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Samsung Electronics announces strategic alliance with NCR Corporation

NCR to support Samsung's strategy to accelerate growth in its printing business

LONDON, UK – February 16, 2016 – Samsung Electronics Co., Ltd., today announced a strategic alliance with NCR's Telecom & Technology Group. Under the terms of the agreement, NCR, the global leader in consumer transaction technologies, will support Samsung's strategy to accelerate growth in its printing business by delivering a comprehensive set of managed print services (MPS) including remote monitoring, help desk and onsite support, and deployment services, to customers worldwide.

"This relationship with NCR enables our clients to access on-demand support inside and outside the workplace," said Paul Birkett, European Sales and Marketing Director, European Print Operation at Samsung Electronics. "The use of mobile and open platforms allows deep customisation and integration of this support into existing IT service models."

"Today, companies expect service providers to deliver consistent, global assistance wherever they are located," said Sophia Williams, Vice President and General Manager, Telecom & Technology group at NCR. "This agreement enables Samsung to provide its customers with a comprehensive suite of services that delivers the highest levels of solution availability across the globe. The agreement also gives Samsung's clients the confidence of a leading technology manufacturer supported by a world class provider of IT infrastructure services and solutions."

Samsung has a number of partner programs in place that provide its customers with a wide variety of solutions to further enhance working practices. These range from cloud servers and Software as a Service (SaaS)-based MPS, to advanced Android-based multifunctional device platforms that enable simple interactions between digital and paper information.

The agreement with NCR is designed to support Samsung enterprise customers in optimising business processes. NCR will help to reinforce Samsung's brand reliability through consistent, innovative and differentiated services across the globe. Both existing and new customers will have access to more than 17,000 NCR badged service professionals as well as managed service centres globally, allowing Samsung to continue its focus on delivering exceptional print services to the market.

Using Samsung's advanced Smart Print Diagnostic System, customer-facing service engineers can simply use their Samsung mobile devices to access technical service information and enable the SLA (Service Level Agreement) monitoring feature. The latest service data can also be directly downloaded from a device needing repair. Samsung's global cloud platform will provide technicians with real-time data to solve problems. This unique blend of Samsung's advanced technology and NCR's global presence will ensure consistency of service as well as industry-leading first-time fix resolution.

For more information about this press release and related Samsung Newsroom articles including photos and infographic, please visit news.samsung.com/global/samsung-electronics-announces-strategic-alliance-with-ncr-corporation.

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 NCR

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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