Content

1. Role & Responsibility ........................................................................................................... 4

2. App Development Guide .................................................................................................... 6
   Smart UX App Development Process .................................................................................. 6
   Smart UX App Type ............................................................................................................. 7
   Smart UX SDK ..................................................................................................................... 7
   SLM (Samsung License Management) ................................................................................ 8
   Trial version ........................................................................................................................ 10

3. Sales Contract ....................................................................................................................... 11
   Party to the contract .......................................................................................................... 11
   What is included in the contract: ....................................................................................... 11
   Price policy ......................................................................................................................... 12
   App monetization model .................................................................................................... 12

4. V&V (Validation and Verification) ........................................................................................ 14
   V&V Process ....................................................................................................................... 14
   V&V Policy ......................................................................................................................... 14
   When are V&V costs incurred? ......................................................................................... 15

5. Requirements for App Center Registration ........................................................................ 16

6. Paid App Sales and Revenue Sharing ................................................................................... 17
   Paid app sales .................................................................................................................... 17
   Revenue Sharing .............................................................................................................. 17

7. Customer Service ................................................................................................................ 18

8. FAQ ................................................................................................................................... 19

9. Contact Point ....................................................................................................................... 20
   For Smart UX App support: printingapps@samsung.com .................................................. 20
   For Smart UX SDK development support: smartux.sdk@samsung.com ......................... 20

10. Appendix ............................................................................................................................ 21
    R&R Case ......................................................................................................................... 21
    How to get the Smart UX SDK ....................................................................................... 23
    How to request a SLM Test License ............................................................................... 24
    How to register an app for V&V in the Printing App Center ......................................... 25
    Samsung Certification Key ............................................................................................. 29
    App launch process ......................................................................................................... 30
Guide to Developing and Launching Apps for Samsung’s Smart UX Center

The Samsung Smart UX Center, powered by Android, has provided an exciting, revamped ecosystem for printing application developers. As well as a range of Samsung-created apps, the Smart UX Center has also opened the door for thousands of potential new apps that users and companies could well be interested in paying for.

For those who have spotted a potential niche in the market, Samsung has devised a way to let you build new opportunities. Develop applications that can help your enterprise move into a whole new sphere of business – with maximum efficiency and minimum effort.

Does your company have a great idea for a new printing app that can help bring about a smarter office? Do you have a solution that could help office workers enhance their mobile business experience? Would you like to put that idea into practice, and possibly even monetize it? If so, the 'Smart UX App Guide' will show you how it is all done.

What is more, if you are a developer or a partner company, you may be pleased to learn that there is a network of Samsung staff on hand, ready to share their expertise with you and to take you through the printing app launching process.

Six Easy Steps

The guide takes you through the various roles of Samsung HQ, subsidiaries and more play in helping you launch a Smart UX Center app, namely:

- App development
- Contract matters
- Validation and Verification (V&V)
- App registration
- Revenue calculation
- Providing customer service

Master the Process of Developing and Launching Smart UX Center Apps

If you have a great idea for an app for the Smart UX Center, the first thing you will need to do is to gain access to the Smart UX Software Development Kit (SDK).

Then, if you are developing a paid app that does not have an internal system for issuing licenses and therefore needs a module for its license, you will need to use Samsung License Management (SLM), Samsung’s easy-to-use license issuing system.

Making a trial version is an important part of the Smart UX Center app development process – as app purchases are non-refundable, users need to be able to try your product out before buying. You can use a several different kinds of trial versions if you are developing a paid app, including demo versions, demo licenses or free versions that can be subsequently upgraded to paid apps.

If you are going to release a paid app, you will need a sales contract, which stipulates pricing, legal terms, maintenance policy and more.

Before you can register an app on the Printer App Center, you need to complete the V&V process, a testing process. Samsung takes care of this for you, checking every aspect of your app to make sure everything functions smoothly. If there is an issue, Samsung will let you know exactly what you need to remedy in order to fix it.

Passing the V&V process means that your app’s stability is guaranteed by Samsung. It tells end-users that
Samsung has rigorously tested the app for software stability and hardware compatibility, so helps boost users’ trust in developers’ solutions.

Successful apps will be approved to proceed to the next stage, while Samsung will inform you if your app needs fine tuning before it can be accepted. The V&V process typically takes between two to four weeks.

Once this stage is complete, your app moves on to the Printing App Center registration stage. Here you will need to ready your app for distribution, and provide a promotional image, a user manual and other materials.

