

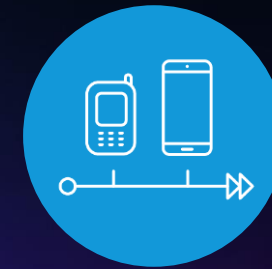
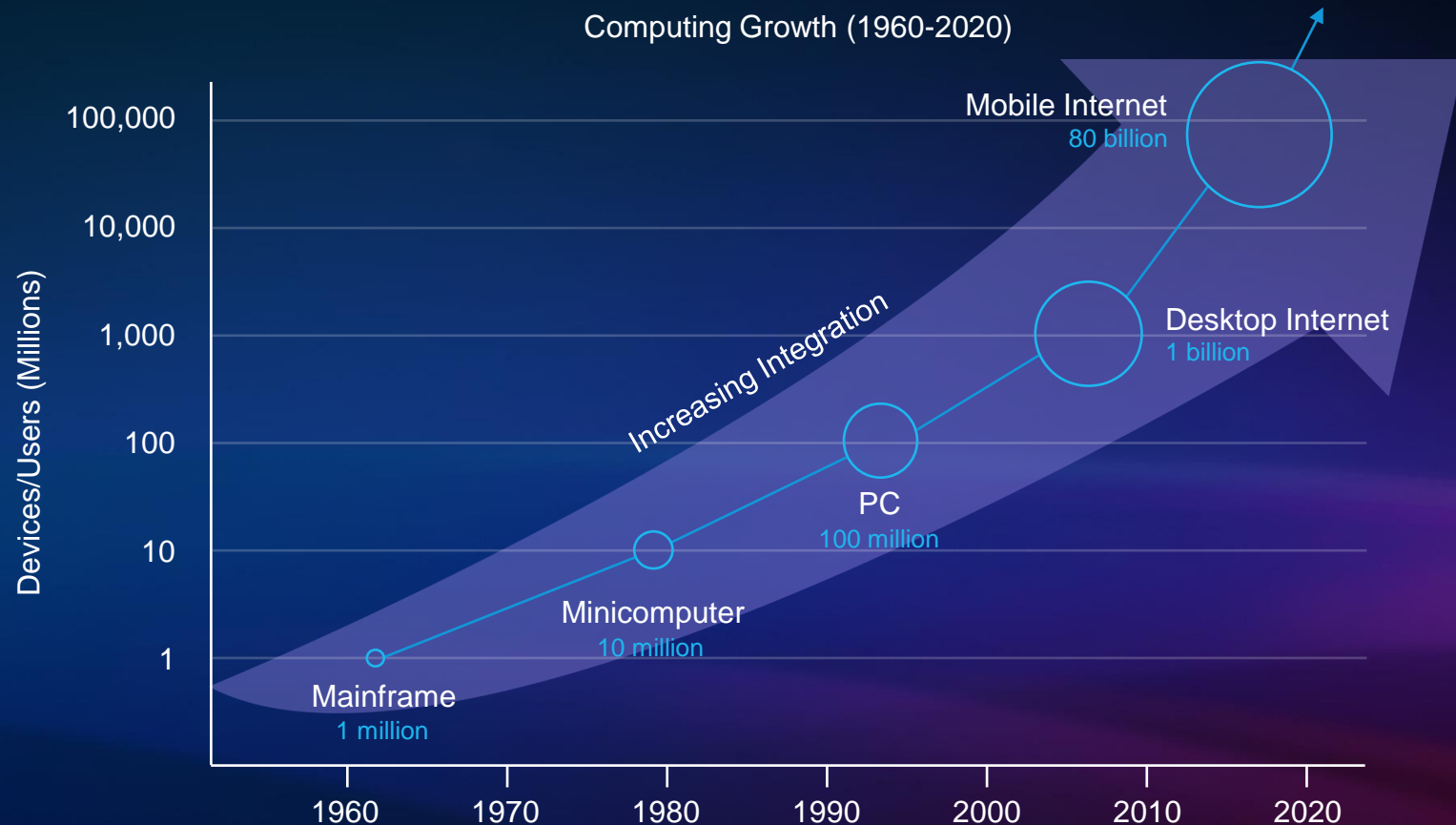
A Mobile First Future

SAMSUNG



Furious Pace of Change Leading to Mobile First

The Mobile Internet has ramped up faster than the Desktop Internet, leading to dramatic growth in emerging connected devices.



