

SAMSUNG'S AR PORTAL: ONE YEAR LATER

ARchitect User Forum 2018

Why Samsung Launched the AR Portal

Challenge: Samsung's AR team receives 100+ inbound inquiries per month.

Solution: Samsung can reach analysts at scale with the Portal without having to conduct briefings for every new product launch or announcement.

Challenge: Samsung has 100+ analysts that we communicate with, but we want them to have customized information.

Solution: Samsung can control which analysts have access to the Portal and decide what pieces of content each analyst can view on the Portal.

Challenge: Samsung needs to reach 100+ analysts without sending out an email to each individual analyst.

Solution: Samsung can upload a new piece of content to the Portal and immediately email a notification to analysts once new content is added.

STRATEGY ANALYTICS



New! Updated Home Page

SAMSUNG Samsung Analyst Relations - Logout AnalystPortal

USER HOME SAMSUNG HOME CONTENT CONTACT AR

Keyword Search Search

FEATURED CONTENT

Samsung Alliance Partners Chart New Roadmap for Mobile-First Business Transformation at Microsoft Inspire 2017

7/11/2017 Press Release

Samsung Electronics America, Inc. (SEA) spotlighted best-in-class technology partner solutions today at Microsoft Inspire 2017 Worldwide Partner Conference to demonstrate success in fostering a growing channel ecosystem focused on mobile-first strategies. The award-winning partners spotlighted at Samsung's booth (Booth #1725)—BlueMetal (an Insight company), Confiz, Infusion, and Teknikos—are delivering next generation mobility solutions that fully integrate Samsung's Galaxy devices with Microsoft Azure.

[Samsung Alliance Partners Chart New Roadmap for Mobile-First Business Transformation at Microsoft Inspire 2017](#)

Phones

Enjoy Your Entertainment Virtually Anywhere with the Rugged and Durable Samsung Galaxy S8 Active, Samsung Powers Enterprise Mobility with Galaxy Book Bundle Offer

6/22/2017 Press Release

BROWSE

- IT
- Digital Signage
- Monitors
- PCs
- Miscellaneous
- Other
- Channel Program
- Strategic Alliances
- Mobile
- Apps & Accessories
- Knox/Security
- Phones
- Tablets
- Wearables
- Networks/5G
- 4G
- 5G
- Wi-Fi

SAMSUNG Heather Wedel - Logout AnalystPortal

HOME CONTENT CONTACT AR

FEATURED CONTENT

Change the Way You Work with the Samsung Galaxy Book2

10/18/2018 Press Release

RIDGEFIELD PARK, NJ – OCTOBER 18, 2018 – Samsung Electronics America, Inc., today announced the Galaxy Book2—a new, always on, always connected PC that gives you the power to stay ahead of the game in a world that never slows down. With a multi-workday battery, Gigabit LTE connectivity[1], and included keyboard and S Pen, the Galaxy Book2 allows you to work however and wherever you want. By bringing together the best of Samsung mobile computing technology, the Qualcomm® Snapdragon™ [2]850 mobile compute platform, and the Windows experience, the Galaxy Book2 offers next level performance.

[Change the Way You Work with the Samsung Galaxy Book2](#)

PCs

Tablets

Keyword Search Search

BROWSE

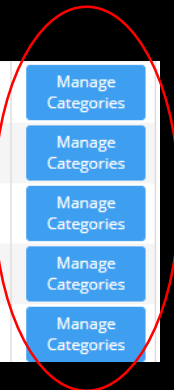
- IT
- Miscellaneous
- Mobile
- Networks/5G

✉ AR CONTACT INFO

Email: SamsungAR@allisonpr.com

New! Manage Categories & Alerts

<input type="checkbox"/>	Chirag Upadhyay	Strategy Analytics, Inc.	6/20/2018 2:47 PM	10/18/2018 5:01 PM	Resend Invite	Revoke Access	Detail	Manage Categories
<input type="checkbox"/>	Patrick Hevesi	Gartner Inc.	8/9/2018 12:00 PM	10/18/2018 4:30 PM	Resend Invite	Revoke Access	Detail	Manage Categories
<input type="checkbox"/>	Avi Greengart	GlobalData	6/7/2017 12:49 PM	10/18/2018 4:17 PM	Resend Invite	Revoke Access	Detail	Manage Categories
<input type="checkbox"/>	Ken Hyers	Strategy Analytics, Inc.	8/22/2017 9:42 AM	10/18/2018 3:44 PM	Resend Invite	Revoke Access	Detail	Manage Categories
<input type="checkbox"/>	Geoff Blaber	CCS Insight	8/9/2018 11:25 AM	10/18/2018 3:35 PM	Resend Invite	Revoke Access	Detail	Manage Categories



Alerts

Enable Content Alerts to send automated emails to Analysts containing the latest portal content items from their selected categories.

