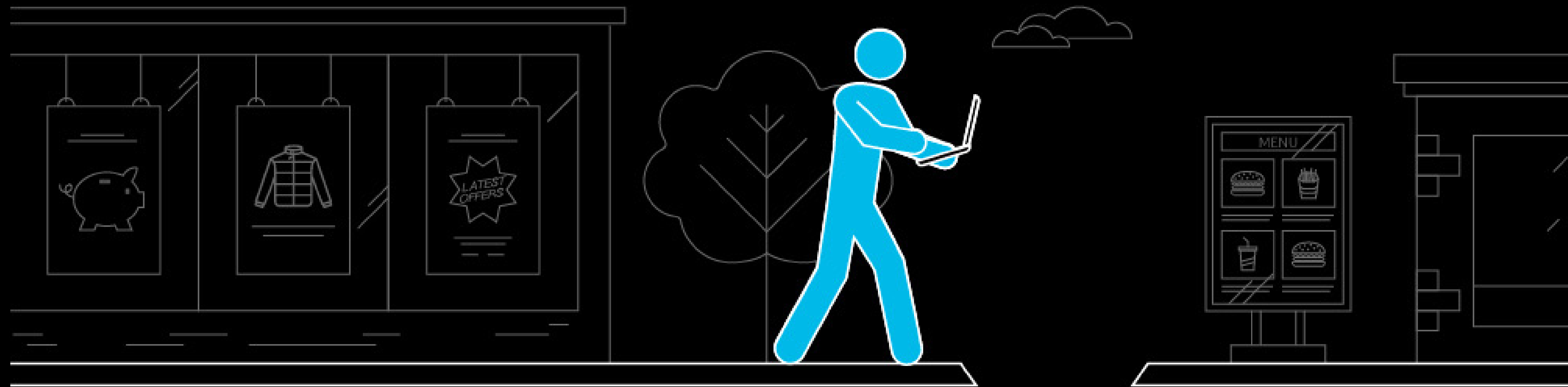


# Avoid mobile productivity pitfalls in retail

-A 2-in-1 solution-

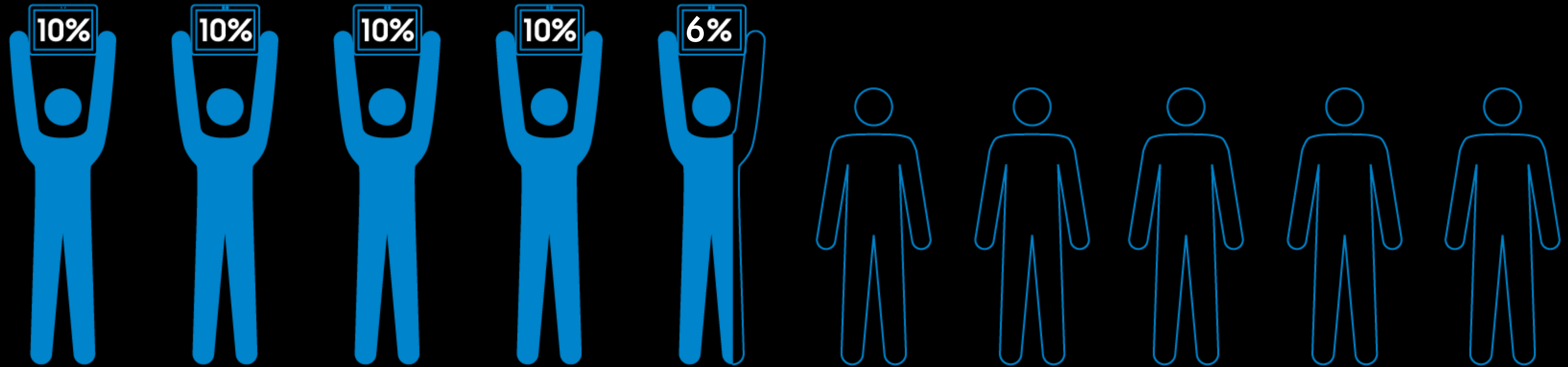


**SAMSUNG**

# **How mobile is your retail workforce? And how productive?**

**Embracing mobility goes beyond simply issuing either a tablet or a notebook to everyone—it means issuing the right tool for the job. To reach peak mobile productivity, would associates and managers be better served with tablets, notebooks, or... a combination of both?**

# Tablet use cases



There's a reason 46% of retailers expect to be using mobile point-of-sale (POS) terminals by 2017<sup>1</sup>: They're handy.

