

# Samsung Enterprise Alliance Program

Samsung Enterprise Alliance Program (SEAP) provides access to the tools and resources needed to develop, market, and sell rich, secure solutions on Samsung mobile devices.



## Program Guide



**SAMSUNG**

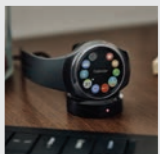
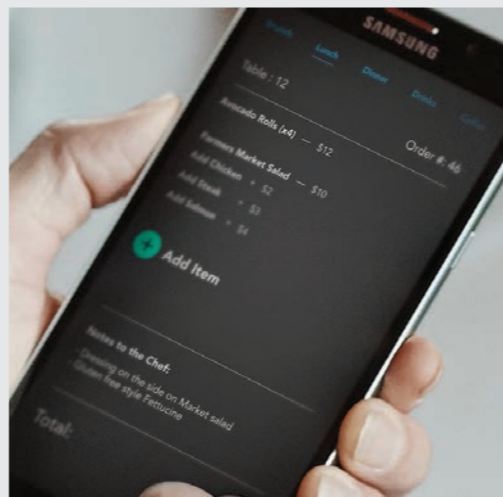
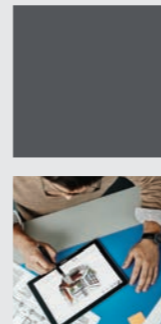




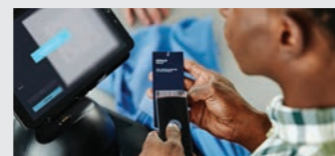
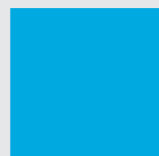
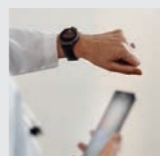
## Our Story

Samsung Enterprise Alliance Program (SEAP) started in 2012 to support enterprise and B2B partners, offering tools and resources to help create secure business solutions to address customer needs. Through SEAP, partners are able to develop a profitable working relationship with Samsung.

As Samsung B2B offerings have continued to evolve, we have added access to more device features and made development tools and resources more accessible. This is one way SEAP helps foster innovation within the partner and developer community. We have also added more sales and marketing resources to make it easier for partners to develop marketing campaigns and get more exposure to Samsung customers.



Our partners deliver unique and compelling solutions for many industries, including healthcare, education, retail, transportation, finance and hospitality. Security and mobility are mandatory in most verticals, and SEAP partners with Samsung KNOX can meet even the most stringent industry requirements to deliver effective solutions.



## Why Join SEAP?

The goal of SEAP is to help developers and partners create the best solutions on Samsung mobile devices. We do this by providing the best possible technology and supporting resources to make it as easy as possible to develop, market, and sell using Samsung technologies.

A main component of this is Samsung KNOX — Samsung’s defense-grade mobile security platform built into its newest devices. Security is a concern for consumers and businesses. As more people rely on mobile devices for everything from banking, to online purchases, to accessing company financial reports, everyone needs to be concerned with how their information and data is being protected. SEAP provides the tools needed for solution providers to ensure data is protected on Samsung devices, leveraging the Samsung KNOX security platform.

In addition to KNOX, SEAP provides access to many more proprietary Samsung features, which allow partners and developers to further enhance the functionality of their solutions on Samsung devices. With these differentiated solutions, partners can leverage the global Samsung brand to reach more customers.





# What Does SEAP Offer?

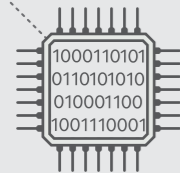
Everything you need to build, market, and sell your solution

- For Developers
- For All Partners
- For Gold & Platinum Partners
- For Platinum Partners

## Development Tools

Create the next great solution.

- Access to SDKs and additional Samsung device features
- License keys for development and testing
- Supporting resources (API references, sample apps, developer guides, tutorials, release notes, videos, FAQs)
- License keys for production
- Device loaner program



## Technical Support

Resolve tough technical issues.

- Regular technical updates (webinars, SEAP newsletters, and more)
- Developer Forum
- Online technical support
- Priority technical support



## Partner Promotion – Online Activities

Increase customer awareness through digital properties.

- SEAP newsletter – news on accomplishments and innovative solutions
- SEAP portal visibility (partner list, solution brief, success case, solution video)
- Samsung online channel visibility



## Marketing Resources

Create compelling marketing campaigns.

- SEAP marketing logo
- Samsung device and stock images
- Samsung sales & marketing collateral
- Production of co-marketing materials
  - Featured solution briefs production
  - Success case brochure production

## Partner Promotion – Events and Offline Activities

Connect with more customers directly and through Samsung internal contacts.

- Solution webinar to Samsung sales teams
- Samsung global event participation



## Sales Engagement

Deepen relationship with Samsung to close sales.

