

ARE YOU UNLOCKING THE POTENTIAL OF TODAY'S TABLETS?

According to a new survey from IDG Research, a significant majority of IT leaders say **boosting employee productivity** is the clear motivator for putting these tablets in the hands of users. But as the survey demonstrates, many businesses are just skimming the surface in **leveraging the full capabilities of tablets**.

For IT Leaders, Tablets Mean One Thing Above All: Improving Productivity.

What are the reasons for providing tablets to your employees?

IMPROVE EMPLOYEE PRODUCTIVITY

72%

81%
OPERATING SYSTEM

86%
COST

89%
PROCESSING SPEED

Speed, Cost, and Operating System Are Key Purchasing Considerations.

How important are the following attributes when making tablet purchasing decisions?

And There's Near Unanimity on the Features Required.

How important are the following features when making tablet purchasing decisions?

83%

OFFICE APPS AND PRODUCTIVITY SUITE

93%

SECURITY FEATURES

83%

DEVICE MANAGEMENT FEATURES

But There's a Lot of Untapped Potential. Most Tablets Purchased Today Are 'Supplements.'

Only 8%, or less than one in 10, say the tablets they purchase today will replace an employee's existing laptop/smartphone.

88%
ACCESS EMAIL /CALENDAR

Tablets Are Being Used for Consumption, not for Content Creation or Productivity Applications.

How are tablets currently used in your organization?

87%
ACCESS WEBSITES /SERVICES

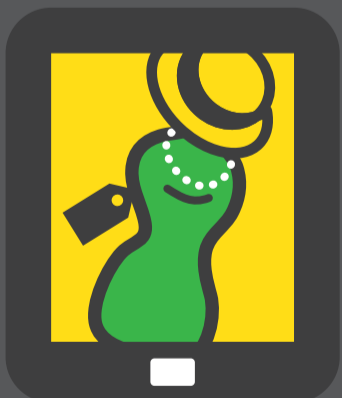
24%
CONTENT CREATION

And Businesses Admit They're Still Spending 77% of Their Time Doing Work-Related Tasks on Desktops, Laptops or Netbooks.

While this indicates a lag in businesses' use of tablets in comparison with consumer adoption, innovators across a range of industries are pushing the boundaries on what they can do with these devices:



Using smaller-screen tablets that they can slip into a lab coat, **healthcare professionals** are securely accessing their patients' Electronic Health Records at bedside.



Innovative **retailers** are using slates in the back of the house for tasks like inventory, while touch-screen tablets in-store are enriching the shopping experience and engaging customers.



Educators are building interactive classrooms, where tools such as screen and content sharing, instant polling and group surveys, and remote device management keep students engaged and improve classroom management.

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The Galaxy Tab S improves customer engagements with powerful visualizations on the 10.5" Super AMOLED display. Maximize on-the-go portability with leading-edge thinness and lightness. Elevate productivity, communication and collaboration with a blazing fast processor for effortless multi-tasking and screen mirroring, while Samsung Knox™ ensures enterprise-grade data security.

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According to a survey of 144 IT Directors, sponsored by Samsung and conducted by IDG Research Services in July 2013.

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