In terms of pricing matters, all you need to do as a developer is determine your app’s supply price to Samsung, who will fix the exact retail price for end-users.

Finally, as customer service is as important all app developers, providing ways for customers, subsidiaries or Samsung HQ to get in touch is essential. It helps give consumers peace of mind – and can build even more consumer confidence in your app.

Why Is the V&V Process Important?

Only approved apps validated through the Samsung V&V process uploaded for release on the Printing App Center. For users, this means apps on the center have had their stability thoroughly tested to the point where Samsung can guarantee their stability. It also means that not only the app itself is stable, but that it will not negatively hinder Samsung printing device and application compatibility.

However, for developers, there are also several key benefits. Stable apps require less service management, in terms of both cost and time. What is more, conducting exhaustive tests with hardware can be time-consuming for software developers.

Also, if your app does not pass the V&V process, Samsung testers will be notify you as to exactly what you need to fix – potentially saving you a lot of time and even money.

Additional Assistance

The guide also contains links to handy MS Office-format downloads, such as the Smart UX SDK Programming Guide, and a helpful Smart UX App Checklist. There are also some email addresses, handy for when you need to ask questions of Samsung staff. Find out how you can get in touch with a Smart UX app support network.

There is also an FAQ section, as well as appendices on various R&R cases, getting hold of the Smart UX SDK, requesting SLM test licenses and registering an app for V&V in the Printing App Center.

To check out examples of how third-party developers have successfully created apps for the Smart UX Center, please refer to the appendix (page 21).

All the Resources You Need to Get Developing!

With all these resources and more, this walkthrough will get you on the road to developing your app, releasing it and bringing in the revenue it creates. Turn your great idea into a profitable technological reality with this comprehensive guide.
1. Role & Responsibility

The following outlines the role and responsibility of HQ, subsidiaries and ISVs when launching a Smart UX app.

The process for launching a Smart UX app is comprised of 6 steps.

① Smart UX App Development
   - Develop a Smart UX app
     ▪ Request and provide SDK
     ▪ In the case of a paid app, register it with SLM

② Contract
   - Sign a contract with Samsung relating to sales, revenue sharing, customer support, etc. (for paid applications only)

③ V&V
   - Verify the developed application’s compatibility with MFPs and its reliability (with HQ).

④ App Center Registration
   - Register the verified application in the App Center and prepare it for sale.

⑤ Revenue Sharing
   - Share the revenue from the application’s sales.

⑥ Customer Service
   - Provide service to customers experiencing issues with the application
R&R for specific cases

Please refer to the appendix.

Case 1. Paid COTS app sourced by HQ

Case 2. Free COTS app sourced by HQ

Case 3. Paid ISV app (using Smart UX SDK) sourced by HQ

Case 4. Paid ISV app (using Smart UX SDK) sourced by a subsidiary
### 2. App Development Guide

#### Smart UX App Development Process

<table>
<thead>
<tr>
<th>Step</th>
<th>Samsung</th>
<th>COTS/ISV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1.</td>
<td>Join the Samsung Developer website and request SDK release</td>
<td></td>
</tr>
<tr>
<td>Step 2.</td>
<td>HQ Marketing approves/rejects the request</td>
<td></td>
</tr>
<tr>
<td>Step 3.</td>
<td>Download SDK and start app development</td>
<td></td>
</tr>
<tr>
<td>Step 4.</td>
<td>Develop an application with SLM certification module (paid apps only)</td>
<td></td>
</tr>
<tr>
<td>Step 5.</td>
<td>Complete development and request V&amp;V to register the app in the App Center</td>
<td></td>
</tr>
<tr>
<td>Step 6.</td>
<td>Request documentation for V&amp;V</td>
<td></td>
</tr>
<tr>
<td>Step 7.</td>
<td>Conduct V&amp;V</td>
<td></td>
</tr>
<tr>
<td>Step 8.</td>
<td>Register and release on App Center</td>
<td></td>
</tr>
</tbody>
</table>

Step 1. [ISV] Join the Samsung Developer website and request the release of the SDK

Step 2. [HQ] An owner in the Marketing will approve/reject the SDK release

Step 3. [ISV] Download the SDK and start Smart UX App development.

Step 4. [ISV] Develop the application with a SLM certification module (optional)
   - [ISV] Use the certification key to package the application

Step 5. [ISV] Register the application in the Printing App Center for V&V.

