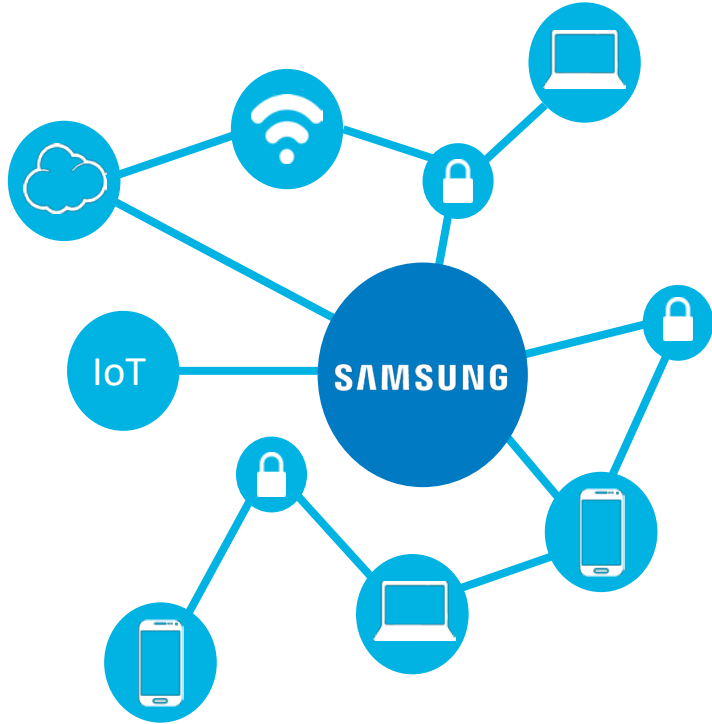


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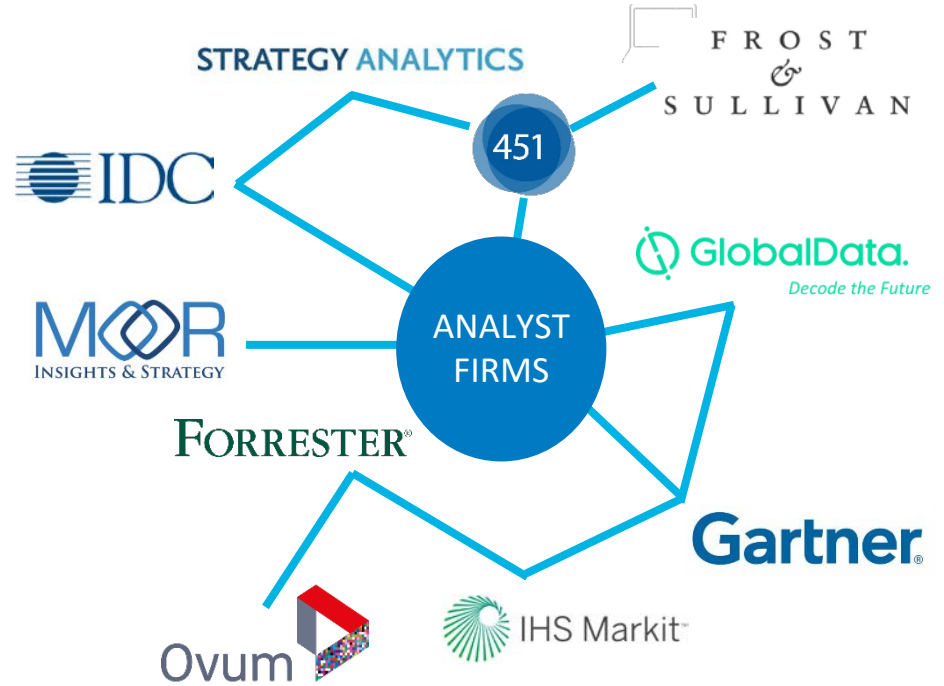
# **Samsung Improves Its Visibility Among Analyst Community With Its Analyst Portal**

ARchitect User Forum 2017

# The Challenge



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## 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](#)

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### Phones

11/1/2017 Press Release

#### [Samsung Unveils Business-First Galaxy Note8 Enterprise Edition](#)

RIDGEFIELD PARK, NJ – NOV 1, 2017 – Today, Samsung Electronics America, Inc. introduced the Galaxy Note8 Enterprise Edition, an Unlocked by Samsung Galaxy smartphone designed for the enterprise and SMB market. The Note8 Enterprise Edition brings... [view more](#)

↔ [Samsung Unveils Business-First Galaxy Note8 Enterprise Edition](#)

### Knox/Security, Phones, Tablets

10/20/2017 Press Release

#### [Omnitracs and Samsung Partner to Deliver Electronic Logging Solution to the Transportation Industry](#)

Omnitracs, LLC, a global pioneer of fleet management solutions to transportation and logistics companies, today announced a partnership with Samsung Electronics America, Inc. to help the transportation industry address the Federal Motor Carrier... [view more](#)

↔ [Omnitracs and Samsung Partner to Deliver Electronic Logging Solution to the Transportation Industry](#)

### Phones

10/18/2017 Blog

#### [Bixby 2.0: The Start of the Next Paradigm Shift in Devices](#)

By Eui-Suk Chung, EVP, Head of Service Intelligence of Mobile Communications Business TODAY AT THE SAMSUNG DEVELOPER CONFERENCE (SDC) 2017 in San Francisco, I was honored to share Samsung's vision for intelligence, with the introduction of Bixby... [view more](#)

↔ [Bixby 2.0: The Start of the Next Paradigm Shift in Devices](#)

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## Gear 360 Front

Tuesday, April 04, 2017 Image

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## [VIDEO] Samsung Knox: Defense Grade Security For An Open World

Friday, July 07, 2017 Video



Samsung Knox: Defense Grade Security For An Open

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Samsung Knox: Defence Grade Security For An Open World



# 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

Where We Are Today

87 Analysts With Access

35 Active Analysts



# Key Learning

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

After uploading a piece of content to the Portal, it's important to proactively email the analysts alerting them that new content has posted.

**Manage Portal Content**

Portal Admin - Manage Content + Add New Content

+ Add Filter(s) This year

Title	Categories	Date	Type	Published			
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

25 items per page 1 - 25 of 218 items

# Future Improvements

Working with ARInsights on:

- A proactive and **automatic weekly email** to analysts that shares the content that was uploaded that week
- A way for analysts to subscribe to certain folders, so they receive proactive emails only on content they subscribe to

Working on internally at Samsung:

- Recording webinars and video briefings to upload to the Portal for analysts to get briefings on new products online



QUESTIONS