

SAMSUNG

**Next
Mobile
Economy**

Born Disruptive

A report on how to
address the growing
tech gap between the
C-suite and the next
generation workforce

About this report

Business is facing a tipping point. A new generation is disrupting traditional ways of working, and companies must adapt if they are to attract and retain the very best new employees. In this report we define how members of this highly mobile group of digital natives work and think.



And we discuss how businesses can address the growing tech gap between the C-suite and this new workforce. That means creating the right environment and – crucially – providing the right technology for them to do their jobs in the Next Mobile Economy.

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Introduction

Natural Born Disruptors

We live and work in a world of continual, rolling technological disruption. Welcome to the Next Mobile Economy. The companies that can take advantage of it will be the ones that grow and thrive. And crucial to that growth will be the ability to attract the best staff...

... But the world of work is changing too and the changes are fuelled largely by the digital revolution itself. A new generation of employees is coming through, and businesses that fail to understand the way that this generation works and thinks face being left behind.

We call high-potential, tech-savvy staff in their 20s and early 30s Next Generation Achievers. They differ from previous generations of fast-trackers in a number of ways. First, technology is built into their roles and lives and informs and enables everything they do.

Second, they are highly mobile, highly networked, and move between employers more frequently than previous generations. Third, they expect up-to-the-minute workplace tech in the same way that their predecessors 20 years ago might have expected their own desk.

Only around 40% of millennials think the digital capabilities of the firms where they work are currently up to the mark

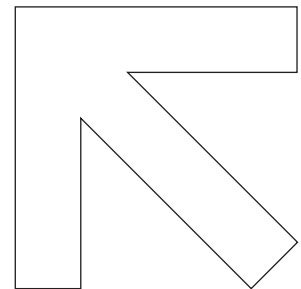


They are completely at home in the continual disruption of the Next Mobile Economy – indeed, they are natural born disruptors themselves. And they expect their employers to equip them with the tools and tech to navigate the turbulent waters in which they find themselves.

According to a survey by INSEAD business school¹, almost two thirds of millennials view their employer's digital capabilities as important, but only around 40% think the firms where they work are currently up to the mark.

"We used to go to work to use the latest technology, but we now go home to use the latest technology, and that's a switch that has happened quietly over the last 30 years," says David Smith, head of Global Futures and Foresight. "Aging technology is most certainly not attractive to this generation."

The importance of this cannot be overestimated. If you don't provide the technology this new generation of achievers wants and needs, in the short term you will sap their productivity and morale. In the longer term they will leave you for other employers that do. In the Next Mobile Economy, companies that fail to enable their staff will fail as businesses.



Many companies suffer from a kind of "tech gap" between C-suite and senior management and staff further down the hierarchy. This is the gap between those who run the business and set strategy and those who carry out the strategy and rely on tech in their working lives. Often senior management are remote from the devices and IT that staff use daily.

This is a problem, says Smith: "Every company is now a technology company, so every C-suite executive needs to understand the technology they're responsible for and to make sure the right technology is available. Otherwise they won't get people who are excited to come to work and they won't get people being productive. And they sure won't attract the top talent."

So how do you bridge this tech gap, boost productivity, attract and retain the best staff – and ensure that you thrive in the Next Mobile Economy?

Next Generation Achievers

Meet the born disruptors





A good starting point is to look at exactly who these modern-day disruptors are. In terms of demographics, this group comprises millennials and early Generation-Z. They grew up surrounded by technology and many of them barely remember a time before the Internet. Through school, college and in their working lives and social lives, tech has always been a given and this has resulted in certain expectations.

“As a company with a long track record of developing productivity technology, we’ve watched the emergence of Next Generation Achievers with real interest and our devices have enabled them,” says James Pak, Samsung’s Vice President, Global Lead of Mobile B2B Product Strategy. “It’s very clear that they have a whole new set of expectations when it comes to workplace tech – and businesses need to address this.”

For starters, adds Rita J. King, a co-director at the strategic consultancy Science House, “They expect tech to work. They want it to be easy and seamless, with a simple user interface that is intuitive.”

The new generation have brands they like to use and that they are strongly loyal to. For these reasons, they are likely to be very pro Bring Your Own Device (BYOD) – and, if they must use company tech, it had better be good. They will be very intolerant of devices or software that limit their productivity or connectivity. Fast, clever consumer products have led them to expect the best and the latest of everything.

