

SAMSUNG | android

# More than mobile: the SME guide to value-adding tech

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## 1. INTRODUCTION

# The right tools for the job

For many small and medium enterprises (SMEs), mobile devices are a functional purchase: a means to stay connected and do admin on the go. But in reality, they deliver far more value. Mobile devices are a key driver of productivity—and in some cases, the key to competitive advantage. But to unlock that value, SMEs need to stop looking for devices that just ‘do the job’—and start looking for those that do a lot more.



According to research from AT&T, 85% of small businesses use smartphones on a regular basis to improve their productivity.<sup>1</sup> And the gains are impressive. It's reported that apps save small businesses an average of 5.6 hours per week<sup>1</sup>. That translates into a cost saving of £9,100 every year<sup>1</sup>—which, for smaller businesses, is a sizeable saving. With that in mind, it's no surprise that SMEs are welcoming more mobile devices into their businesses.

In fact, 61% of SMEs now provide smartphones to either all or some of their employees, with the rest relying on employees' personal devices<sup>2</sup>.

But is it really just as simple as providing phones, then waiting for productivity to flourish? Sadly not.

For SMEs to truly maximise the return on their mobile investment, they need to think more strategically about which devices they choose.

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of small businesses use smartphones on a regular basis to improve their productivity.<sup>1</sup>

1. <https://yourmobile.com/mobile-technology-for-small-businesses> | 2. <https://insights.samsung.com/2022/06/28/byod-vs-corporate-issued-smartphones-which-is-better-for-small-business-3>

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**5.6**  
**hours**

Average time apps  
save small businesses  
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## 2. FINDING VALUE

**Look for extra  
value, not just  
extra features**

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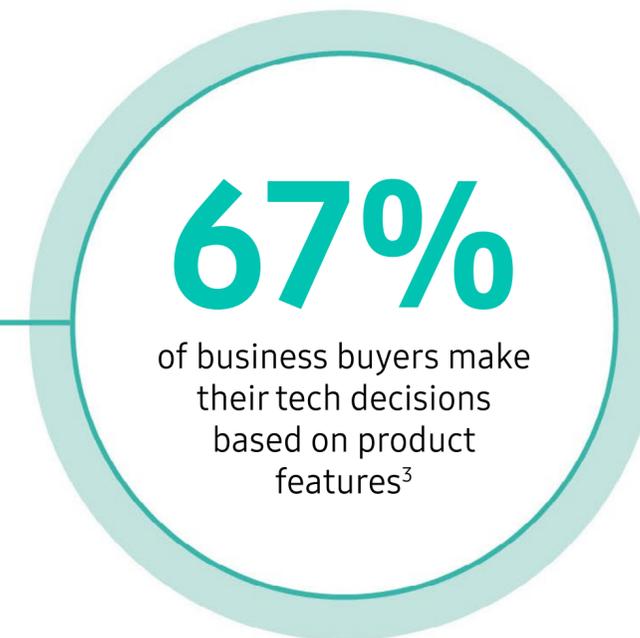
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The more sophisticated mobile devices become, the trickier it's becoming to choose between them. Brand A has a slightly bigger screen. Brand B has slightly longer battery life. Both promise to be secure, long-lasting, and tough. But Brand C is cheaper...



In business, the decision often comes down to two things. According to the LinkedIn Tech Buyer Survey<sup>3</sup>, 73% of business buyers make their tech decisions based on price and 67% based on product features. But in a world where a business phone is now the equivalent of an office in your pocket—a means of doing everything from presenting work and preparing invoices, to scanning barcodes and logging orders—it's no longer enough to base that buying decision on features and price alone.

To really get value from their mobile purchases, SMEs need to consider the bigger picture—and start asking the same questions large organisations do. Such as, how do those devices work with the rest of their tech ecosystem? How advanced is the security?

And, are these easy to manage?

