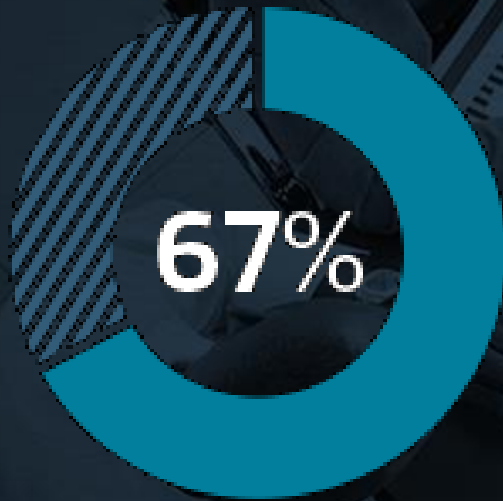




# Digital Transformation & Enterprise Mobility

Nguyen Le Tuan Anh  
Solution Enterprise Consultant  
Samsung Electronic Vietnam

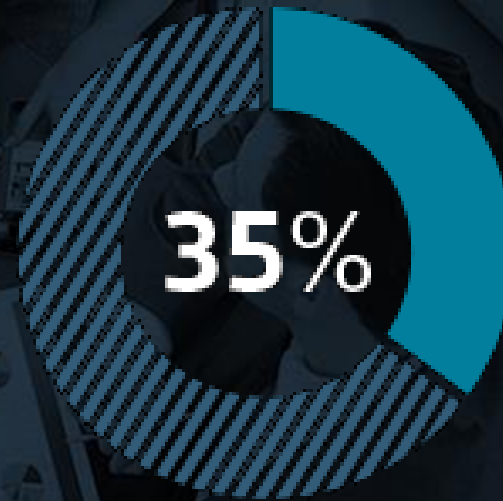
# Facilitating Digital Transformation



Of Global 2000 CEOs  
will center their  
corporate strategy on  
digital transformation  
by 2018



Of enterprises with digital  
transformation strategies  
will appoint a  
transformation executive by  
2017



