

SAMSUNG

# Rugged on the outside, smart on the inside

Blending strength and functionality  
to make tough jobs easier.





Mobile business devices are becoming smarter everyday. Today's smartphones and tablets have faster processors, longer-lasting batteries and ever more powerful connectivity. And with an extensive array of built-in work-based tools, features and applications, they give workers everything they need to stay connected and productive—all at their fingertips.

But while this digital evolution is easy to see in devices used by office-based staff, mobile tools for workers on the frontline of construction, retail and public services haven't advanced at the same pace.

Rugged devices have typically been seen as the go-to devices for industrialised environments. They're built to be highly durable. But these rugged features have, historically, come at the expense of functionality and design.

However, with people now working in more varied jobs and environments, businesses are seeing the benefit of mobile devices that meet the promise of both durability and business performance. And this has led to the development of a new breed of rugged devices that offer all-round business functionality and security—as well as their tough exteriors.

# Meet the future of rugged devices



**“ Leading research firm Gartner predicts that 50% of field workers will use mobile augmented reality (AR) collaboration and knowledge sharing tools by 2025.<sup>1</sup> ”**

Rugged smartphones and tablets have grown in popularity in recent years. They’re now widely used by workers in many industries and organisations from retail to construction, healthcare, manufacturing and frontline response. As their use becomes more mainstream, rugged devices continue to evolve—offering more business features and functionality that enable users to be productive, wherever they are.

## **Designed for endurance, built for performance.**

Today’s rugged devices are more intuitive, so they’re easier to use on the move and in the field. They’re long-lasting and productive, with powerful processors and batteries. They have premium features integrated, from impressive cameras and chipsets to high-resolution displays which enable the device to support different use cases. Like mPOS, scanning, proof of delivery, to name a few. They’re also sleeker, smaller and have a far more premium feel than the bulky devices that came before them—while still maintaining an affordable price tag.

Security has improved too, helping to protect businesses against the increasing risk of cyberthreats. Those devices with features such

as biometric security can be safely shared across a business, between employees, without the worry of data breaches.

## **Rugged is the new norm.**

The need for rugged devices that offer more premium features is growing. Modern workers expect their work devices to do more. They want the latest features and the innovative tools that help them perform better. Indeed, leading research firm Gartner predicts that 50% of field workers will use mobile augmented reality (AR) collaboration and knowledge sharing tools by 2025.<sup>1</sup> To remain competitive, and stay ahead of the curve, organisations across all industries need to adopt the tools that help them retain the best talent and improve their teams’ productivity.

1. The Gartner 2020 Magic Quadrant for Field Service Management

# Delivering more with less



**“ 41% of frontline workers agree their jobs include many paper-based tasks that would be easier to execute on a computer screen or mobile device.”<sup>4</sup>**

The way we work continues to evolve. Most people are no longer working from their desks for the duration of the day. Instead, with improved mobility, workers can stay productive on the move, going where their work takes them. Indeed, so called ‘deskless workers’ in healthcare, retail, manufacturing, hospitality, logistics and many other industries make up 70-80% of the world’s labour force.<sup>2</sup>

## The right tools for every job.

With today’s global financial and geopolitical uncertainties, many workers are under pressure to boost productivity while reducing costs. Ensuring these employees have mobile devices that enhance their abilities is key to keeping them motivated, effective and happy. Having the right technology ranks third on the list of things that deskless workers say could help to reduce workplace stress.<sup>3</sup> Digital tools that enable effective working can also help to improve employee satisfaction levels. In a recent Forrester report, 41% of frontline workers agree their job includes many paper-based tasks that would be easier to execute on a computer screen or mobile device.<sup>4</sup>

## Safely does it.

Businesses are also on high alert when it comes to cyberthreats, with 32% of UK businesses having experienced breaches or attacks in 2023.<sup>5</sup> For those organisations that process sensitive data—such as criminal records, healthcare patient information or financial and personal data—any loss or theft of data, or cyberattack of any kind, is a major problem. As a result, enterprise decision-makers say their business needs a secure (40%) and capable device with advanced features (30%).<sup>6</sup>

That’s why Samsung has developed a new generation of rugged devices that seamlessly blend the functionality, power and price. It’s what you’d expect from consumer mobile devices with the durability and security workers need from rugged mobile tools.