No Slowing



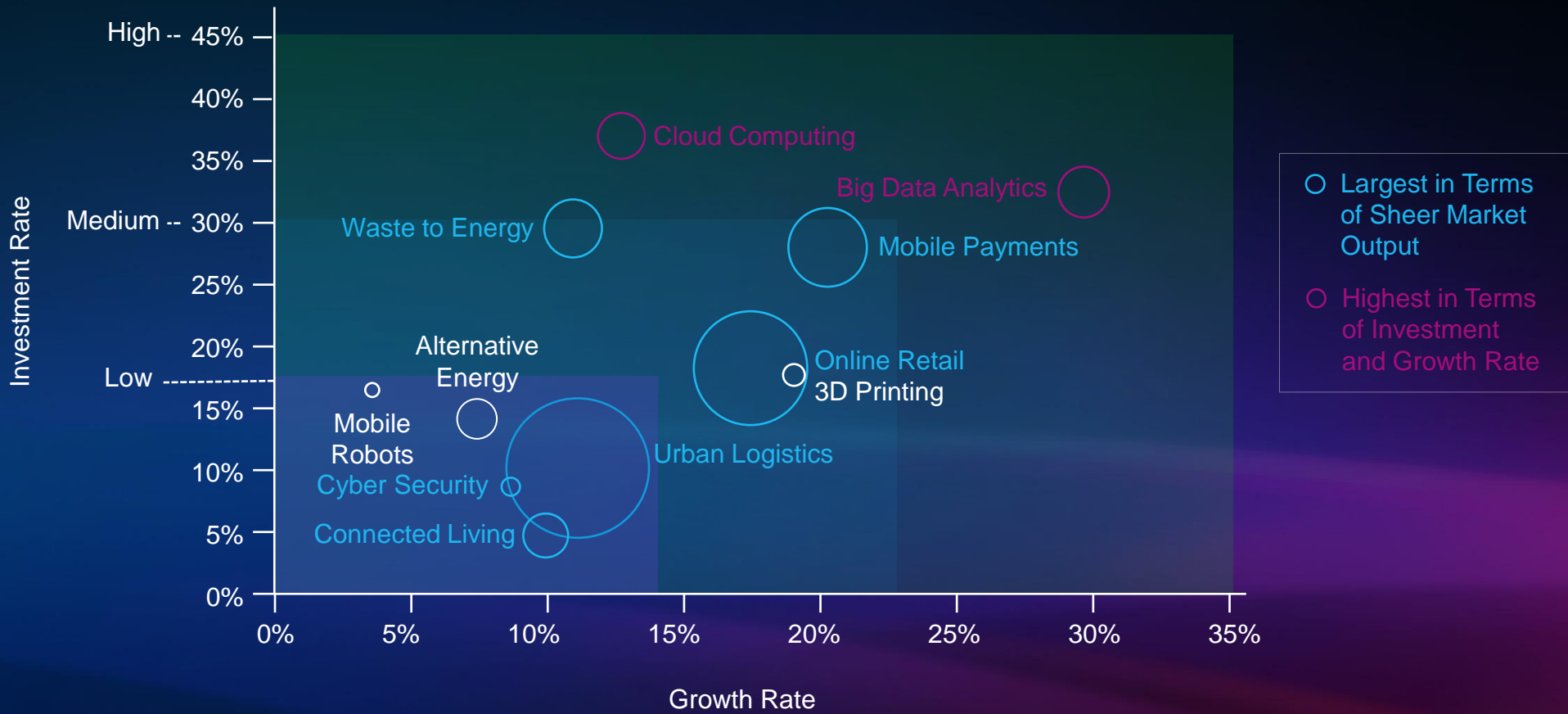
Complimented by
Other Technology



New Era to Arrive

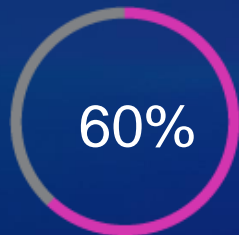
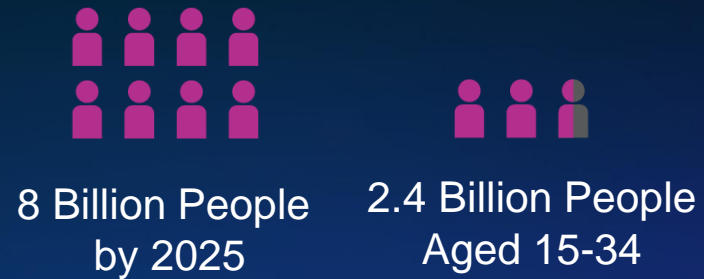
Industries of the Future Empowered by Mobility

