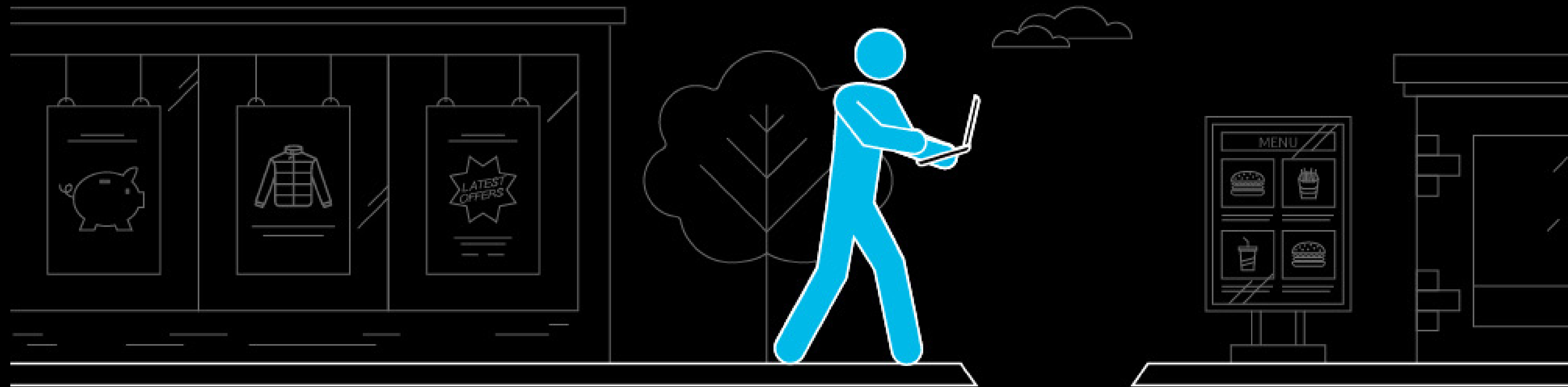# Avoid mobile productivity pitfalls in retail

-A 2-in-1 solution-
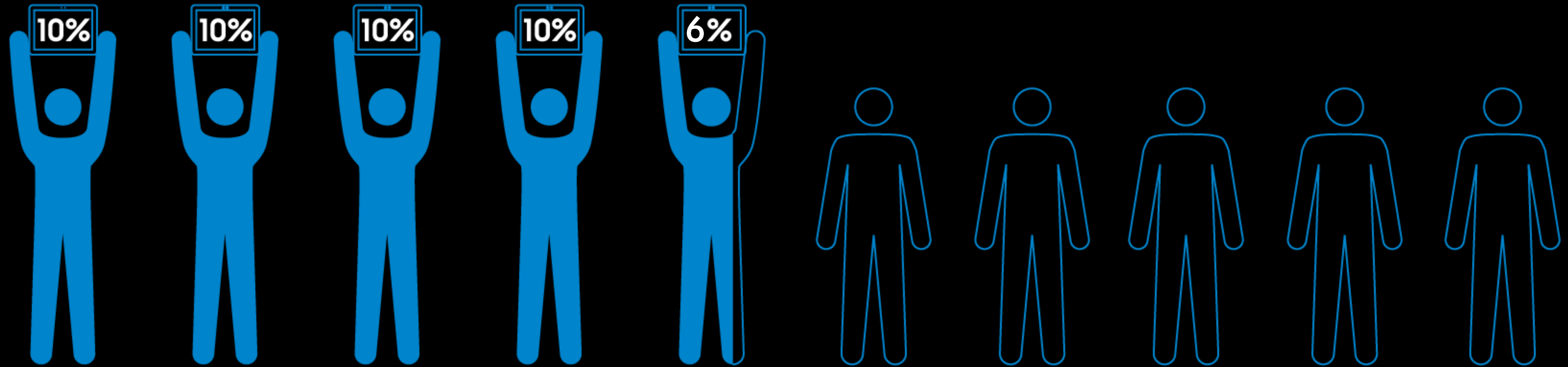
How mobile is your retail workforce? And how productive?