2. Making Work Better for Deskless Workers, Boston Consulting Group, 2022. 3. Work Trend Index, Special report, Microsoft, 2022. 4. Empower Frontline Workers With Cloud Experiences, Forrester, 2019. 5. Cyber Security breaches survey, UK Department for Science, Innovation & Technology, 2023. 6. IDC, 2023 U.S. Enterprise Mobility Decision Maker Survey: Devices, Doc # US50068023, Aug 2023

# A new era of Samsung Rugged

Tough and durable on the outside, and effortlessly smart on the inside, the Samsung Rugged range meets the needs of today's frontline and deskless workers in three key ways:



# 1. Protected against the unpredictable



Wherever people are working—from a construction site to a hospital ward, serving customers on the shopfloor or patrolling in a vehicle—businesses need to feel confident their mobile fleet is up to the job. They want pain-free deployment, ensuring they can turn it on and use it straight out of the box. And they need to know it will stand up to whatever environment or conditions they're working in.

## **Built to last and last.**

Samsung Rugged smartphones and tablets are made to be dependable. They're designed to handle drops, spills and dust, meaning businesses get extra peace of mind when their employees are working in harsh conditions. This also reduces the likelihood of them needing frequent, costly repairs, which significantly drives down the total cost of ownership (TCO) for each device.

When considering the TCO of Samsung Rugged devices, other factors also play heavily in their favour. For instance, the long battery life helps to minimise downtime. And, in addition to helping them withstand accidents, the tough design also helps to protect each device from physical security attacks. With so many extra features built-in too, businesses can also reduce expenditure on bolt-on protective accessories.

Samsung is aware that certain businesses have employees working in hazardous environments. Therefore, ensuring mobility devices are intrinsically safe is critical for the safety of these employees. Samsung partner with companies such as Pepperl & Fuchs to ensure industry standards are met for every employee, no matter how challenging their work environment is.

To really make your investment work hard, there's Samsung Knox suite—an all-in-one enterprise mobility solution designed to help you effectively secure, deploy, manage and analyze your devices throughout the entire enterprise mobility lifecycle. It makes fleet management easier for IT teams, again helping to drive down the TCO. IT teams can also access analytics that help to optimise performance. So, businesses can make sure their teams get the most out of devices, while improving productivity.



**“ There’s a lot of concern over Bluetooth in the policing world, but [with Samsung Knox] we can lock down data transfer so we don’t get data loss, but colleagues can still pair the phone to their vehicle for hands-free voice calls. ”**

Gregg Hudson,  
Mobility Team Manager,  
West Midlands Police.

### **Safe against threats.**

All Samsung Rugged devices feature Samsung Knox defence-grade security—which is as robust as it sounds. They are also Android Enterprise Recommended, meeting the strict requirements set by Google.

The multi-layered technology, built directly into the devices at the point of manufacture, has achieved more global government security and third-party analyst certifications than any other device, platform or operating system. The combination of hardware and software protects devices with a built-in secure environment, from the chip set up. It means workers can connect devices and transfer data, confident that everything is completely protected from cyberattacks.

For seamless deployment and management, Samsung Knox also integrates with all MDMs, including Microsoft Intune.

It’s the kind of fully-rounded protection that West Midlands Police has found highly beneficial. “There’s a lot of concern over

Bluetooth in the policing world,” says Gregg Hudson, Mobility Team Manager, West Midlands Police. “But [with Samsung Knox] we can lock down data transfer so we don’t get data loss, but colleagues can still pair the phone to their vehicle for hands-free voice calls.”

