

Unlocking the Extraordinary Potential of Mobility for Small and Mid- Market Businesses

Improve security and unleash productivity
with unlocked mobile devices.



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Introduction



From small businesses to large corporations, U.S. firms have fallen behind the rest of the world in embracing the multiple benefits of unlocked phones. After years of investing in carrier-controlled locked phones that can impede the productivity of users and devices, U.S. firms have become increasingly interested in leveraging the competitive advantages of unlocked phones.

According to research from Strategy Analytics, “U.S. unlocked smartphone shipments increased 140% annually in 2015, and made up 9% of total smartphone volume, up significantly from 4% in 2014.”¹ And there have been no signs of that transition slowing down.

Cost is a key driver for this change, as the nature of unlocked phones offers savings through versatile and flexible phone contracts. According to Linda Sui, Director at Strategy Analytics, “Leasing and EIP (equipment installment plan) programs take smartphones back to their “real” values, rather than subsidized prices. This has made cost-sensitive consumers search for alternative or cheaper options in open and online channels in the U.S.”¹ The cost savings is in **not** being locked to a carrier or to a wireless contract at all; in fact, part of the value of unlocked phones is that they can be WiFi-only devices.

Cost is not the only important factor in this migration to unlocked phones. Another incentive is that organizations can provide users with WiFi-only devices.

There are still some concerns, however, about the security of unlocked devices that have made businesses hesitant to take full advantage of unlocked phones. To combat this, manufacturers have stepped up, with multi-level security solutions to make unlocked phones as secure as any locked device on the market.

In this eBook, we’ll look at a recent Spiceworks survey of 750 IT professionals to learn about their behaviors and preferences around SMB mobility. We hope to provide information that will help you determine if and how your organization could benefit from a company-owned, unlocked device approach.

The Growing Movement to Company-Owned Phones

Smartphones became a necessity a decade ago, with the bring your own device (BYOD) model. Spiceworks research indicates that U.S. businesses may now be moving away from the BYOD model toward a company-provided model, in which employees are given a company-selected device. According to the research, more of today's businesses are using this "company-owned" approach to mobile communications.

Why the move away from BYOD? An increasing number of U.S. businesses—especially SMBs—have decided to purchase "unlocked" phones for their employees to keep the savings and flexibility benefits of BYOD while ensuring consistent security and device management on employee devices.

An unlocked phone offers several distinct advantages over a locked phone. First and foremost, an unlocked phone enables customers (whether individuals or organizations) to switch carriers at any time, without the hassle of negotiating out of contracts, or having to assign new phone numbers to users.

In addition, unlocked phones make it easier to upgrade to the latest available software. This is especially important when it comes to security upgrades. Unlocked phones also are not burdened by "bloatware" applications and services that carriers force onto every device. As a result of this more lean approach, unlocked phones often deliver better performance than locked phones.

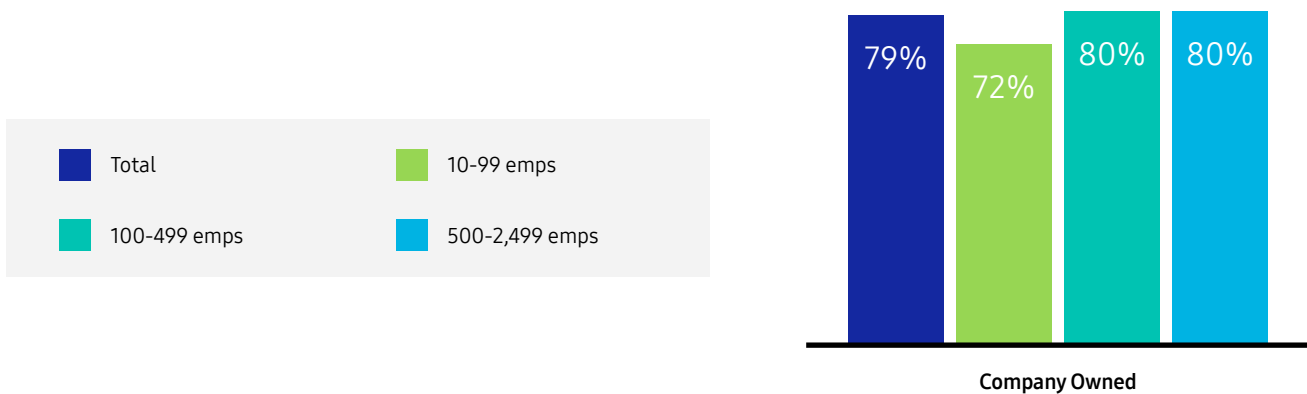
While cost is a key factor in this growing preference for unlocked devices, SMBs see other persuasive benefits to breaking away from carrier-driven sales. Companies can purchase large service bundles from carriers at a deep discount versus the traditional per-phone cost of services. The company can then deploy specific services to each user according to their individual needs and preferences.

