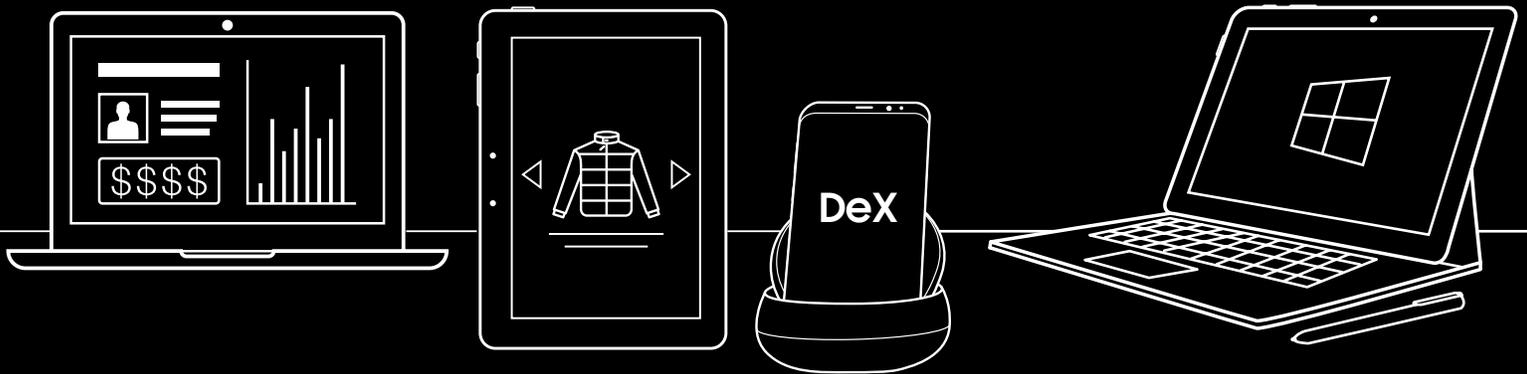


Meeting Mobility Needs:

Choosing the right mobile computing device for your workforce



SAMSUNG

Table of Contents

Introduction	3
Traditional laptops: Tool of choice for robust performance	4
Windows-based 2-in-1s: Combining mobility and productivity	6
Tablets: Ideal for on-the-go connectivity	8
Chromebooks: Flexible tools for cloud-based productivity	11
Samsung DeX: Extending your smartphone to the desktop	13
Choose the right device for peak mobile performance	15
Find the right Samsung solution	16

Introduction

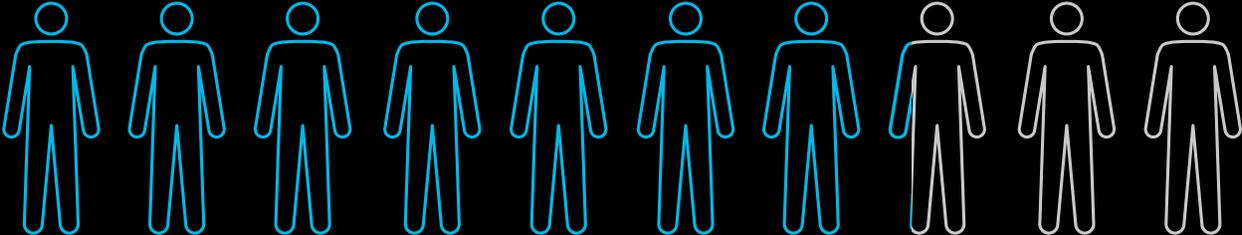
By 2020, IDC expects the U.S. mobile worker population to surge to 105.4 million—with mobile workers accounting for nearly three quarters (72.3%) of the total U.S. workforce¹—and with this increase in mobility comes a greater need for mobile computing devices. While it's become the norm to empower mobile workers with anytime access, there isn't really a "one size fits all" approach—that is, different employees require different capabilities.

For example, the needs of your accounting or IT staff—whose job it is to manage and protect your critical data—are at opposite ends of the spectrum from an associate in

a retail store requiring mobile point-of-sale capabilities. Highly mobile employees, such as those in field sales positions, often need secure, remote access to real-time company data and the latest productivity tools while still maintaining the on-the-go flexibility of a tablet form factor. Choosing the right device is critical to enabling employees to work effectively and efficiently.