### **Keeping everything up to date.**

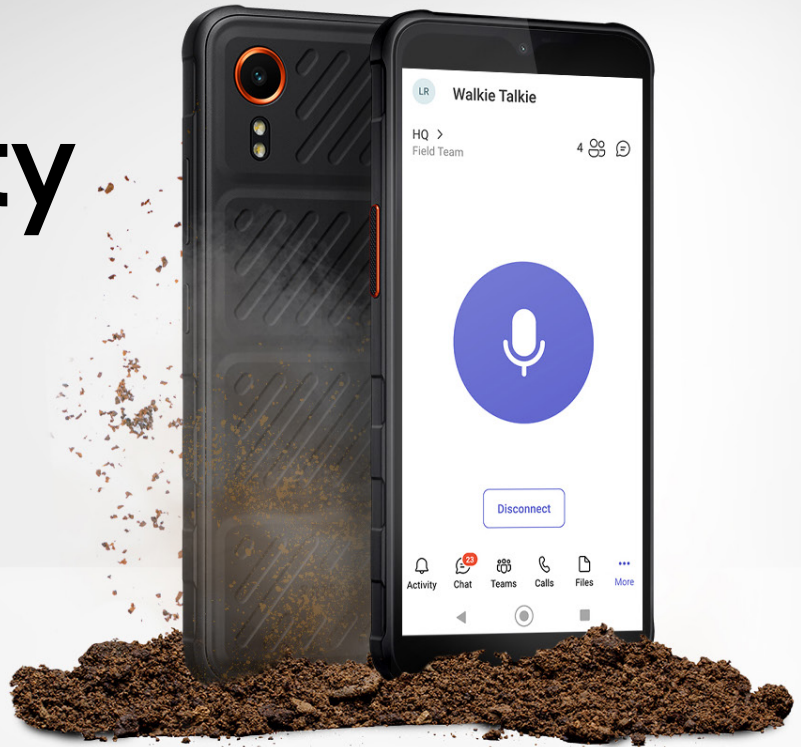
Most cyberattacks occur because of unpatched vulnerabilities, which makes regular security updates essential.<sup>7</sup> Samsung Rugged devices get regular security patches, which means fleets will always have the very latest updates. And with the fleet management capabilities, businesses have greater control over those updates. This helped West Midlands Police ensure ‘every device is on exactly the same build of software, rather than them randomly updating’.

“The granular control is really helpful too,” says Denis Patel, Technical Delivery Manager, “especially for the teams that need devices with a specific function. Not everyone has to have a set update sent out, so we can control which devices they go to.”

**[Read more about how Samsung supported West Midlands Police >](#)**

7. Global Mobile Threat Report, Zimperium, 2023

## 2. Productivity made easy



Whatever industry they're in, businesses want their employees to be as productive as possible. For that to happen, they need digital tools that help people work effectively. Research shows that organisations with the highest degree of digital connectivity and empowerment—that involves 75% of their frontline workers—are likely to see more than 20% growth year on year.<sup>8</sup>

Samsung Rugged devices are built to help workers thrive—with a range of productivity tools, apps and features that make light work of the toughest jobs. With the Galaxy Tab Active and XCover series, for example, employees can use augmented reality (AR) to improve asset tracking through inventory.

It can help them identify a unit or part that needs to be repaired in the field. Or they can use the built-in camera to capture and display the workplace in a new augmented way, providing employees with an engaging on-site learning experience.

8. Closing the technology gap for frontline workers, Deloitte, 2023





**“ Everything is quick, the prices are correct and we can communicate with everyone individually. Fundamentally, the quality of life for our store associates has improved. ”**

Paul Cooper,  
Head of Technology, River Island

### **A stylish new addition.**

High street fashion retailer River Island equipped staff with Galaxy XCover, to help them improve productivity and enhance customer service. One feature which really boosted efficiency was Knox Capture for smart data barcode scanning, which enables workers to find out product information quickly on the shop floor. “Previously, we had to enter a password and wait for the device to scan the barcode, which was slow, while the customer waited,” says Kerrie Toll, Store Leader at River Island Kings Lynn. “Now, I can literally tap the side of the Samsung smartphone and use the app to instantly scan the product. The difference is massive.”

