




MTI SUPPORTS SAMSUNG IN T-MOBILE AND TARGET

CUSTOMER CASE STUDY - Samsung



CUSTOMER:
Samsung

INDUSTRY:
Manufacturer of Consumer Electronics

BACKGROUND

In 2015, MTI has been the security partner for new Samsung product launches and refreshes for T-Mobile and Target. Moving forward, MTI will continue to be a partner for Target on additional growth into new retail opportunities.

TIMELINE

2015

- Completed a fixture rollout in TMO with MTI security
- Completed various Target product launches & refreshes
- Getting engaged in MTI Global Services opportunities

RESULTS

Geo View:

- MTI provides all security for any Samsung/Target refreshes or launches.

Engaged Opportunities:

- Retail Merchandising:
 - Target product launches
- Service:
 - Various programs throughout 2015 (starting with TMO install in March)
 - Solid relationship established and bidding on programs will continue into 2016

Growth:

- Expansion into other Wireless retailers
- Expansion into other Mass Merch