This white paper looks at the spectrum of mobile computing options available today, from Windows laptops and 2-in-1s, to Chromebooks and Android tablets, as well as a smart way you can extend your smartphones create a desktop experience. We will also review use cases in which each makes sense for mobile workers' needs.

By 2020, IDC expects mobile workers to account for nearly three quarters (72.3%) of the total U.S. workforce.¹



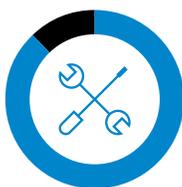


Traditional laptops: Tool of choice for robust performance

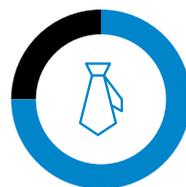
For many employees, a full-featured laptop is still the best option and widely used across a range of industries. Laptops continue to be the ideal choice for mobile professionals who must run multiple applications simultaneously in order to maintain peak productivity. According to the Spiceworks report on mobile devices,² laptops are overwhelmingly the device-of-choice for IT and executive management professionals, as well as with other departments, as shown below.



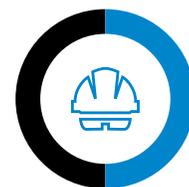
Top Departments Using Laptops



88%
IT



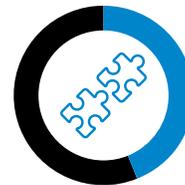
75%
Executive/management



50%
Field service



46%
Sales



44%
Development engineering

This makes sense, as traditional laptops are preferable in cases where, for example, large amounts of data are being entered and processed. For those who do extensive online research, the copying, pasting and multi-tasking functions required are easier to manage with the faster processor that laptops deliver, as well as additional ports that allow for greater connectivity. Laptops are also more suitable in cases where multiple documents are in use. At the desk, docking stations connecting to external monitors (even dual monitors) and often keyboards are the norm, not the exception.

For example, a writer, a graphic designer or an engineer who frequently creates documents, designs or programs would probably be most productive on a laptop. In addition, laptops deliver more powerful processing speeds suitable for high-

Laptops have lost ground to other mobile computing options, but they remain the most popular device after the smartphone.³

performance workloads. Laptops are the go-to device for any organization running proprietary software, which in many cases cannot be uploaded to a tablet.

Across all industries, mobile workers who require greater processing speeds for multi-tasking, and who must create and share large volumes of files or data, can benefit from the features of a laptop. They are especially ideal for less mobile workers who, while they may work remotely, spend lots of time in an office near an electrical outlet.

Key takeaways

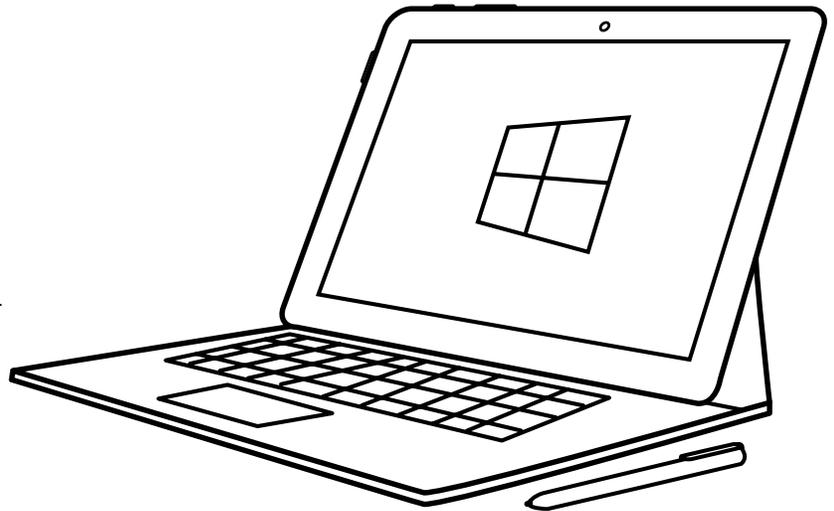
Laptops are best for mobile professionals who need:

- ▶ Ultra-fast processing speeds for multi-tasking
- ▶ To run multiple applications simultaneously
- ▶ To create and share large volumes of files or data
- ▶ Less mobility, and the robustness of a desktop experience



Windows-based 2-in-1s: Combining mobility and productivity

For enterprise professionals, 2-in-1 devices, which combine the characteristics of both a tablet and a PC, provide a crucial balance of tablet mobility and business productivity. Sometimes referred to as *hybrid* or *detachable* devices, business-grade 2-in-1s offer excellent features for workers who need secure access to both the enterprise network and Windows 10 Pro productivity tools no matter where they are working.



