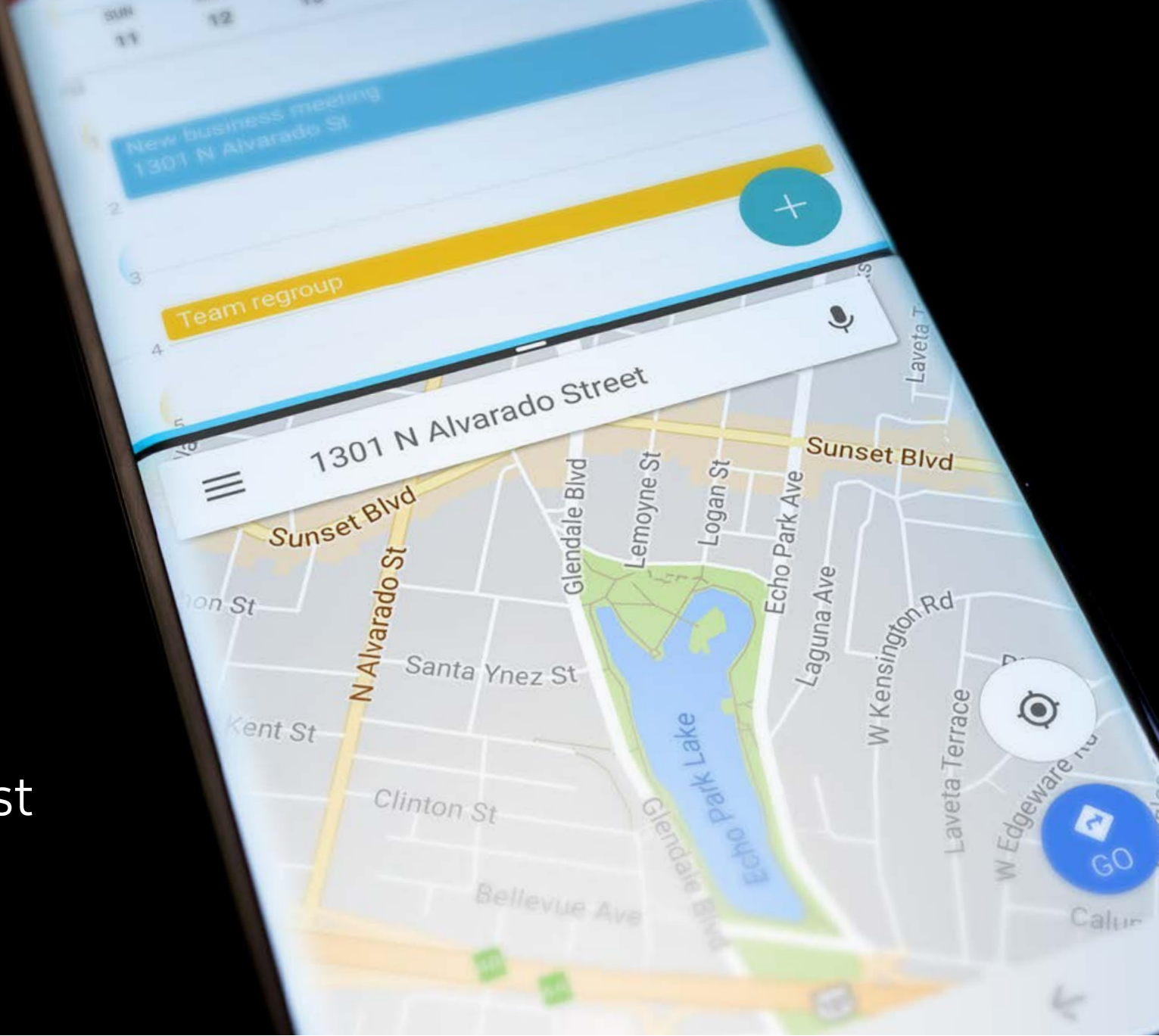


# How companies go mobile

Examining which strategies work best



# Calculating the true costs of enterprise mobility

Oxford Economics surveyed 500 executives in early 2018 to better understand the costs and benefits of different ways of providing mobile devices to workers, and the outcomes of those strategies.