- Samsung-assisted business opportunity development
- Dedicated partner manager



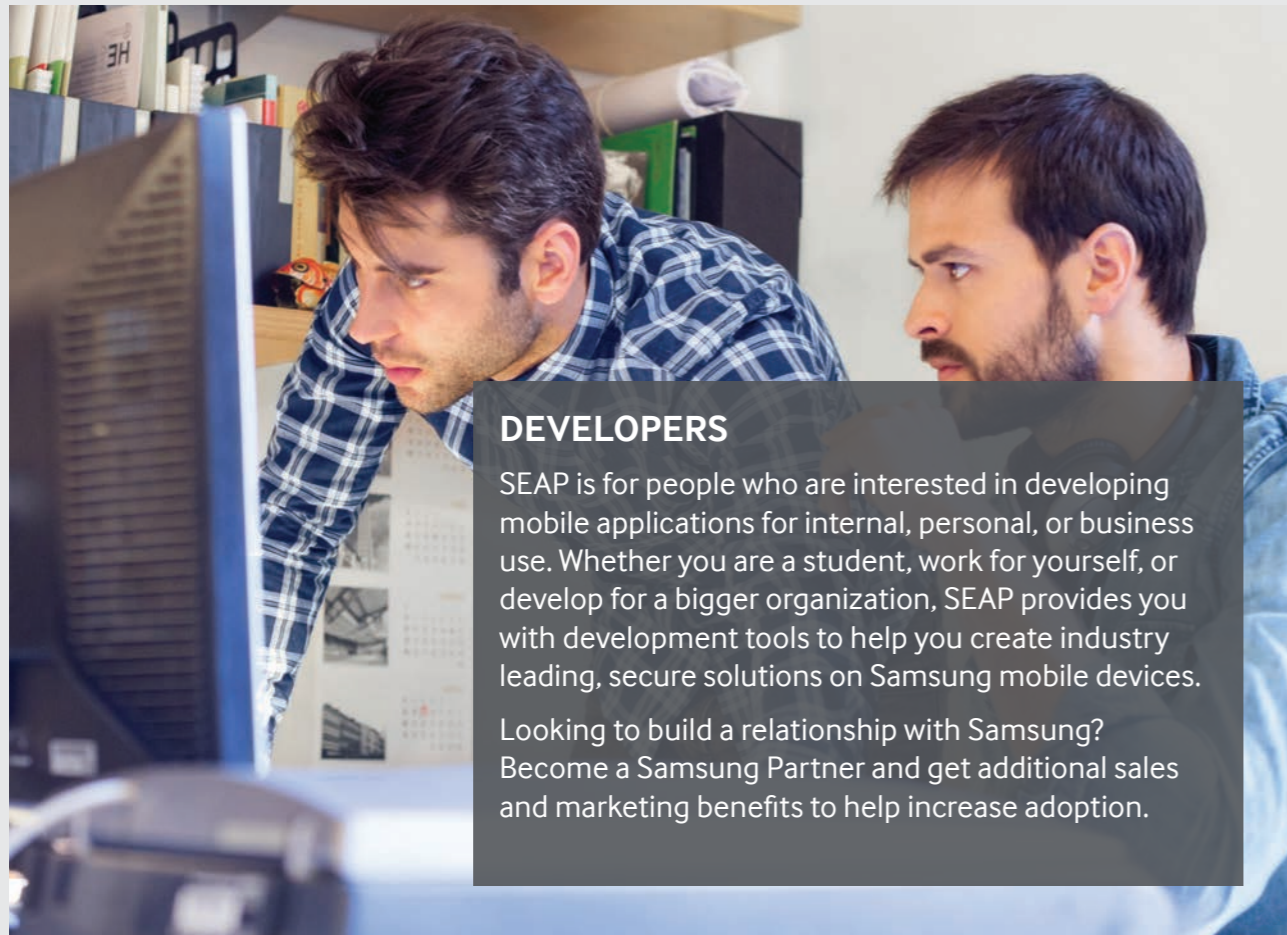
## SEAP Member Tiers

Anyone can join as a SEAP developer by registering with their Samsung Account or creating one.

SEAP partners are divided into three tiers — Silver, Gold, and Platinum. All new partners begin their journey in the Silver tier. As partners differentiate their solution on Samsung devices (for example, add additional security features leveraging the Samsung KNOX platform) and start making sales, we take notice. This is done through monitoring partner business contributions and license activations. At pre-determined milestones, a partner will be upgraded to higher tier levels, each of which has a new set of benefits. These upgrades are designed to provide partners with additional resources to help support their business as it grows, and to help increase sales.



## Who Should Join SEAP?



### DEVELOPERS

SEAP is for people who are interested in developing mobile applications for internal, personal, or business use. Whether you are a student, work for yourself, or develop for a bigger organization, SEAP provides you with development tools to help you create industry leading, secure solutions on Samsung mobile devices.

Looking to build a relationship with Samsung? Become a Samsung Partner and get additional sales and marketing benefits to help increase adoption.



### PARTNERS

Already a registered business? Already have a solution ready for or in-market? Build a relationship with Samsung as a Samsung Partner. You get additional sales and marketing benefits and can work with us to help increase solution adoption.

If you are ready to sell/distribute your solution to a broader audience, join as a SEAP Partner to access go-to-market resources. Whether you are an Independent Software Vendor (ISV), Value Added Reseller (VAR), Systems Integrator (SI), SEAP resources can help you increase your reach and drive sales.

## Legal and additional information

### 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, please visit [www.samsung.com](http://www.samsung.com).

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SEAP is a program for developers and partners who need tools and resources to help build and distribute the highest quality applications on Samsung mobiles devices.

To learn more about SEAP, visit <https://seap.samsung.com>