

## Welcome to the new era of financial services

### The finance industry is at a crossroads

Today's customers demand seamless, highly customized interactions across in-person and digital channels. However, financial services companies must balance the need for technological innovation with rising competition and growing expectations around security and compliance.



**83%** of consumers expect seamless information across mobile, online and in-person interactions.<sup>1</sup>

**70%** of 18 – 54-year-olds want personalized recommendations and experiences based on their banking behaviors and needs.<sup>1</sup>

**49%** of insurers say they struggle to improve communication and collaboration among agents and internal departments.<sup>2</sup>

**36%** of insurers are concerned about their agents' ability to navigate regulations and safeguard customer data.<sup>3</sup>

#### Samsung can help you:

<b>Increase operational efficiency</b> Harness leading technology solutions to streamline workflows and drive greater employee experiences.	<b>Drive growth</b> Expand your reach and empower employees to connect with customers, whether in-branch or in the field.	<b>Manage risk and governance</b> Secure sensitive customer data and interactions with embedded security features and comprehensive device management.
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#### Samsung financial services solutions in action

<b>Branch Transformation</b> Connect digital and physical banking environments with multi-use case mobile devices to untether employees and reduce costs.	<b>Agent in a Box</b> Mobilize agents to meet customers where they are, while increasing productivity, reducing risk and protecting customer data every step of the way.	<b>Future of Work</b> Drive greater employee productivity and team effectiveness in the technology-enabled future of work through optimized mobile products.	<b>Community Impact Banking</b> Increase access to mobile banking services in underserved communities with innovative mobile solutions, driving measurable impact and responsibly growing your bank's footprint.

#### Samsung financial services solutions are powered by:

	<b>Samsung Galaxy mobile devices: Improve collaboration with customers and boost employee effectiveness</b> Samsung's differentiated portfolio of smartphones, tablets and wearables enhances employee and customer experiences for increased collaboration and effectiveness.
	<b>Samsung DeX: Empower your employees to work from anywhere</b> Samsung DeX brings the power of desktop experiences to mobile devices, streamlining access to customer data so employees can do their best work from anywhere. Because DeX allows employees to use mobile devices in place of traditional desktop PCs and laptops, financial institutions can drive greater workforce productivity by simplifying workflows and reducing IT costs.
	<b>Samsung Knox: Embed security, ensure compliance and enhance data privacy</b> Safeguard customer data and interactions with Knox - Samsung's defense-grade mobile security platform. Implement real-time device protection, data security, unified endpoint management, Zero Trust multi-factor authentication and more with Knox. Ensure secure, compliant and controlled customer interactions with Knox comprehensive device management tools.

#### Why Samsung?

With dedicated industry experts and a versatile range of partners and products, we can assist you at every stage of your journey. From streamlining operations and enhancing customer and employee collaboration to driving industry transformation, our secure and innovative solutions are designed to bring your vision to life.

- Samsung supports 80% of the largest financial services institutions in the U.S.<sup>4</sup>
- Samsung has 41 R&D centers worldwide and is the #1 holder of active patents in the United States and Europe.<sup>5</sup>
- Samsung Knox has helped more than 30,000 businesses in 100+ countries achieve their security goals, demonstrating our global reach in enhancing security and compliance.<sup>6</sup>