Staff can also use their phone to check whether there are other sizes in the stockroom. Or they can call up other products or garments from the same range, or which complement the item, and suggest them to customers.

The Knox Capture for scanning feature has also enhanced efficiency in the stock room, with staff able to scan multiple barcodes at once while checking stock levels.

The devices have been transformative for customers and staff alike. As Paul Cooper, River Island’s Head of Technology, explains: “Everything is quick, the prices are correct and we can communicate with everyone individually. Fundamentally, the quality of life for our store associates has improved.”

Now, River Island staff have faster access to more information, which is helping provide better customer service. And it’s not just the fashion retailer that’s seeing the benefits. 38% of frontline workers rank such integrated features and data capture quality amongst their top criteria for a mobile device.<sup>9</sup>

**[Read more about how Samsung helped River Island roll out more than 5,000 XCover phones across their UK stores >](#)**

9. IDC, 2023 U.S. Enterprise Mobility Decision Maker Survey: Devices, Doc # US50068023, Aug 2023

### 3. Quickly connected to the essentials



When workers are in the field, or away from the office, they need to stay connected. They need to be able to communicate with their team, to stay safe and up to speed with projects. And they need quick access to any essential files, information or digital tools that help them carry out tasks. They also need to make sure their device can keep up with busy days.

It's no surprise, then, that good network connectivity (44.1%) and battery health (43.1%) are ranked as the most important features for frontline workers.<sup>10</sup>

#### **Work smarter, not harder.**

With the Samsung Rugged range, users can remain connected at all times. Lightning-fast 5G<sup>11</sup> and reliable Wi-Fi means they can easily access the essential data they need. If they're working in tough, hazardous conditions, they can make

sure people know where they are—helping to keep them safe. And with Push-to-Talk (PTT) communication, they can use their device like a walkie-talkie to instantly chat with colleagues, or send messages over Microsoft Teams by holding down the hot key.

Any data collected in the field can be relayed back to colleagues to share timely progress reports. Or, it can be directly streamed to the cloud, rather than having to manually process data back at the office.

10. VDC, 2020-EMOB-Total-Cost-Of-Ownership and IDC, 2023 U.S. Enterprise Mobility Decision Maker Survey: Devices, Doc # US50068023, Aug 2023. 11. 5G requires optimal 5G connection and actual speed may vary depending on market, carrier, and user environment.



**“ A key part of the technology strategy at Halfords is simplification and a platform centric way of doing things. What that really means is exploiting the investment that we’ve already made and the technologies that we already have. Samsung provides a great opportunity for that. ”**

Neil Holden,  
Chief Information Officer, Halfords

### **Tapping into teamwork.**

When Halfords equipped its staff with the Galaxy XCover, the retailer found the devices helped to unite colleagues and streamline processes. By simply pressing the XCover Key on their devices, staff can get in touch with each other faster than ever before. So they can quickly find out about stock levels, product information or customer queries—helping to drive better customer experiences.

The simple, intuitive design of the devices has helped with adoption, and staff have taken to them quickly. “It was very easy from a colleague user point of view,” says Simon Kirk, Store Manager at Halfords Hedge End, “because they’re very consumable devices. It’s like what they use in their everyday life—small compact technology—just a bit more ruggedised to make sure that it lasts in a retail environment.”

Using the XCover Pro has helped the company reduce inefficient paper-based systems and transfer to a more digitised workflow, which has improved information sharing. “Questions arise like: ‘What’s happening with what customer?’ ‘Has that customer paid or not paid?’ Colleagues have now got that info in their pocket in the car park, and they can seamlessly move from one customer to another.”

