

SAMSUNG ELECTRONICS TO LAUNCH STEP RESELLER PROGRAMME

Samsung also announce change in business warranty strategy and new products to appear at ISE

09 February 2016, London, UK – Samsung Electronics Co., Ltd., today announced the launch of its Samsung Team Empowered Partners (STEP) reseller programme, a co-ordinated approach to help resellers go to market quicker. AV will be a particularly big focus for the company, with the launch of STEP AV benefiting 80 accredited resellers through direct client management and access to the Samsung sales team. These re-sellers will have access to exclusive accreditation training to three Samsung products; LED screens, video walls and software platform Magic Info.

“Having that close connection between the re-seller and the vendor is extremely important in creating a successful partnership,” said Phil Gaut, Head of Display at Samsung Electronics UK and Ireland. “Through STEP we’re committed to ensuring our re-sellers have everything they need to reach their customers, quickly and easily.”

New strategy

As part of this new push, Samsung has also unveiled a change in its business warranty strategy, aimed at providing next day repairs and replacements. Under the old strategy, faulty products would be repaired within five days. However, any issue that is reported before 4pm will now receive an on-site visit the next business day and the faulty product will be replaced with a new one, while it is being repaired.

“Being unable to operate because of a faulty product can be very disruptive for a business and even result in lost revenue. This new strategy will give companies the immediate assistance they need to get them up and running as soon as possible so any downtime is minimal,” said Gaut.

New products

This new change in strategy comes as the company prepares to launch its new products at ISE 2016 this month. Alongside showcasing its outdoor display screens, video walls, e-boards and its transparent OLED screens, Samsung will become the first major brand to unveil an LED Modular screen designed for use in a multitude of environments.



With the new strategy and launch of the new products due to hit the market, Samsung is continuing to establish itself as a major player in the AV industry. Over the last five years, it has achieved a target of doubling its smart signage business from \$100m to \$200m.

“The AV market is undergoing considerable change as a result of the increasing development in technology in the industry. With this change in strategy and new products sets, we’re putting our customers at the forefront of this technology and helping them to become leaders in their own sectors,” said Phil Gaut.

ENDS

Notes to Editors

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 materials, please visit the Samsung Newsroom at news.samsung.com.