



s.a.x. team up with Samsung to propagate Solutions sales



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As part of a drive to move into the Printing Solutions market, Samsung Electronics have called upon the experience of s.a.x. Limited, to assist in identifying suitable solutions to accompany key products within their printer portfolio. The SP3 Programme has been set up on a European basis to solve common business challenges using software and hardware products that complement Samsung laser printers and MFPs. As the programme advances, Samsung will work with SP3 partners to develop solutions integrated more closely into Samsung's portfolio.

Apart from backing and incentives for their work with Samsung solutions, SP3 partners also benefit from Samsung's marketing, including co-marketed local promotions.

"The SP3 is part of a continuing commitment to rewarding incentives that aid the sale of Samsung's business products," said Mr R.S. Park, European Solutions Marketing General Manager, Samsung Electronics Europe. "But more importantly, it means companies that buy Samsung printers and MFPs can get solutions that help them meet and beat the business challenges they face. By providing greater value, we hope to build on our position in the market."

The decision comes at a time when there is realisation in the marketplace that Laser Printers coupled with the appropriate solution, can offer improved efficiencies and significant cost-savings.

The advent of new colour devices means that more material such as office stationery can be printed on demand at the right quality, and by using specialised tools, brand and corporate identity can be adhered to in a consistent way.

In addition the opportunity offered by Multi-Functional devices means that greater control is required with respect to document output with user authentication and cost job accounting being major components.

A number of exciting bundles around Print Tracking and Costing are being constructed ready for launch through the reseller community in the near future.

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