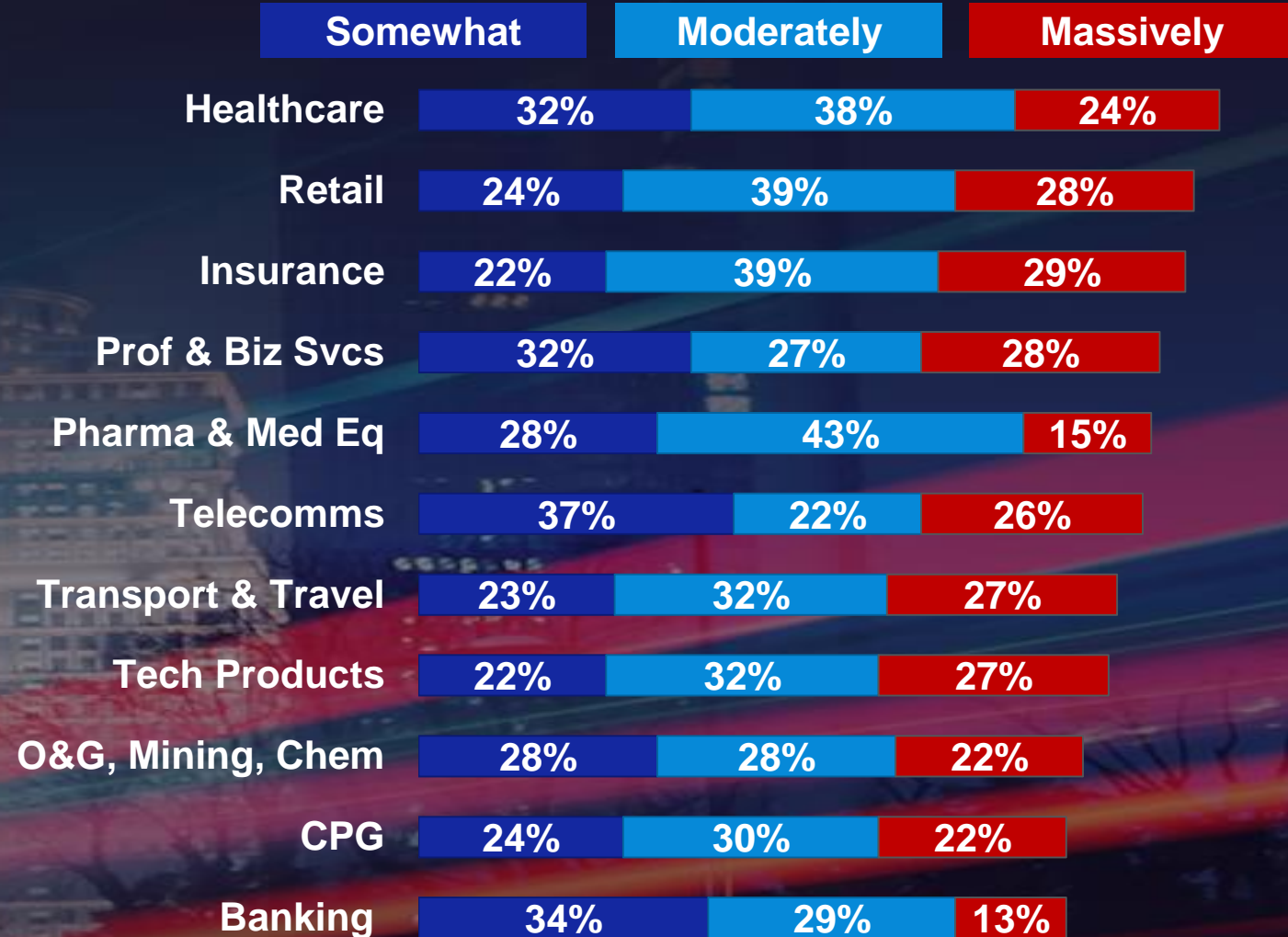
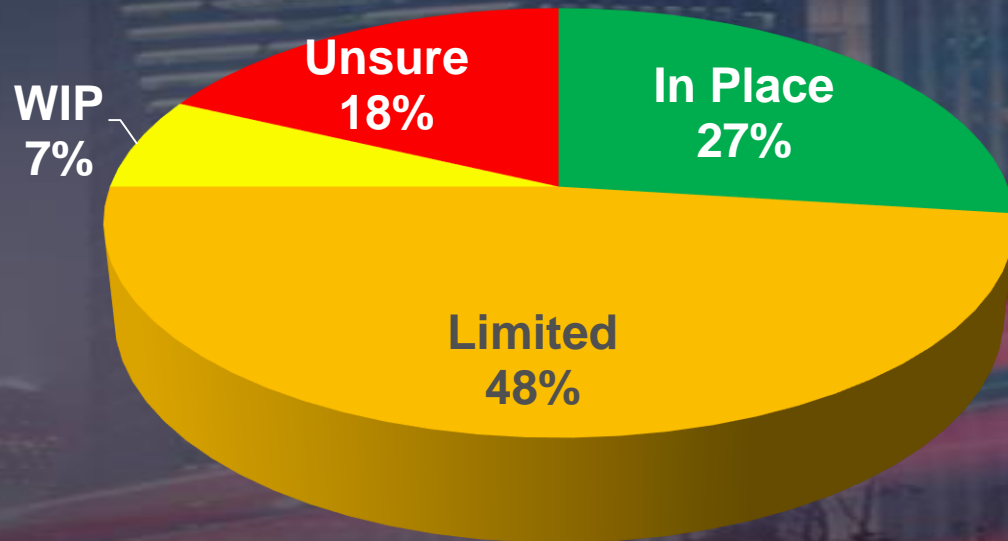
Of IT resources will be spent  
on creating new digital  
revenue streams by 2018