Step 6. [HQ] Designate a test owner and request documents regarding the application
   - [ISV] Provide required documents for testing

Step 7. [HQ] Conduct V&V

Step 8. [HQ] Register and release the application in the App Center
**Smart UX App Type**

- **COTS (Commercial Off-The-Shelf):** An Android app made for mobile. Available for Smart UX line products (MX4, MX7, etc).

- **ISV:** An Android app created with the Smart UX SDK for multi-function printers (MFPs).

**Smart UX SDK**

- **What is the Smart UX SDK?**

One of the challenges facing application developers is integrating MFPs printer functionalities into applications. There are numerous proprietary protocols available, as well as some standard ones, such as Postscript and PCL, but these do not support all MFP functions. They can also often be hard to use.
Samsung Printing Smart UX SDK solves these problems by introducing Android-based APIs, which are extremely simple and easy to use even for developers with little or no MFP or other printer experience.

(How to Request the Smart UX SDK: Please refer to the appendix.)

- When do you need Smart UX SDK?
  - When developing an application that uses MFP functions (e.g. copy, scan)
  - When using SLM provided by Samsung for the license certification of a paid application

**SLM (Samsung License Management)**

- What is SLM?
  SLM is a system that issues licenses according to a partner’s S/W purchase order, and collects and manages license sales performance.

![Diagram of SLM process](image)

- Role of SLM
  - License ordering
    A dealer makes a purchase order for a license through the SLM system
  - License issuance
    SLM issues a license based on the dealer’s order
  - License certification by connecting to SLM from a MFP
    (the app should be developed using Smart UX SDK for certification)
  - Sales Performance Management
    Manage the quantity of licenses issued and provide users with this information
- **When do you need SLM?**
  - **Development**
    
    SLM is required when an ISV developing a paid app that does not have an internal system for issuing licenses and needs a module for its license (Use the Smart UX SDK for certification)

    **SLM-related development support** (smartux.sdk@samsung.com)

    **Smart UX SDK Programming Guide**

    Please contact us at smartux.sdk@samsung.com if you would like to receive this file as an email attachment.

    *(How to request SLM Test License?: Please refer to the appendix.)*

  - **Sales and management**
    
    When Samsung sells paid applications and shares revenue as a reseller, SLM is needed in order to make sales orders and manage sales quantities.

  - **License Activation Flow**

    **License Activation Process (Purchase/activate via SLM)**

    ![License Activation Process Diagram]

    * SWS: SyncThru Web Service, PO: Purchase Order
Trial version

Why trial versions are important

As refunds are not available after purchasing an app, there needs to be a way for users to try your product out before buying it. Common means of providing trial versions are described below. If a provider wishes to employs a different method to supply a trial mode, this is also acceptable.

- Issue a demo license (for 6 weeks) e.g. RemoteCall
  Provide a 6-week license to user and request that they purchase a full version when the free trial period is over.

- Ask for a license after free trial period (6 weeks) expires e.g. BCPS
  Users can run the application after installing. However, after 6 weeks, it needs to be activated with a license. Otherwise, users will no longer be able to launch the app.

- Provide two types of app – free trial version and paid (Pro) version
  A free version with some features enabled is offered and users who want to use additional features can install the pro version and activate the license.

- Some features of an application are limited and they can be unlocked when the license is activated (e.g. SureVideo)
  Only certain features are enabled, and the rest can be accessed when the license is activated.
3. Sales Contract

A sales contract with HQ or a subsidiary is required in order to sell a solution (an app).

The details of a contract may vary depending on the third-party developer and the type of solution. You can contact printingapps@samsung.com for contract-related support.

Party to the contract

- Local sales : Subsidiary
- Worldwide sales (more than one country) : HQ (Enterprise Business Group)

What is included in the contract:

- Legal actions
- Supply price to Samsung
- Revenue sharing method
- Maintenance policy
- Customer service policy
- Contact point
- Other items related with the contract
Price policy

A solution (app) is sold by subsidiaries and dealers. Therefore, the consumer price is determined based on the O/H of HQ, subsidiary and reseller. What a third-party developer determines is its supply price to Samsung.

App monetization model

- Free Apps
  - Free apps do not generate revenue because they are not for sale.
  - There will be no charges for V&V provided apps are registered and released in the Printing App Center. Apps will be registered and released after passing V&V.

