



CONTACT:
Jasmine Yoo
Samsung Electronics Co., Ltd.
Tel: +82-31-277-0532
jasmine.yoo@samsung.com

Miryam Quiroz Cortez
Samsung Electronics Co., Ltd. – Europe
Tel. +44 1932 455689 m.quiroz@samsung.com

Samsung Printing Solutions Named As a Major Player in IDC Report

IDC MarketScape report cites Samsung's app development, innovative solutions and focus on security as key strengths

LONDON, UK – January 12, 2016 – Samsung Electronics Co., Ltd., has been recognised by global market intelligence organization IDC, as a major player, in its MarketScape report on the managed print and document services (MPDS) industry: '[Western Europe Managed Workflow Services 2015 Hardcopy Vendor Assessment – Building on MPDS](#)'.

"IDC's recognition of Samsung Printing Solutions affirms our ongoing commitment to help organizations boost business efficiency by improving how they digitise paper and manage their printing," said Paul Birkett, Director of Print Operation Sales and Marketing of Samsung Europe. "In the newest areas of mobile-first, cloud-first printing, Samsung is helping clients connect to the information they need, by merging mobile and printing technology in its Smart UX platform. This uses standard mobile apps to reduce repetitive or wasteful tasks through advanced machine-to-machine communication."

The study is the first vendor analysis of the managed workflow services (MWS) market using the IDC MarketScape assessment tool. The report evaluates the capabilities and business strategies of leading hardcopy vendors in the Western European MWS market, and discusses the quantitative and qualitative characteristics that position vendors for success. The report also examines vendors' capabilities of providing clients with a roadmap for higher-value workflow automation, and the optimization services required to deliver this effectively.

In particular, the IDC MarketScape report recognised Samsung's use of emerging cloud and mobile technologies, as well as intuitive hardware products and value added services that extend beyond print. These include business process management, mobile print, mobile capture and digital signature services, which all extend Samsung's IT portfolio. Samsung was also praised for the printing solutions partnerships and alliances it is forging worldwide.

IDC also remarked on Samsung's ability to draw on expertise and innovation from other areas of its business, stating that its strength in consumer electronics is an advantage, because of the growing influence consumers now have in the world of work.

"Samsung's key strengths are its application development and use of innovative solutions which include more than one Samsung product line," IDC MarketScape reported. "Its focus on security alongside its rapid development helps the company gain traction with potential customers, while some competitors are still trying to dissipate security fears associated with solutions adoption."

"Managed workflow services market players are continuing to develop their offerings to address challenging process workflows in their customers' organizations," said Jacqui Hendriks, Research and Consulting Manager, IDC European Managed Print Services and Document Solutions. "Established Western European market players have taken cautious steps and are more aggressively fulfilling customers' functional and industry-specific workflow requirements," she added.

For the MarketScape demonstration, Samsung focused on its new products and solutions incorporating mobile functionality and the intuitive interfaces common to multi-function printers, tablets and smartphones.

For more information on this press release including photos and related Samsung Newsroom articles, please visit news.samsung.com/global/samsung-printing-solutions-named-as-a-major-player-in-idc-report.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. www.idc.com

###