1. <http://www.paymentsource.com/news/technology/mobile-point-of-sale-projected-to-reach-46-percent-marketshare-in-2017-3016146-1.html>  
"Mobile Point of Sale Projected to Reach 46% Market Share in 2017," PaymentsSource, November 25, 2013

# Mobility: Where tablets excel



**On-the-go checkout  
and e-receipts**



**Inventory and shipping  
tasks at POS**



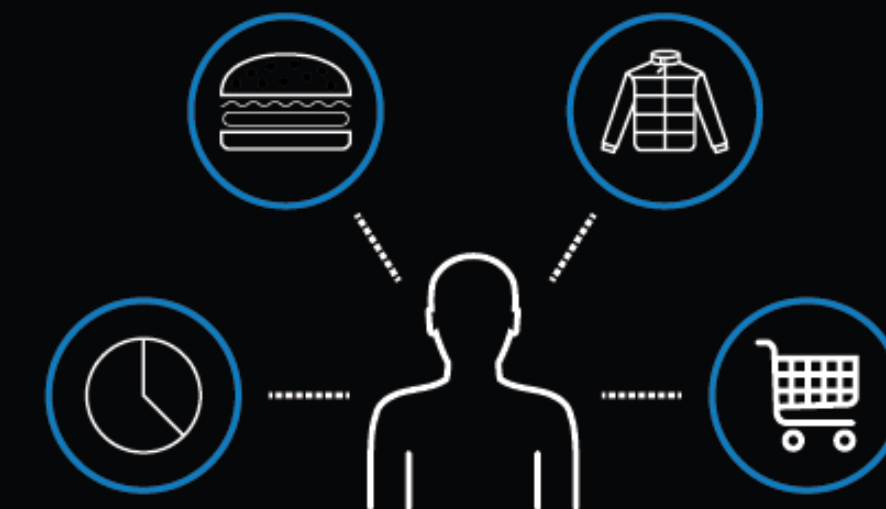
**Touch-screen  
displays**



**Tableside ordering  
in restaurants**

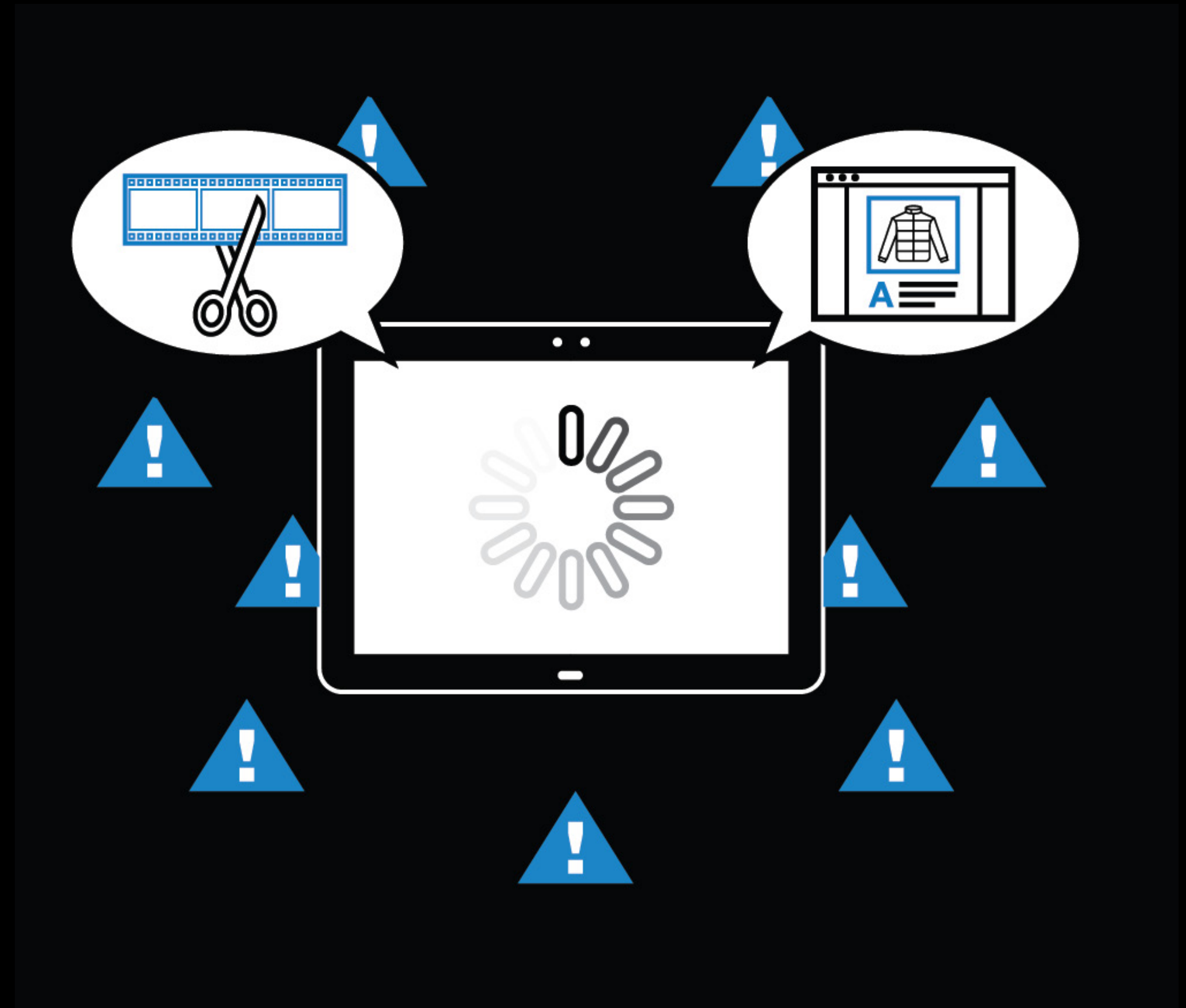


**“Build-your-own”  
kiosks for customers**



**Clienteling and  
customer interaction**

However, a tablet may not be the device of choice for complex tasks like editing promotional videos or building out an online store.