US businesses are forecast to increase adoption of detachable tablets 8x between 2016 and 2020 to 6.5 million units.⁴

Today, 2-in-1 options are available that provide an ideal blend of true tablet mobile computing and the powerful processing associated with traditional PCs. They offer the flexibility of a full-sized keyboard-and-mouse to use as needed, as well as a large, detachable screen with touch-optimized applications for a tablet-quality viewing experience. And 2-in-1 devices featuring Windows

10 Pro come with added benefits, like enterprise-grade security and compatibility with Windows-based IT infrastructure. These devices enable more multi-tasking, with more access to network resources, than a tablet alone—and more mobility than a notebook alone.

Today, 2-in-1 options are available with even more benefits for mobile professionals, with fast-charge capabilities—a true advantage in the field where charging opportunities can be sporadic—and a lower risk of overheating. In addition, these newer 2-in-1s can connect with a wide array of USB peripherals (e.g. wired keyboards, mice, and flash/external drives) via optional multiport adapters. Some have HDMI ports as well, to connect to external displays.

“One of the biggest reasons why detachables are growing so fast is because end users are seeing those devices as PC replacements.”

—Jean Philippe Bouchard, Research Director of Tablets at IDC⁵

What’s different with today’s 2-in-1 offerings? Ultra-light options are available, making them less cumbersome to carry. In addition, current models are not only more affordable, but also specifically designed for workers who want everything a Windows-based device can do in a thin, light tablet form factor.

The use cases for 2-in-1s range from a bank branch manager who needs to flexibly migrate between front-and back-office applications to a salesperson who needs access to the latest customer presentation

right from the corporate network, or needs to enter sales orders in the field. In fact, 2-in-1s can be especially useful in any area, including finance and sales, in which the mobile professional needs to conduct business with speed, style and security—and where a full-sized keyboard comes in handy.

In healthcare, doctors and nurses find 2-in-1s useful for viewing and sharing medical images and records or updating medical information from anywhere. This form factor also eases the task of filling out forms, making notations/updates, and accepting signatures. In retail environments, 2-in-1s afford the ability to quickly interact with customers, complete shipping forms and even to accept signatures at the point of sale.

The bottom line? Almost any mobile professional, in any industry, who’s reliant on a Windows-based system, could benefit from a 2-in-1 device.

Key takeaways

Windows-based 2-in-1s are best for mobile professionals who need:

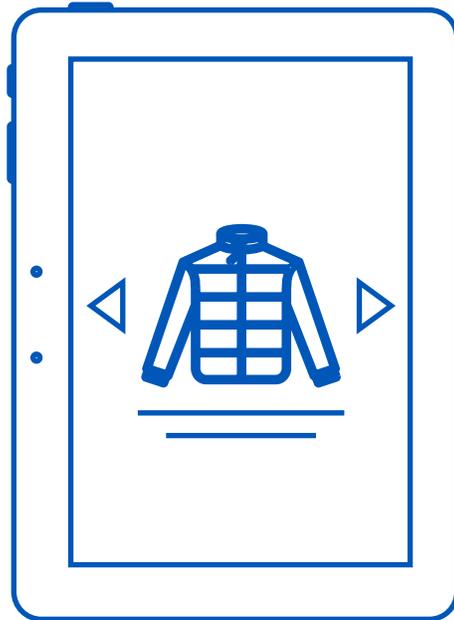
- ▶ The mobility and lightness of a tablet and the powerful processing of a PC
- ▶ Access to Windows applications
- ▶ Full-sized keyboard
- ▶ Enterprise-grade security and network access



Tablets: Ideal for on-the-go connectivity

For single- or limited-use mobile productivity, a tablet is a smart option. It makes sense that three quarters of IT professionals surveyed for a Spiceworks report on mobile devices expect tablet usage to continue increasing over the next few years.²