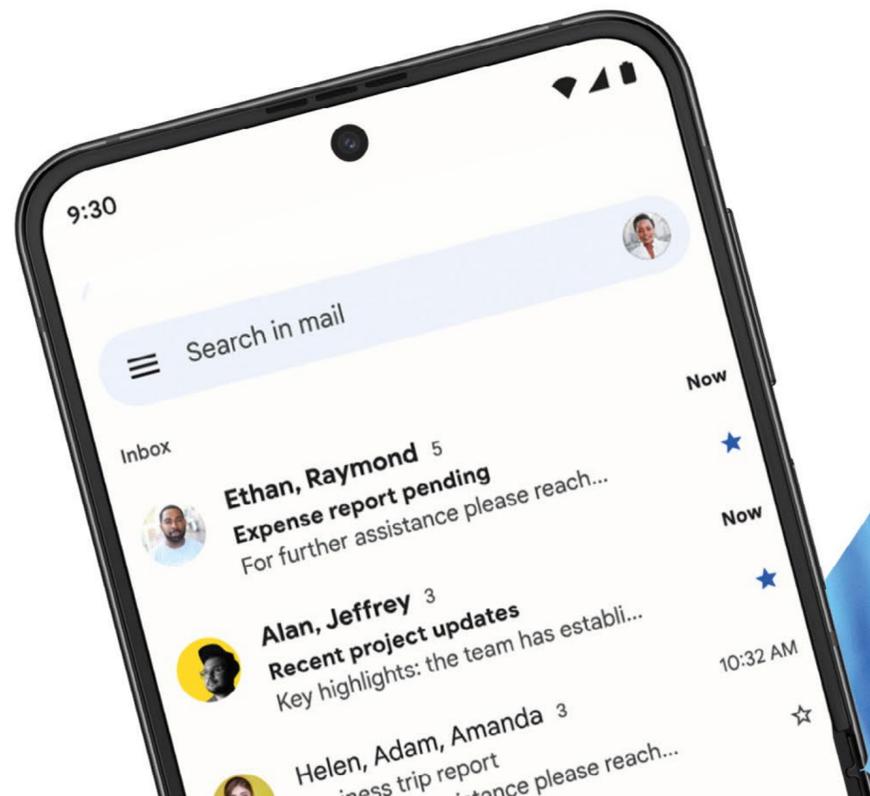
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3. <https://www.techrepublic.com/article/it-is-no-longer-the-prime-decision-maker-for-tech-spend>



# Devices that are built for business

The idea of delivering extra value to businesses is exactly what has brought together two of the world's leading technology brands: Samsung and Google.





Together, they've formed a unique partnership. They don't just want to create the best mobile devices for business; they want to create a seamless ecosystem of business tools that includes support, solutions and security. And, it's this holistic understanding of work that gives them the edge.



**At the heart of the Samsung and Google partnership, are three core pillars:**

1. Innovation

2. Connectivity

3. Security



All—by no coincidence—traits that are vital to any SME's success. Over the next few pages, we'll explore how each of these pillars help to deliver extra value, every working day.

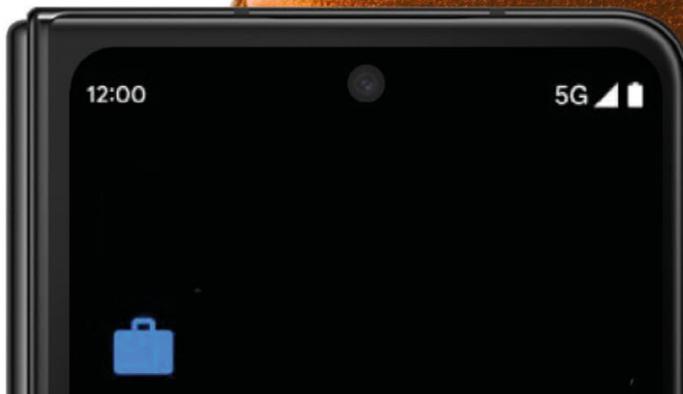
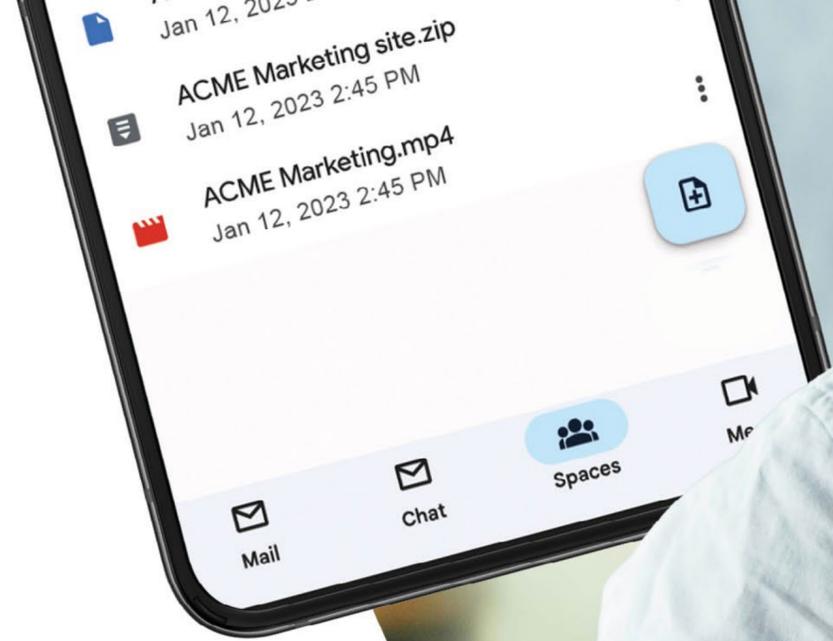