Top Industries by Commercial Attractiveness, Global, 2014-2020



Millennial Power: Changing the World Driven by Mobility

The Global Picture



From APAC

Millennial Power Trends in the US



Demanding and
Impatient – “Fast
and the Furious”



Techno Savvy and
Connected 24 X 7



Personalization and
Individualization



Civic and
Environmentally
Friendly

Millennials in the US will be 27% of the population in 2025

Our Expectations of Mobility in 2025

Smart



Intelligent
Predictive
Enabling

Secure



Safe (individual & data)
Accessible
Constant

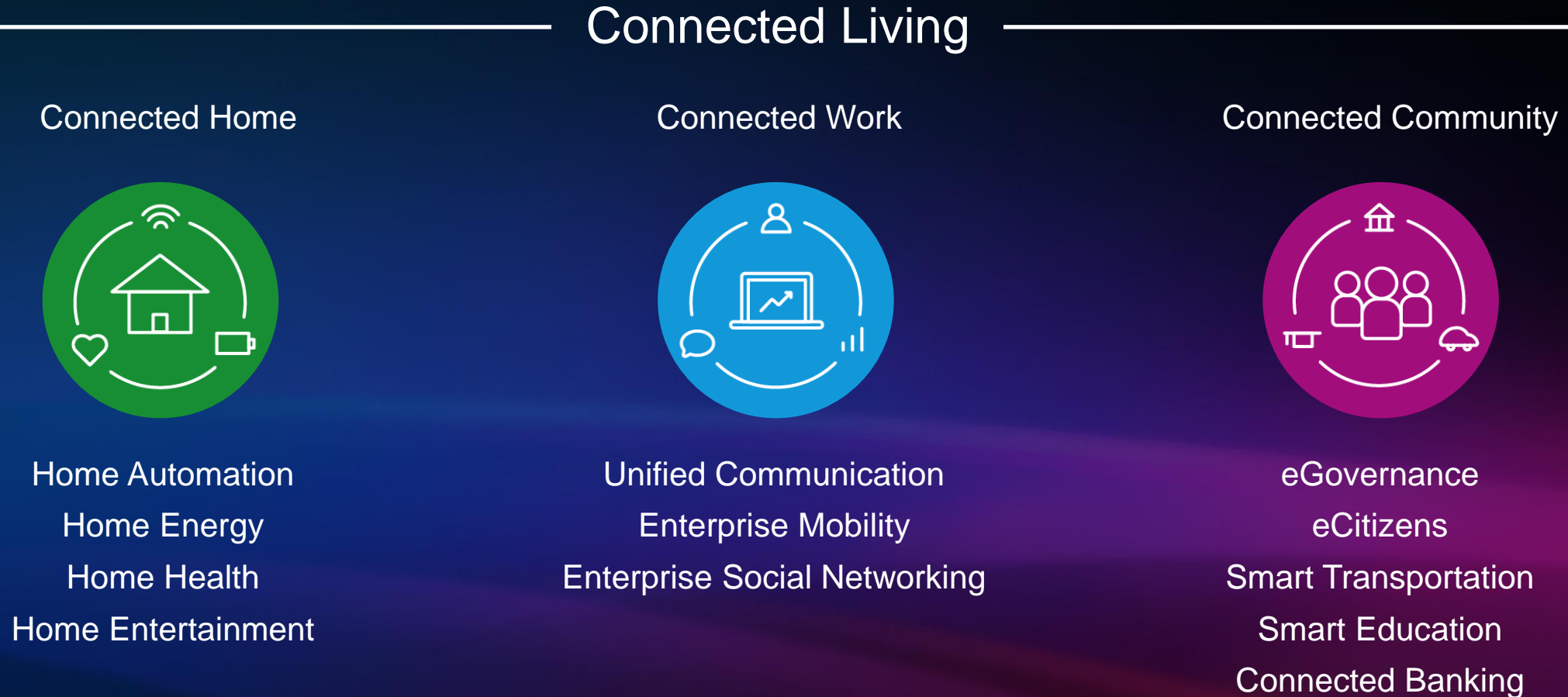
Personal



Blended
Customized
Expressive

We Are Changing The Way We Interact

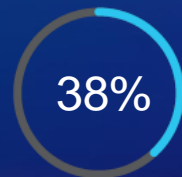