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?

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Tablet use cases

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

1. http://www.paymentssource.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

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Mobility: Where tablets excel

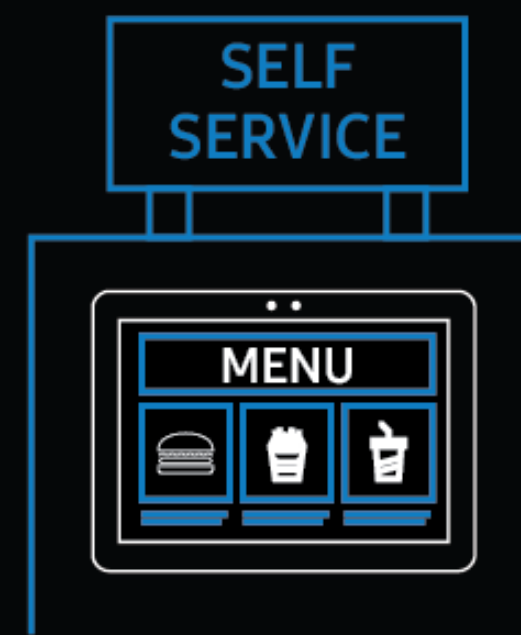**On-the-go checkout and e-receipts**

Inventory and shipping tasks at POS
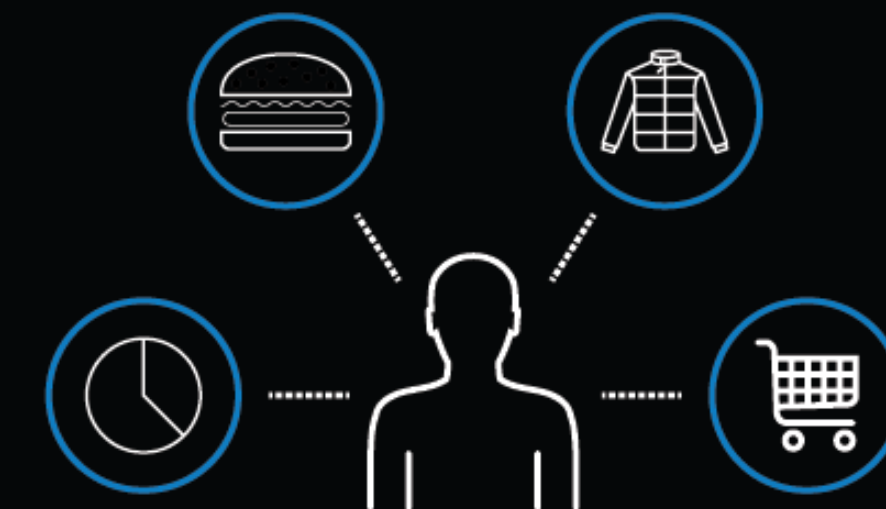
Touch-screen displays