Content Alerts Enabled

Frequency

- ### Categories of Interest
- All Categories
 - Mobile
 - Tablets
 - Phones
 - Wearables
 - Knox/Security
 - Apps & Accessories
 - IT
 - PCs
 - Digital Signage
 - Monitors
 - Miscellaneous
 - Strategic Alliances
 - Channel Program
 - Other
 - Logos
 - IoT
 - Public Safety
 - CES 2018
 - MWC 2018
 - Networks/5G
 - 5G
 - 4G
 - Wi-Fi

Not New but Still Noteworthy

AR CONTACT INFO

Email: SamsungAR@allisonpr.com

Keyword Search


Search

Export	Columns	Reset Grid			
<input type="checkbox"/>	User Name	Firm	Content Title	Attachment Title	Last Viewed
<input checked="" type="checkbox"/>	David Krebs	VDC Research Group, Inc. (Venture Development Corporation)	Samsung Unveils Business-First Galaxy Note8 Enterprise Edition		11/1/2017 8:18 AM
<input checked="" type="checkbox"/>	David Krebs	VDC Research Group, Inc. (Venture Development Corporation)	Samsung Unveils Business-First Galaxy Note8 Enterprise Edition	Samsung Unveils Business-First Galaxy Note8 Enterprise Edition	11/1/2017 8:18 AM
<input checked="" type="checkbox"/>	David Krebs	VDC Research Group, Inc. (Venture Development Corporation)	Omnitracs and Samsung Partner to Deliver Electronic Logging Solution to the Transportation Industry		11/1/2017 8:19 AM
<input checked="" type="checkbox"/>	David Krebs	VDC Research Group, Inc. (Venture Development Corporation)	Omnitracs and Samsung Partner to Deliver Electronic Logging Solution to the Transportation Industry	Omnitracs and Samsung Partner to Deliver Electronic Logging Solution to the Transportation Industry	11/1/2017 8:19 AM

[Video] See How Samsung's LED Signage Helped Create CES 2018's Most Captivating Display

Thursday, January 11, 2018 Video

Samsung's CES 2018 booth, also known as "Samsung City", showcases next-generation technologies that will transform users' lives in the office and at home. One of the booth's most eye-catching displays of innovation was made possible by Samsung's new IF Series LED signage. Standing 32 meters wide and 7.8 meters high, and composed of a total of 4,926 (480mm x 65mm) modules, the booth's can't-miss façade displays snapshots of an immersive, connected future that encapsulate Samsung's life-simplifying "Intelligence of Things" vision.

 [Video] See How Samsung's LED Signage Helped Create

CES 2018's Most Captivating Display



One Year Later

2017

87 Analysts with Access

35 Active Analysts

2018

120 Analysts with Access

40 Active Analysts

Key Learning

The concept of an AR Portal is still new to analysts, and they aren't yet willing to be proactive in visiting the Portal.

After uploading a piece of content to the Portal, it's important to use the alert function or proactively email the analysts yourself to let them know that new content has posted.

The screenshot shows the 'Manage Portal Content' interface. At the top, there's a blue header with the title 'Manage Portal Content'. Below it, there's a sub-header 'Portal Admin - Manage Content' and a '+ Add New Content' button. There are also 'Add Filter(s)' and 'This year' buttons. The main content is a table with columns: Title, Categories, Date, Type, Published, and three action buttons: Email, Edit, and Views. A red circle highlights the 'Email' buttons for all rows. The table contains 13 rows of content items.

Title	Categories	Date	Type	Published	Email	Edit	Views
Samsung DeX Is Reimagining the In-Vehicle Computer for Public Safety Officers	Apps & Accessories	11/9/2017	Video	Yes	Email	Edit	Views
Samsung Unveils Business-First Galaxy Note8 Enterprise Edition	Phones	11/1/2017	Press Release	Yes	Email	Edit	Views
Tyler Technologies and Samsung to Develop Innovative Offerings for Public Safety Agencies	Wearables	10/23/2017	Press Release	Yes	Email	Edit	Views
Developing for Wearables: Creating Unique Business Opportunities Around the Smartwatch	Wearables	10/20/2017	Blog	Yes	Email	Edit	Views
Omnitracs and Samsung Partner to Deliver Electronic Logging Solution to the Transportation Industry	Knox/Security, Phones, Tablets	10/20/2017	Press Release	Yes	Email	Edit	Views
Samsung Shares Vision for an Open and Connected IoT Experience at Samsung Developer Conference 2017	IoT	10/18/2017	Press Release	Yes	Email	Edit	Views
Experience Samsung 360 Round, a High-Quality Camera for Creating and Livestreaming 3D Content for Virtual Reality (VR)	Wearables	10/18/2017	Press Release	Yes	Email	Edit	Views
Samsung's SmartThings Cloud: Bringing the IoT Dream to Life	IoT	10/18/2017	Blog	Yes	Email	Edit	Views
Bixby 2.0: The Start of the Next Paradigm Shift in Devices	Phones	10/18/2017	Blog	Yes	Email	Edit	Views
Samsung Introduces New ARTIK™ Secure IoT Modules and Security Services to Deliver Comprehensive Device-to-Cloud Protection for IoT	IoT	10/18/2017	Press Release	Yes	Email	Edit	Views
Samsung DeX's Expanding Ecosystem Pushes the Possibilities of the Smartphone	Apps & Accessories	10/18/2017	Blog	Yes	Email	Edit	Views
Unlocking the New Reality (VR, AR, 360)	Wearables	10/18/2017	Blog	Yes	Email	Edit	Views

At the bottom of the interface, there's a navigation bar with a search icon, a page number '25', a dropdown menu for 'Items per page', and a total count '1 - 25 of 218 items'.

Room for Growth

Working with ARInsights on:

- Analyst adoption is key to the success of the Portal; by working with other vendors to deploy an AR Portal this will become more natural to analysts over time.

Working on internally at Samsung:

- Recording webinars and video briefings to upload to the Portal for analysts to get virtual briefings.



QUESTIONS

APPENDIX

Launching the Portal

1

- Populated the Portal with content and announcements from the past year
- Worked with ARInsights on design tweaks: Samsung Logo, Featured Content Section, etc.

2

- Introduced the Portal to our analyst advisory group for initial feedback
- Adjusted some items and made notes for future improvements

3

- Sent an email explaining what the Portal is to all analysts we engage with
- Hosted a webinar to walk them through the Portal
- Granted access and sent invites