From an investment perspective, Samsung Rugged devices have truly paid off. As Neil Holden, Halfords’ Chief Information Officer, explains: “A key part of the technology strategy at Halfords is simplification and a platform-centric way of doing things. What that really means is exploiting the investment that we’ve already made and the technologies that we already have. Samsung provides a great opportunity for that.”

**[Read about how Samsung helped Halfords with its digital transformation >](#)**

# The future is Rugged



With more people working away from the office, or in roles that require them to operate in harsh or extreme environments, the need for fast, powerful, hardwearing devices has never been greater.

At the same time, businesses have an unprecedented opportunity to empower and motivate their employees, by investing in mobile technology that helps them boost productivity and work on their own terms. And now, when it comes to equipping teams with mobility tools, organisations no longer need to choose between durability and functionality. Samsung Rugged devices have it all—and with a very persuasive TCO. In today's competitive landscape, that makes for a very strong business case.

**See how Samsung can help your business transform its mobile technology by exploring the Samsung Rugged range below.**

**[Visit our website for more information and tailored support](#) >**

# Explore the Tab Active range



## Samsung Galaxy Tab Active5

The Samsung Galaxy Tab Active5 is our toughest tablet yet. Built to the MIL-STD-810H certification, it can withstand a 1.8m drop when using the bundled protective case. See everything clearly, and work with greater clarity, thanks to the brighter screen<sup>4</sup> with Vision Booster. And with the S Pen, you can grab signatures on the go, or take notes easily wherever you're working—even if the screen's wet.

### Product Specifications

<b>Display:</b>	8.0" WUXGA 16:10 120Hz TFT, 600Nits
<b>Dimensions:</b>	213.8 x 216.8 x 9.9mm 227.6 x 130.8 x 13.8mm (w/Protective Cover)
<b>Weight:</b>	433g
<b>Processor:</b>	Exynos1380
<b>Memory + Storage:</b>	6+128GB, microSD card (Up to 1 TB) <sup>7</sup>
<b>Connectivity:</b>	LTE: Cat.11(4CA), 5G: Sub6 DL 2.3Gbps, UL 0.6Gbps, Wi-Fi: 802.11 a/b/g/n/ac/ax 2.4G+5GHz, Wi-Fi Direct, Bluetooth: BT5.3, USB: USB 2.0, GNSS Support: GPS Dual Band(L1+L5), Glonass, Beidou, Galileo, QZSS, NFC: UICC, Samsung DeX
<b>Camera:</b>	Front: 5MP Rear: 13MP
<b>Audio:</b>	Speaker: Mono, 1.2W, Microphone: 2 Mic, Ear Jack:3.5Ø
<b>Battery:</b>	5,050mAh <sup>5</sup> (15W, Replaceable Battery & No Battery Mode)
<b>Charging:</b>	15W Fast charging, USB 2.0 Type-C, POGO for charging <sup>6</sup>
<b>Durability:</b>	IP68, <sup>1</sup> MIL-STD-810H, 1.5m drop (1.8m with case), Gorilla <sup>+</sup> Glass 5
<b>SIM:</b>	SIM1+eSIM
<b>In box:</b>	Device, S Pen, Protective Cover, Battery, <sup>2</sup> Data Cable, QSG (Quick Start Guide), Travel Adaptor
<b>Sensor:</b>	Accelerometer, Gyro sensor, Geomagnetic sensor, Light sensor, Proximity sensor, Hall sensor, Fingerprint sensor



## Samsung Galaxy Tab Active4 Pro

With its large display, the Samsung Galaxy Tab Active4 Pro makes it easy to stay productive anywhere. You'll have enough power to get through the busiest day, with the largest replaceable battery<sup>5</sup> in any Samsung Rugged device. The phone even works in No Battery Mode<sup>2</sup> when you're on the road and it's plugged into your vehicle. You can also use the Tab Active4 Pro to take payments easily on the shop floor, thanks to mobile payments enabled with NFC.<sup>3</sup>