Tablets are perfect for scenarios in which mobile professionals require access to dedicated line-of-business applications. As opposed to 2-in-1s, which allow network access, tablets are better suited to situations in which, for example, a restaurant server simply needs to enter orders and process payments. In many cases, tablets also hold their charges longer than laptops, so are great choices when traveling, out on the factory floor or in other highly mobile environments. In fact, 76% of IT respondents in the Spiceworks report would be likely to consider tablets as a primary work device, as long as they pack enough power to perform critical tasks.²

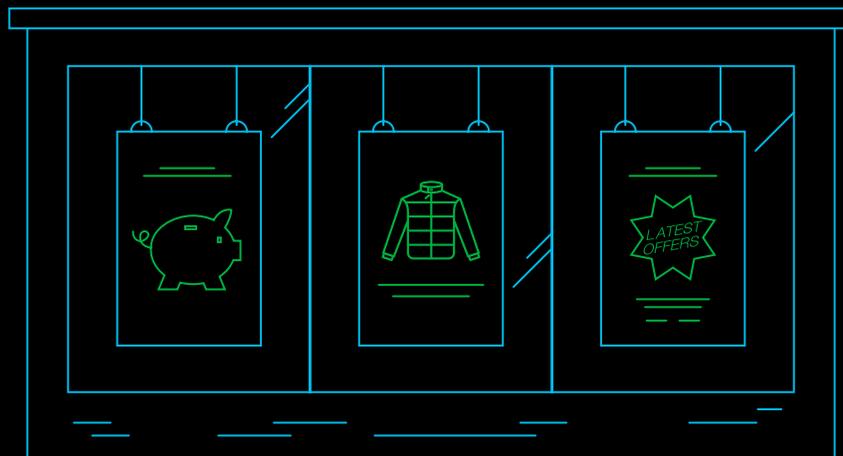


According to IT professional comments in the Spiceworks Community, tablets (and 2-in-1s) are popular due to the improved productivity and workflow provided to users. Other reasons cited include mobility, versatility, and the light weight/thinness of the form factor.⁶

In retail, workers can easily use a tablet for processing point-of-sale transactions, “line-busting” during peak times, or providing customers with inventory and product information, no matter where they are in the store. Such uses can not only help improve the customer experience but also increase profitability. Tablets help managers spend more time on the sales floor, and they also help the entire team stay on top of the latest promotions. With their myriad uses, from on-the-spot checkouts and in-store ordering to providing tableside ordering for dining customers, tablets in retail are undoubtedly here to stay.

By 2021, 87% of retailers plan to invest in mobile point-of-sale devices to empower store associates.⁷

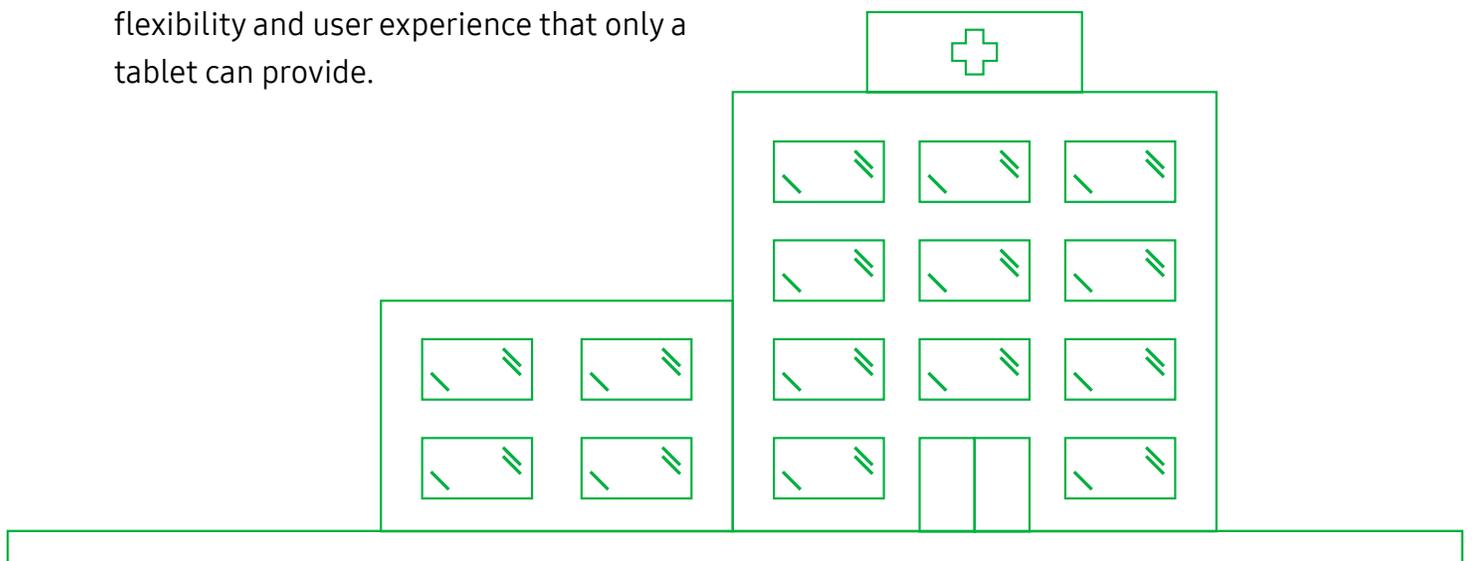
In transportation, where time savings can make all the difference in profitability, tablets are an affordable way to help boost operational efficiency and reduce trucking costs. For instance, they can reduce paperwork and speed up data logging—truckers spend 110 hours a year completing logbooks alone⁸—and they can reinforce compliance and data security and improve dispatch communication.



