

# Samsung Enterprise Alliance Program Case Studies

Team up to address customer needs and maximize business opportunities with high quality solutions from trusted partners in an enterprise mobile eco-system





Growing with you

**Partner with the Future**

## Create new opportunities with an enterprise mobility partner ecosystem

### Technology innovations demand new capabilities

Rapid advances in mobile information and communication technologies present new opportunities and challenges for today's businesses. The payoffs include enhanced and quicker decision-making, increased employee efficiency and improved corporate responsiveness, which can provide additional revenue opportunities and improve customer satisfaction. Meanwhile, many companies find it difficult to keep pace with rapidly changing and advancing mobile technologies. For most businesses, the breadth of enterprise mobility technologies, applications, services and components require a partner ecosystem to help them effectively embrace mobile initiatives.

### Customers seek help with enterprise mobility solutions through trusted partners

The complex and varied demands associated with enterprise mobility solutions are often well beyond the capabilities of most organizations. Companies need help in navigating the intricate array of mobile devices, applications, technologies and staff requirements, while sustaining corporate security and management capabilities.

Vendor partners, such as independent software vendors (ISVs), value-added resellers (VARs), systems integrators (SIs) and consultants can provide the knowledge and skills needed to fully realize the benefits of enterprise mobility. However, many businesses find selecting the right partners to help them plan, implement and manage successful mobility initiatives to be a challenge on its own.

### Samsung Enterprise Alliance Program (SEAP)

To help customers achieve successful enterprise mobility initiatives, Samsung launched the Samsung Enterprise Alliance Program (SEAP). As the mobile device market leader, Samsung thoroughly understands the needs and challenges of the mobile enterprise. That's why the SEAP partnership program encompasses a large and growing partner ecosystem that can holistically address a customer's full spectrum of enterprise mobility planning, implementation and management requirements. Through SEAP, Samsung works with partners to provide complete, packaged mobility solutions for business.

SEAP was launched in late 2011, and has been growing since its inception. Currently, SEAP has over 1,000 partner companies in more than 50 countries. SEAP covers a broad spectrum from providing services such as MDM, VPN, messaging, other security features and so on, to meeting the needs of vertical industries such as retail, education, healthcare and others.

### Meet business demands with specialized solutions backed by Samsung products and support

Samsung provides advanced solutions and technical support for device enhancement, which enables SEAP partners to fully address customer needs and challenges. SEAP support includes:

- **Technical enablement.** SEAP provides various software development kits (SDKs) such as KNOX SDK, KNOX Customization and Samsung EDU SDK, along with consulting services.
- **Device sales enablement.** SEAP cooperates with local sales forces to train partners and customers on device usage.
- **Partner locator and solution briefs.** An online tool and solution information that help ensure the right solution is promptly found for each customer's needs

# Meet the SEAP partners that can help you optimize your mobile enterprise for greater efficiency and better management

## Case studies

Tier	Partner	Customers	Description
	Citrix	Encompass Home Health	Encompass Home Health, a large home health care provider, sought to equip its sizeable medical field force with a mobile solution to deliver superior care to patients. Encompass deployed Citrix XenMobile MDM on GALAXY Tab mobile devices equipped with convenient apps to provide the best possible health care, control costs and meet security regulations.
	FancyFon	AVIVA	Aviva, a major financial institution, needed to integrate the latest technology to improve work productivity. Aviva applied FancyFon's FAMOC solution on Samsung GALAXY S mini devices enabling complete remote management of apps while ensuring data security.
	SOTI	American Airline	American Airlines, one of the largest airlines in the world, sought a cost-efficient enterprise mobile management solution to manage and secure device use throughout the organization. American Airlines employed SOTI's MobiControl across the company to control costs and optimize daily operations.
	Amtel	Nabors	Nabors, a global leader in oil and gas drilling rigs and services, needed to deploy and manage enterprise data and apps on a diverse fleet of mobile devices and track remotely located workers and equipment. Amtel provided a comprehensive solution with an intuitive, cloud-based console that integrates mobile security, apps and email management, along with mobile expense management. The solution enabled Nabors to gain tight control over mobile access to apps and corporate email.
	Apptec	Dosenbach	Dosenbach, a longstanding sporting goods retailer, needed a URL-based mobile kiosk solution to ensure proper device use and privacy. Dosenbach deployed Samsung GALAXY Tab 12.2 devices with Apptec's Kiosk Mode solution for a cost-effective, secure advertisement method.
	ISL Online	Datalab	Datalab, a global business ERP software developer, wanted a remote tool enabling swift support from technicians. Datalab implemented ISL Online's remote desktop and mobile support solution on Samsung GALAXY devices enabling fast and cost-efficient technical support.
	DKI Technology	KT&G	KT&G, a leading manufacturer and seller of tobacco, required a remote Mobile Device Management (MDM) solution for data security measures. KT&G implemented DKI's Integrated Mobile Protection Machine enabling security and management of all mobile device aspects.
	Raon Secure	Mog-un Middle School	Mog-un middle school sought a device management solution to oversee student devices. Mog-un deployed RaonSecure's TouchEn Sam smart mobile device management solution on GALAXY Note 10.1 devices for convenient and cost-effective management of devices.
	Weplib	McDonald's	McDonald's, a world famous quick service restaurant, required new digital services to extend and foster brand loyalty. They implemented Weplib's solution on Samsung GALAXY tablets enabling a highly integrated, digitally enhanced dining experience.