### Product Specifications

<b>Display:</b>	10.1" (1920 x 1200) TFT LCD, 480Nit
<b>Dimensions:</b>	242.9 x 170.2 x 10.2mm
<b>Weight:</b>	674g
<b>Processor:</b>	Qualcomm <sup>®</sup> Snapdragon <sup>™</sup> 778G
<b>Memory + Storage:</b>	6+128GB, microSD card (Up to 1 TB) <sup>7</sup>
<b>Connectivity:</b>	802.11ax (Wi-Fi 6) & 5G Dual SIM (2x Physical)
<b>Camera:</b>	Front: 8MP Rear: 13MP
<b>Audio:</b>	Stereo speakers
<b>Battery:</b>	7,600mAh <sup>5</sup> (15W, Replaceable Battery & No Battery Mode)
<b>Charging:</b>	15W Fast charging, USB 2.0 Type-C, POGO for charging <sup>6</sup>
<b>Durability:</b>	IP68, <sup>1</sup> MIL-STD-810H, 1m drop (1.2m with case), Gorilla <sup>+</sup> Glass 5
<b>SIM:</b>	SIM1+eSIM
<b>Other:</b>	S Pen, Samsung DeX (USB 3.2), Programmable key, Calls and Messages Continuity, GPS dual band (L1/L5), NFC, Fingerprint scanner, Facial recognition
<b>Sensor:</b>	Accelerometer, Gyro sensor, Geomagnetic sensor, Light sensor, Proximity sensor, Hall sensor, Fingerprint sensor

1. Resistant to dust and up to 1.5 metres of fresh water for up to 30 minutes (IP68). Rinse residue/dry after wet. Not advised for beach or pool use. 2. Additional battery sold separately. In the case of extra replaceable batteries, only Samsung-certified products are compatible for use. Need to turn on "No Battery Mode" and use a dedicated USB Type C power source accessory (9V/2.3A ↑, PD2.0↑). Cradle and power source accessory sold separately. No Battery Mode limits device's CPU/GPU performance and reduces maximum volume, and display brightness, when enabled. 3. Additional software and wireless internet connection required to take payments directly on a device. 4. Compared with Tab Active3. 5. Additional batteries sold separately. Typical value tested under third-party laboratory conditions. Typical value is the estimated average value considering the deviation in battery capacity among the battery samples tested under IEC 61960 standard. Actual battery life may vary depending on network environment, usage patterns and other factors. 6. POGO charging dock sold separately. 7. microSD card sold separately.

# Explore the XCover range



## Samsung Galaxy XCover7

Meet the phone that's all about the view and the do. With its larger, higher resolution display,<sup>4</sup> the Samsung Galaxy XCover7 helps you see more on a single screen—so you can multitask like never before. Upload or download documents quickly on the move, or in the middle of nowhere, with hyper-fast 5G connectivity.<sup>3</sup> And with Knox Vault security, you can rest assured your device and sensitive data are fully protected at all times.

### Product Specifications

<b>Display:</b>	6.6" FHD+ 20:9 TFT V-Cut, 500Nits
<b>Dimensions:</b>	169.0 x 80.1 x 10.2mm
<b>Weight:</b>	172g
<b>Processor:</b>	Mediatek MT6835
<b>Memory + Storage:</b>	6+128GB, microSD card (Up to 1 TB) <sup>10</sup>
<b>Connectivity:</b>	LTE: Cat.13(2CA), 5G: Sub6 DL 2.3Gbps, UL 0.6Gbps, Wi-Fi: 802.11 a/b/g/n/ac 2.4G+5GHz, Wi-Fi Direct, Bluetooth: BT5.3, GNSS Support: GPS, Glonass, Beidou, Galileo, QZSS, NFC: UICC
<b>Camera:</b>	Front: 5MP Rear: 50MP
<b>Audio:</b>	Speaker: Mono, 1.2W, Microphone: 2 Mic, Ear Jack: 3.5Ø
<b>Battery:</b>	4,050mAh <sup>8</sup> (15W, Replaceable Battery)
<b>Charging:</b>	15W Fast charging, USB 2.0 Type-C, POGO for charging <sup>9</sup>
<b>Durability:</b>	IP68, <sup>1</sup> MIL-STD-810H, 1.5m drop, Gorilla® Glass Victus+
<b>SIM:</b>	4FF, SIM1+eSIM+uSD
<b>In box:</b>	Set, Battery, <sup>2</sup> Data Cable (C to C), QSG (Quick Start Guide)
<b>Sensor:</b>	Accelerometer, Gyro sensor, Geomagnetic sensor, Light sensor, Proximity sensor