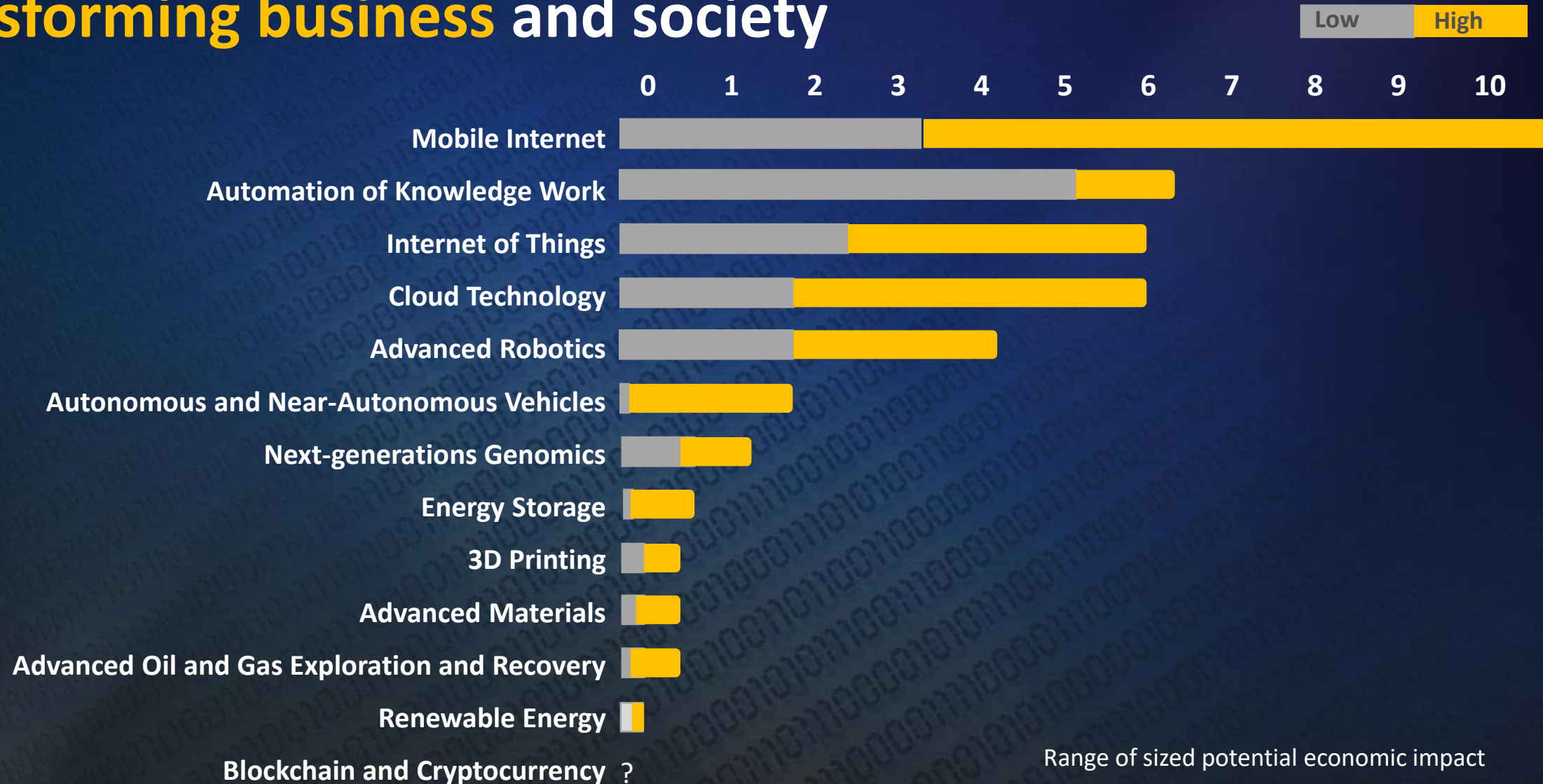
# Digital Disruption is Everywhere!

## But ...

Only 27% of businesses have a coherent **digital strategy** in place that sets the pace for future digital revenue generation.