Tablets are also extremely useful in highly regulated healthcare environments, enabling greater flexibility, mobility, interactivity and better patient care in circumstances where workers need the ability to quickly collect information and retrieve patient records. Not only can tablets help increase care provider collaboration, they can also help strengthen patient privacy through secure access to patient records.

The truth is, many employees—across industries—can benefit from the complete flexibility and user experience that only a tablet can provide.

With almost 70 percent of clinicians reporting that they use both a desktop/laptop and a smartphone/tablet to access data, healthcare is clearly embracing the benefits of mobile.⁹



Key takeaways

Tablets are best for mobile professionals who need:

- ▶ Single or limited-use mobile productivity
- ▶ High mobility and productivity in the field
- ▶ A longer charge than most laptops afford
- ▶ Mobility, versatility and light weight/thinness



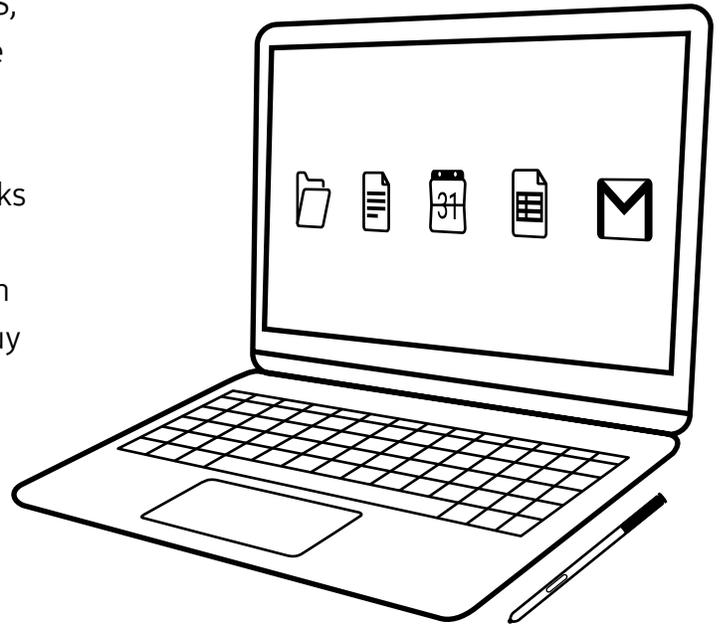
Chromebooks: Flexible tools for cloud-based productivity

Streamlined laptops running the Chrome OS, Chromebooks offer a flexible and affordable laptop alternative for workers to access cloud-based productivity tools. A huge hit with consumers and educators, Chromebooks outsold Macs in 2016, making Chrome the second most popular PC operating system in the US—and Google says US schools now buy more Chromebooks than all other devices combined.¹⁰

As popular as they are for home and school use, they're sometimes perceived as too stripped-down for business purposes.

However, new enterprise-grade devices built to support Chrome, Google Apps (now G Suite), and Android are now hitting the market, and they're prompting IT decision-makers both to take a fresh look.

Businesses have adopted mobile workflows and cloud-based apps at a fierce pace—and they're increasingly leveraging these resources to help expand services, meet customer needs, and keep a sharp competitive edge. As they come to rely on these tools for functions like billing and payroll, they're setting the desktop versions aside—and wanting to ensure cloud-based apps are supported on the devices their employees use.