## Home health provider delivers in-home patient care with secure mobile workspaces powered by Citrix and Samsung

### Enable optimized device use to deliver superior in-home care with a powerful mobile management solution

#### About the customer

Based in Dallas, Encompass Home Health is a Medicare-certified agency that delivers home health, hospice and pediatric care to homebound patients. The company's network has grown to 100 branches consisting of 50 well-respected agencies with locations throughout Texas, Oklahoma, New Mexico, Colorado, Utah, Idaho and Oregon.

#### About the Partner



Citrix is a leader in mobile workspaces, providing virtualization, mobility management, networking and cloud services, to enable new ways to work better. With a 2013 revenue of \$2.9 Billion, Citrix solutions are used by over 330,000 organizations and 100 million users globally.

#### Customer challenges and needs

Encompass needed to equip its large medical field force with a mobile solution to provide them with the information they need to deliver care to patients. Mobile device management (MDM) plays a critical role in this strategy. The solution had to be highly reliable and offer device oversight and end-to-end security to ensure data protection and compliance to strict medical regulations.

#### Solution

Encompass deployed Citrix XenMobile MDM on GALAXY Tab mobile devices equipped with convenient medical documentation apps enabling clinicians to provide better health care, as well as third-party marketing apps for sales and marketing professionals to boost sales performance.

#### Benefits

With Citrix's XenMobile device management solution, field clinicians could access critical clinical apps on their GALAXY tabs to provide effective and reliable health care services and keep their highly interdependent logistical business moving. Comprehensive mobile security helped

Encompass comply with HIPAA regulations governing patient privacy with features such as remote device wipe, encryption and secure access control. Reporting capabilities allowed the company to control costs through efficient device allocation and optimized connectivity plans. An intuitive dashboard gave IT real-time visibility into device usage to define and apply specific access policies for the right level of mobility for each case.

"Having a secure system is extremely important because we're dealing with patient data that is subject to HIPAA regulations. We had to make sure that the MDM tools can properly account for the deployed devices, have them passcode protected, keep the data encrypted, and then, if they're lost or stolen, remotely wipe them to ensure data integrity."

- Scott Beard, Director of Information Technology,  
Encompass Home Health

### Added value from the partnership

Citrix and Samsung leveraged each company's respective this section has no heading partner programs to help customers achieve business success. Both the Citrix Ready Program and the Samsung Enterprise Alliance Program (SEAP) played an important role in delivering a joint and comprehensive mobility management solution to customers like Encompass Health.

#### Reliable security with Samsung KNOX SDK

The Citrix XenMobile MDM team integrated the Samsung KNOX SDK to provide device security and management capabilities that the customer required for compliance, such as passcode protection, data encryption and remote wipe.

#### Comprehensive technical support

In addition, through the Samsung Enterprise Alliance Program, Citrix teams were able to get the technical documentation and support from Samsung specialists to address customers' support issues quickly. The results gave customers confidence in the joint solution.

