



KILLER
CONTENT
AWARDS
2019

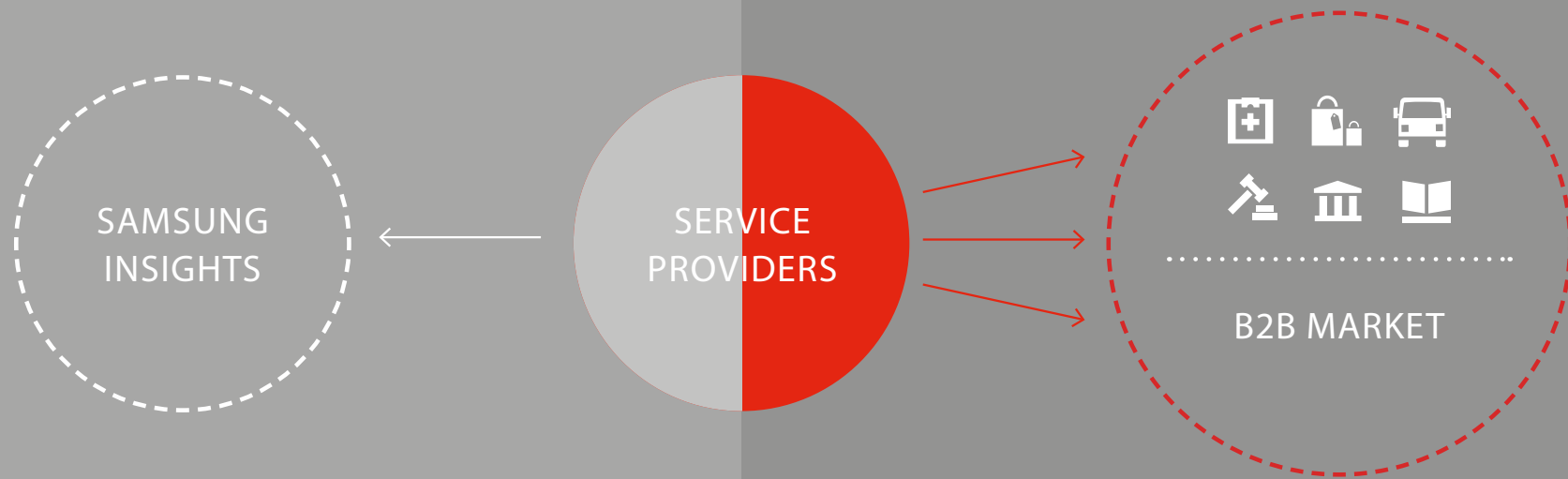
SAMSUNG

CHANNEL PARTNER
MARKETING CATEGORY

SAMSUNG ELECTRONICS AMERICA

CHANGING THE CHANNEL MINDSET

FROM SELLING DEVICES & MINUTES
TO BUSINESS SOLUTIONS



OUR APPROACH

WE DELIVERED A SERIES OF CONTENT LED, **CAMPAIGNS IN A BOX** FOR SERVICE PROVIDERS TO IMPLEMENT

CAMPAIGN IN A BOX



MARKETING TOOLS

- CAMPAIGN ASSETS
- CONTENT ASSETS
- COMMUNICATION ASSETS

SALES ENABLEMENT

- SALES PLAYBOOK
- SALES SCRIP
- USE CASES
- BATTLE CARDS

GUIDANCE TOOLS

- CAMPAIGN BRIEFING GUIDE
- 'HOW TO' BRIEFINGS