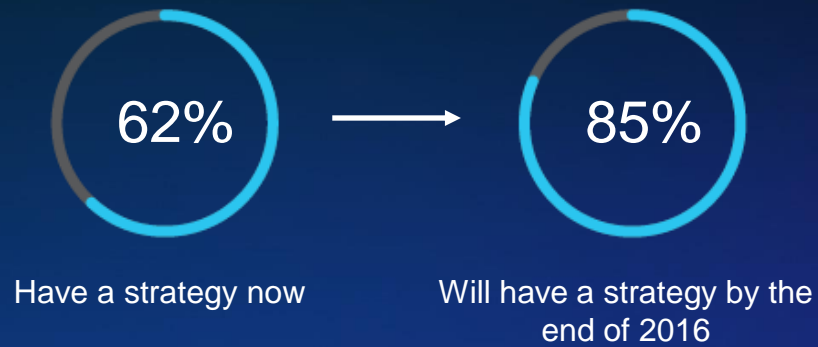
The one constant in our life will be mobile technology



Mobile Working Styles

Driving a decrease in overall office space of 19% by the end of 2025

Do you have a Mobile Workforce Strategy?



Of US workers will not work in an office by 2025

Mobile working is driven by Digital Natives



Personal Digital Assistant



People Locators



Human Resource Applications



Real-Time Integrator



Global Mailbox



Real-Time Networking

Benefits of a Mobile Workforce



Reduction in infrastructure overheads



Appeal to current and future employees

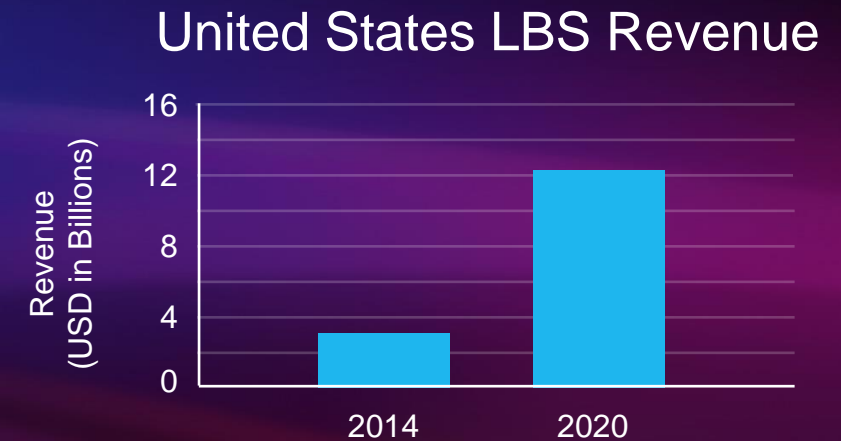
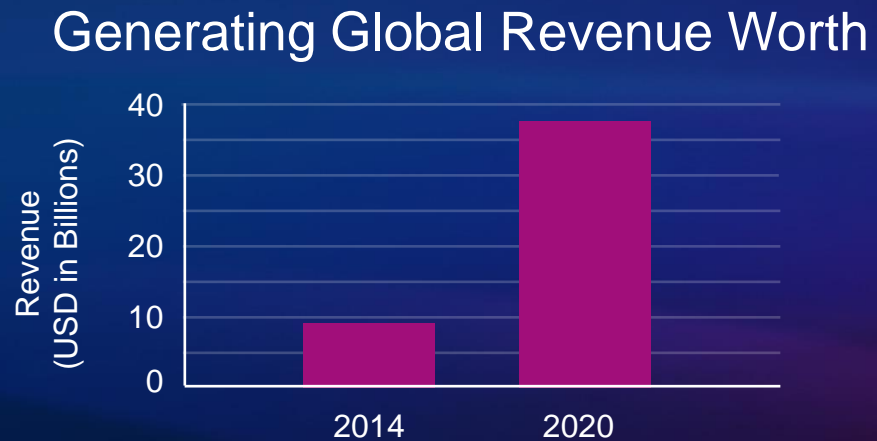
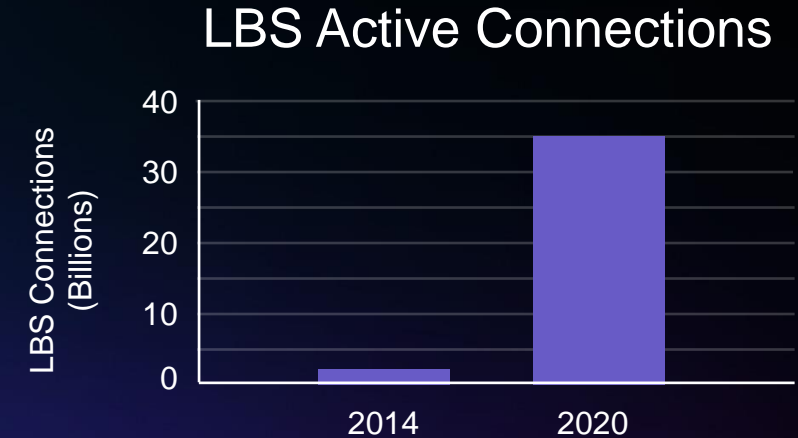
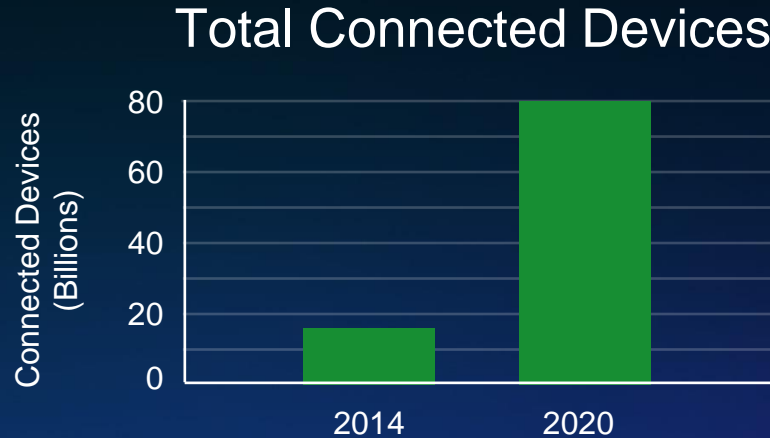