## A financial institution in Poland manages newly deployed Samsung mobile devices with a secure MDM partner solution

### Upgrade to a comprehensive enterprise mobility system with a flexible and secure MDM solution

#### About the customer



Aviva Poland is one of the country's largest insurance pension and mutual fund companies, with over 3.5 million customers. The company is part of Aviva®, which provides financial services to more than 31 million customers in Europe, Asia and Canada.

#### About the Partner



Established in 2006, FancyFon is a trusted mobile security and enterprise mobility management provider, empowering businesses to remotely control, manage and secure their diverse mobile infrastructures.

#### Customer challenges and needs

To keep up with mobility trends, Aviva needed to integrate the latest technology to improve workforce productivity. They wanted to implement Samsung smartphones but needed a secure way to thoroughly manage the new devices. The solution had to provide enterprise-grade security, quick deployment and easy manageability.

#### Solutions

Aviva implemented FancyFon's FAMOC™ on Samsung GALAXY S® 3 and GALAXY S 4 Mini devices that enabled remote, centralized management for the fleet of Samsung devices over the Internet, while providing enterprise-level protection. This open mobile device lifecycle solution delivered not only flexibility but radically improved device security.

#### Benefits

With FAMOC solution equipped Samsung smartphones, Aviva gained ensured data security that met strict company standards. The company increased business agility with advanced management features and OTA configurations. Aviva could remotely manage applications for all mobile devices without disrupting end-users' operations. The solution ensured that no unwanted applications could access corporate data, and permitted users to download only preapproved apps from a FAMOC corporate app store.

"To reduce business risk, the project has enabled Aviva to increase productivity by providing our employees with constant access to email and corporate resources."

– Piotr Kowalski, Service Desk Manager, IT Department, Aviva Poland

### Added value from the partnership

#### Enhanced management with KNOX standard SDK

Using the KNOX Standard SDK, FancyFon developed an MDM solution that allows the AVIVA IT team to not only secure email and Internet access but establish group policies and create a corporate app catalog to securely lock down the application installation process.

#### Close Cooperation

Partnering with Samsung enabled FancyFon R&D to work closely with Samsung developers, receiving technical support and a vast wealth of resources. Above all, the partnership enabled FancyFon to stand out in a highly competitive market.

#### Comprehensive functionality

Samsung offers highly manageable, comprehensive MDM functionality. Advanced security and usability features can be overwhelming for customers but with Samsung, Aviva gained the tools to create a successful mobile strategy that covers every aspect of secure mobility.

#### Timely technical support

Samsung provided valuable support in presenting security features to customers. Technical cooperation with SEAP allowed FancyFon to implement additional security features into the FAMOC MDM solution for a competitive advantage. Examples included automatic data wipe in case of device rooting and full remote access to devices' screens.

# Airline elevates mobility strategy to new heights with SOTI and Samsung

## Enable a complete enterprise mobility strategy with an effective, cost-efficient EMM solution

### About the customer



American Airlines is one of the largest airlines in the world serving 260 airports in more than 50 countries and territories with, on average, more than 3,500 daily flights.

### About the Partner



SOTI is a leading global provider of Enterprise Mobility Management (EMM) solutions, equipping its over 12,000 enterprise customers with innovative services to truly mobilize and optimize mobility investments.

### Customer challenges and needs

AA needed a cost-efficient enterprise mobile management solution to deploy, manage and secure various mobile devices and applications. The solution had to support convenient remote capabilities and customization requirements.

### Solution

AA selected SOTI's MobiControl to enable, optimize and secure its mobile workforce. MobiControl was deployed organization-wide and integrated into a production data center to optimize daily operations.

### Benefits

SOTI MobiControl has enabled AA to remotely manage and easily implement customized role-based usage of the Management Console. Savings from individual development, lower hardware costs and a help desk function have increased company ROI. AA's mobile help desk estimates 90 to 95 percent of tickets can be solved over the phone with MobiControl.

"SOTI's advanced security and remote control helpdesk tools enabled us to put the latest mobile devices into our customers' hands to enhance the onboard experience, and into our employees' hands to support the smooth operation of our airline with complete confidence."

- Kimberly L. Jackson,  
Sr. Mgr Enterprise Mobility and Wireless Solutions,  
American Airlines

## Added value from the partnership

### Enhanced management with KNOX standard SDK

Using the KNOX Standard SDK, AA continues to have increased functionality from the flight attendants in the air to the mechanics on the ground. AA has enhanced the traveling experience with technology supported by Samsung and SOTI.

