations to visit for performing the analysis
- Understanding of which business areas should be involved in the analysis.

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Building a Model

To perform an accurate analysis of any system, you must create a detailed model of the system. The SNAP experts collect the following pieces of information to build this model:

- All output device information including printers, copiers, scanners, and FAX machines.
- Printer volumes
- Copier page counts
- Consumables usage
- Desktop usage capture
- Network printer & MFP usage capture
- Software usage capture

We will also perform interviews with the users regarding printer usage, supplies, support, costs, issues and perceptions.

Findings

After the SNAP experts have evaluated your enterprise's current document workflow, they will provide their findings. These findings include the following:

- Usage Totals and Calculations
- Floor Plan Maps
- Reports listing the following:
 - Printers
 - Copiers
 - Fax machines
 - Scanners
 - Device balance
 - Current costs
- Conclusion

Issues

The SNAP experts create a list of the issues associated with your current workflow sorted by the following hardware types:

- Inkjets
- Lasers
- Copiers
- Fax machines
- Scanners

Optimized Environment

The SNAP experts combine all of the tools and data to determine the optimal workflow solution for your enterprise. This solution encompasses the following areas:

- Hardware
- Software
- Layout

Benefits

The SNAP solution identifies benefits for each of the following categories:

- Cost
- Management
- Utilization
- Productivity
- Solutions
- Customization

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Implementation Plan

The SNAP implementation plan is a phased plan. The first phase addresses the implementation costs and second phase addresses the rollout.

Phase One - Costs

In phase one, we weigh the costs for continuing with the current workflow against the costs of implementing the SNAP solution.

Phase Two - Roll Out

In phase two, we perform the following tasks:

- Validate the data to make sure none of the key evaluation parameters have changed
- Confirm that the recommended solution is consistent with long-term plans
- Determine whether the proposed solution provides a net-gain
- Determine whether the results can be extrapolated across the enterprise
- Pilot the SNAP solution within one department
- Monitor the SNAP solution for future opportunities to maximize savings and improve the enterprise workflow processes.

SAMSUNG innovation, your imagination

At SAMSUNG, our mission is always clear—to deliver the best and most efficient business solutions in the printer industry. Our network and imaginative spirit guarantee our customers get products that are nothing short of exceptional.

From small- and medium-sized business to global enterprises, SAMSUNG offers an extensive portfolio of award-winning solutions for businesses, including, black and white, and color multifunction laser printers, multifunction inkjet fax machines, enterprise printing solutions and consultancy services, like SNAP.

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About SAMSUNG Electronics America

The second-largest producer of laser printer engines worldwide, SAMSUNG incorporates its award-winning technology and manufacturing into a powerful lineup of color laser printers, multifunction devices, fax machines and black & white laser printers. Innovations such as SAMSUNG's revolutionary NO-NOIS™ technology as well as class-leading features, solutions and support optimize SAMSUNG printers and multifunction devices for any business application.

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For more information about SNAP, visit SAMSUNG at www.samsung.com/printer, or call 1-800-SAMSUNG.