KILLER CONTENT AWARDS 2019 / CHANNEL PARTNER MARKETING CATEGORY
CONTENT ACROSS A WIDE RANGE OF SECTORS

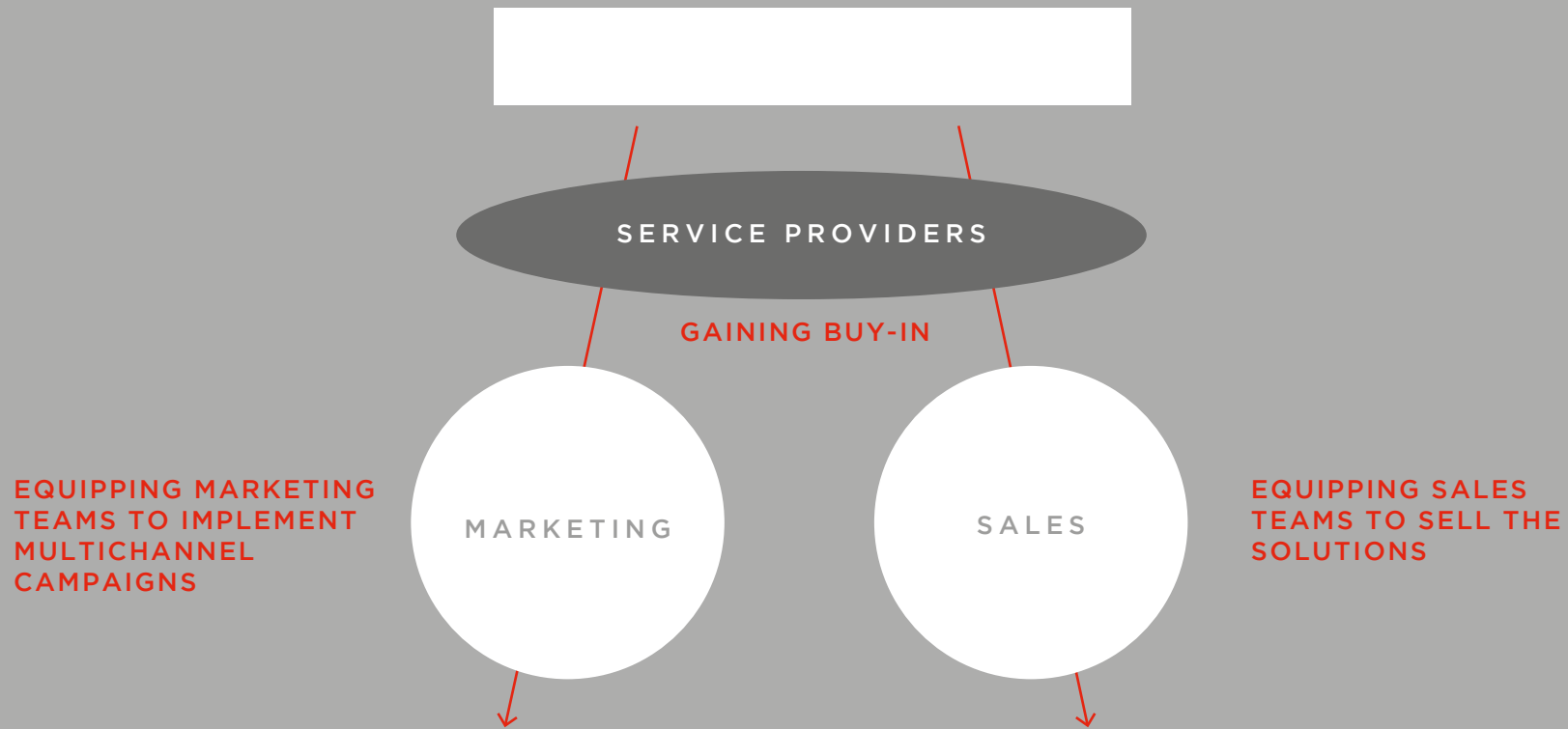


<p>Deliver more efficient dispatch</p>  <p>Transportation</p> 	<p>Improve efficiency by replacing multiple devices with a single device</p>  <p>Manufacturing</p> 	<p>Attract new generation drivers and improve retention</p>  <p>Transportation</p> 	<p>Enable real-time access to expertise</p>  <p>Manufacturing</p> 
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- Public Safety
- Legal
- Retail
- Transportation
- Hospitality
- Education
- Healthcare
- Finance
- Government
- Manufacturing