OXFORD  
ECONOMICS

**Q.1: Which of the following factors are most important in determining your company's mobile device strategy and policy? (Select up to three)**

- Effectiveness of mobile workflows and applications
- Employee accessibility/ease of use
- Security
- Acquisition cost for devices
- Cost of devices over time
- Geographic coverage of mobile network
- Effect on organizational culture
- Employee preference
- Effect on talent recruitment and retention

# Modern work is mobile work

79% of executives say employees cannot do their jobs effectively without a mobile phone

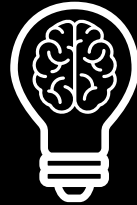


61% expect employees to be available remotely, even if they do not have a corporate-issued device

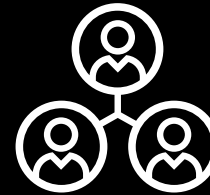


# Mobility drives business value

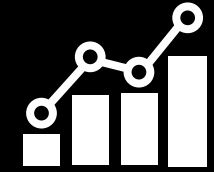
Executives  
say mobile  
devices are  
critical to...



Innovation  
**75%**

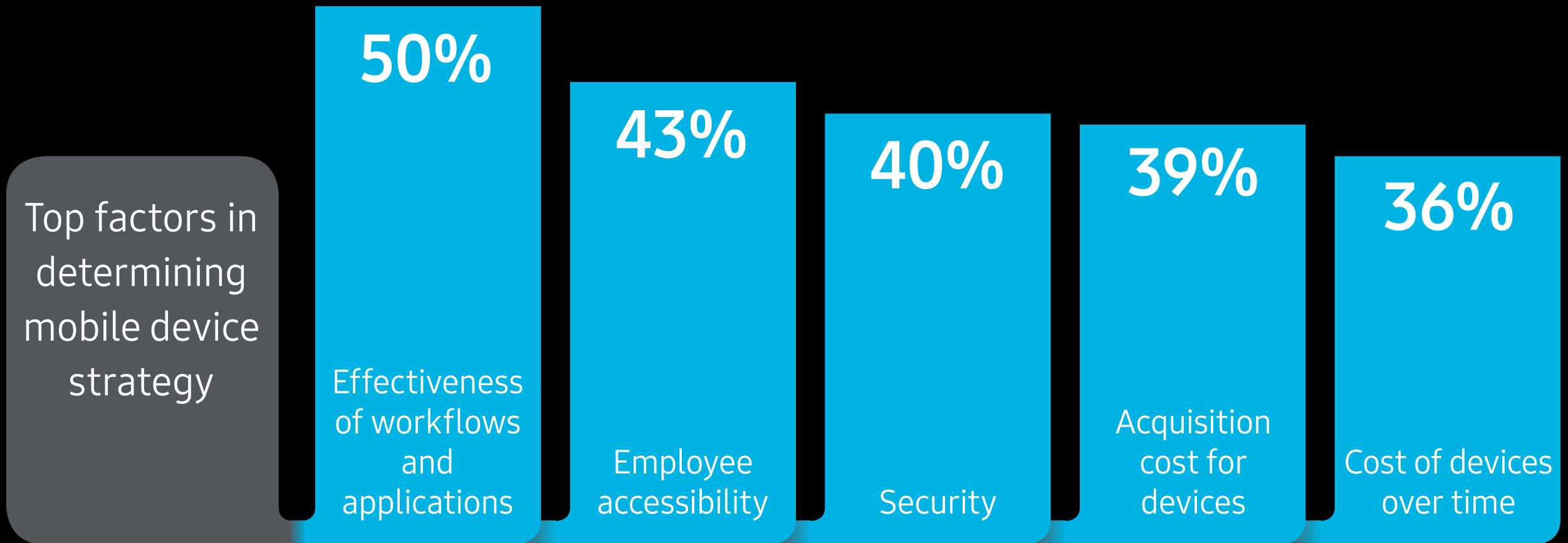


Collaboration  
**75%**

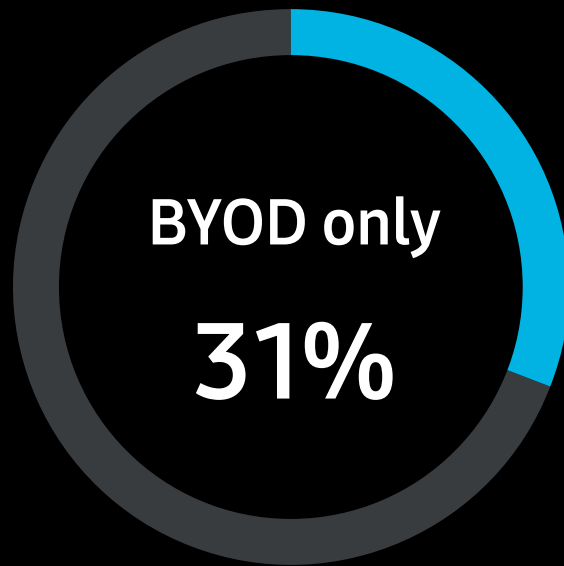


Revenue growth  
**70%**

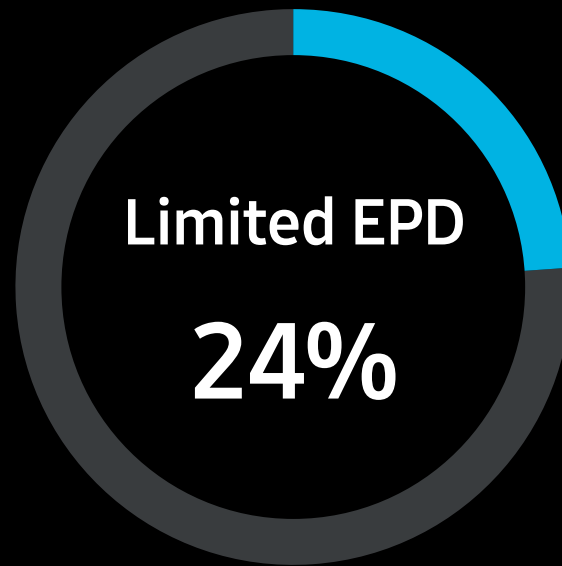
# Productivity, security and cost shape mobile strategy



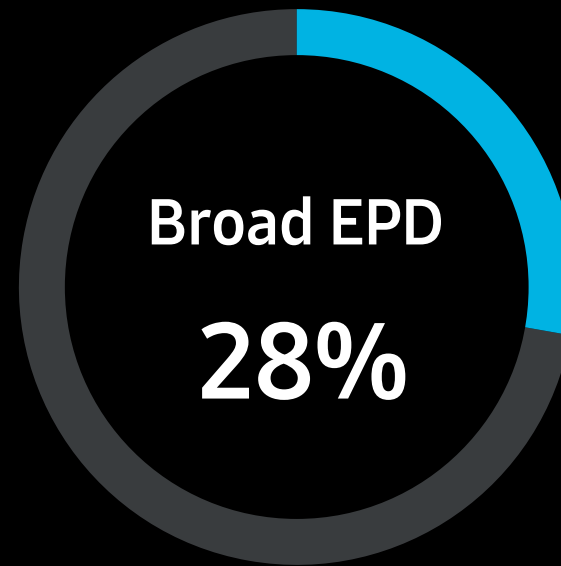
# Methods of mobility



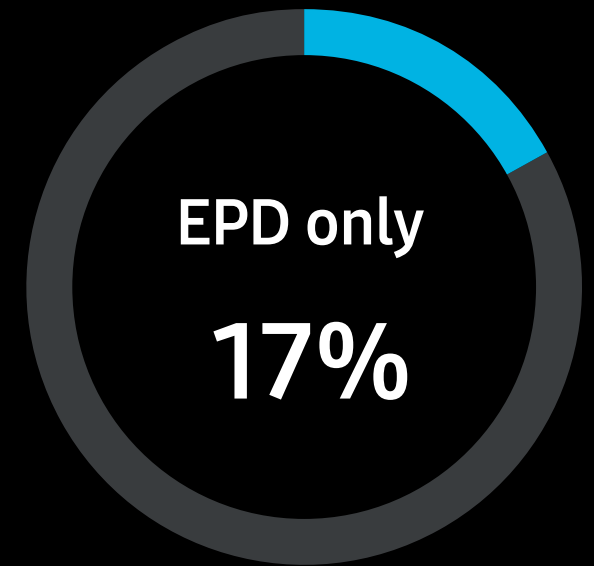
We don't provide devices to our employees, but allow them to use their personal phones for work.