- Paid Apps
  - Paid apps are sold by Samsung subsidiaries and dealers (ISVs share revenue with Samsung)
  - ISVs develop apps and supply to Samsung → Samsung sells those apps through subsidiaries and dealers (a margin is added) → Sales revenue is shared with ISVs (Different rates are applicable for the dealer, subsidiaries, HQ and ISV for each app)
An ISV develops an app and sells it directly to customers (requests only V&V from Samsung)

ISV requests V&V from Samsung → Samsung charges V&V cost (Samsung profit and V&V cost vary in the case of each app) → After V&V, ISV sells the application directly to its customers (becomes ISV revenue)

- When changing an app from free to paid
  - A contract is required when changing an app from free to paid. Details of contract vary depending on target customers.
  - To transition to paid app status, notification must be given at least three months prior.
  - If an app is released for free for promotional purposes, it should be made clear to the customer that the download is a beta version.

  e.g. Send Anywhere for Printer

![Notification](image-url)
4. V&V (Validation and Verification)

To secure basic performance, compatibility with MFPs and reliability, all apps registered in the App Center must have their V&V tested. For V&V, basic performance tests, installation tests and security tests will be conducted. For certain apps, V&V costs may be charged depending on the purpose of the test.

V&V Process

1. [precondition] If you do not have a Samsung Account, you will need to create one.
   (http://printingapps.samsung.com/apps)

2. A developer has to request Developer Level.
   Only developers can register apps in the Printing App Center.

3. Register the app for V&V in App Center: Please refer to the appendix.

4. HQ will assign a tester for V&V, who will contact the developer to request documents relating to the app.
   (Documents are required to make test cases.)

5. V&V results will be sent to the developer.

V&V Policy

The below is the V&V process after an app is registered

- Submit
  - Register an app and the Smart UX Center checklist in the Printing App Center
  - You can also send the Smart UX Center checklist at printingapps@samsung.com

Smart UX App Checklist
- Assign
  - HQ will assign a tester for V&V
  - Check the submitted data and test schedule

- Verify
  A period of 1-3 weeks is required for V&V. After this is completed, the submitter results will be notified of the results by email. If the app passes the V&V test, it will be distributed through the Samsung Printing App Center. If it fails, it will not be registered and the submitter will need to submit an amended version.

- Deploy
  - Samsung inserts the ‘Samsung Certification Key’ into the APK where V&V is passed before deployment.

**When are V&V costs incurred?**

V&V costs are charged when an ISV requests only V&V in order for Samsung to sell its application independently without registering it in the App Center.
5. Requirements for App Center Registration

When an app is registered in the App Center, this means it is completely ready for customer sale. The following is a checklist of what is required for registration. ISVs, subsidiaries, and HQ need to prepare the below to register an app in the App Center.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>COTS/ISV</th>
<th>HQ</th>
<th>Subsidiary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pricing</td>
<td>Supply Price</td>
<td>MSRP, CP, TP</td>
<td></td>
</tr>
<tr>
<td>Promotional Images</td>
<td>High quality image</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational materials</td>
<td>Resources provided for educational materials production</td>
<td>The training material preparation for the subsidiary education</td>
<td>The training material preparation for the dealer education (translator)</td>
</tr>
<tr>
<td>Demo Account</td>
<td>Dealer demo purpose</td>
<td></td>
<td></td>
</tr>
<tr>
<td>App Center register</td>
<td>Registration Information</td>
<td>registered in the app center</td>
<td></td>
</tr>
<tr>
<td>SLM register</td>
<td></td>
<td>Ready to be purchased through SLM</td>
<td></td>
</tr>
<tr>
<td>Sales Guide</td>
<td></td>
<td>Sales guide creation and deployment</td>
<td></td>
</tr>
</tbody>
</table>

[Appendix] App launching process: Please refer to the appendix.
6. Paid App Sales and Revenue Sharing

**Paid app sales**

- Sales through Samsung
  - WW Sales: An ISV makes a sales contract with HQ and shares the sales revenue.
  - Local Sales: An ISV makes a sales contract with a subsidiary and shares sales revenue. A margin for HQ is not added, but V&V costs may be charged to the ISV.

- Direct sales by ISV
  - Local Direct Sales: Since an ISV directly sells its application, it does not share the sales revenue with Samsung. Only the cost for application V&V will be charged to the ISV.