Beyond cost and flexibility, improved security remains the major driver behind the migration to company-owned phones. Organizations that own every network-connected phone, and can monitor or control all applications on those phones, can in turn significantly improve the level of security throughout their networks.



When asked, “what device policy does your organization support?” 80% of surveyed companies with 100 to 2,499 employees named ‘company owned’ as the most prevalent mobile device policy. Even most (72%) small companies surveyed, with 10-99 employees, have company-owned policies.²

Mobile Device Policies Currently Supported

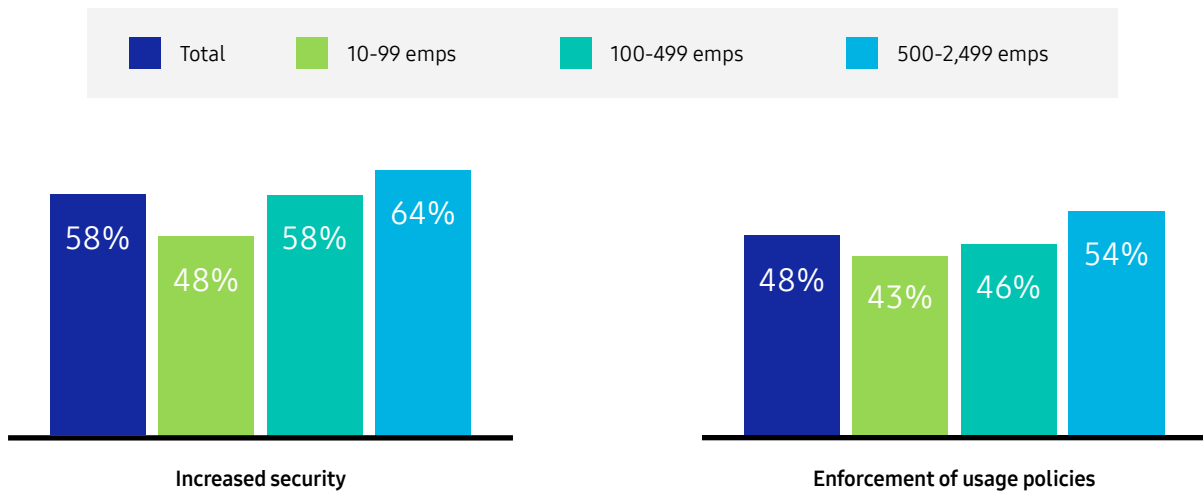


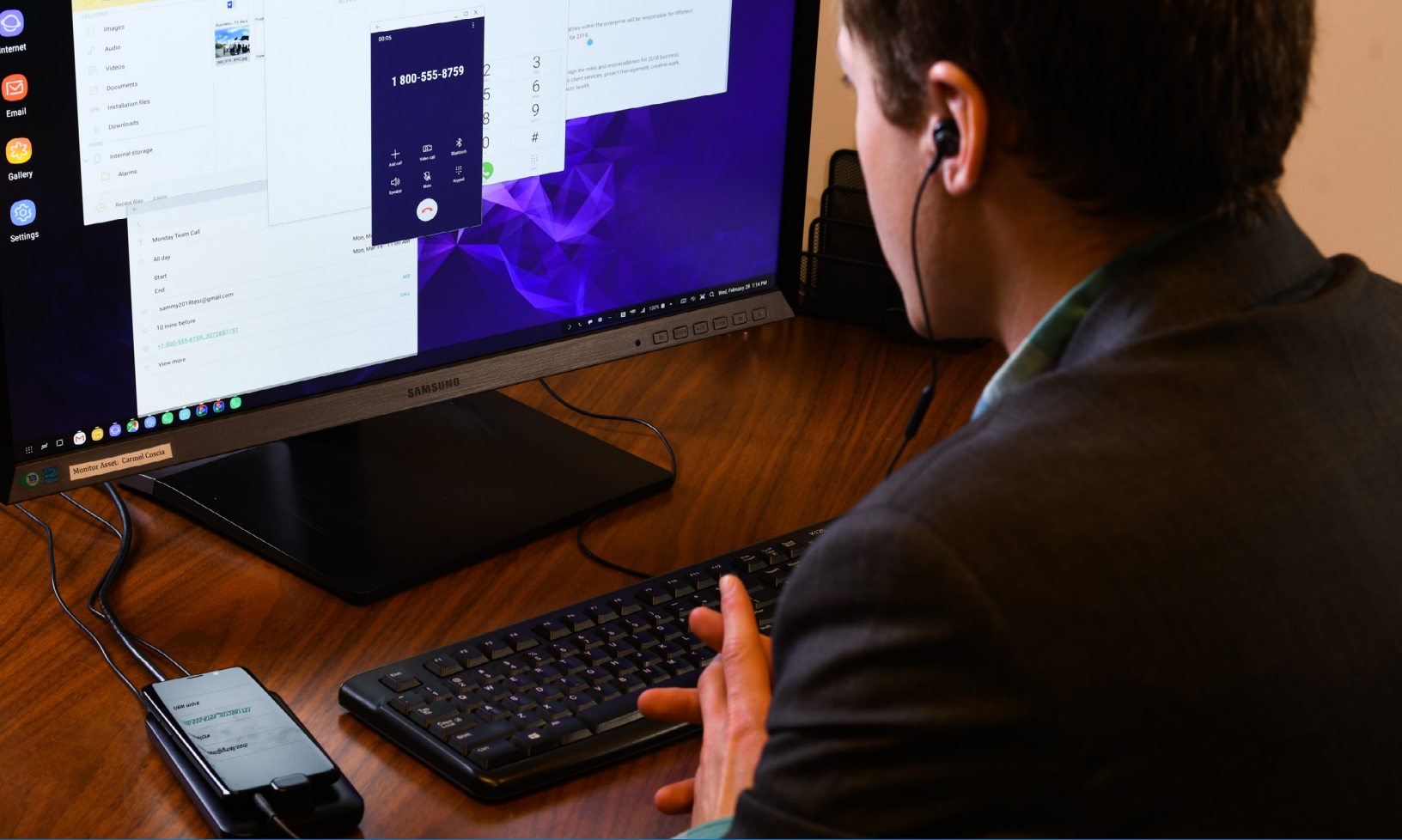
Improving Security at the Hardware and Software Level

As smartphones are now essential business tools, SMBs need better solutions to manage the increased security challenges of the mobile workforce. Unlocked phones provide a valuable opportunity to beef up security using new, state-of-the-industry security solutions and platforms made recently available by companies like Samsung.

Mobile device policies are chosen to increase security and enforce usage policies within organizations. The desire to enforce usage policies is especially important to larger organizations, but companies with between 100-499 employees are not far behind. ²

Reason for Supporting Mobile Device Policies





Regardless of industry, companies need a multi-layered security model to effectively manage security in a mobile environment. Mobile device management (MDM) is a must, but companies should also deploy a solution that secures devices at both the hardware and software layers. It should support encryption of data in transit and at rest. The security solution should also provide containerization, which separates work and personal data, for the security of sensitive company information and for protecting the privacy of users.