We provide devices to less than 20% of employees, and allow others to use their personal phones.



We provide devices to at least 20% of employees, and allow others to use their personal phones.

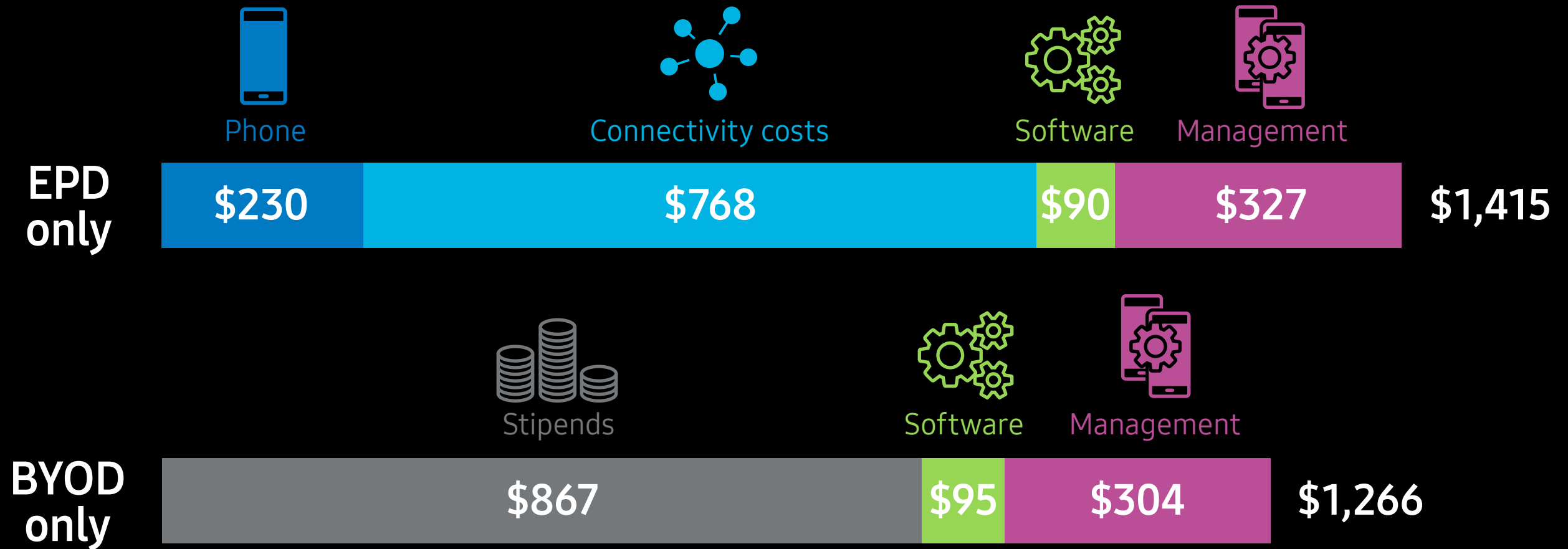


We provide devices to all employees.

