

Tablets in:
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Tablets in the Enterprise: The Untapped Potential for Mobile Productivity

NEW CAPABILITIES ARE MOVING TABLETS BEYOND DEVICES FOR CONTENT CONSUMPTION TO DEVICES FOR CONTENT CREATION.

In a remarkably short period of time, tablets have changed the ways in which enterprises work, both in terms of employee productivity and business process agility. According to a recent IDG Research study, a majority of respondents (61 percent) say they are more productive when they have access to tablets.¹

Regardless of whether employees are using company-issued devices or their own tablets under a bring-your-own-device (BYOD) program, the trends regarding tablet usage in the enterprise are clear:

- ▶ According to Forrester Research, enterprises will account for 18 percent of tablet purchases within four years, up from 12 percent in 2013.² (Gartner believes the percentage will be even higher.³)
- ▶ According to Forrester, 44 percent of business executives are using tablets for work purposes, compared with 30 percent of salespeople.⁴

But tablets offer even more untapped potential. The IDG Research survey finds that a majority of respondents' organizations (58 percent) purchase tablets as a supplement to another device. Ostensibly that's because employees need a primary device for content creation and a supplementary, portable device for content consumption. (In fact, the survey finds that just 24 percent of respondents use tablets for content creation.) But as tablets have evolved, they've moved to second-generation capabilities, allowing them to be used not just for content consumption but as complementary devices for content creation and for industry-specific tasks where mobility is required.

/// WIDESPREAD CHANGE ACROSS MULTIPLE INDUSTRIES

State-of-the-art tablets within the enterprise can change the way work is done across multiple industries (for more on their impact in specific industries, see the white papers in this series relating to education, healthcare and retail). By capturing information either textually or visually, they have the ability to

significantly improve interaction not only between employees and customers, but also between employees and colleagues, and between employees and suppliers. Consider these examples:

Transportation. The orchestration of shipments by logistics companies is complex and frequently open for improvement, what with less-than-full truckloads causing increased fuel costs and other inefficiencies. But by deploying tablets equipped with GPS sensors to drivers, those drivers can better communicate their availability and capacity, helping logistics companies more efficiently route trucks, serve customers and reduce costs.

Finance. Traditional branch banking relied on a teller system that channels customers through a single queue. But by putting tablets in the hands of employees, banks can accommodate some customers on the spot, whether by accepting check deposits through the camera on the tablet or by checking account data. Some financial institutions have also employed tablets in their waiting areas to take the place of periodicals; a portion of the content available on the devices relates to bank services, giving the bank an additional marketing opportunity.

Sales. There's no easier way to cool a hot sales prospect than by letting time elapse between the initial discussion and the delivery of the proposal. The practice of forcing salespeople to return to the office at the end of the day to put together paperwork is over. By giving salespeople tablets, enterprises allow them to use

templates to input data that creates a proposal for immediate email distribution to prospects. Combined with a card reader accessory, the tablet becomes an efficient and affordable POS solution.

/// THE IMPORTANCE OF INTEROPERABILITY

Of course, all of these scenarios rely on one key capability: interoperability. Tablets are most efficient when they work in conjunction with other systems or other peripherals. Although most employees used the first generation of tablets to consume information from back-end systems and type rudimentary emails, state-of-the-art tablets now allow users to both create and consume content.

According to the IDG Research survey, 46 percent of respondents in retail, healthcare and the public sector are likely to use tablets for video capture. Increasingly, tablets come with pen-based systems for data input that electronically replicates the familiar action of writing on a clipboard. They can also integrate with back-end applications for uploading and downloading of accurate, real-time information.

But input must be paired with output. State-of-the-art tablets must connect with peripherals in order to share information. Imagine being able to wirelessly connect to a printer to output a customer receipt, or to immediately capture the written brainstorming content on a whiteboard for subsequent discussion, or to change the output of a kiosk to welcome a visitor or post building alerts. Such interoperability allows employees to disseminate information quickly and efficiently.

/// HOW SAMSUNG HELPS

Samsung understands the challenges enterprises face in deploying and managing tablets, and it has made extensive strides to address each of those challenges. Starting with hardware, Samsung offers a variety of size options, from 7-inch to 10-inch screens, depending on the work situation in which they're used. And because their portability dictates that they be used in a variety of working conditions, Samsung has designed its tablets to be reliable and lightweight, with long battery life.

Perhaps the biggest challenge enterprises face with mobile devices is security. In the IDG Research survey, 57 percent of respondents cite security as an issue when deploying tablets. To address these issues, Samsung created the SAFE™ (Samsung For Enterprise) program, which incorporates the key capabilities necessary to ensure secure and reliable access to corporate data.

In addition, for mobility to thrive in any business scenario, enterprises need flexibility. They need hardware that incorporates a variety of features—performance, extensibility and reliability. But even more, they need hardware that works in conjunction with software to complete the puzzle of what enterprises require: accessibility, interoperability and security.

Besides developing tablets in multiple form factors for the utmost flexibility, Samsung has created a strong ecosystem of capabilities around its tablets, incorporating peripherals, software and manageability to help them improve the productivity not only of employees, but of IT departments as well.

▶ To learn more, go to www.samsung.com/business.

Samsung Tablets for Enterprise:

- ▶ Galaxy Tab S (8.4" and 10.1)
- ▶ Galaxy Note® Pro 12.2 featuring S Pen
- ▶ Samsung Knox Enterprise-Grade Security



¹"Tablet Preferences at Organizations," IDG Research survey sponsored by Samsung, July 2013
²http://blogs.forrester.com/jp_gownder/13-08-02-global_business_and_consumer_tablet_forecast_update_2013_to_2017_0
³<http://www.gartner.com/newsroom/id/1980115>
⁴<http://www.brainshark.com/ideas-blog/8-Cool-Stats-Enterprise-Tablet-2012.aspx>