Containerization solutions are beneficial to application security because they allow organizations to restrict what may be installed in the work container through whitelisting or blacklisting. These systems can also control functionality access for a particular application, and distribute applications or allow them to be selected from a pre-approved list.

For user convenience, organizations should support single sign-on to multiple applications. They should also provide a sandbox within the security system for additional protections against malware, hacking and data leakage.

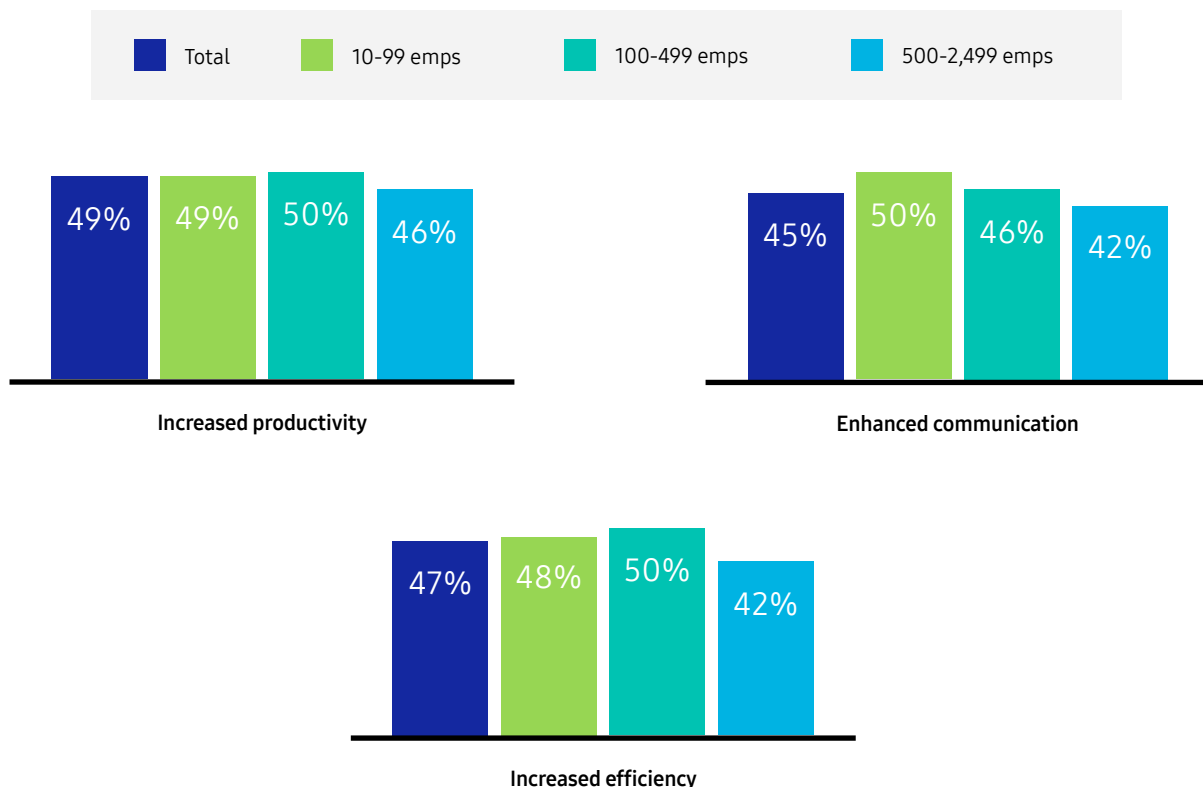
This type of multi-layered security strategy will not only safeguard data and protect users, but also provide IT with greater control, and thus, more confidence in its ability to improve security enterprise-wide.