KILLER CONTENT AWARDS 2019 / CHANNEL PARTNER MARKETING CATEGORY
USING THE CHANNEL TO AMPLIFY CONTENT



DIVERSE BUSINESS MARKET

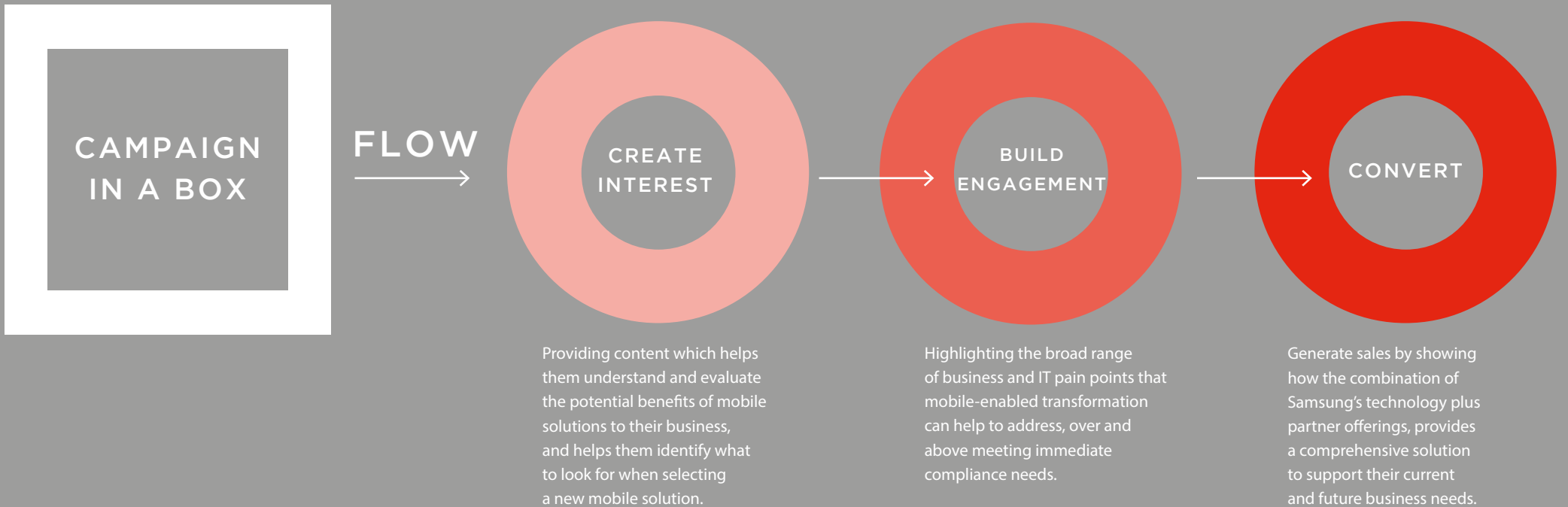
- Public Safety
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EQUIPPING SERVICE PROVIDERS TO TAKE PROSPECTS
ON THE BUYER JOURNEY - FROM CREATING INTEREST TO CONVERSION

EXAMPLE OF CONTENT LED CAMPAIGN



Transportation example



CAMPAIGN MESSAGING

Competitive and regulatory pressures are driving the need to modernize fleets

This creates exciting opportunities that go well beyond basic compliance

Samsung and <Partner X> offer comprehensive solutions to transform Fleet Management



 Transportation example




CREATE
INTEREST

BUILD
ENGAGEMENT

CONVERT




CONTENT
ASSETS





-  Article 1: FMCA Regulations for ELD: Where Do You Stand?
-  Article 2: 11 Benefits of using Telematics for Trucking Fleet Management
-  Article 3: How Can Mobile Devices Boost Driver Retention and Enhance Security?
-  Infographic: 9 ways the Connected Truck is Driving Fleet Efficiency

-  White paper: How to Modernize Fleet Management with Mobile Technology
-  Case study: Savage Launches Digital Transformation with In-Cab Technology
-  Article 4: Evaluating Mobile Transportation Technology: What to Consider

-  Samsung product pages & collateral: Datasheets for TabActive2, KNOX and other relevant solutions
-  Partner solution collateral: Partners' own assets
-  Joint solution brief: Datasheets explaining the joint Samsung + partner proposition

COMMUNICATIONS
ASSETS

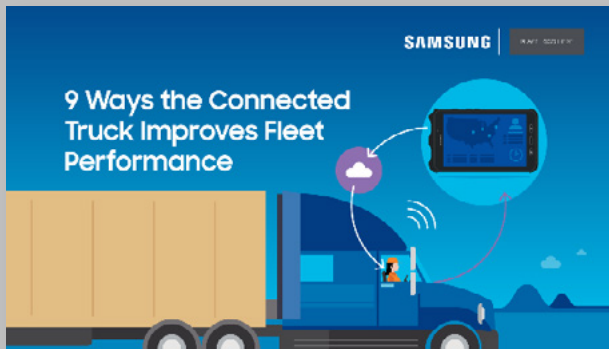
-  Outbound email series
-  Social media kit
-  SEO kit