# 13 disruptive technologies that are transforming business and society



# The Threat Matrix Is Evolving

Choose the Scenario You Feel Is the Greater Threat to Your Business

*Protect!!*

Security and  
Cyber-Risk Threats

59%

41%

New Competitive  
and Commercial  
Threats

*Differentiate!!*

Digitally Driven  
Competition From  
Traditional Industry  
Competitors

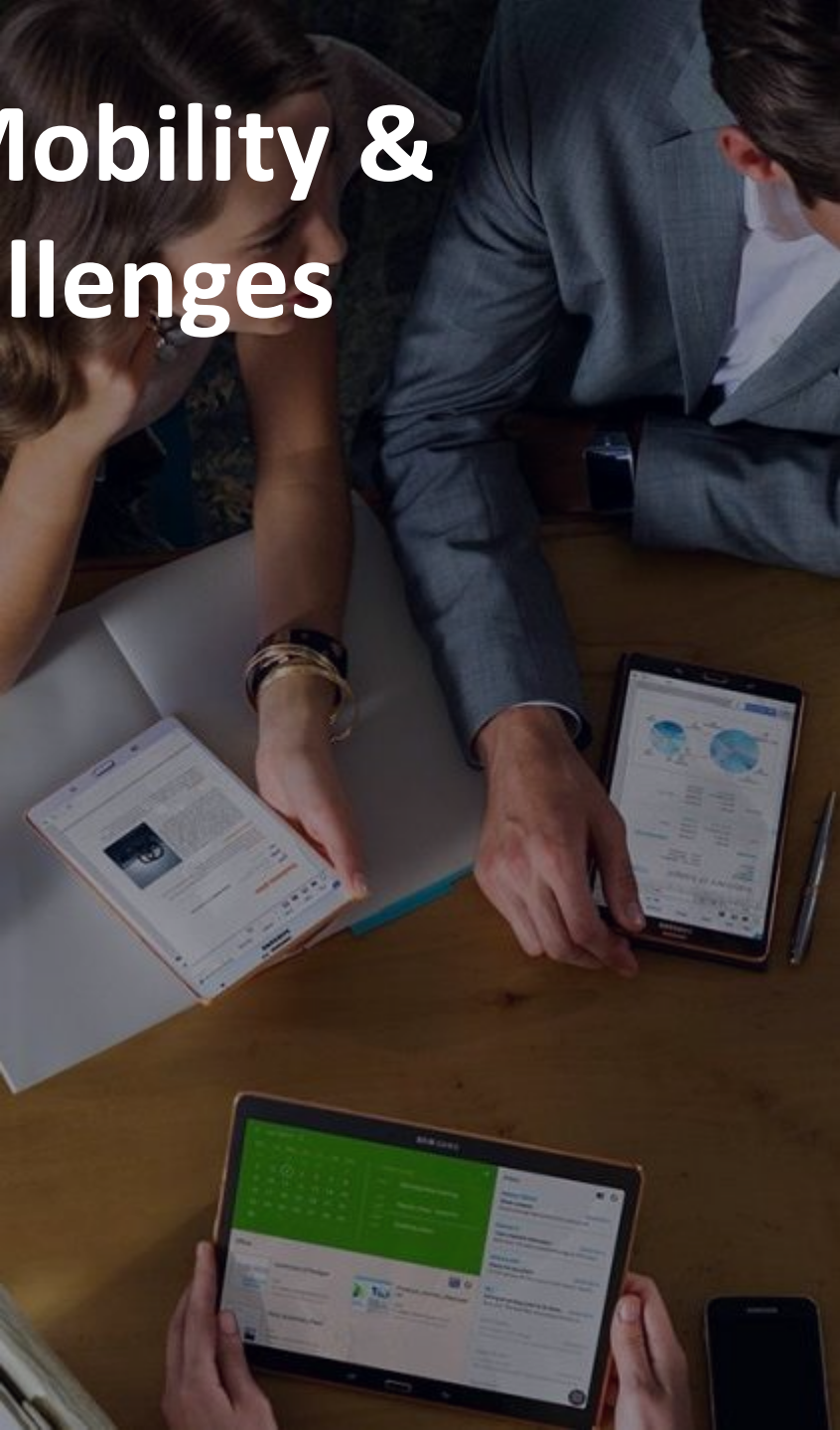
53%

47%

Digital-Enabled  
Companies  
Entering Your  
Industry From  
Other Industries



# Enterprise Mobility & Security Challenges



“Mobile devices can quickly become an advanced threat”

“Incidents of mobile malware are on the rise”

“Ransomware will continue to run rampant and can be launched via mobile devices”

# SAMSUNG Knox

The Trusted Enterprise Mobility Platform and Solution Suite



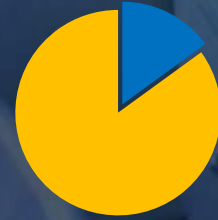
SAMSUNG  
Galaxy Note8

# A Simple Premise

## ENTERPRISE vs CONSUMER EXPECTATIONS & REQUIREMENTS

- There was a lack of trust in Android security in enterprise
- Expectation of enterprise grade management features

SAMSUNG set out to build the world's most secure mobile device



Data  
dump



Sneak in Data



Data



① PHYSICAL EXPOSURE

② MALWARE

③ HIJACKING DATA IN TRANSIT





Comprehensive set of enterprise mobility solutions to address a variety of business needs on top of the secure Knox platform

## Knox Solutions

### Deployment & Customization

**Knox  
Configure**

**Knox  
Mobile Enrollment**

### Security & Management

**Knox  
Workspace**

**Knox  
Manage**

## Knox Platform

Built-in series of hardware and software security mechanisms designed to protect the integrity of the device

# World-class Samsung KNOX security

1<sup>ST</sup>

**Awarded the highest score for Security**  
by renowned IT research firm, 2015 and 2016



**Best Security Anti-Fraud Product or Solution**

**Meets stringent government security standards in 32 countries including MDFPP of NIAP.**





# SAMSUNG Pass



# Background



1

Rising identity theft has forced companies to apply stricter ID & PW requirements



2

Managing ID & PWs has become a major pain point for users



# Service Highlights

Samsung Pass enhances the user experience while strengthening security.