BYOD = Bring Your Own Device  
EPD = Employer-Provided Device

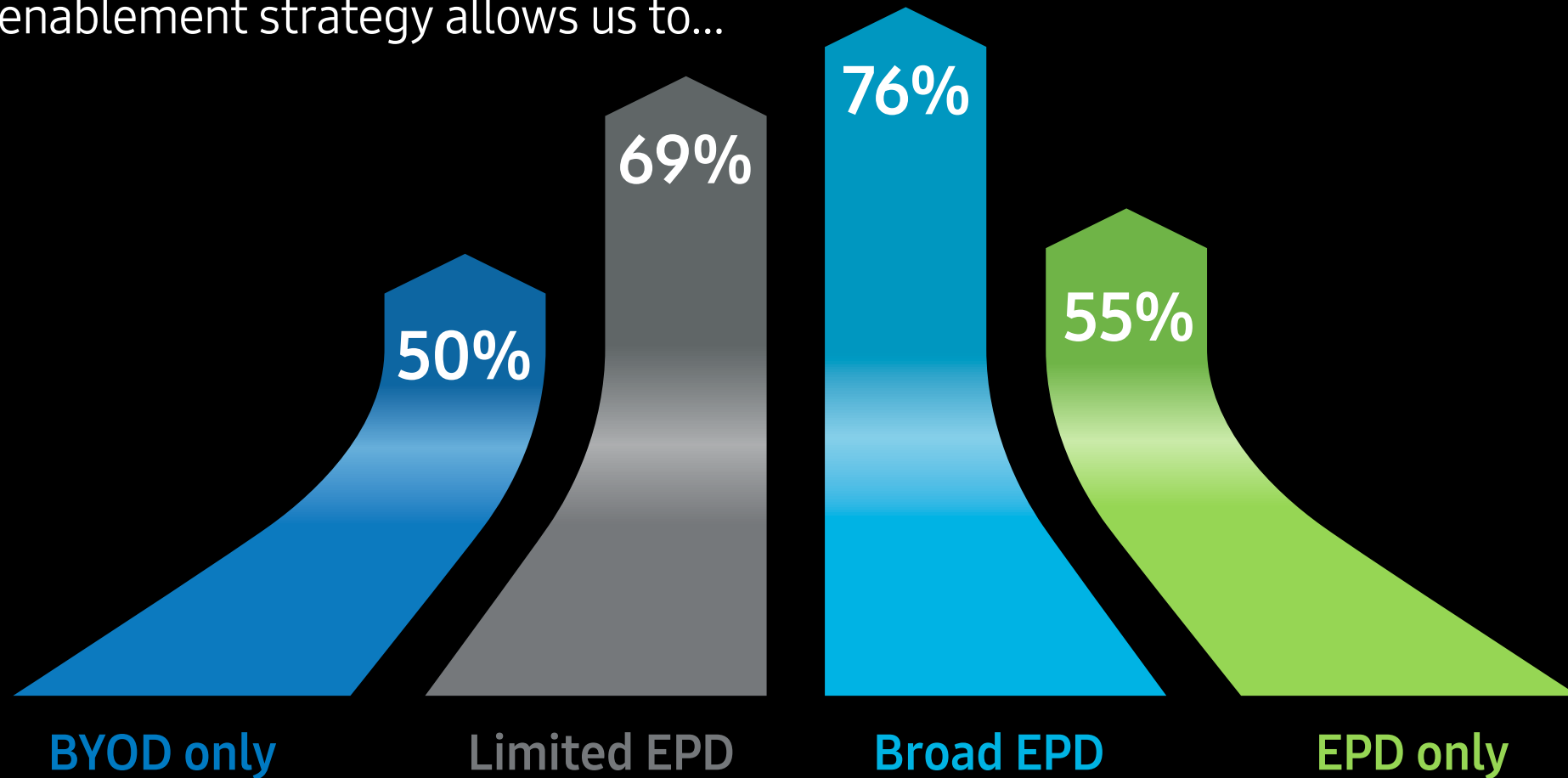
# Close call on cost: BYOD vs. EPD

Per-employee cost of a mobile plan (based on a two-year contract and 10,000 employees)