**Revenue Sharing**

- The number of applications sold is tracked in SLM
- An invoice based on the quantity sold is issued and a supply price to claim for revenues on the date is stated in the contract.
- If there is a demand for other applications aside from the one supplied according to the existing contract, a new agreement is required for these. The revenue for these will also be shared based on the new contract.
7. Customer Service

The ISV has to be prepared to resolve issues that occur when using its application. It needs to provide its customer service policy and contact points, where customers, dealers, subsidiaries and HQ can get assistance.

The ISV's contact information will be posted in the Printing App Center.

Example : Send Anywhere for Printer

<table>
<thead>
<tr>
<th>Contact</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
<td>Esmob</td>
</tr>
<tr>
<td>Offered By</td>
<td>Esmob</td>
</tr>
<tr>
<td>Developer</td>
<td>Esmob</td>
</tr>
<tr>
<td>Website</td>
<td><a href="https://send-anywhere.com/">https://send-anywhere.com/</a></td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:support.android@esmob.com">support.android@esmob.com</a></td>
</tr>
</tbody>
</table>
8. FAQ

Q1: Do I have to use SLM to develop a paid application?

A1: If you have an internal method for license certification, SLM is not required. In case of paid applications, SLM will be used for the app sales process only.

Q2: Can I migrate the license I received from SLM to another device?

A2: Yes, this is possible. First deactivate the license from SWS and use it to activate another device.

Q3: What should I do if I lose my license key?

A3: Please contact HQ or a relevant Samsung subsidiary. They will check sales order records and provide you with your license key (limited to licenses issued through SLM).

Q4: I changed my device without deactivating the license from my previous device. Is there a way I can use the license on the new device?

A4: Please contact HQ or a relevant subsidiary to initialize your license. Your new device can now be activated with this license.

Q5: How do I request a refund for a license?

A5: A user can try a demo version of an application before purchasing its license and therefore no refunds are available. Please consider your purchase carefully when using the demo version.
9. Contact Point

For Smart UX App support: printingapps@samsung.com
- Printing App Center
- NDA
- Contract
- V&V

For Smart UX SDK development support: smartux.sdk@samsung.com
- Smart UX app development
- Smart UX SDK
- SLM certification
10. Appendix

R&R Case

- Paid COTS app sourced by HQ

Case 1. A社 – Paid

- Case 2. Free COTS app sourced by HQ

Case 2. B社 – Free
- Case 3. Paid ISV App (using Smart UX SDK) sourced by HQ

**Case 3. Paid**

<table>
<thead>
<tr>
<th>Start</th>
<th>After App release</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. App Development</td>
<td>1. Invoice issue</td>
</tr>
<tr>
<td>2. Contract</td>
<td>2. Customer response</td>
</tr>
<tr>
<td>4. App Register</td>
<td>4. Sales Ready</td>
</tr>
<tr>
<td>5. Calculate</td>
<td>5. Sales Ready</td>
</tr>
<tr>
<td>6. CS</td>
<td>6. Customer response</td>
</tr>
</tbody>
</table>

- ISV
  1. App Planning Development
  2. Smart UX SDK Request
  3. Smart UX SDK Support

- Samsung
  1. Contract with ISV
  2. Launching process start

- Case 4. Paid ISV app (using Smart UX SDK) sourced by a subsidiary

**Case 4. Paid**

<table>
<thead>
<tr>
<th>Start</th>
<th>After App release</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. App Development</td>
<td>1. Invoice issue</td>
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<tr>
<td>2. Contract</td>
<td>2. Customer response</td>
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<tr>
<td>4. App Register</td>
<td>4. Sales Ready</td>
</tr>
<tr>
<td>5. Calculate</td>
<td>5. Sales Ready</td>
</tr>
<tr>
<td>6. CS</td>
<td>6. Customer response</td>
</tr>
</tbody>
</table>

- ISV
  1. App Planning Development
  2. Smart UX SDK Request

- Samsung
  1. Contact with ISV
  2. Launching process start
  3. Marketing material offer
  4. Register App in Printing App Center
  5. Sales Ready
How to get the Smart UX SDK

① Via the Samsung Developer Site (http://developer.samsung.com/home.do)

② Go to the Partner zone

③ Request partnership and consent to the SDK License Agreement for Smart UX SDK

④ Download SDK following HQ approval (Approval - HQ : Enterprise Biz)
How to request a SLM Test License

A test license is a license key issued only for SLM testing. For an official release, an ISV needs to receive a license with VendorID and AppID (issued by Samsung). A sales contract with Samsung is required for official services.