### Collaborative and timely technical support

SEAP connected the SOTI North America Team with Samsung B2B North America, closely aligning them across all verticals, including transportation and logistics. Given the vast size of the AA account, SOTI and Samsung hold regular collaborative meetings to understand and support AA's needs. Through close collaboration, Samsung SEAP provided valuable technical support to help close the deal with AA. They continue to support SOTI in driving new opportunities, as well as helping AA integrate the latest, state-of-the-art Samsung technology in its mobile infrastructure.

### Comprehensive functionality

Samsung's advanced KNOX functionality combined with SOTI's EMM solution provided AA with advanced security and usability in a comprehensive mobile strategy. The collaboration of these two teams provided best-in-class products and services that improved AA from top to bottom.

# Oil drilling services company deploys mobile management solution with Amtel and Samsung

## Enable secure, flexible device use in the field with efficiency-enhancing mobile device management

### About the customer



The global leader in oil and gas drilling rigs and services, Nabors operates onshore and offshore rigs, as well as charter fleet of marine vessels throughout the world and offers a full range of equipment, software and services.

### About the Partner



Amtel simplifies mobility management in the field with award winning cloud-based solutions for secure mobile communications. Amtel's superior engineering, support and account management has resulted in a 95% customer retention rate.

### Customer challenges and needs

Nabors needed to deploy and manage enterprise data and apps on a diverse fleet of mobile devices. They also needed to track remotely located workers and equipment constantly on the move often in harsh environments.

### Solution

Nabors chose Amtel for its comprehensive solution with an intuitive, cloud-based console that integrates mobile security, apps and Email management, as well as mobile expense management. This total mobile management solution enabled Nabors to gain tight control over mobile access to apps and corporate email.

### Benefits

With Amtel's mobile management solution, Nabors was able to securely deploy enterprise apps on mobile devices with complete management abilities using a corporate app store. Users could safely share corporate data and email on mobile devices in a secure container. Administrators could send alerts and take automatic action in case of non-compliance by remote wiping of content, and blocking access to the corporate email server. Field force increased productivity thanks to greater flexibility resulting from secure management of geographically dispersed mobile devices.

"We were impressed by the range of capabilities integrated in Amtel's solution for managing security, apps and Email from a single cloud-based console. The Amtel support team was instrumental in successful implementation."

- Randall Sibley, IT Director, Nabors

## Added value from the partnership

### Optimized solutions

Being a Samsung partner, Amtel had a major competitive advantage in providing optimized solutions on Samsung smartphones and tablets prevalent in the customer environment. Using Samsung's ELM system, an automatic apk certification system allowing Amtel to manage their own licenses using KNOX SDK, Amtel was then able to swiftly take full advantage of new capabilities by promptly updating their solution.

### Timely technical support

Through SEAP membership, Amtel gained responsive Samsung technical support regardless of the time zone. Samsung's quick assistance met or exceeded the support from local U.S. companies, helping Amtel to meet the requirements of the customer's tight schedule and integrate the latest enterprise technology.

### Simple and effective response process

Samsung had a simple process for handling both partner and customer requests that enabled Amtel to easily plan the development of new features and enhancements that customers wanted. Amtel received swift technical support, which enabled the company to resolve issues quickly and satisfy customers.

## A retailer in Switzerland safely manages kiosk advertisements remotely with a URL-based solution using AppTec and Samsung KNOX SDK

### Gain secure mobile kiosk capabilities with convenient, remote management

#### About the customer



Founded in 1865, Dosenbach-Ochsner AG is a longstanding retailer and wholesaler of sports goods and

footwear based in Dietikon, Switzerland. Dosenbach-Ochsner operates as a subsidiary of Deichmann SE, which has a workforce of over 32,000 employees.

#### About the Partner



AppTec develops in-house, cloud based Mobility Management solutions for the challenges of managing

applications, configuration, and security of mobile devices. AppTec's mobile device management solution with its intuitive management console offers centralized management of all mobile devices and applications.