Bigger talent pool accessible

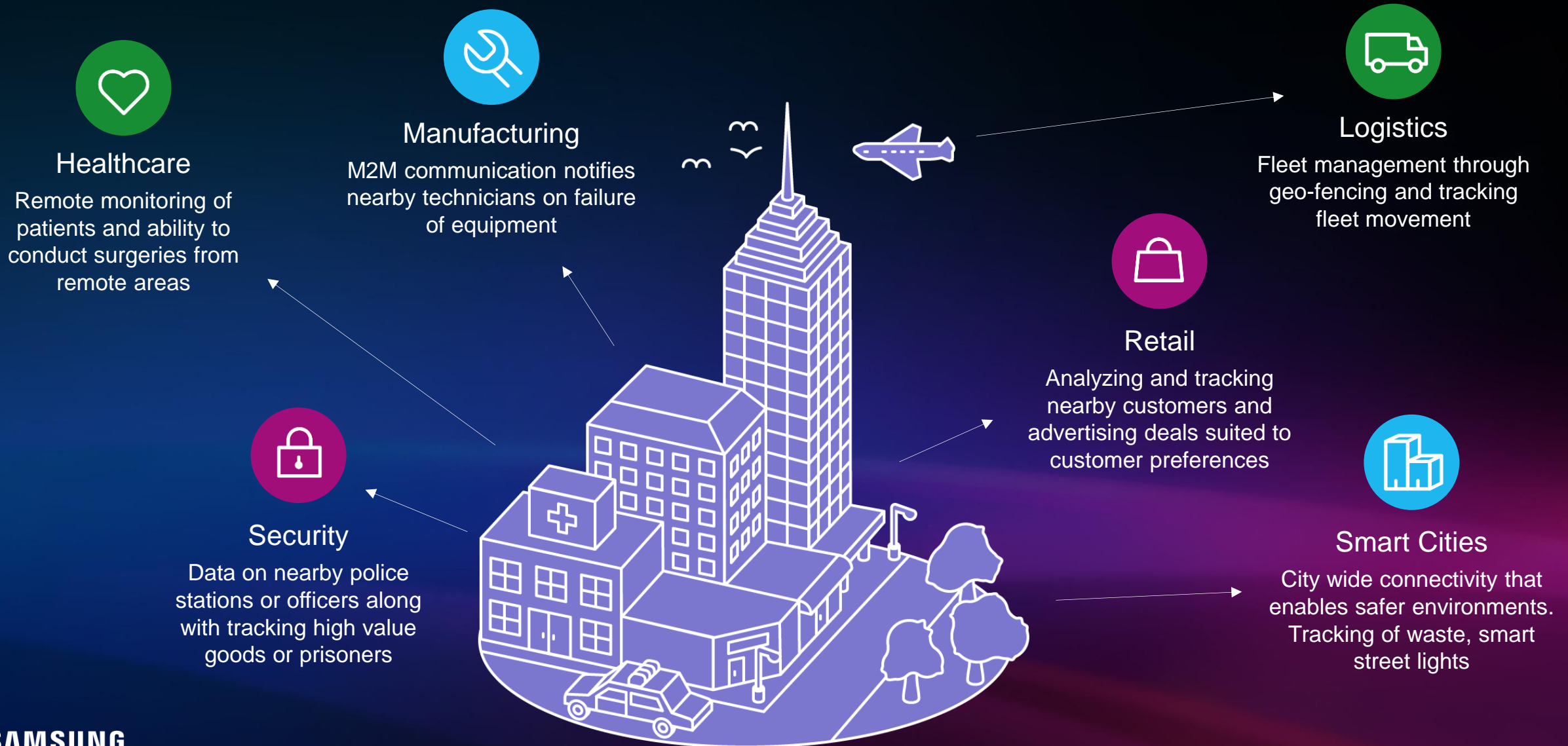


Work-life balance

Location Based Services (LBS) Will Be a Key Enabler for Growth



Significant Location Based Service Industry Opportunities



Enterprise Mobility in 2020: A View of a Connected Life



Push to user
information



Real time dynamic
information on
command



Constant access and
zero productivity loss



Device Learning and
customization leading
to higher productivity



Collaboration tools
enable effective human
interactions



6:00 AM

9:30 AM

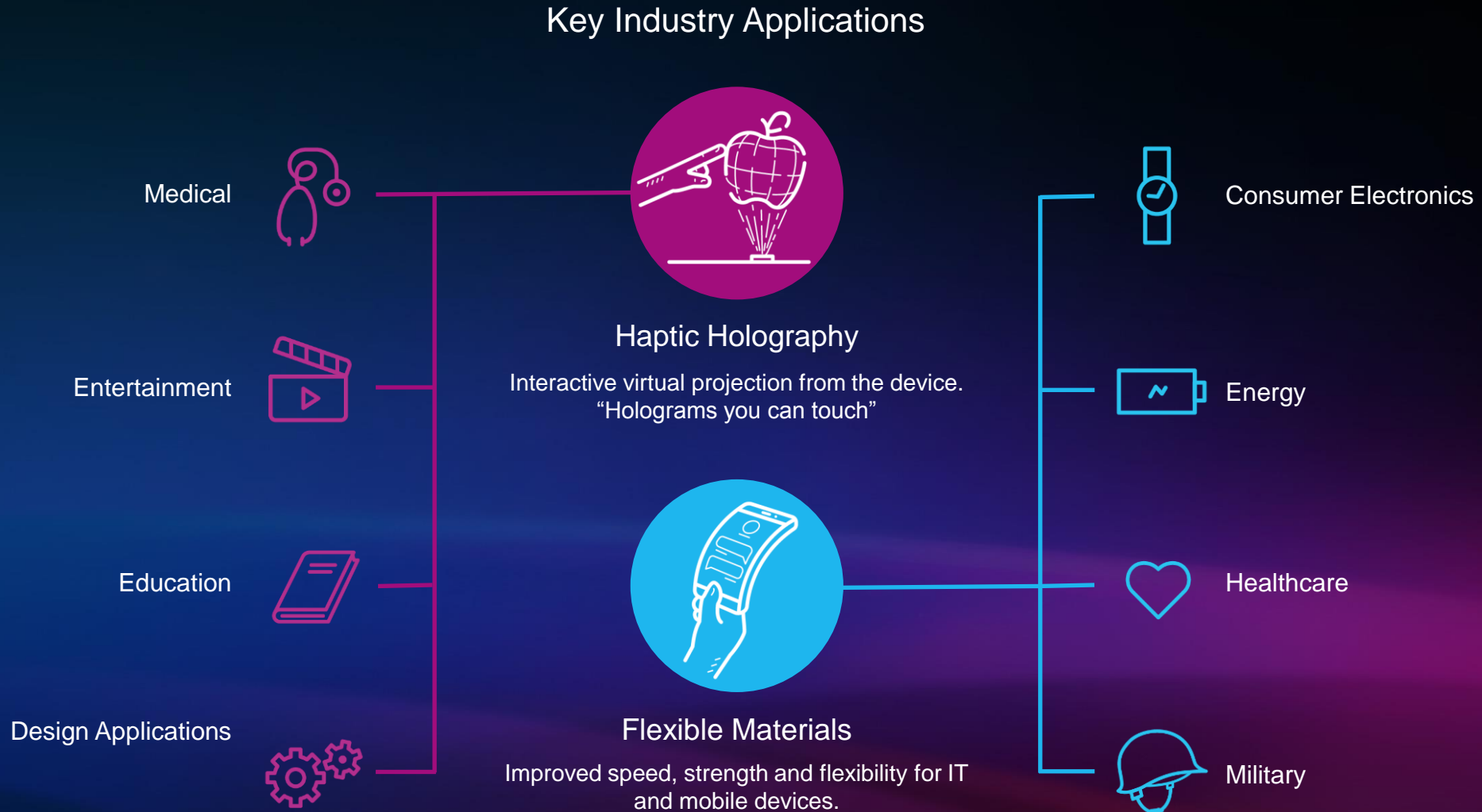
12:30 PM

03:00 PM



9:30 PM

Emerging Mobile Technologies Drive Industry Innovation



Internet of Things (IoT) Enables a World of Mobility Devices

80
Billion

Connected Devices by 2025

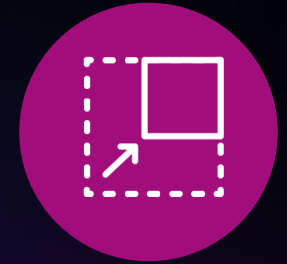
Benefits of IoT Are Diverse

- Process Optimization to Eliminate Redundancies
- Targeted Marketing Activities