# Notebook use cases

Obviously, there is still demand for business notebook PCs—more than 23 million units were sold in the United States in 2015 alone <sup>2</sup>.

Why? Traditionally, you can still do more than you can on a tablet...

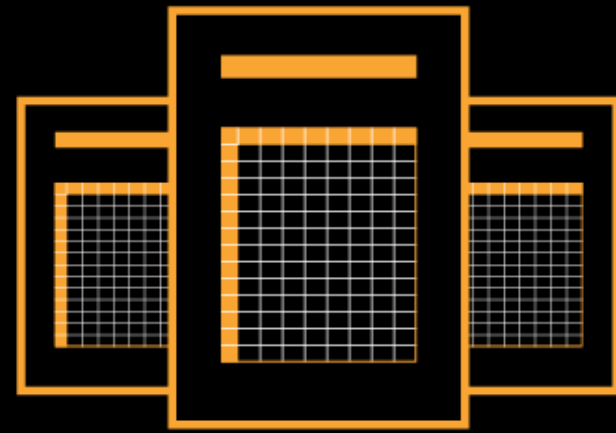


2. Q4 PC Tracker, IDC, 2015.

# Productivity: Where notebooks excel



Composing and editing documents



Updating inventory spreadsheets



Uploading content to online stores



Designing and editing ads, menus and brochures



**...But you probably want to avoid carting a notebook out to a restaurant table or balancing it on a warehouse ladder.**