#### Customer challenges and needs

More retailers are embracing enterprise mobility to improve the customer experience with personalized engagement. Dosenbach-Ochsner needed a mobile kiosk solution that was URL-based for privacy and blocking unauthorized web pages while being able to automatically delete data.

#### Solution

Dosenbach-Ochsner chose Samsung GALAXY Tab® 12.2 devices with an in-house partner solution from AppTec to enable a URL-based Kiosk Mode. This cloud-based solution enabled secure, remote mobile management of store advertisements on the user-friendly tablets.

#### Benefits

With the AppTec enterprise mobility management (EMM) solution, Dosenbach-Ochsner created a cost-effective, URL-based kiosk mode as a secure advertisement method. Link Jump Control disabled unwanted URLs while white listing authorized URLs. With Auto Deletion, completed forms and data were automatically deleted after a period of inactivity to ensure customer privacy. As a result, the sports goods retailer reduced IT costs and enhanced mobile advertisement management using in-store Samsung tablets.

"The solution impressed us right away as it provides extensive features, progressive technology and excellent customer services. They combine the best technology with the best price-performance ratio."

- Danny Caduff, Dosenbach-Ochsner AG

### Added value from the partnership

#### Full support with a provision of sample devices

With Samsung, AppTec received full support with a provision of sample devices to ensure that the deployed device was the ideal fit for the business. Apptec was able to promptly respond to request by Dosenbach and verify quality assurance of the solution. Plus, the sample devices eliminated the need for Apptec to purchase new devices for sales demonstration purposes, which served as a vital way to gain customer trust.

#### Samsung KNOX Standard SDK

Apptec focused primarily on Kiosk Mode API, a key API of KNOX Standard SDK and a preferred function by many partner companies. The implementation of Kiosk API in the solution was a unique sales point that appealed to the customer and served as a competitive edge over other companies. And by choosing Kiosk API, Apptec was able to gain valuable technical support from Samsung engineers, which lead to greater efficiency in implementing the solution.

## ISL Online helps an ERP software developer improve customer satisfaction and reduce support costs

### Remotely support accountants and farmers using desktop PCs and mobile phones with ISL Online remote desktop suite

#### About the customer



Based in Ljubljana, Slovenia, Datalab is a global business enterprise resource planning (ERP) software developer that develops the ERP-System PANTHEON for general business functions, with specialization for agricultural holdings, accounting firms and the public sectors.

#### About the Partner



ISL Online, a pioneer of the remote desktop industry, provides cloud-based remote access, remote desktop, live chat and web conferencing solutions to quickly, simply and securely connect millions of Internet-enabled devices across the globe.

#### Customer challenges and needs

Datalab needed a remote support tool that enabled software support technicians to instantly connect to customers' computers or mobile devices and fix their problems by taking full control of the remote desktop or just show customers how to solve problems through on-screen drawings.

#### Solutions

The ISL Online remote desktop and mobile support solution empowered Datalab to support more than 36,000 customers, while the ISL Light app for Android leveraged Samsung GALAXY Note 3 and Samsung GALAXY S5 devices to provide live chat and remote desktop capabilities in a single tool.

#### Benefits

The ISL Online solution enabled quicker response times and reduced support costs by 70%. The solution eliminated the need for in-depth customer problem explanations over the phone and customer site visits to set up computers. Plus, the solution's single-click support enabled customers to ask for help the moment they need it and received direct support on mobile devices, increasing customer satisfaction and retention.

"We are enthusiastic about ISL Light and are using it as a core support mechanism for our business software. We were particularly excited about how easy integration with our helpdesk and billing system was."

- Andrej Mertelj, CEO, Datalab

### Added value from the partnership

#### Samsung KNOX Standard SDK

ISL Online focused on Remote Control API, an API supported by KNOX Standard SDK - a function sought by many partners. With this API, IT managers could remotely oversee employees' devices from a PC or mobile device, and ensure that the solution operates without the risk of personal or corporate data leakage.

#### Fast and knowledgeable support

Security was highly important to remote desktop users. Supported by Samsung's rapid and timely in-depth responses in this demanding field, the ISL Online solution was trusted by enterprise users worldwide.

#### A straightforward partnership

In contrast to many large companies, Samsung had a clear procedure for dealing with partners and their requests, which was followed closely. This procedure enabled partners to know whom to contact and when to expect answers, which was crucial in planning new features or complex integrations.