-  Landing page assets
-  Outbound calling guide
-  Webinar kit
-  Lead nurturing emails



Transportation example

INFOGRAPHIC: 9 WAYS THE CONNECTED TRUCK IS DRIVING FLEET EFFICIENCY



5 Multi-Purpose S Pen

The Samsung S Pen is perfect for capturing delivery signatures and quickly recording and transmitting notes to dispatch.



6 Enable Real-Time Shipment Notifications

Tablets with barcode scanning technology can capture and transmit freight tracking information in real-time.



7 Enable More Proactive Maintenance

Avoid breakdowns by scheduling additional maintenance based on truck performance rather than dashboard alerts.



WHITE PAPER



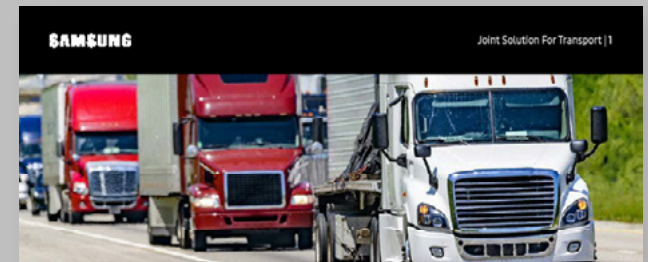
Improving Repair and Maintenance Efficiency

Efficient repair and maintenance is essential for fleet operators to keep their fleets up and running. This white paper explores how mobile technology can help fleet operators improve their repair and maintenance processes, reduce downtime, and increase fleet efficiency.

By leveraging mobile technology, fleet operators can improve their repair and maintenance processes, reduce downtime, and increase fleet efficiency. This white paper explores how mobile technology can help fleet operators improve their repair and maintenance processes, reduce downtime, and increase fleet efficiency.



JOINT PARTNER SOLUTION BRIEF



Transform fleet operations with mobile technology that connects everyone and everything

Together, Stratis and Samsung help you transform fleet operations with mobile technology that seamlessly connects your team of dispatchers, drivers, and distribution centers.

The combination of Stratis's market-leading enterprise mobility management services and Samsung's innovative mobile solutions enable you to optimize on the open road by using the technology.

You can stay compliant with evolving regulations, improve driver retention, increase operational efficiency and improve customer satisfaction. All of which adds up to stronger competitiveness, lower business risk and enhanced profitability.

Challenges facing the transport industry

While competitive and cost pressures are narrowing your profits, new government mandates are making it even harder to stay on the road. You need to comply with Electronic Log Device (ELD) mandates and lengthy Department of Transport (DOT) rules and regulations, especially with regard to visibility of driver hours of service.

You're also under pressure to ensure driver safety, meet customer expectations for faster delivery times and increase driver satisfaction – making it easier to attract and retain in-demand drivers, and reduce the costs of recruitment.