According to a Harvard Business Review survey² of business executives and consultants, 58% of respondents said their organisation's technology offerings factored into a job candidate's decision to take a position, and at the same time 51% said outdated and inadequate office technology impeded their ability to retain employees with high-value skills and experience. Half the respondents said employees should be given the ability to choose their own device.

Tech also means Next Generation Achievers are "always on" and permanently contactable. They don't mind being interrupted because they don't see having to take a call, check Slack, or send an email as an interruption. The boundary between work and play has been blurring for years – and now barely exists. However, organisations need to remember this is a two-way street. If these people have to take a call in the evening, then fine. But they will expect reciprocal latitude from employers if they need to do something personal in the day.

Fast, clever consumer products have led Next Generation Achievers to expect the best and latest of everything



² <https://globenewswire.com/news-release/2018/06/08/1518981/0/en/Today-s-Workers-Demand-Better-Technology-Harvard-Business-Review-Analytic-Services-Study-Shows.html>

Your new workforce

Mind the gap



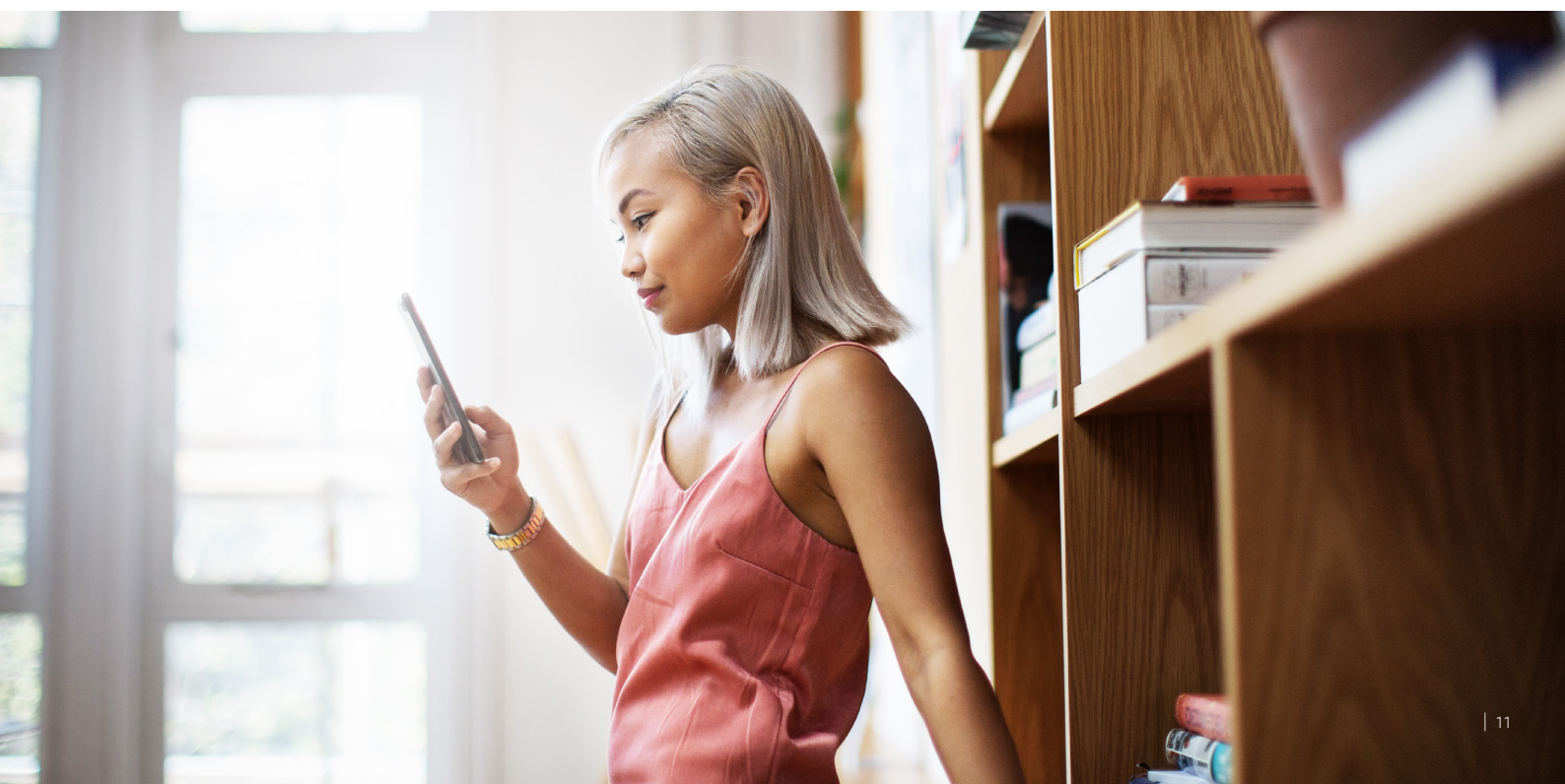
This group also tends to be highly flexible, networked, efficient, and adept at multitasking. Again, this comes from the consumer experience they have had their whole lives. They arrive with their networks (which they started building as teens), their own tech short-cuts, and the ability to look at three screens at once. Companies need to harness this by providing the right tools. However, few do – according to Deloitte’s millennials survey,³ only 36% of all millennials believe that their organisations are helping them to prepare for “Industry 4.0” (a name given to the current drive towards automation and data exchange in manufacturing technologies). Again, this often comes down to the tech gap.