- Sensors and Maintenance to Eliminate Carbon Emissions
- Real Time Tracking for Logistics

Key Drivers



Low Power Devices



Reduction in Sensor Size



Reduction in Sensor Cost



Low Power Micro
Controller Unit (MCU)

Virtual Reality: The Next Frontier



Virtual Meetings

Cisco estimates that as we see a transition to virtual events we will see cost savings in excess of 90%

Key Emerging Applications



Virtual Surgeries



Virtual Education



Virtual Shopping



Virtual Meetings



Virtual Simulation Training

Healthcare Business Model Changed by Mobility

Devices

Wearable devices for all



Specialized patient monitoring devices in homes



Platforms

Telemedicine platforms



Mobile health (mHealth) platforms



Healthcare IT

Medication management solutions



Patient management solutions, patient portals, PHR, EHR



Community care management apps



Critical Challenges Await

BYOD



Device Fragmentation



Globalization



Enterprise Device Management

- Configuration and Provisioning
- Continuous Monitoring
- Policy Enforcement
- Update and Wiping, and others

Reporting and Feedback

Enterprise Application Management

- Application Distribution
- Application White/Black-Listing
- Application Usage Monitoring
- Corporate Application Security, and others

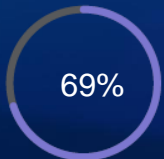
Support and Operations

Enterprise User Management

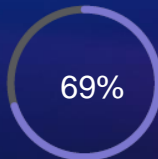
- Integration with Corporate Active Directory for User Management
- Unified View of All User Devices in Corporate Network
- Management of Groups, and others

Security and Compliance

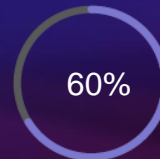
Top Issues Driving Mobile First Adoption



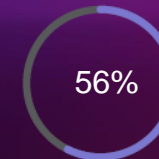
Increased Employee Efficiency



Improved Business Processes



Enhanced Customer Engagement



Improved Collaboration

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