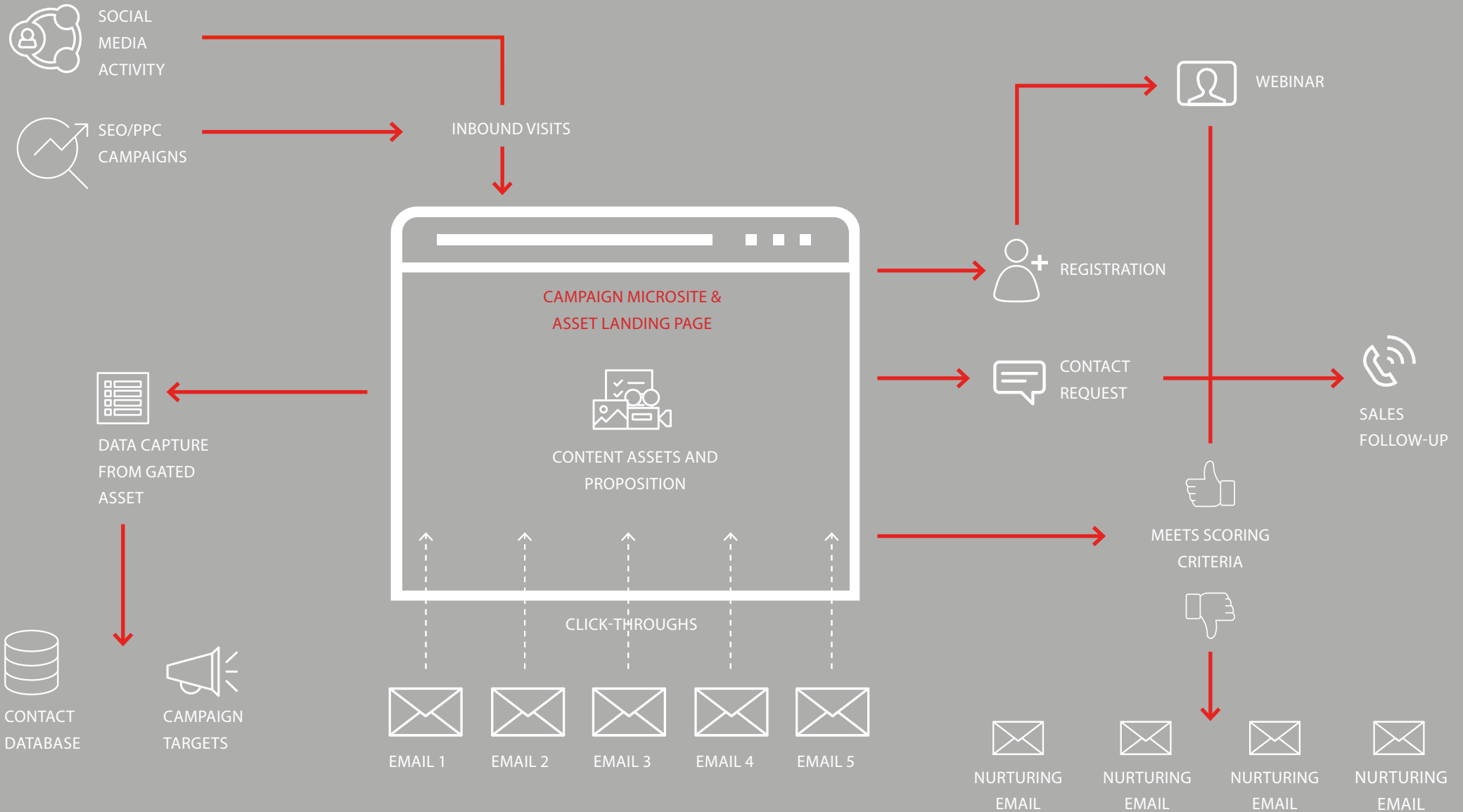
Being able to harness the power of telematics to achieve the optimum cost/efficiency ratio is now critical. You need to address everything from improving safety, repair and maintenance to optimizing routes and reducing downtime.

With the industry undergoing a digital transformation that can increase driver retention, improve operational efficiency and protect profitability, you need to be sure you have the right mobility program. One that ensures you can keep up with the latest regulations for ELDs and track-and-trace.



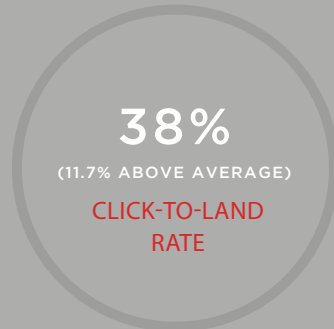
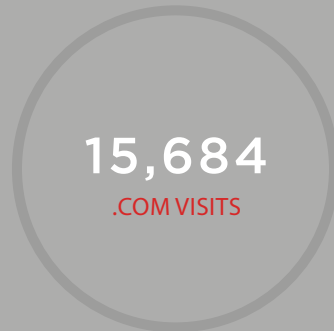
Stratis's SmartMobile programs manage and support your transition to mobile technology across your whole team – effectively, reliably and effortlessly.

CAMPAIGN FLOW BLUEPRINT



PILOT CAMPAIGN RESULTS

.COM VISITS



ROI