According to a recent Spiceworks survey of IT professionals, use of cloud-based productivity apps is on the rise: 70% said they expect to move to cloud in the next 24 months. More than a quarter said their application strategy will be mainly cloud or only cloud within the next 24 months—more than double what it is today.¹¹

For many users, particularly mobile employees who frequently use cloud-based apps and may also have an Android smartphone or tablet, Chromebooks may be an ideal fit.

“As the tech industry moves more and more into cloud computing, a Chromebook is worth a serious look if there is a good match with your infrastructure, employee use cases, and budget.”

- Techradar¹²

Chrome OS is built to primarily run cloud-based apps such as Office 365 or G Suite, along with its own native apps and extensions. But the OS offers distinct advantages, including the ability to store and sync files in the cloud, and therefore between devices. The fact that apps run and store data in the cloud also makes the OS far more lightweight than either Windows or iOS.

Apps such as Google Docs and Calendar are free and already in wide use in the workplace, but Google also offers G Suite (formerly called Google Apps for Work) to businesses on a subscription basis, which adds at least 30 GB of storage on Google Drive, additional management tools, and custom email addresses. As of late 2016, Chromebooks also support Android applications, which creates the first real opportunity to truly merge the smartphone and mobile device experiences.

Beyond the OS and app ecosystem, what differentiates the latest Chromebooks for business users is their flexibility and functionality at an affordable price-point. Samsung's Chromebook Plus and Pro models features a touchscreen, stylus and convertible form-factor in addition to the full sized keyboard, providing 3-in-1 flexibility. The devices are thin, light and offer battery life to get through a full workday on the go.

Key takeaways

Chromebooks are ideal for mobile professionals who need:

- ▶ An affordable and flexible laptop alternative
- ▶ Access to G Suite and Android applications
- ▶ A full sized keyboard, touchscreen and stylus
- ▶ Easy device management and updates



Samsung DeX: Extending your smartphone to the desktop

Highly mobile business professionals rely on their smartphones for just about everything today — from communicating with clients and managing their calendar, to answering urgent business emails and accessing a variety of line-of-business apps.

According to Pew Research Center, in 2015, more people owned a mobile phone than a desktop or laptop.¹³ Given the strong user preference for mobile devices, it only makes sense to enable them to do more, so they become even more integrated into the business professional's daily workflow.

But the reality is that there are some things, such as creating a PowerPoint presentation for your sales meeting next week or editing a report, that are easier and more conveniently done in a desktop environment with a full-size monitor, keyboard and mouse. But what if you could enjoy a desktop experience powered by your phone?



The Samsung Desktop Experience, better known as Samsung DeX, enables just that, harnessing the power of Samsung Galaxy S8 smartphones to deliver a simple and convenient desktop experience.

Docking their smartphone into the DeX station, users can connect quickly to an HDMI monitor and work using a keyboard and mouse. The intuitive desktop allows you to open and resize multiple windows, and use keyboard shortcuts and mouse inputs such as drag and drop, right click, zoom and scroll.

Samsung DeX not only lets you access Microsoft Office and Adobe apps, but does it an optimal desktop UX for those apps. You get a desktop experience from your smartphone – with apps and websites appropriately scaled for a desktop experience.

Users who need to access a work desktop through a VDI solution are also covered. Mobile computing with Samsung DeX is optimized to work with secure VDI solutions, including Citrix, VMware and Amazon.

“...Samsung has proved that the humble smartphone is a real PC rival...” - TechRadar¹⁴

Samsung DeX may not be the right mobile computing solution for all users, but is a good fit for highly mobile workers who prefer to operate from a single device, rather than carrying a separate laptop or 2-in-1. Imagine a salesperson who spends 80 percent of their day transitioning between various offsite meetings, but knows that at some point during the day they need to drop by the office to write a report or update a spreadsheet. Having a Samsung DeX to connect quickly to a hot-desk at the office frees them from carrying another device, leveraging the power of their smartphone.

