



We talked to Samantha Evanson, Samsung Business Development Manager at Tech Data, about why now is the right time to be focusing on the vendor’s solutions.



* The S8 Enterprise Edition comes with the following solutions at no extra cost: four-year defence-grade monthly security updates; two-year Samsung EFOTA licence; two-year Samsung Knox Configure Dynamic licence

Why is now a good time to be focusing on Samsung?
Samsung has a vast range of mobility products and services for all verticals that are enterprise-ready, due to Samsung Knox being built into the hardware and software in most devices. It also has an extensive suite of mobility solutions, including bulk enrolment right through to EFOTA (Enterprise Firmware over the Air), which allows you to manage firmware upgrades. Tech Data recognised the potential growth opportunity with Samsung two years ago and invested early in a number of key initiatives that are now bearing fruit. As such, we have enjoyed year-on-year, double-digit growth and the outlook for this year is really exciting.

Tech Data is the only distributor that can offer Samsung mobile, tablet, accessories, wearables, Knox, managed services and finance (using Samsung CF funding via Tech-as-a-Service programme). Why does that matter?
This puts Tech Data in a great position to provide our customers with a one-stop shop for a full end-to-end Samsung solution. This will not only save our customers time, but also allow them to have a full complement of Samsung offerings for their customers. We focus on the reseller experience and wherever possible we develop tools that are fully-integrated across Tech Data systems, require single sign-on and are easy to navigate and use.

What can Tech Data Mobility Solutions do for a reseller that other distributors can’t?
We are product specialists and offer a full end-to-end solution for all customer needs. We have great solutions that our customers can benefit from, such as TD Renew and the Tech-as-a-Service programme, which can increase margins and help close deals. Our Credit Elevator provides the channel with easy access to credit facilities and we work incredibly closely with our vendor partners to drive both compelling and relevant propositions into the channel.

Most people tend to think of Samsung primarily as a consumer-focused brand – what’s Samsung’s appeal and differentiator in the B2B space?
Samsung devices are now enterprise-ready out of the box, due to Samsung Knox being built into the hardware and software of the devices. Samsung has unique B2B products, such as the Xcover 4 and Tab Active2, supported by their comprehensive solutions and B2B applications and software. Samsung has a large focus on support for both the end user and resellers, and its B2B specialist teams are on-hand to support every opportunity. Additionally, Tech Data has recently taken receipt of the first batch of Enterprise Edition S8 devices to launch in the UK, which includes a number of specific solutions bundles free of charge*.

How are you getting on with Knox?
We launched Samsung Knox in September [2017] and Tech Data has seen a great deal of interest across the channel. However, I believe the key now is to start working more closely with Samsung to educate resellers and enable them to take the Knox proposition to market. In this educational phase, I have been supporting customers with Webex training calls, end user meetings and sales team training days.

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Can you tell us a little about the managed services proposition on Samsung?
Samsung Service Anywhere is Samsung’s base service and support package. This offers everything customers need for a smooth and reliable day-to-day technology service, including access to online, telephone and remote support, and a repair service. Other levels of support can be added too, including screen replacement, device deployment, and a disposal and data wiping service.

Tell us about the new bid tool on tablet that you have developed with Samsung and expect to be launching soon.
In the past we have had to raise a bid into Samsung for support; that can sometimes take up to a week to come back to us, which isn’t a great experience for our customers

or theirs. Samsung is now providing us supported price breaks, depending on volume. This will mean we will be able to provide supported pricing straight away, meaning a smoother and faster experience throughout the chain and fewer lost opportunities.

Can you give us an update on COSMOS – including the new tools?
Tech Data Mobility Solution’s Samsung COSMOS Portal is unique in our industry.

COSMOS has been designed to bring together both transactional and educational functions. COSMOS is fully-integrated with InTouch – Tech Data’s online sales portal – making it quick and easy for resellers to purchase the Samsung products they require 24 hours a day. COSMOS also houses a wealth of information from how to sell Samsung, case studies and more. COSMOS is also home to many unique tools including a Device Selector, and a Bid Portal.

What is the Samsung Mobile Enrolment portal you have launched?
With Tech Data Mobility Solutions’ Knox Enrolment tool, resellers can help end users to roll out all desired features and policies to all mobile devices at the same time. The tool is fully integrated into Samsung’s own systems and allows

resellers to enrol devices bought via Tech Data with three simple clicks. Tech Data has made it quick and easy, and all the reseller needs to do is input their order number. The enrolment only takes a few minutes as the devices are already pre-approved. Additionally, you can register the devices to Knox Configure via the tool: again, in only a few minutes. Tech Data Mobility Solutions is the only distributor in the UK that provides this service in a fully automated way.

Where do you see the main opportunities for resellers with Samsung over the next few months?
The biggest opportunity I see is for resellers to start taking to market leasing and subscription programmes as part of their overall end user offering. Due to the highly competitive mobility industry your cash is under more pressure, with changing commission models and the price of devices increasing with every product release. With our award-winning and Samsung backed Tech-as-a-Service programme, we can show a reseller how they can gain a competitive advantage, relinquish capital and offer their customers a staggered payment solution. As an extension of this, for any subscription agreement on a Samsung mobility product, the reseller can earn an additional 1% rebate.

To find out more about the exciting opportunities working with Tech Data and Samsung, please email Samantha Evanson at samantha.evanson@techdatamobile.com