



## **Samsung announces the Enterprise Device Program Focused on Security, Productivity and Choice**

*A business focused device program to address the needs of enterprise customers including two-year purchase assurance and monthly security updates on select flagship devices*

**Seoul, South Korea – February 22, 2016** – Samsung Electronics Co., Ltd. today announced a series of initiatives targeting enterprise mobility, focused on security, productivity and choice. Samsung is committed to helping businesses with their mobility and productivity needs, ranging from hardware to business applications as well as creating a set of unique solutions secured by Samsung's KNOX platform. These solutions will be available starting with the Samsung Galaxy S7 and Galaxy S7 edge.

### **An Expanded Commitment to Secure Mobility**

Android is a secure and trusted platform ready for enterprises to deploy robust business solutions now. Samsung delivers the industry leading mobile security platform, and beginning with the Galaxy S7 and Galaxy S7 edge, Samsung will extend this leadership by delivering Android for Work (AfW) hardened by Samsung KNOX. This allows AfW customers to realize the same core elements of hardware-backed protection that government and other highly regulated industries receive when they use Samsung KNOX.

"Samsung is giving enterprises and professionals the most productive and secure mobility experience available on the market today," said Dr. Injong Rhee, Executive Vice President and Head of R&D, Software and Services, Mobile Communications Business at Samsung Electronics. "We believe that the robustness of Android, along with the award winning security benefits of Samsung KNOX will help bring a new level of productivity for businesses that cannot be matched."

### **Enterprise Device Program**

Starting with the Galaxy S7 and Galaxy S7 edge, Samsung is also announcing the Enterprise Device Program (EDP). This multi-faceted program is designed to give businesses confidence in the purchase decision with respect to security and availability of the devices. There are two core components of the EDP:

#### **Monthly Security Updates**

In 2015, Samsung began working with major industry partners and operators to distribute monthly Android security updates on select Samsung Galaxy devices. Samsung has extended their security commitments to now include over 100 countries. These critical security updates include both Android core and Samsung specific security patches. This can give the global customer base assurances they will receive security updates in a timely manner to maximize device security and productivity.

"With Android for Work, we've invested a lot to make Android a trusted platform for people to use in the workplace. With Samsung further reinforcing the platform with KNOX and committing to monthly security updates, the Samsung Galaxy S7 and Galaxy S7 edge will be one of the best choices on the market today for enterprises," said Hiroshi Lockheimer, SVP of Android, Chrome OS & Chromecast at Google.

### **Two-year Device Purchase Program**

Samsung recognizes the need for enterprises to have a complete device lifecycle management program in place. Enterprise customers are now able to take advantage of a two-year purchase assurance program for select device models, starting with the Galaxy S7 and Galaxy S7 edge, giving them the ability to purchase the same device model up to two years from the device's market availability. This program will simplify how customers define their fleet of devices and manage their refresh cycles.

For more information on how your company can enable programs to maximize your business mobility efforts, please contact your local Samsung office.

### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).