## Simple



“Password-free” log-in  
with biometric authentication

Touchless authentication  
with IRIS

## Secure



TrustZone<sup>®</sup>  
System Security by ARM



fido<sup>®</sup>

Extremely difficult to duplicate biometrics

Biometric data stored and protected  
in a trusted environment

FIDO protocol & PKI cryptography

# Value Proposition

## Signal Innovation

by integrating most advanced biometric technologies



SAMSUNG

IRIS TECHNOLOGY

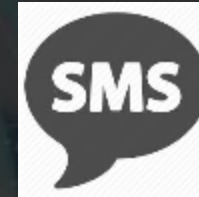
Iris recognition is supported which provides enhanced security over fingerprint

## Replace OTP

by leveraging our trusted platform with advanced security features



HW OTP TOKEN



SMS OTP

By replacing OTP with biometrics authentication, partner can reduce OTP issuing cost

## Seamless User Experience

by providing biometrics authentication in log-in or extra transactions



BIOMETRICS

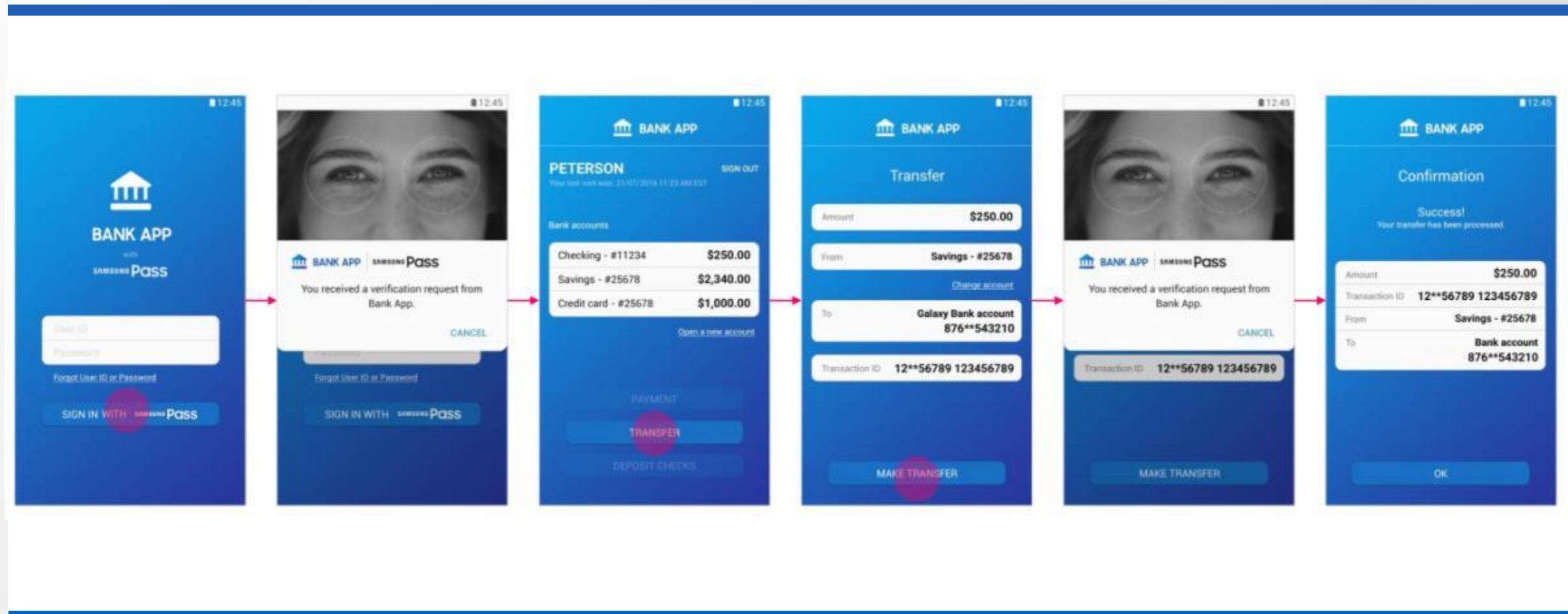
Users can unlock the device and log-in to application and do other transactions only with biometrics



# Mobile Application Flow

Integrate Samsung Pass with applications on Mobile or PC

- Users can easily log into Mobile application with biometric-based authentication on smartphone.
- For the services requiring enhanced security (e.g. money transfer), authentication can be processed with iris recognition, which can replace typing **one-time passwords**.



# Thank you!

SAMSUNG