

Service	Global-i LifecycleDrive™
Solution	Fixed Mobile Convergence Handset Market Launch
Service Details	High-Level Service Plan
Version	Not Attached with a Proposal, Dated June 5, 2009
Client	Samsung Telecommunications America
Market	United States

Goal Planning and Market Research

Launch Goal Planning

The goal will be to Develop and Launch Samsung Handsets and Smart Mobile Devices with FMC capabilities integrated with the Sprint Wireless Integration (SWI) Service.

Market Research and Analysis

Research will be conducted to perform due diligence on market analysis, competitive analysis, product analysis, technology analysis and partner analysis.

Concept Development

Analysis and assessments will result in development of FMC capable handset concept(s) and prototype(s).

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Support
Launch Goal Planning	Samsung	Global-i
Market Research	Global-i	SAMSUNG
Concept Development	Global-i	SAMSUNG

Product Strategy and Business Case Development

Samsung FMC Capable Handset Launch goals, market opportunity and technology partnership requirements will drive the strategy and business case development.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Support
Product and Technology Strategy	Global-i	SAMSUNG
Positioning Strategy	Global-i	SAMSUNG
Offer Strategy	Global-i	SAMSUNG
Partner and Vendor Strategy	Global-i	SAMSUNG
Pricing Strategy	Global-i	SAMSUNG
Channel Strategy	Global-i	SAMSUNG
Sourcing and Support Strategy	Global-i	SAMSUNG
Product Features and Roadmap Strategy	Global-i	SAMSUNG
Business Case	Global-i	SAMSUNG

Product and Service Planning

Samsung FMC Capable Handset Launch strategy will drive the product planning.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Support
Product Plan and Roadmapping	Global-i	SAMSUNG
Requirements Gathering	Global-i	SAMSUNG
Requirements Management	Global-i	SAMSUNG
Core Team	Global-i	SAMSUNG
Joint Application Development	Global-i	SAMSUNG
Architecture and Design	Global-i	SAMSUNG
Sourcing and Procurement	Global-i	SAMSUNG
Requirements Document	Global-i	SAMSUNG
Product Committee/Sponsor Sign-off	Global-i	SAMSUNG

Product Development

Samsung FMC Capable Handset Launch product plans will drive the product and service development.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Support
Handset Feature Development	Global-i	SAMSUNG
Handset Platform Development		
- Specifications		
- User Interface		
- Form Factor		
- Chipset		

<ul style="list-style-type: none"> - Mobile OS - Mobile Applications Enablement - Network Integration - Service Delivery - OSS-BSS - Service Billing - Warranty - Customer Service - Revenue Management 		
Handset Interface Development <ul style="list-style-type: none"> - 3rd Party Applications/APIs - Service Enablement - Service Billing - Customer Service - Revenue Share Management 	Global-i	SAMSUNG
Service Deployment	Global-i	SAMSUNG
Customer Premise Implementation	Global-i	SAMSUNG
Vendor Assessments, Planning and Management	Global-i	SAMSUNG

Product Testing

Samsung FMC Capable Handset Launch product development will drive testing and trials.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Support
Lab Testing (In-house) – UIT, Feature Testing, Network Integration, Interoperability, Service Delivery, 3rd party Application Testing, other Engineering Services	Global-i	SAMSUNG
Field Trials – Limited and Full Scale Deployment Trials, other Engineering Services	Global-i	SAMSUNG

Product Launch

Samsung FMC Capable Handset Launch product development will drive the product and service launch.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Support
Press Release	Global-i	SAMSUNG
Marketing Collateral Content Development	Global-i	SAMSUNG
Go-to-Market Activities	Global-i	SAMSUNG

Program/Project Management

Samsung FMC Capable Handset Full-Lifecycle activities will be program and project managed through all phases.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Support
Program Management	Global-i	SAMSUNG
Project Management	Global-i	SAMSUNG

Product Management

Samsung FMC Capable Handset Launch product management will be supported across the early sustaining activities phase.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Support
Forecasting	SAMSUNG	Global-i
Procurement	SAMSUNG	Global
Pricing	SAMSUNG	Global
Promotions		
Order Management	SAMSUNG	Global
Distribution	SAMSUNG	Global
Channel Management	SAMSUNG	Global
Partner Management	SAMSUNG	Global
Sales Operations	SAMSUNG	Global
Release Planning	SAMSUNG	Global
Support and Updates	SAMSUNG	Global
Competitive Monitoring	SAMSUNG	Global
Vendor/Partner Management	SAMSUNG	Global
Technology Partnerships/Alliances	SAMSUNG	Global
Line Extension	SAMSUNG	Global
Marketing Activities – Product/Field/Joint Marketing and Marketing Communications	SAMSUNG	Global
Business Analysis, Planning and Program Reporting	SAMSUNG	Global

Contact Information:

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