Improved Security Enables Increased Productivity

In a properly secured mobile environment, users are empowered to be more flexible, more efficient and more productive. This is because they no longer have to worry about the security of the applications they're using, the connections to the enterprise or the networks over which those applications are being used.

According to our research, SMBs have seen an increase in productivity, efficiency and collaboration by supporting smartphones to their organizations.²

Benefits of Supporting Mobile Smartphones for Business





With improved security solutions providing a safer IT environment, company data is better protected while moving to and from the cloud. Users can easily access applications that connect back to the office server, ensuring that business-critical information is just a tap away.

There are also devices with built-in security that containerized the phone so that work usage and personal usage are separated on the device.

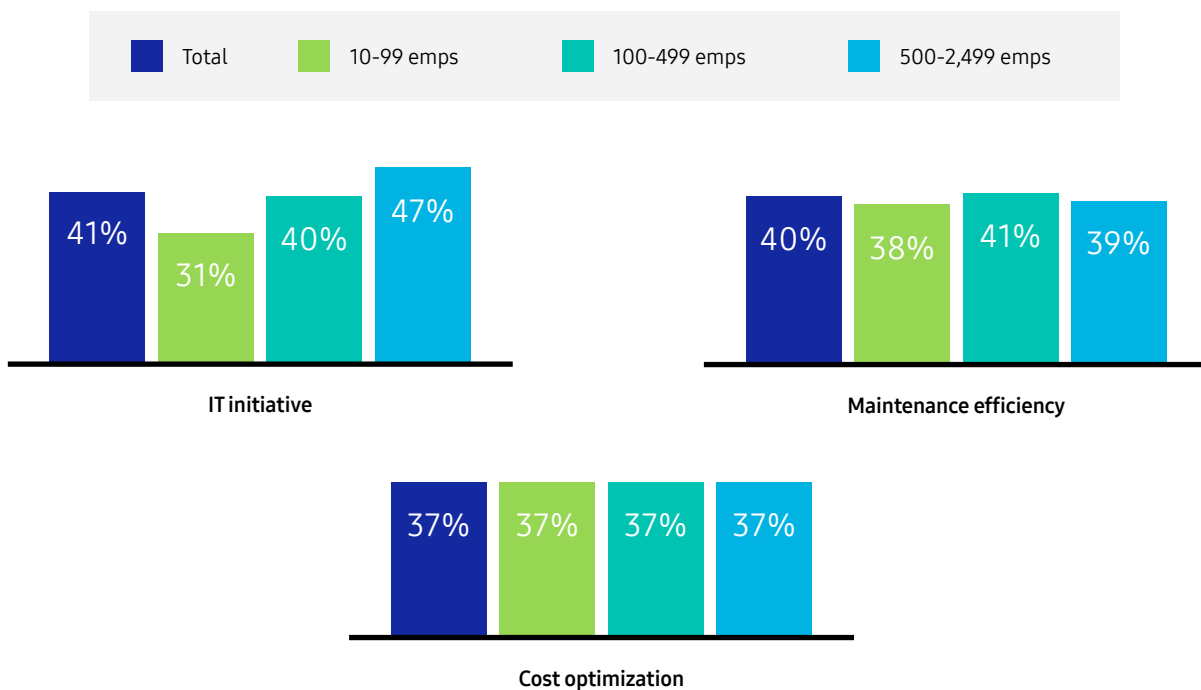
It's easy to see how company-owned, unlocked phones can empower users, teams, and even the entire organization to realize a wide range of benefits suited specifically to their business goals.

Samsung Leads the Way in Smartphone Security, Productivity and Services

As companies shift toward finding new and better ways to leverage an increasingly mobile workforce, they need devices that easily work with whichever software and services are best suited to keep their business running efficiently, productively and securely.