## Samsung Galaxy XCover6 Pro

With the best camera in the Rugged range, the Samsung Galaxy XCover6 Pro helps you capture every detail and breeze through tasks. Scan multiple barcodes at once with Knox Capture.<sup>5</sup> Plus, with two programmable keys, you can open apps instantly—like Microsoft Teams Push-to-Talk.<sup>6</sup> The phone's slim, light, stylish design makes it easy to work on the go. And when you're back at base, or in your vehicle, you can use Wireless DeX<sup>7</sup> to connect to a larger screen and expand your work experience.

### Product Specifications

<b>Display:</b>	6.6" FHD+ LCD TFT Infinity-V, 120Hz, Glove Mode, Wet Mode
<b>Dimensions:</b>	168.8 x 79.9 x 9.9mm
<b>Weight:</b>	235g
<b>Processor:</b>	Qualcomm® Snapdragon™ 778G
<b>Memory + Storage:</b>	6+128GB, microSD card (Up to 1 TB) <sup>10</sup>
<b>Connectivity:</b>	5G, Wi-Fi6E, Bluetooth 5.2
<b>Camera:</b>	Front: 13MP F2.2 Rear: Main 50MP F1.8, UltraWide: 8MP F2.2
<b>Audio:</b>	Mono Speakers, Dolby Atmos
<b>Battery:</b>	4,050mAh <sup>8</sup> (15W, Replaceable Battery)
<b>Charging:</b>	15W Fast charging, USB 2.0 Type-C, POGO for charging <sup>9</sup>
<b>Durability:</b>	IP68, <sup>1</sup> MIL-STD-810H, 1.5m drop, Gorilla® Glass Victus+
<b>SIM:</b>	SIM1+uSD
<b>Other:</b>	Samsung DeX, Dual LED, Link to Windows, 2x XCover Keys Side & Top, 3 Years Enhanced Service, Side fingerprint, Face unlock
<b>Sensor:</b>	Accelerometer, Gyro sensor, Geomagnetic sensor, Light sensor, Proximity sensor

3. Resistant to dust and up to 1.5 metres of fresh water for up to 30 minutes (IP68). Rinse residue/dry after wet. Not advised for beach or pool use. 4. Additional battery sold separately. In the case of extra replaceable batteries, only Samsung-certified products are compatible for use. Need to turn on "No Battery Mode" and use a dedicated USB Type C power source accessory (9V/2.3A ↑, PD2.0↑). Cradle and power source accessory sold separately. No Battery Mode limits device's CPU/GPU performance and reduces maximum volume, and display brightness, when enabled. 10. 5G requires optimal 5G connection and actual speed may vary depending on market, carrier, and user environment. 14. Compared to XCover5. 16. Availability may vary by market and model. Barcode scanning may require app remapping to programmable key to use full feature. 17. Additional licenses may be required. 18. Samsung DeX is only available on Tab Active4 Pro, Tab Active5, and XCover6 Pro Rugged devices. 19. Additional batteries sold separately. Typical value tested under third-party laboratory conditions. Typical value is the estimated average value considering the deviation in battery capacity among the battery samples tested under IEC 61960 standard. Actual battery life may vary depending on network environment, usage patterns and other factors. 20. POGO charging dock sold separately. 21. microSD card sold separately.