

Does your offshore vendor in India do a disappearing act when you most need assistance?



It's Friday 3:30 pm in your Dallas office, but don't bother calling your offshore vendor in India because – guess what? It's Saturday 2:30 am over there and no one's in their office to take your call!

As a Marketing manager for National Retail Channel Training Programs, you have critical project issues occurring at all hours of your business day that need your immediate attention – and many of them have this uncanny way of landing on your desk late in the day!

When Samsung experienced quality and on-time risks with their offshore service provider, they sought a new vendor that could reliably undertake current projects under difficult circumstances and quickly set up a design, production, and workflow infrastructure to optimally support Samsung's Retail Channel Training Programs for their product launches.

Aesbus' team of award-winning multimedia and web designers and developers quickly set up a collaborative platform that allowed Samsung to stay abreast of all project developments – day-to-day.



Samsung Telecommunications North America

Samsung Telecommunications North America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops and markets wireless mobile phones and telecommunications products throughout North America.

Retail Channel Training is the cornerstone to driving sales in the consumer market space.

One of the critical components of the Samsung Retail Channel Training Programs that the Dallas-based Marketing manager oversaw consisted of providing web-based simulations of the latest cell phones to be launched in the consumer North American market.

The Samsung Marketing manager relied on the use of interactive simulations to help train their Retail Channel Sales teams on the unique features of the cell phones and to provide market positioning messages to help spur sales.

Your client's product roadmap becomes your singular focus for delivering on-time.

Samsung's roadmap of product launches required tight deadlines and fast turnarounds for the delivery of interactive web-based phone simulations.

The design and development of the phone simulations had to key in to the Samsung Marketing manager's project requirements – level of user interactivity, technical accuracy, visual authenticity, milestones, progress status communication, prompt notification of issues, and compliance with product launch dates.

The high cost of managing an offshore vendor can far outstrip the benefits of reduced labor rates.

The Samsung Marketing manager and team in Dallas had been using the multimedia services of an offshore provider in India. The time delay for day-to-day phone and email communications, lack of visibility to progress status, and inability to incorporate last-minute modifications created costly design inefficiencies and product launch risks.

The most serious breach in service quality and delivery was the failure to provide an adequate cycle of reviews of the work – oftentimes, the offshore vendor in India would provide only one review of the phone simulation work, and it was typically just days before the actual product launch date. This meant that there was very little flexibility built into the vendor's process to incorporate even the most critical changes without adversely impacting Samsung's product launch date.

What level of investment do you really have to make to ensure an offshore solution will work?

Companies that engage offshore vendors in India often have to make substantial investments – in terms of time and project management. Additionally, there is no control of the vendor's organizational stability, such as their account managers and production staff. Offshore vendors in India typically experience a high turnover of project managers, designers, and programmers, which can cause great risks to quality and on-time delivery of services.

Behind each successful product announcement is a slate of critical sales training support tools.

For Samsung's Marketing Manager of national Retail Channel Programs, the most pressing priority was ensuring that the product simulations were ready for use by the large network of Retail Channel sales teams at product announcement time.

Samsung's Retail Channel partners in the mobile phone marketplace are under immense pressure to quickly learn how to differentiate the features and benefits of new cell phone releases to consumers.

Process optimization means accountability and reliability.

The process optimization that Aesbus designed for development of the interactive web-based phone simulations entailed setting up a collaborative platform to seamlessly support the Samsung Marketing team's workflow.



A web-based project dashboard with secured client login was set up for 24/7 accessibility.

Actual work-in-progress phone simulations were uploaded for review by Samsung's teams. The dashboard also included timelines with milestones, project issues, and project history.



Project tracking systems and quality validation processes were seamlessly integrated with Samsung's business workflow to ensure that

all phone simulations were completed and delivered at product announcements.



Aesbus account management was personalized for the Samsung Marketing manager and team. The end result was high

accountability and service reliability – and no blind-side project surprises.

Effective training support tools require knowledge of the client's business requirements and target audience.

Aesbus had a solid understanding of the Samsung Marketing manager's business goals and challenges and the training needs of Samsung's Retail Channel sales teams.

- ☑ **Branding:** The GUI look-and-feel reflected Samsung's brand (voice and content style, color palette, logos, typography, etc.) and projected Samsung's high business standards.
- ☑ **GUI Design & Usability:** The GUI provided an effective display layout and resolution for the different levels of user interactivity and also provided intuitive menus and other innovative navigational and interactivity options.
- ☑ **Simulation & Interactivity:** The GUI framework supported the visualization of the phone's features and functionality, which had to be accurate and designed to motivate the Retail Channel sales teams to go through the entire training path. It allowed them the flexibility to pick and choose specific phone features.
- ☑ **Voice-Over:** The voice-over for the content was studio quality and suitable for training scenarios and optimized for web delivery.

An understanding of the value, importance, and full implication of visually engaging and accurate phone simulations available at time of product announcements underscored Aesbus' commitment to Samsung to safeguard their global leadership position.

Local service providers are as competitive as their offshore outsource counterparts.

Local service providers with a solid production infrastructure and business maturity level – such as Aesbus – can offer innovative options and value-add services that counteract the risk of unexpected costs and even an increased exposure to liability from offshore outsourcing vendors.

Samsung's Marketing manager and teams involved with the Retail Channel Training Programs experienced first-hand the advantages of contracting Aesbus' multimedia services.

Easier Accessibility

Aesbus project communication interface points were seamlessly integrated with Samsung's internal systems. The Aesbus web-based client dashboard meant 24/7 accessibility to the latest and most accurate project status information and work-in-progress simulations.

100% Accuracy

Content validation processes based on optimized production systems and well-structured processes meant full compliance with Samsung's high standards.

Product Announcement

Meeting product announcement deadlines ensured that Samsung's entire supply market chain had access to the most current and most accurate product training information.

Seamless Integration

Full integration with Samsung's processes and systems meant reliable project management, expeditious development, and on-time delivery.

Interested in learning how to use multimedia simulations to showcase your product?

If you would like more information on interactive web-based product



simulations, we'd be happy to share with you our ideas and recommendations.

Please contact sales@aesbus.com.