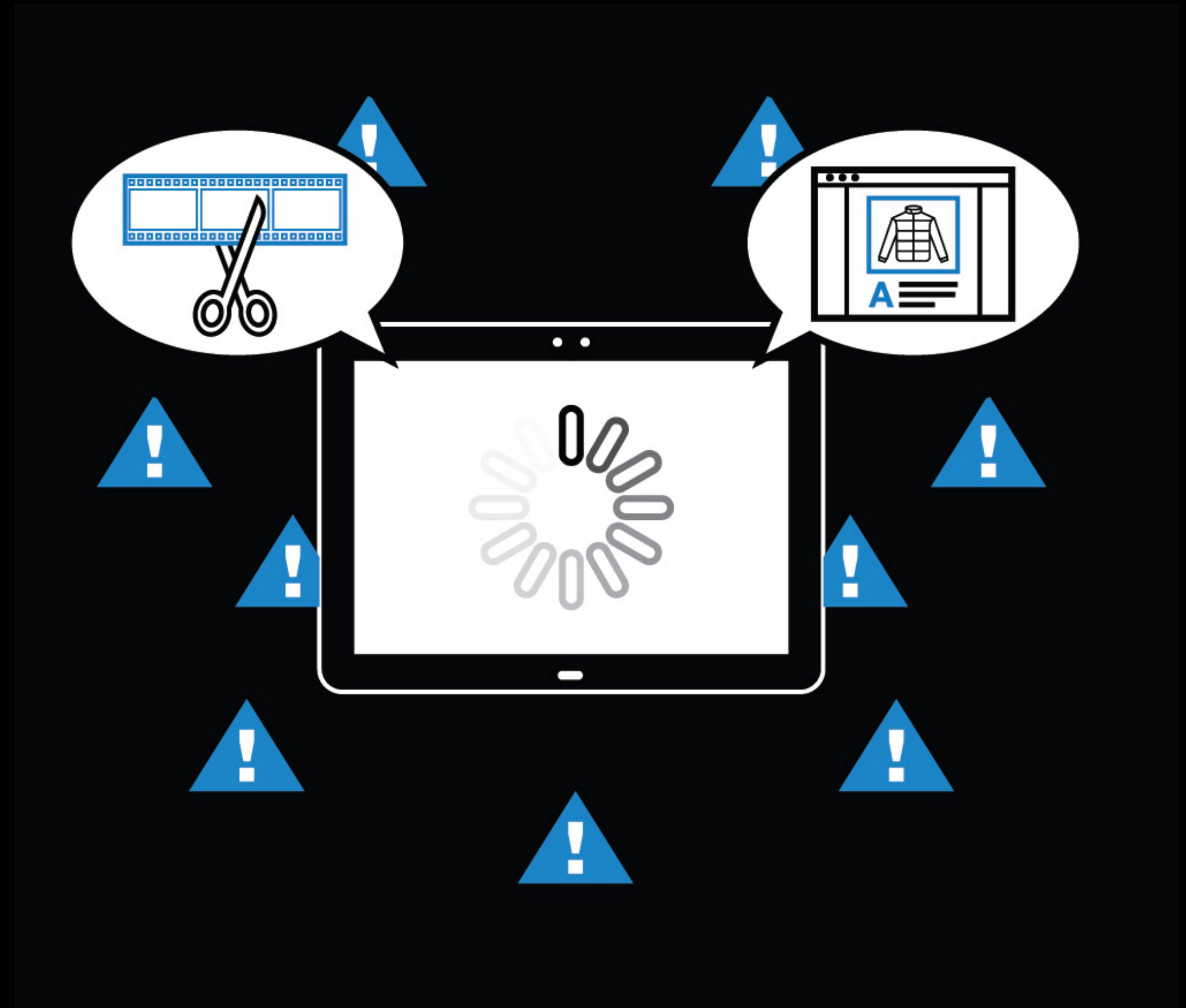**Tableside ordering in restaurants**

"Build-your-own" kiosks for customers

Clienteling and customer interaction

SELF SERVICE

MENU

SAMSUNG

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

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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 [2].

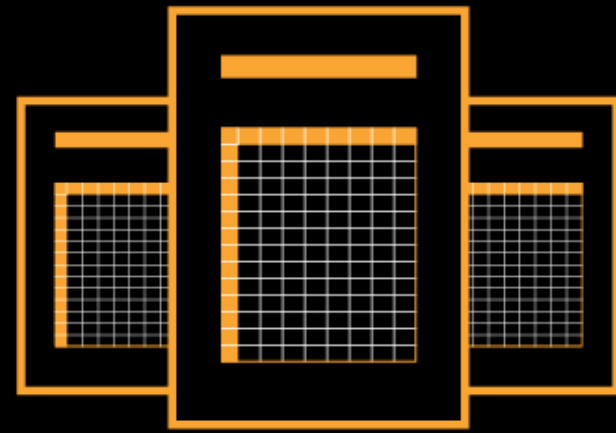Why? Traditionally, you can still do more than you can on a tablet...