# Broad EPD companies are happier with the way their phone strategy supports collaboration...

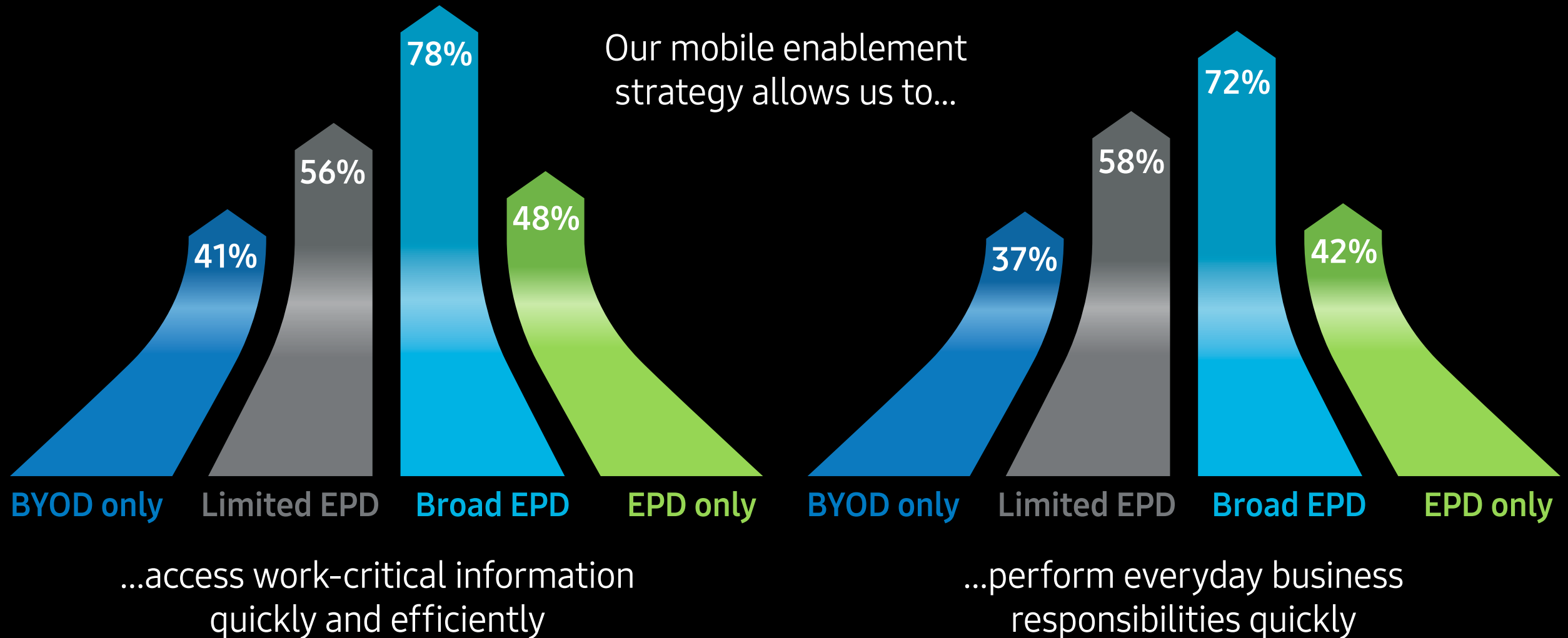
Our mobile enablement strategy allows us to...