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#### 4. INNOVATION

# A fresh take on innovation

Innovation might sound like an obvious tenet of mobile phone design. But for Samsung and Google, innovation isn't just about features.



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## An innovative approach to design

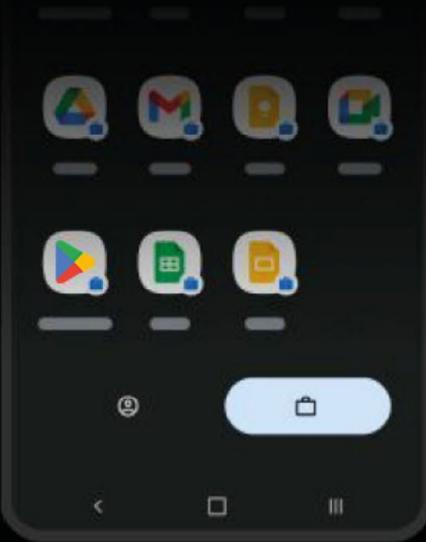
Samsung's innovation process begins with research. It's conducted by multidisciplinary teams of designers, engineers, marketers, ethnographers, musicians, and writers who search for users' unmet needs and identify cultural, technological, and economic trends. In short: they design for real life and real needs—whether that's designing devices that help people to connect seamlessly or manage their work/life balance. It's thanks to this unique approach that Samsung has built its impressive record on design. And it's also at the heart of how Samsung and Google develop new apps—working together to create seamless experiences across different devices.



## Innovation for the real world

Samsung devices come with Google apps designed for Android, so you can get more done. These include Google Lens, which helps you search for what you see. You can even talk to Google for a little help on the go. With your Samsung device, you can scan business cards in seconds, translate foreign signs just by holding your phone over them and find answers fast with Google. Talk about seamless.

## Separate work apps from personal to stay organized?



Not now

Separate apps



## Innovative experiences to drive productivity

For Samsung and Google, how SMEs use devices is just as important as why. The aim is to make everything quick and simple. For example, the S Pen lets you take notes, annotate documents and design on the go. Foldable devices let you fit a large screen in your pocket and multi-task simply. While DeX lets you transfer data and display content from your phone onto a screen or monitor, providing a PC-like experience. Together, these thoughtful features make the everyday easier, ensuring SMEs can work efficiently and drive productivity.



## An innovative take on work/life balance

SMEs are used to being busy and multi-tasking.

But with Samsung and Google, they can keep work and life separate—and monitor their wellbeing. Android work profile allows users to separate personal and business-related apps and data into distinct profiles. Plus, with Focus Mode, employees can boost productivity by temporarily pausing distracting apps.

With the Samsung Health app, employees can monitor everything from their lunchtime workouts to their sleep patterns. And, they can sync it seamlessly to compatible smart watches, fitness bands and so on. For SMEs—who can't invest in expensive employee health schemes and benefits—it's a great employee perk.

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## 5. CONNECTIVITY

# Taking connectivity further

**91%**

of businesses have deployed apps to help them run their operations<sup>5</sup>

When you purchase a mobile device, you expect it to keep you connected. That's a given. Even the most basic handsets let you chat, email and even video conference. But with Samsung and Google, connectivity doesn't end there.

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With the power of Android™, Samsung devices connect to all kinds of systems, everywhere, enabling more flexibility across your whole business.