- To make a request, please contact SLM Support (smartux.sdk@samsung.com).

<table>
<thead>
<tr>
<th>Title: SLM Test License Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
</tr>
<tr>
<td>App Name</td>
</tr>
<tr>
<td>Period</td>
</tr>
<tr>
<td>Requester name</td>
</tr>
<tr>
<td>Tel</td>
</tr>
<tr>
<td>Email</td>
</tr>
</tbody>
</table>
How to register an app for V&V in the Printing App Center

① Log on to the Printing App Center (http://printingapps.samsung.com/apps) using a Samsung account

![Log on to the Printing App Center](image1)

② Developer Level Request

Click the ‘Request Developer Level’ button and fill out the request form

![Request Developer Level](image2)

You will see this pop-up when the request is completed

![Registered](image3)
③ Approved

If your request is approved, you will be notified by email

![Developer level is approved](image)

④ App Register

Category > Development > +Add New Application

![Add New Application](image)

Fill out all tabs (Registration, Description, Pricing and Distribution)
App Center Category

- **Released**: All official release versions of Smart UX app will be registered in “Category > Smart UX > Released”.
- **B2B** (not an official version): Your intention is to release B2B app for a specific site or user.
- **Preview** (an official version): Your intention is to release beta version before the official release. (To review and get VOCs from the market – dealers, IT manager, business partners etc). This is only for Samsung in-house apps. ISV and third-party apps must not be registered here.

When a developer registers an app, they can select B2B and Preview as below.

**Management > App > Pricing and Distribution**

<table>
<thead>
<tr>
<th>Registration</th>
<th>Description</th>
<th>Pricing and Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2B only</td>
<td>B2B User Registration</td>
<td></td>
</tr>
<tr>
<td>Preview</td>
<td>Preview User Registration</td>
<td></td>
</tr>
</tbody>
</table>

- **B2B only**
  - When you select this option, your app will be registered in “Category > Smart UX > B2B”
  - Developer can select a specific site or user via selecting email ( > B2B User Registration ).
### Preview

- When you select this option, your app will be registered in Category > Preview.
- You can request to see a Q&A for this application by emailing printingapps@samsung.com.
- App users should confirm the agreement (via confirmation pop-up) to download and install apps in preview.

Message: "The purpose of this page is to release a beta version. You can request to see a Q&A for this applications emailing printingapps@samsung.com. You agree that you are solely responsible for any loss of data or damage that may occur as a result of using these applications."

### ⑤ Save & Registration

Click the Save button at the top of screen
Click the Register button to complete

### ⑥ App Confirmation

You can check on app confirmation: Category > Development
Samsung Certification Key

- What is a Samsung Certification key?
  Samsung Certification key is used in order to sort solutions (apps) that have passed Samsung’s V&V stage.

- When is the Certification key inserted?
  Samsung inserts the Certification key into the APK if the app passes the V&V stage.

- What is the function of the Samsung Certification Key?
  The key guarantees that the solution is certified by Samsung.

- Why is an authentication key needed?
  ▪ **Samsung does not provide a warranty for any issue arising from non-certified applications.**
  ▪ Charges may apply for services provided to remedy problems caused by non-certified applications.
  ▪ Third-party developers or users take responsibility for any problem caused by using a non-certified application.
  ▪ A warning message is displayed when installing an application without a Samsung Certification Key, and it may appear continuously when using the program.
# App launch process

The app launch process is subject to change.

<table>
<thead>
<tr>
<th>Category</th>
<th>Activity</th>
<th>Schedule</th>
<th>Dept.</th>
<th>Artifact</th>
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<tr>
<td><strong>Launch Strategy</strong></td>
<td>Product Introduction</td>
<td>RTS-10W</td>
<td>S-Mkt.</td>
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<td>Launch Kick-off</td>
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<td>S-PM</td>
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<td>Target Countries (Subs.)</td>
<td>RTS-8W</td>
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<td>Global Launch Master Plan</td>
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<td>RTS-7W</td>
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<td>MSRP, CP, TR</td>
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<td>SLM &amp; ERP Setup</td>
<td>RTS-4W</td>
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<td>S-Mkt.</td>
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<td>Version up Policy</td>
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<td>S-PM</td>
<td>Major or Minor Price Policy</td>
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<td>Internal Field Test</td>
<td>RTS-8W</td>
<td>CS/R&amp;D</td>
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