Next Generation Achievers are less likely to be impressed by seniority

So what causes this disconnect? It’s a mixture of remoteness, complacency, lack of understanding, and sometimes even arrogance on behalf of senior management. “The complex interdependencies of modern systems are mind-boggling, and staying current requires rigorous daily study,” says King. “Hubris creates a blind spot. Many people who were successful in the past rely on their past success as evidence that they are still right, today, about modern technology.” And what’s more, she adds, Next Generation Achievers are less likely to be impressed by seniority.


The overall message is that companies need to listen to their younger workers. Senior management needs to spend time with the new generation. It needs to watch them work and even ask for reverse-mentoring. It needs to look at their values and goals and the relationship they expect to have with their employer. It needs to understand what attracts them to a company and what is it that makes them leave – and to realise that technology affects every part of this. It’s not just an add-on.

Companies that don’t do this will find that these highly mobile, highly networked staff go elsewhere. As King says, these young achievers are not wowed by the corporate hierarchy or burdened by a highly developed sense of loyalty to their employers. “They know that they have options.”



Enablement

The right
tools for the
new world
of work



This is a tale of two types of business. On the one hand there are traditional companies where productivity is flat or falling, presenteeism is everywhere and staff complain about the lack of decent tech and the limits this places on them. On the other hand are highly flexible, mobile-based companies that are tech start-ups or tech-enabled to the point that they closely resemble tech start-ups - one of the more interesting trends of the last few years has been how nimble, often small, “non-tech” businesses ranging from artisan furniture makers to organic farms have taken tech to their hearts and used it to drive extraordinary efficiencies and expand their reach.

Because these companies are so productive, they often have no problem giving staff extraordinary freedoms. They’ll let them work anywhere. In fact, for these employers, the traditional office is becoming a thing of the past. They are relaxed about the hours their staff keep and offer them benefits such as unlimited vacation time.

They are also the shape of things to come. 74% of professionals expect remote working to become standard.⁴ And according to a survey by cloud company Fuze,⁵ 83% of workers don’t believe they need to be in an office to be productive, while 70% want to be more mobile at work.

Much of what makes these businesses what they are comes from having the right tech. The staff are productive, efficient, and flexible because they have the right tools for their jobs. Moreover, within security limits, they are empowered to choose the tech that works for them. As a result, they are not frustrated, they feel happy and valued, and they deliver, whether it’s from the office, from home, or even from another country.

Choosing the right tech partner is crucial, one that truly understands the way the Next Mobile Economy works and how the world of work has changed. Samsung has long been a leading technology manufacturer, giving it considerable insight into how both people and businesses use technology, and its products, technology and services are honed to enable productivity and collaboration.

Its latest products, such as the Galaxy Book range, are specifically designed to address the pain points that can hinder collaboration and productivity in remote workforce.

With its expertise in mobile devices, Samsung has created a range of laptops that are built with mobility specifically in mind. With thin, lightweight design, defence-grade security and superior connectivity, they give mobile workforces the freedom to work anywhere.



A person in a dark jacket is seen from behind, holding a smartphone up to take a photo of a large, glowing blue ice cave entrance. The cave's interior is illuminated with a bright blue light, creating a dramatic and ethereal atmosphere. The ice walls are textured and layered, with some areas appearing more crystalline than others. The overall scene is captured in a wide-angle shot, emphasizing the scale and beauty of the natural formation.