#### Connect on the go

SMEs are always on the move. But working together from anywhere is easy with Google Workspace's cloud computing, productivity and collaboration tools—delivering easy access to all Google programs such as Gmail, Google Drive, Docs, Sheets, Slides, Meet and more. All data is stored in the cloud, which means devices won't be bogged down with local files, plus you can share work easily with your team.

Google Workspace



#### Connect your entire office

With a Samsung and Google device, you'll be able to connect quickly and easily with the wider Samsung Galaxy ecosystem of products. For example, you can move a presentation from your phone to a monitor just by plugging in a DeX cable. And with Quick Share, you can share files quickly and securely between compatible devices. It couldn't be easier. Your team can work however they want, wherever they want.

#### Connect to the world's largest app store

Mobile apps are fast becoming business critical—especially for SMEs. In 2021, the third most downloaded app in the UK<sup>4</sup>, overtaking TikTok, Instagram and YouTube, was a business conferencing app. According to Gartner, apps have a crucial impact on business success, with 91% of organisations having deployed them to help run their operations<sup>5</sup>.

Samsung devices provide access to Google Play, the world's largest app store, so SMEs can access all the apps they need—including those from big names such as Salesforce, Microsoft and Slack. But that's not all.

With Samsung, SMEs can have complete control over who uses those apps and how they're used. They can select custom or private apps, control them through Google Play and limit access. So, they can be confident their teams aren't tempted away from their work by out-of-bound apps.

With 5G Wi-Fi slicing\*—which provides a critical network for dedicated apps—SMEs can also be confident that their teams can access the apps they need, exactly when they need them.

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# Serious about security

Just think for a moment about all the things you use or store on your work phone—bank details, customer data, presentations, invoices, contracts, important emails. The list goes on. It's little wonder SMEs feel vulnerable about cyberattacks, with 22% saying they don't feel that their digital tools are secure<sup>6</sup>.

**22%**

of SMEs feel vulnerable about cyberattacks<sup>6</sup>



6. <https://www.britishchambers.org.uk/news/2022/09/uk-smes-struggling-to-manage-digital-services-amidst-mounting-economic-challenges>



### Android Enterprise

All Samsung devices exceed the Android Enterprise Recommended security requirements, verified by Google. They also receive regular patches and updates, helping SMEs boost protection and productivity.



### Samsung Knox

Samsung devices are powered by Knox and Android, providing multiple layers of security to help protect SMEs against the latest threats. Knox security hardware comes built-in, delivering unrivalled defence-grade security. Gartner awarded Samsung Knox 'Strong' ratings across 27 of 30 categories in its 'Mobile OS and Device Security' report<sup>7</sup>.



### Private Share

Samsung's privacy-preserving, file-sharing function allows SMEs to share data without having to worry about invasion of privacy or loss of ownership. When you deliver your files through Private Share, they're securely encrypted, and the owner of the data can set permission and expiration date, plus grant read-only access.



### Google Play Protect

Google Play Protect offers real-time protection to detect threats, even checking apps before you download them. It scans over 125 billion apps every day<sup>8</sup>. So, all employees can work with the apps they need, while staying secure.



### Samsung Pass

Samsung Pass enables users to quickly and conveniently log into apps and services using their biometrics. So, SMEs don't have to worry about employees losing passwords or about them falling into the wrong hands—it's all secure.