Organizations offer company-issued smartphones to employees for a variety of reasons. While supporting an IT initiative is the number one reason for large companies, smaller organizations rank maintenance efficiency number one; and cost optimization is a top reason regardless of size. ²

Reasons for Offering Company-Issued Mobile Smartphones



Samsung is leading the way in empowering a more flexible and productive mobile workforce by pairing groundbreaking technology with impeccable design to create next-generation Galaxy smartphones. These unlocked, carrier-agnostic smartphones are designed and built to eliminate bloat-ware, deliver cutting-edge security, can work with any major carrier or function independently as Wi-Fi devices that don't require a carrier, and boost productivity with powerful features and intuitive device management.

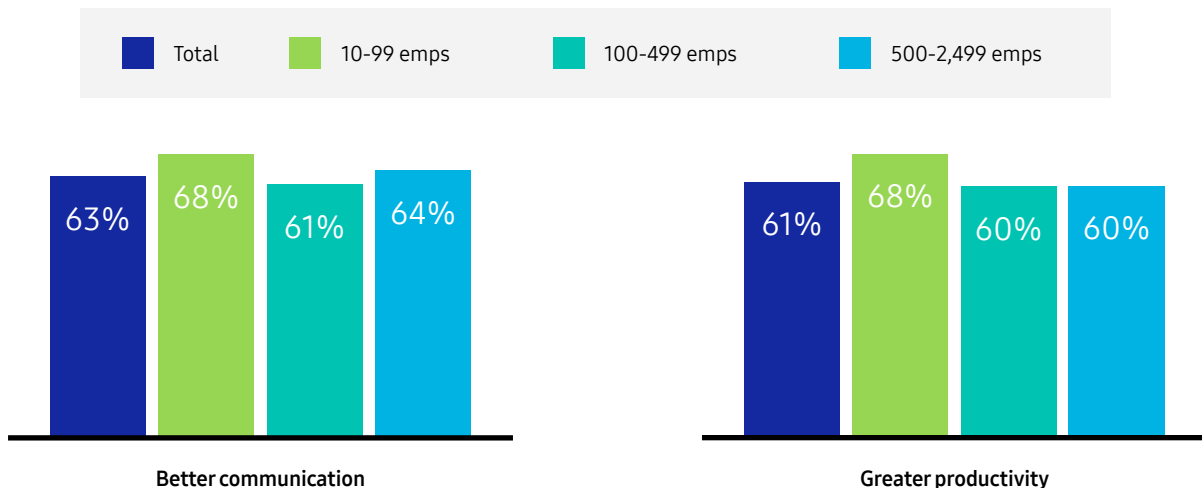
As a partner that works with you to achieve your business goals, Samsung has experts across almost every industry, dedicated to ensuring you can get solutions customized for your company's specific needs. You'll also benefit from Samsung's long-term service and support.

Samsung can help improve the collaboration and performance of your company with out-of-the-box customized software installation, complete mobile solutions that streamline workflow, and automatic software updates that keep users on the latest, most secure platform. Samsung helps protect your investment in mobility solutions with great value warranty services and mobile device management programs.

You'll also benefit from seamless connectivity that's ready to meet your business needs with platform integrations across devices, as well as Samsung DeX and virtual desktop programs. Protect your investment with warranty services or a mobile device management program. And only Samsung offers the defense-grade security of Knox 2.9, biometric authentication and secure folder.

Across all company sizes, our research shows organizations hope that offering company-issued smartphones for employees will encourage better communication and productivity.²

Ideal Business Outcomes of Company-Issued Smartphones



Conclusion



For SMBs, choosing the right fleet of mobile devices can mean the difference between keeping up and moving ahead. Samsung can be your trusted partner, offering everything from devices and security to strategies and services that will make your team more productive, even if they're working remotely or collaborating across geographies.

[Learn more](#)

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Sources:

¹ U.S. Unlocked Smartphone Vendor Market Share: Q4 2015, Linda Sui, Strategy Analytics, February, 11, 2016. [Strategy Analytics: Unlocked Smartphones Made Up 9% of Total Smartphone Volumes in US in 2015](#)

² Spiceworks survey of 750 IT decision-makers on SMB mobility, on behalf of Samsung, September 2017.