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Collaboration

The tech-enabled global team



A team working on a single project may be spread across different continents

A huge part of having the right tools for productivity is recognising that very few people work in isolation anymore. Rather, they work in teams – and networks. Sometimes this means being physically together, but often a team will be spread around a country or even the world. So the right technology means allowing individuals to produce their best work while also collaborating with their colleagues. In this way, great ideas are shared, innovation flourishes, and productivity rises.

With the Samsung Galaxy Book Pro 360, for example, teams can easily stay connected. And with intelligent noise AI, it means only their voice will be heard during calls, not the surrounding sounds.

What's more, with the 360-degree hinge, teams can lay the laptop flat on the desk, meaning everyone can see the screen and collaborate more effectively. And for working on the move, it's simple to switch to tablet mode in seconds.

Accenture CIO Andrew Wilson is familiar with this changed way of working – which has developed as a response to the way his company has grown. “Accenture is no longer a single homogenous entity, it is now a number of different businesses that collectively need to be very nimble,” he says. “Ten years ago, our people, while always working remotely in the more traditional sense, still often worked in the same locations as our clients with basic technology enablement. Today, we not only have 50 delivery centres across five continents, we have also grown through numerous acquisitions – companies that all had their own technology platforms. We have large client teams, sourced from many different shared service entities all over the world.” As a result, he says, Accenture now does a lot more work through virtual enablement and collaborative tools than through physically being together.

Collaboration is part and parcel of what defines this new generation in the workforce and what makes them so valuable to businesses. But again, senior management needs to understand how they view the world and how they work together using technology.

Because of the tech gap, many senior managers do not recognise that social media and tech-enabled collaboration are second nature to many Next Generation Achievers. They want technology to help them be more productive, work more effectively, and share ideas. The Samsung S Pen is built around these needs. Users can capture disruptive ideas and take notes quickly and easily, so they can turn around documents faster than ever before. And the S Pen is Bluetooth enabled, making for slick and seamless presentations.

The use of social networks is second nature for this group of digital natives, and this should be seen as a positive. According to Phil Libin, co-founder and CEO of All Turtles, senior advisor at General Catalyst, and co-founder and former CEO of Evernote, “Social networks are part of a larger issue. For the most part it shouldn't matter if someone is communicating or collaborating with people inside or outside the company. If you took the security team at Evernote, they spent more time working with people outside the company than inside. So the idea of a moat is not a great way of looking at things. The short answer to all this is that you should let people use tools and social networks to get their jobs done.”

James Kirkham, the founder of the UK football media business COPA90, adds that the default position of many companies may be to ban or severely limit social network use. “But businesses have to embrace these networks,” he contends. “They need to see social communication as an opportunity to deliver a more fluid workplace, rather than assume it is jeopardising the company.” Such networks, he adds, “can improve culture, enable more transparent communications, and increase agility.”

Companies are lagging behind here, especially when compared to other organisations. “Schools are starting to understand that students will go into a world where they'll be collaborating for results, and college degrees are very often collaborative for final projects if they're practical,” says David Smith. “So coming into a company and suddenly finding you're siloed and it's all vertically oriented and not project-based is a shock.”

Again, for the C-suite it comes back to making the effort to understand the tech that 20-something staff need and use and also looking at how business has changed. That means the kind of tech that's suited to workers on the move. For example, it's easy for workers to switch quickly between their phone and a Galaxy Book or Chromebook. It's also simple to add a second screen to extend the display. And with the S Pen, they can take and send notes directly to their device. Smart, seamless – this is the kind of technology that is enabling this new, disruptive generation to work the way it wants to. And companies that furnish their employees with powerful tools and devices like this will get the best out of them in the new world of the Next Mobile Economy.



A new way of working

accenture

In 2016, professional services company Accenture decided to embark on a two-year project to move its 400,000-strong global workforce into the digital era. The aim? To remain relevant, differentiated, and competitive. Both the business and IT leadership realised that the company had to change to respond to the needs of a new generation.

“The workforce has changed,” says CIO Andrew Wilson. “We are now 75% millennial. I see in that workforce a completely different set of requirements and demands to deliver a different set of services.”

Those requirements demanded a move away from deskbound work to a more mobile approach, encouraging employees to collaborate from anywhere in the world. 100,000 employees were empowered to use their own devices for work. And all of the company’s data and applications were moved to the cloud, where they would be accessible from anywhere and from any device.