# Tobacco company manages enterprise mobile devices with DKI and Samsung KNOX

## Improve mobile device management with an integrated solution developed from the KNOX™ Standard SDK

### About the customer



KT&G is a leading tobacco manufacturer and seller in Korea with sales of approximately US\$2.4 billion with a net profit of US\$500 million. KT&G employs 4,080 people in Korea.

### About the Partner



Established in 1997, DKI Technology is a longstanding mobile solutions and operational support system

development provider offering businesses powerful and innovative ways to manage and secure enterprise mobility with the latest technological advances.

### Customer challenges and needs

As more employees began using their mobile devices in the workplace, KT&G needed a remote Mobile Device Management (MDM) solution to protect business and private information and to apply conditional security policies for private e-contract systems.

### Solutions

KT&G selected DKI Technology's Integrated Mobile Protection Machine (I-MPM), a high-level MDM solution that manages all enterprise devices, security systems, policies and applications in a single website. The solution was integrated with key features from the KNOX Standard SDK, such as application management, theft recovery and expense management.

### Benefits

With an enhanced MDM solution, IT managers at KT&G could securely monitor and manage all mobile device aspects, such as data, hardware, applications, management policies and security. These management capabilities could be accessed remotely through a single web UI for convenient comprehensive control of devices from anywhere at any time. As a result, the company achieved enhanced mobile device manageability for greater business efficiency.

"We have been able to meet the client's requirements perfectly through the KNOX Standard SDK. Also, utilizing our MDM, we have successfully managed the client's corporate devices and remarkably increased on-site work efficiency."

– Dong Hoon shin, Vice President, Sales Department, DKI

## Added value from the partnership

Timely support from the Samsung Enterprise Alliance Program (SEAP)

DKI Technology received timely support for solution development and fulfillment of the customer's needs with Samsung's technical support, available through the SEAP portal. Using the automated tech support system, the technical FAQ and Q&A sections on the SEAP website, and the Developer Guide included in the KNOX Standard SDK, DKI developers created a comprehensive and customized MDM solution for KT&G. Samsung also helped DKI Technology easily obtain the development and production license and provided assistance with distribution.

### Demonstration support with appropriate devices

Through partnership with Samsung, DKI met the client's enterprise mobility needs with suitable specifications and devices—namely, Samsung GALAXY Mega smartphones. With the most appropriate, competitive specifications and devices, DKI can receive demonstration support from Samsung subsidiaries.

### Suitable, timely promotion

In addition to meeting the customer's specification needs, Samsung was chosen over other vendors for high-quality products and solutions. Samsung also provided timely and prompt promotion of the Samsung GALAXY Mega devices.

## Middle school implements smart device management service with RAON SECURE and Samsung

### Enable effective, efficient device oversight in classrooms with smart mobile management

#### About the customer



Mog-un Middle School is a public school in Seoul that is leading a government-backed initiative to

modernize the public education system using the latest technologies.

#### About the Partner



RAON SECURE is a nationally trusted security solution provider with a proven track record of market-leading solutions. RAON SECURE uses its engineering know-how and technical innovation to provide protection for rapidly changing mobile security and IoT.

#### Customer challenges and needs

Government-backed smart schools are challenged with managing devices, maintaining class focus, and removing learning hindrances. Mog-un Middle School needed a device management solution to oversee student devices, control non-learning activities, and block unauthorized websites and apps.

#### Solution

Mog-un chose RAON SECURE's 'TouchEn Sam', a smart mobile device management (MDM) solution for schools that enables convenient management of students' GALAXY Note 10.1 devices with advanced capabilities for easily blocking distractions and removing hindrances to classroom learning.

#### Benefits

With RAON SECURE's device management solution, Mog-un teachers could easily restore students' tablet PCs to a pristine state after class by removing all applications installed by the students. To maintain classroom focus, students were only able to access apps for which they have been registered, and devices were blocked from all harmful and unauthorized websites and apps. Teachers could monitor student devices in real-time to ensure full class participation for a more effective learning environment.

"It's very convenient. Now we can check in real-time whether the students are concentrating in class. With the restoring function included in the solution, the teacher's management burden and cost have been lowered."