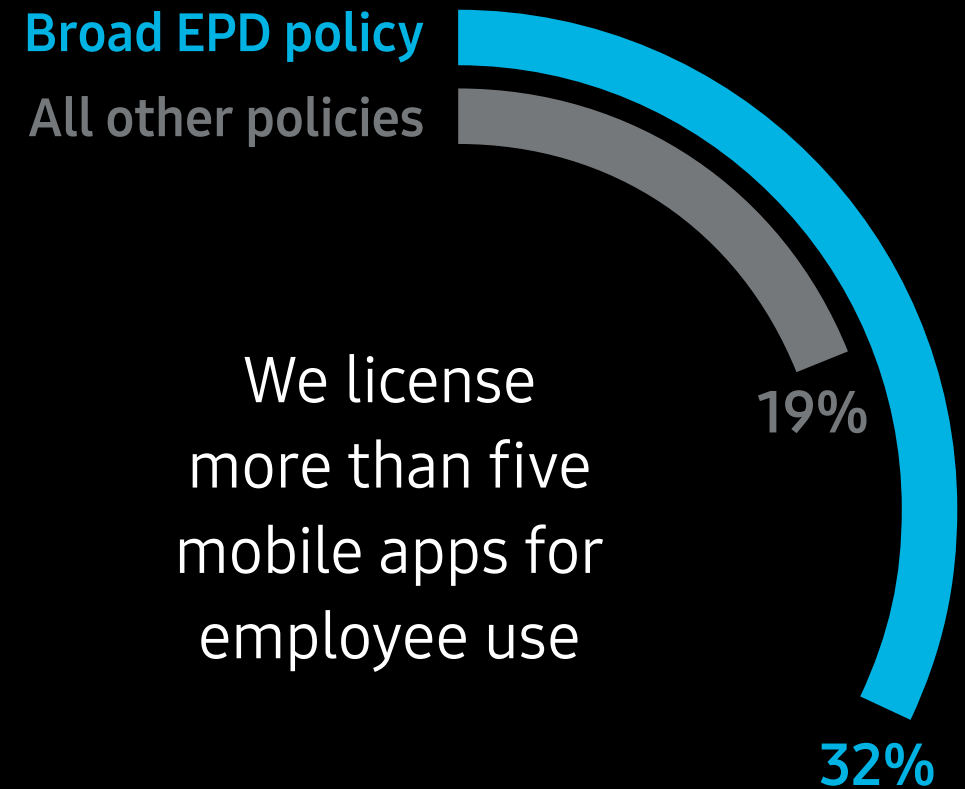
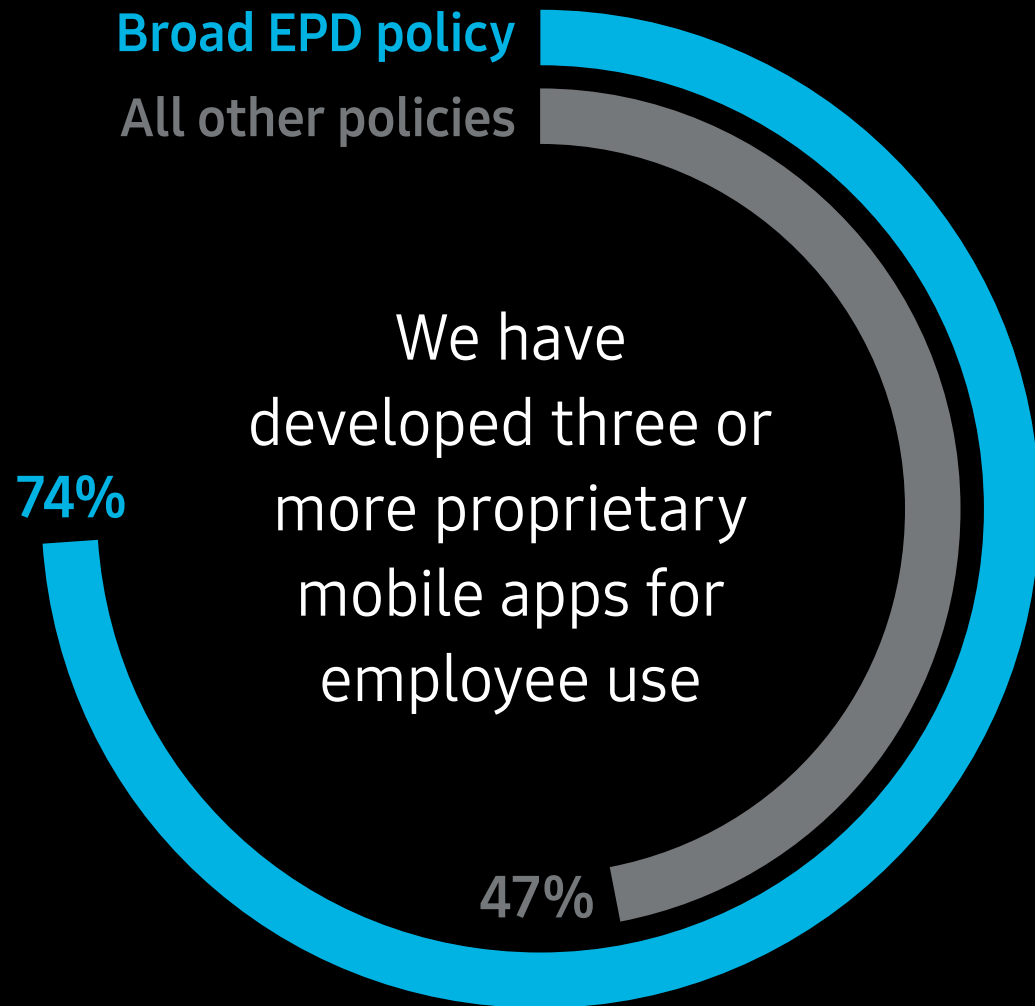
...collaborate and communicate with co-workers



# ...are more likely to say their phone strategies support employee productivity...



# ...and are building more proprietary apps for their workforces.



# What are the true costs of mobility for your company?



See our cost calculator:

<https://insights.samsung.com/mobile-cost-calculator/>

See our full report:

<https://www.samsung.com/us/business/short-form/maximizing-mobile-value/>

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