Flexibility is hugely important to this new generation, says Wilson: “If they’re used to Netflix, Wikipedia, YouTube, Skype, Snap, Slack – that informs their lives,” he says. “If they watch content on demand or binge on Netflix or watch half an episode a week, they have all that choice. The enterprise has to feel like that. Our goal is to become a prime example of what digital transformation can bring.”

Security

Keeping it safe



For companies in the Next Mobile Economy, the challenge is to balance the benefits of all this potentially productivity-enhancing change with the need for security, client confidentiality, and data protection. Having the right technology and tools can help businesses strike this tricky balance.

The rise of the always-on, mobile enabled, ultra-flexible workplace is a security headache. There's no getting around this. Huge volumes of data are being transferred, small devices are being carried everywhere, and legislation such as GDPR means that the penalties for being sloppy with data are significant. Cisco's 2018 Annual Cybersecurity report⁶ found that: "The most challenging areas and functions to defend are mobile devices, data in the public cloud, and user behaviour."

Priority number one is to identify vulnerabilities in the system and act before a breach occurs. Samsung Knox,^{*} a world-leading, defence-grade security platform for mobile, is built into Samsung devices from the chip up, and keeps both business and personal data safe and separate, allowing workers to share information with each other freely, while staying protected and productive.

When it comes to computing, you can work anywhere with peace of mind. With Samsung's Microsoft and Google partnerships, multiple layers of protection mean that if any layer is bypassed, others are still in effect.

"Security is one of the main areas of focus among all the executives with whom I collaborate," says King. "This is an extraordinarily difficult problem and one that impacts not just companies

but also societies and even personal relationships." Getting the balance right, she adds, is complex and becoming more so.

Staff see their mobile devices as productivity tools and collaboration enablers, not as security risks. This is as it should be. They shouldn't be worrying about data loss or theft and they shouldn't be worrying about their privacy. PWC's US Cybersecurity and Privacy Leader, Sean Joyce, recently said, "People want privacy and security, not privacy or security. Companies will need to deliver on that expectation."

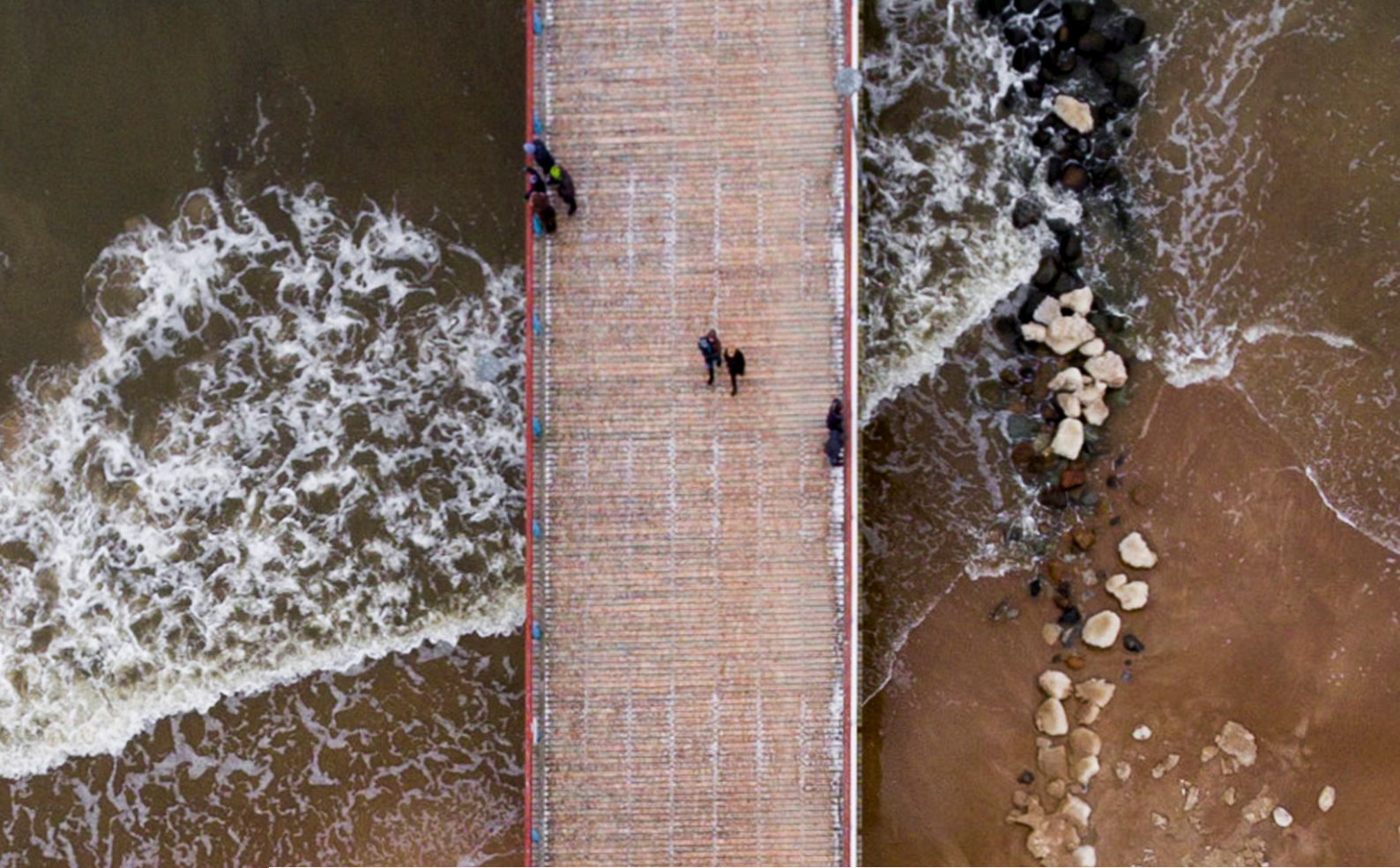
The point here is that if companies get this balance right, they free staff from worry and empower and enable them to do their jobs. In order to do this, those in the C-suite and senior management need to ensure that the right security is in place for the Next Mobile Economy. They need to focus particularly on newer areas of risk (such as mobile, apps, and social media) and provide a framework that allows Next Generation Achievers to do their jobs with confidence in the Next Mobile Economy.

