



## SAMSUNG Knox

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# Empowering a seamless customer experience for a big electronic retailer

Samsung Knox and Samsung Galaxy devices connect online and real-world stores, putting customer service first.

## Facts and figures

**17K+** of devices  
deployed across stores since  
partnering with Samsung

**1,000+**  
stores benefit from  
the Samsung partnership



### 01 About the company

## MediaMarkt Germany

As Europe's leading electronics retailer, MediaMarkt, has a network of over 1,000 stores across the continent. Stocking the latest in home and office technology, they are the sought-after retailer for consumer electronics. Being a leader in their field, it is only fitting to partner with one of the world's biggest tech giants to help streamline their work and customer experiences.





## 02 Challenge

# Unifying customer experience between brick and mortar and online stores

Boost employee productivity through digital transformation, and ensure efficient device oversight with a robust management solution.



**High-performing, user-friendly devices** suitable for both online and physical stores.



**Reliable device management solution** to monitor and manage devices effectively, that also works with their existing EMM.



**Business-specific features** like extended warranties\* and security support beyond mobile devices.



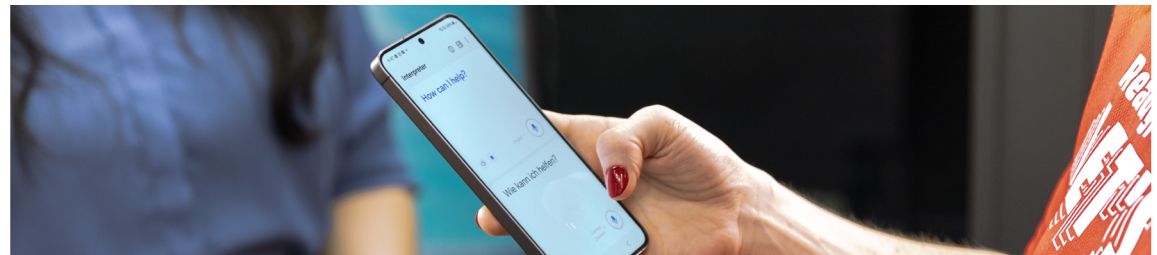
### 03 Solution

## A tailored package for a big retailer

Samsung Galaxy Enterprise Edition – a suitable business solution straight out of the box.

Samsung Galaxy Enterprise Edition is a suitable out-of-the-box solution for a business like MediaMarkt. With a comprehensive package of business-ready mobile devices, government-grade security, and services, they can confidently handle business without having to worry about their devices.

Added device benefits like Galaxy AI means that as a pan-European company, language barriers are no longer a problem. Staff and customers can communicate clearly and confidently with Galaxy AI Interpreter, elevating the customer experience even more. And powerful hardware like Samsung Galaxy device cameras offer large data capture possibilities for easier inventory work.





## 04 Result

# Enhance flexibility and efficiency

From stock enquiries to effective customer assistance, one device per employee opens up a world of possibilities.

We have seen how powerful Samsung solutions are, and we confidently recommend them to our customers.

Collaborating with Samsung is a gamechanger!



**Leo Mühlbrandt**  
Store Manager  
MediaMarkt Germany

### Real time customer assistance

- Samsung DeX allows staff to turn their mobile device into a workstation by connecting to many monitors in the store, making it easy to show detailed product information to customers.
- The powerful performance of Samsung device cameras can bring up inventory information and inter-store availability by scanning a barcode, giving customers real-time information.
- Galaxy AI Interpreter allows real-time translation for customers and staff to converse in their native languages, breaking language barriers and helping staff communicate in any language.

### Better device control and insights

- Even with an existing EMM in place, the addition of Knox Suite enhances insights and information for more robust device management capabilities.
- Knox Suite provides device, app, battery, and network usage analysis. OS updates can also be performed outside of business hours to not interfere with employees' work.
- Fast expert support for critical issues via Enterprise Technical Support. Providing end-to-end support coverage for Samsung devices, operating systems, and solutions.

# SAMSUNG Knox

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