## Enterprise Edition

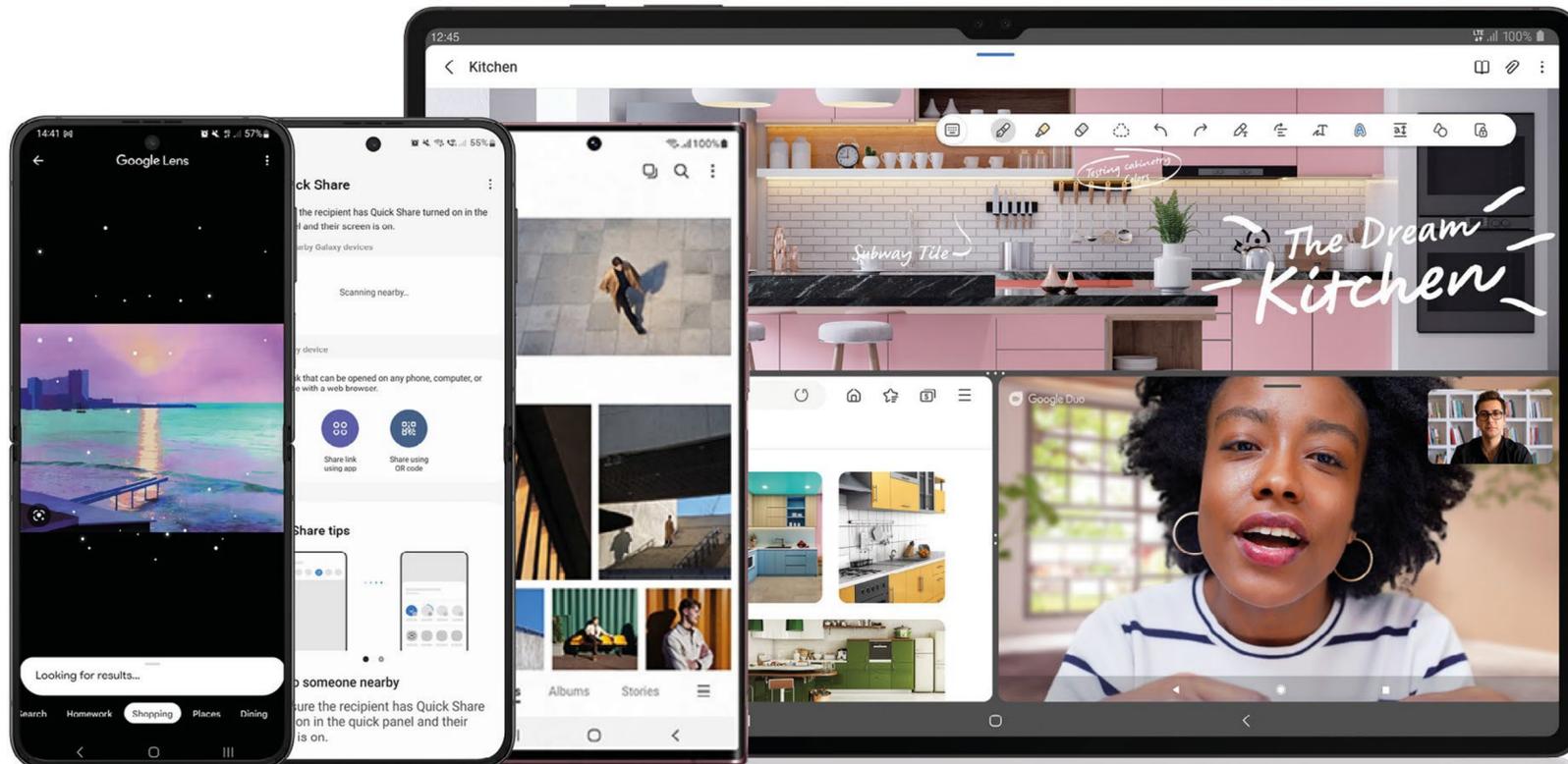
SMEs can get a complete package of mobile technology and services with Enterprise Edition. It includes 3 year Enhanced Support, 5 Year Security and Maintenance Release, Knox Suite—and more.

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7. <https://www.samsungknox.com/en/blog/samsung-knox-platform-3-2-receives-strong-ratings-by-gartner>  
 8. <https://transparencyreport.google.com/>

# An incredible return on investment

Once businesses look beyond spec sheets and cost—and start digging deeper into innovation, connectivity and security—it's clear to see the additional benefits and value the right mobile devices can deliver. But for SMEs, who may lack the capital to invest, are such sophisticated tools ever realistically within reach?



# SAMSUNG Capital

Samsung has thought about that too. It's created Samsung Capital—finance solutions to help every business access the tools it deserves. This includes everything from designing tailor-made finance packages to providing stress-free upgrades. So, you'll never be left with old tech that's depreciating in value.

Thanks to Samsung Capital, SMEs can now access the same tools as large enterprises—and reap the rewards. They can work flexibly, securely and efficiently. They can be more productive and tackle everyday jobs with ease.

So, next time you're looking for new business devices: stop and think. What else can these devices do for my business? Because the harder they work, the harder your business can work.

To learn more about the Samsung and Google partnership, and the benefits of working on Android, please visit:

<https://www.samsung.com/uk/business/why-samsung/>

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