Interestingly, Libin says we're seeing quite a change here - and that one of the best ways to deal with vast amounts of information and security is to aim to make as little secret as possible: "There are a lot of philosophical adjustments companies need to make. 90% of the things older organisations seek to protect don't need to be protected. If you write these things with a view to them being published and open you will often find you write them better. Almost all successful companies are making this transition and tech companies do it reasonably well. Make as little confidential as possible."



Huge volumes of data are being transferred and devices are being carried everywhere

^{*}For the full list of Knox specifications, please visit www.samsungknox.com



Integrated and easy

Anton Paar

Anton Paar is an Austrian company that develops, makes, and sells laboratory instruments and measuring systems. It has more than 3,000 employees at its Graz headquarters and more than 30 subsidiaries around the world. Its workforce is highly mobile, with salespeople and engineers typically spending four days a week on the road. That means between 700 and 1,000 mobile devices that are constantly in use. But how to manage them all? And more importantly, how to maintain security?

The answer lay with Samsung devices and Knox Platform for Enterprise. Samsung Knox* is integrated into individual devices and its security covers everything from hardware to software and – importantly – applications. “Every human being has their own personal applications that they love,” says Gunter Kölle, Executive Director EMEA at Anton Paar. “Before we used Samsung Knox,* if they wanted to download their own applications,

IT said, ‘No, this isn’t allowed because it’s a company phone.’ But now we have a strict line between private apps and business apps, and all the business apps are controlled in the Knox environment.”

The Knox Platform for Enterprise allows the company to manage devices all over the world from its base in Austria, and its government-certified auditing features ensure all device usage is under the IT department’s control.

“It’s easy,” says Anton Paar CEO Friedrich Santner. “We don’t need to control a lot, we just install it properly and use mobile device management and Knox. And that’s the solution.”

* For the full list of Knox certifications, please visit www.samsungknox.com

The last word

Understand and empower



In the words of the American physicist William G. Pollard, “The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.” It may well be that your business is thriving right now and therefore you see no need for change. But be assured that even if disruption has not already entered your sector, it is only a matter of time before it does. In the Next Mobile Economy, it’s inevitable. And that’s why you need natural born disruptors on your side. The Next Generation Achievers we have documented here understand the new world of work – indeed, they power it.

In order to attract them to your business, you first need to understand them. And then you need to empower them. So start by finding out exactly what they need from you, and that includes new technology and new ways of working. Conduct an audit of your current tech capabilities and processes, and establish where the pain points are, where rigidity is hindering innovation, collaboration, and productivity. And when you’ve established a road map for change, find a tech partner with a proven record of experience and innovation who can help turn that road map into reality.

To discover more about how Samsung can help you bridge the technology gap between your business and employees visit www.samsung.com/nme

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