| 5 M | 5 M | 5 M | 5 M | 3 M |

2. Q4 PC Tracker, IDC, 2015.

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Productivity: Where notebooks excel

Composing and editing documents

Updating inventory spreadsheets

Uploading content to online stores

Designing and editing ads, menus and brochures

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...But you probably want to avoid carting a notebook out to a restaurant table or balancing it on a warehouse ladder.
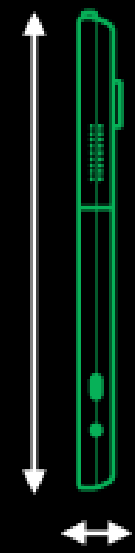
Joining mobility and productivity

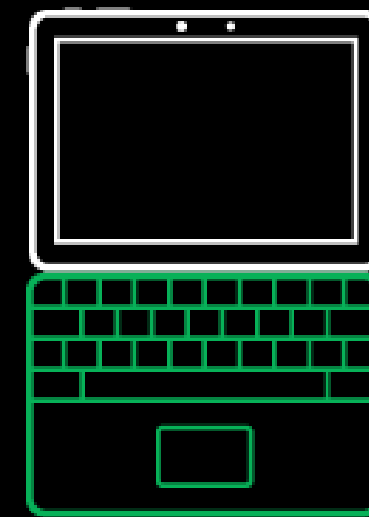So, what about when retail professionals need all of the above?

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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.
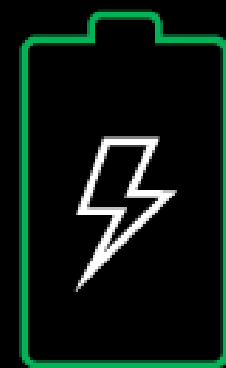
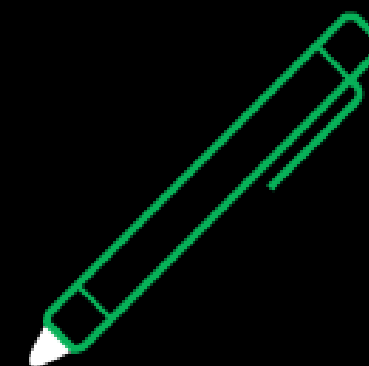SAMSUNG

The mobility of Samsung Galaxy

Ultra-thin, lightweight and stylish for easy mobility
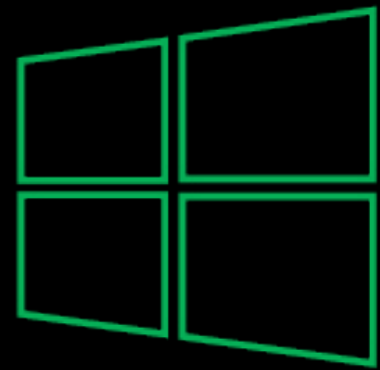
Full-sized, backlit keyboard and integrated trackpad

Long-lasting up to 10.5-hour battery and adaptive fast charging
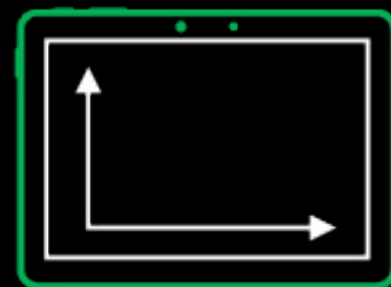
S-Pen included for annotation, signatures, etc…

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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® display for vivid detail and compelling presentations

Samsung Flow turns your Samsung phone[3] 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

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