How Samsung Partner Chongqing Super Control Brought Cloud Printing to China

Introducing reliable, flexible, and cost-efficient cloud printing at sites around the country

Chongqing Super Control (CSC) has been doing business for over a quarter of a century, and for nearly 3 years has been integrating internet technology solutions to provide smart cloud services. It is the perfect company to partner with to bring a stable and cost-efficient cloud print solution to China, where the government insists on high standards to ensure all solutions suit local needs and are fully secure. CSC worked with Samsung, accessing our Software Developer Kit and the extensibility of our industry-leading Smart UX Center to create a fully customized solution that could be rolled out flexibly on advanced Samsung printers in locations across the country.

Case Study Overview

Partner: Chongqing Super Control
Location: China
Customer: Various government offices, business parks, universities, and global Fortune 500 companies in China
Location: Public and private spaces around China
Sector: IT

End Customer Needs
• Local cloud print system that meets Chinese security requirements
• Reliable and cost-efficient
• Support printing requirements in both public and private sectors
• Intellectual property rights need to be fully accessible for local ISVs
• Local ISV cloud printing solutions for government and public institutions need to meet three requirements
   1. Performance
   2. Customizability
   3. National Security

SMART PRINTING.
BUSINESS INNOVATION.

SAMSUNG

Samsung's Offerings
• Smart UX SDK
• XOA-E SDK
• Firmware Customization
• Happy Print Solution
• 200+ SL-K4250RX / X4220RX / M4580FX (Q3, 2017)
• 800+ SL-K4250RX / X4220RX / M4580FX (Q4, 2017)

Benefits
• Easier for users to find printing service in public areas (campuses, business parks, airports, train stations, etc.)
• Secure pull printing within a payment-enabled service (supports Ali-pay & Wechat-pay) using QR code
• Mobile app gives users ability to find the closest printing device with GPS
• Happy Print B2B reduces hardware requirements, making rollout easier and cost-efficient
• World's first Android-based platform for printers provides unique customer experience
• ISVs can leverage Samsung's SDK and XOA SDK to easily create their own solution, expanding business development opportunities for them and for Samsung printers
• Cutting-edge Samsung MX devices, with dual and quad core CPUs, high speed dual scanning and high quality printing
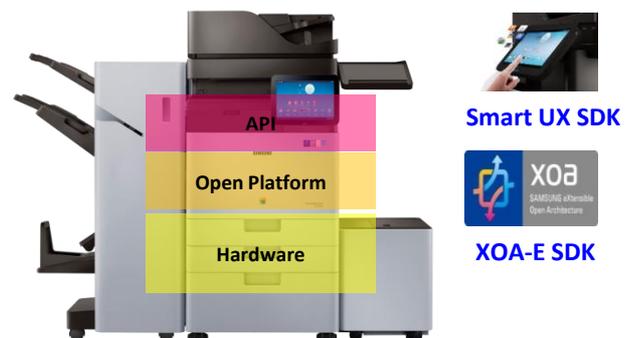
The Challenge

Due to high security standards developed by the Chinese government to protect local citizens and corporate data, it is difficult for established overseas-based cloud services to operate in the country. Popular solutions like Amazon Cloud and Google Cloud are nearly impossible to access or are too slow, raising the need for a reliable, locally developed cloud print service with a high degree of customization that could provide local players with flexibility and cost-efficiency that they need, while also meeting the requirements of being able to print in both public and private locations. The key technical and security requirement for success is that local ISVs need to have complete access to IP (Intellectual property) rights, and the cloud and mapping services need to be local.

The Solution

Samsung worked with CSC to create the Happy Print printing service, leveraging Samsung's SDK and XOA SDK to create a fully customized solution that meets Chinese government requirements for performance and national security. Users simply download the app onto their mobile devices (Android or iOS), making it easier for them to find printing services in a variety of public places, such as university campuses, business parks, airports, and train stations with their mobile's map function. CSC was also able to integrate secure pull printing services using a QR code. Users can upload their file to print, make a payment (supports Ali-pay & Wechat-pay), then walk to the nearest printer shown on the map, and use the QR code to release their print job. A B2B version was also created for enterprise customers, so managed print services can be easily supplied with the Happy Print infrastructure.

The Win

By creating the solution using Samsung Smart UX's SDK, it encourages other solution companies to collaborate with Samsung. Happy Print only uses the Samsung Smart UX platform, and because so many people use the app, partners feel more motivated to sell MX devices, accessing the cost advantages and lower technical requirements of the locally developed Happy Print service. The Happy Print project is currently being utilized by government offices, business parks, major universities in China, and global Fortune 500 companies.

The flexibility of Samsung's platforms provided the opportunity for the ISV to develop a new tool to provide a service that meets local needs and provide better user experiences. The local partner leveraged Samsung's Smart UX and XOA platform to develop a local cloud print application that not only serves the local partner's clients but which can also be used to expand opportunities to sell Samsung's Smart MFPs in China. This is just the beginning. Samsung will continue to support the local ISV to further develop the Happy Print solution to suit the wide variety of Samsung printers to meet an even broader set of needs across China.