Key takeaways

Samsung DeX is ideal for mobile professionals who need:

- ▶ To extend their smartphone experience to the desktop
- ▶ Access to key productivity apps with a monitor, keyboard and mouse
- ▶ To reduce the number of devices they carry on-the-go

Choose the right device for peak mobile performance

Choosing the right device, equipped with the right tools, for your workforce is crucial to empowering workers to maintain the highest levels of productivity no matter where they are located. Newer options such as 2-in-1 devices deliver the best balance of tablet mobility and business productivity, while Android-based tablets are ideal for dedicated, line-of-business requirements. Undoubtedly, laptops maintain a crucial place in the mobile business landscape, offering robust functionality for data and application-intensive tasks. Understanding best use cases for each form factor can help you find the right mix for your mobile environment.

Find the right Samsung solution

Why Samsung? For one thing, Samsung offers a full breadth of options whether you're shopping for 2-in-1s, Chromebooks, tablets, smartphones, or laptops. For another, according to the social sentiment analysis report from Spiceworks, IT professionals consider the most important factors to consider when shopping for devices to be product quality and brand excellence.⁶ Samsung provides both. When it comes to tablet and 2-in-1 features, IT professionals are most impressed with Samsung's vivid displays; another popular feature includes the availability of apps on Samsung tablets.⁶

When you decide which device(s) fit your business needs, Samsung can help you find the right solution for your business.



Laptops



2-in-1s



Tablets



Chromebooks



DeX

Learn more: samsung.com/business | insights.samsung.com | 1-866-SAM4BIZ

Follow us: [youtube.com/samsungbizusa](https://www.youtube.com/samsungbizusa) | [@SamsungBizUSA](https://twitter.com/SamsungBizUSA)

SAMSUNG

References

- ¹ "IDC Forecasts U.S. Mobile Worker Population to Surpass 105 Million by 2020," IDC, June 2015.
<http://www.businesswire.com/news/home/20150623005073/en/IDC-Forecasts-U.S.-Mobile-Worker-Population-Surpass>
- ² "The Rise of the Mobile Empire," *Spiceworks*, April 2015.
<https://community.spiceworks.com/rise-of-the-mobile-empire-report>
- ³ "Technology Device Ownership: 2015" *Pew Research Center*, October 2015.
<http://www.pewinternet.org/2015/10/29/technology-device-ownership-2015>
- ⁴ IDC Worldwide Quarterly Tablet Tracker, Q4 2016
http://www.idc.com/tracker/showproductinfo.jsp?prod_id=81
- ⁵ "Worldwide Shipments of Slate Tablets Continue to Decline While Detachable Tablets Climb to New High, According to IDC," IDC, February 2016.
<http://www.idc.com/getdoc.jsp?containerId=prUS40990116>
- ⁶ "Social Sentiment Analysis of Samsung Tablets/2-in-1s: Brand and Market Perceptions," *Spiceworks on behalf of Samsung*, February 2016.
- ⁷ "2017 Retail Vision Study," Zebra
http://online.zebra.com/Retail_Vision_Study_US
- ⁸ "Safety: The Trucking Industry's New Frontier," *PeopleNet*, 2009.
https://www.peoplenetonline.com/wp-content/uploads/2014/09/Safety_BP.pdf
- ⁹ "Study: Smartphone, tablet use on the rise in hospitals," *FierceMobileHealthcare*, December 2014.
<http://www.fiercemobilehealthcare.com/story/smartphones-tablets-grabbing-traction-hospitals-some-caveats-require-attent/2014-12-14>
- ¹⁰ "How Chromebooks Are About To Totally Transform Laptop Design," *Wired*, September 2016.
<https://www.wired.com/2016/09/chromebooks-totally-transform-laptop-design>
- ¹¹ "Streamlining Business with Chrome," January 2017.
<http://www.samsung.com/us/business/short-form/mid-market-streamlining-business-with-chrome/?CampaignCode=mid-market-resource-streamlining-business-with-chrome-read-white-paper>
- ¹² "Should your business be using Google's Chromebooks?" *TechRadar*, February 2016.
<http://www.techradar.com/news/mobile-computing/laptops/should-your-business-be-using-google-s-chrome-books-1314532>
- ¹³ "Technology Device Ownership: 2015," Oct. 2015 #16
<http://www.pewinternet.org/2015/10/29/technology-device-ownership-2015/>
- ¹⁴ "Hands on: Samsung Dex review," *TechRadar*, March 2017
<http://www.techradar.com/reviews/samsung-dex>