- Mog-un Middle School teacher

### Added value from the partnership

#### Enhanced management with KNOX Standard SDK

SEAP partnership enabled RAON SECURE to gain powerful technology development functionality with Samsung KNOX Standard SDK. Using the KNOX Standard SDK policy API, RAON SECURE enhanced security for the TouchEn Sam solution by developing features such as student accessibility to apps, app deletion prevention, data security and policy enforcement.

#### Joint sales and marketing activities

SEAP membership enabled RAON SECURE to substantially increase their outreach capabilities through joint sales and marketing activities with the Samsung team, which led to more business opportunities. RAON SECURE also took part in the Education Korea Exhibition, where TouchEn Sam was demonstrated at the Samsung booth, greatly extending RAON SECURE's promotional reach.

#### Prompt support

Through the close partnership with Samsung, RAON SECURE received prompt and active support, which included not only the engineering team's know-how but direct access to a vast wealth of resources. With Samsung's strong support, RAON SECURE resolved customer technical issues in a timely fashion and provided quality assurance for the solution.

## Samsung KNOX and Weblib help a global QSR use new digital technology to entice and retain customers

### Deliver new digitized services and entertainment to boost brand loyalty and attract new customers

#### About the customer



McDonald's is a well-known American company and a global leader in the quick service restaurant (QSR) industry. Since 1955, McDonald's has served the world some of its favorite food. The company has more than 35,000 local restaurants serving nearly 70 million people daily. McDonald's annual revenue reached \$28 billion in 2013.

#### About the Partner



Weblib, a French leader in e-Retail, provides fully adapted interactive solutions through tablets, apps and Wi-Fi to help stores increase revenue, improve traffic and build customer loyalty. Weblib has worked with the world's largest brands to expand their digital projects.

#### Customer challenges and needs

McDonald's needed new digital services to foster brand loyalty, and satisfy their current customers while attracting new market segments. To achieve this goal McDonald's needed a solution that would keep their tech-savvy customers entertained, and promote the restaurant as a place where anyone can visit. McDonald's also wanted to collect customer feedback that could help the company provide a satisfying experience.

#### Solution

The Weblib solution helped McDonald's provide new services and entertainment with approximately 600 customer-facing Samsung GALAXY tablets in McDonald's QSRs worldwide. The solution helped McDonald's manage content, ensure users' privacy and gather statistics remotely.

#### Benefits

The Weblib solution converted McDonald's traditional QSRs into connected ones to attract customers. It helped McDonald's on its way to the digital universe and make further steps toward evolving into an omni channel. The

solution also kept customers entertained, while offering new digital services to improve their dining experience. In addition, McDonald's could use the tablets as marketing tools to promote stores, products and services, and collect customers' feedback.

**"That is why tablets in stores are very important to McDonald's strategy to remain a leader among QSRs. Customer satisfaction levels are higher and many McDonald's franchisees are thinking about rolling-out tablets in their restaurants."**

- Arthur Philbé, Managing Director, Weblib

### Added value from the partnership

#### Technological leadership and brand strength

Samsung provided an adaptable and secure Android platform to serve as foundation upon which more technological bricks could be built. As a leader in the tablet industry with a wide range of devices Samsung offered not only its brand image to reassure Weblib's customers, but a superior cost/performance ratio. Samsung vendors actually helped to persuade the Weblib customer.

#### Robust technical support and visibility

Samsung technological guidance before and during installation, as well as continual technical support ensured that operations ran smoothly. This included documentation and precise information about the technological evolution of hardware and software for greater visibility. In addition, the partnership provided the opportunity to have a specific software version to fit the customer's needs.

## Legal and additional information

### For more information

For more information on the Samsung Enterprise Alliance program and its partners, visit SEAP portal ([www.samsungmobileb2b.com](http://www.samsungmobileb2b.com)) and go to;

- SEAP Partner Locator: Map of partners operating in a particular geography and specializing in a chosen vertical
- Partner Profile: Online profile that markets a partner's company information, awards and accolades, solutions, or geographic reach
- Solution Brief: Data sheet which allows enterprise customers, carriers, other partners, or Samsung B2B sales channels to learn an app.

### About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, and semiconductors. We employ 286,000 people across 80 countries with annual sales of US\$216.7 billion. To discover more, please visit [www.samsung.com](http://www.samsung.com).

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