White Paper

A Single Device for a Smarter, Neater Way to Work

A Single Device for a Smarter, Neater Way to Work

Every company is going to be a technology company, the saying goes. In Southeast Asia, the digital transformation journey is a difficult but necessary one that many organisations are fully committed to today.

At DBS Bank in Singapore, for example, the mantra is to digitise to the core. That means not just going for a front-end "cosmetic" change but transforming culture along with the new technology to turn the organisation into a technology company.[1]

Sometimes, change is the only way forward. In the Philippines, taxi company MiCab uses tablets to let taxi drivers compete with ride-hailing apps. Always connected, drivers can quickly respond to passenger requests and arrive at pickup locations on time.[2]

Despite advancements in the past decade, many mobile workers today still struggle at daily tasks whereby they must synchronise the data they collect on the field and work with it when back in the office.

As a region, Southeast Asia is also looking to overcome the uneven stages of development across countries by coming up with a harmonised framework to integrate e-commerce across borders.

An ASEAN master plan estimates that digital technologies could potentially be worth as much as US$625 billion, which may come from greater efficiency and new products and services, according to The Business Times.[3]

At the core of everything digital in the region is mobility. It offers always-on, ubiquitous and easy access to digital services. It is delivered on portable devices, such as smartphones and tablets, which modern office workers cannot live without.

Indeed, 50% of mobile workers say they could on average get half of their work done today using only their phone, according to a Samsung study.[4] Some 62% are willing to give up a traditional PC if they could connect peripherals like a monitor, keyboard and mouse.

One issue digital efforts have to address is dealing with multiple devices. Despite advancements in the past decade, many mobile workers today still struggle at daily tasks whereby they must synchronise the data they collect on the field and work with it when back in the office.

While many personal devices today are well connected to the cloud with mobile-ready apps, users often still have to fire up a desktop PC or laptop when they return to their desk in the office.

This adds clutter to the workplace. This higher number of devices also adds to the already considerable complexity for both users and the IT teams supporting them.

The problem is only going to become more acute in the years ahead, as more of the workforce becomes mobile. For transformation to succeed, organisations must find new ways to move forward.

1   "DBS CIO David Gledhill on Transforming a Bank by Becoming Digital to the Core," DBS Perspectives, July 30, 2018

2   "Philippine Taxi-Hailing Company Takes Control with Knox Manage," Samsung case study, 2019

3   "Forging Ahead on Southeast Asia's Digital Journey," The Business Times, Feb. 15, 2019

4   "How Reliant Are You on Your Smartphone at Work?" Samsung LinkedIn SlideShare, June 26, 2017

By 2023, 1.88B people, or 43.3% of the global workforce, will be mobile, according to research firm Strategy Analytics.[5] This is up from 1.52B, or 39.3% of the workforce, in 2017.

Whether this is a bank executive greeting a customer at a branch with a mobile device or a sales manager needing to update reports on the road, the hassle of holding multiple devices is only going to become more common.

As a result, many businesses are now seeking a new way. The idea is to have the best of both worlds: a portable device that can last an entire day without the need for a recharge and can be plugged into a workstation at any office desk.

This way, mobile workers can easily do their work with the freedom and portability of a smartphone or tablet in the field while being able to dock the device in the office for a PC-like experience with a monitor, keyboard and mouse.

A Samsung DeX Station dock with USB, networking and HDMI ports will connect up users' Samsung mobile devices to transform the experience. In the office, they can multitask with a familiar keyboard and mouse without firing up a separate PC.

Choosing Samsung DeX

Until now, such a PC-like experience has been a challenge for many mobile devices, because the apps that run on the Android operating system, for example, do not offer a friendly interface.

What Samsung has done with DeX is re-engineer the user experience using a unified user interface that allows mobile worker to work, watch and play seamlessly using a single device. The key is being able to switch between screens without a glitch.

Connecting a mobile device to a dock or a cable, users can fire up office productivity apps to create spreadsheets and presentations as if they were using a PC. They can open

5   "Global Mobile Workforce Forecast Update 2017-2023," Strategy Analytics, May 18, 2018

multiple apps, such as Adobe Photoshop, Microsoft Office and Amazon WorkSpaces, and switch between them easily on a large screen.

DeX also opens up new functionality for users always on the move. When visiting a client's office, for example, a user can plug into a large screen and show a presentation to an audience in a meeting room. The mobile device lets the user be just as productive and efficient without lugging along a PC.

Benefits of streamlining

The possibilities are exciting. Here are some ways the technology can be put into action:

• Singapore's police force is using Samsung smartphones armed with Knox security to easily look up information such as an investigation diary for a case or to plot the locations of private CCTV cameras while on the go.[6]	• Salespeople out in the field can get all their meeting notes and transactions synchronised when they dock their tablets at the end of the day.	• Insurance assessors can take pictures with their phones, note damages with a stylus and store the images in the system. Docked in the office, the same device gives them all the data they need to go about their work.

For IT departments, there is no longer a need to issue multiple devices to every user. Plus, there are fewer devices to deal with, so the complexity of managing IT systems is reduced as well.

In reality, not every user will opt for a mobile device. Some users who require the heavy lifting of PC processors will still rely on the more traditional machines. However, for many office workers, the daily task of emails, reports and presentations can be done effectively on a single mobile device.

Until recently, the biggest bugbear of smartphones and tablets has been limited functionality. Today, with a smart interface like DeX, these devices are proving to be just as productive and effective on the road as they are in the office.

That is a big game changer for businesses looking for the simplicity of a single device.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at http://news.samsung.com.

---

6   "Police Officers to Get Specialised Smartphone with Custom-Built Apps," CNA, May 3, 2018