# Joining mobility and productivity



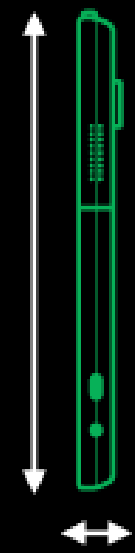
So, what about when retail professionals need **all of the above?**



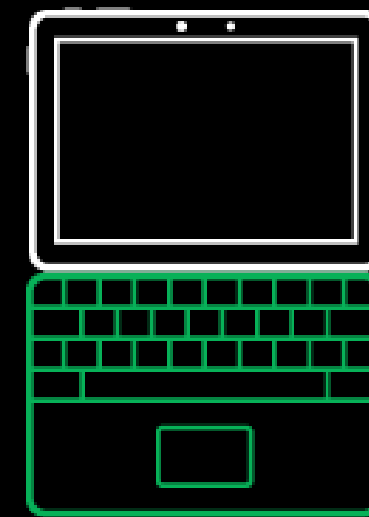
## The Windows-enabled 2-in-1

Arm your employees with a comprehensive 2-in-1 productivity solution: **The Samsung Galaxy Book 12 with Windows 10 Pro**, specially geared for a highly mobile workforce.

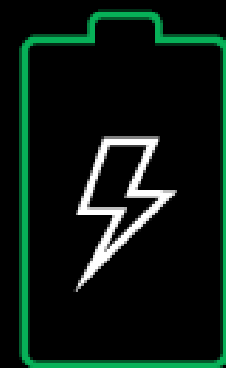
# The **mobility** of Samsung Galaxy



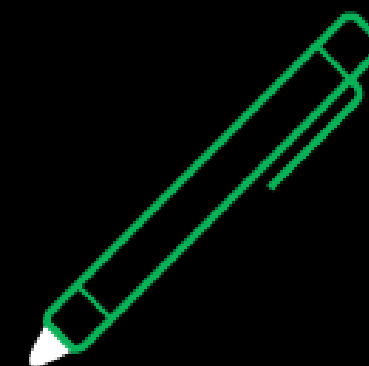
Ultra-thin, lightweight  
and stylish for easy  
mobility



Full-sized, backlit  
keyboard and  
integrated trackpad

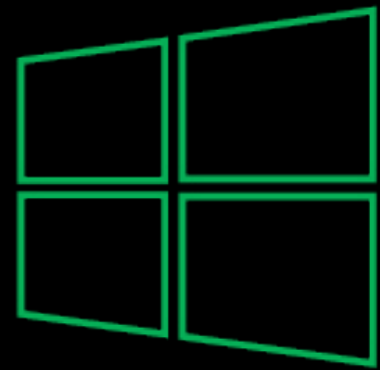


Long-lasting up to  
10.5-hour battery and  
adaptive fast charging



S-Pen included for  
annotation, signatures,  
etc...

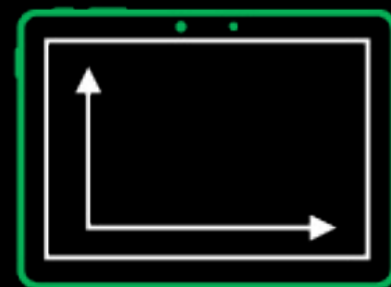
# The **productivity** of a Microsoft Windows 2-in-1...



**Windows 10 Pro, built-in security, and enterprise infrastructure-ready**



**USB-C support makes it easy to connect to displays and other peripherals**



**12-inch Super AMOLED<sup>®</sup> display for vivid detail and compelling presentations**



**Samsung Flow turns your Samsung phone<sup>3</sup> into a user authentication device, syncs your data and automatically activates the phone's hotspot**

3. Galaxy S6, Note5 and later Galaxy phones with fingerprint reader.

# Samsung knows mobile productivity

Samsung's newest enterprise-ready 2-in-1 device now includes Windows 10 Pro, for true mobile productivity.

Ready to explore the innovation of Galaxy?

Learn more at [samsung.com/b2bwindowstablets](https://samsung.com/b2bwindowstablets)

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