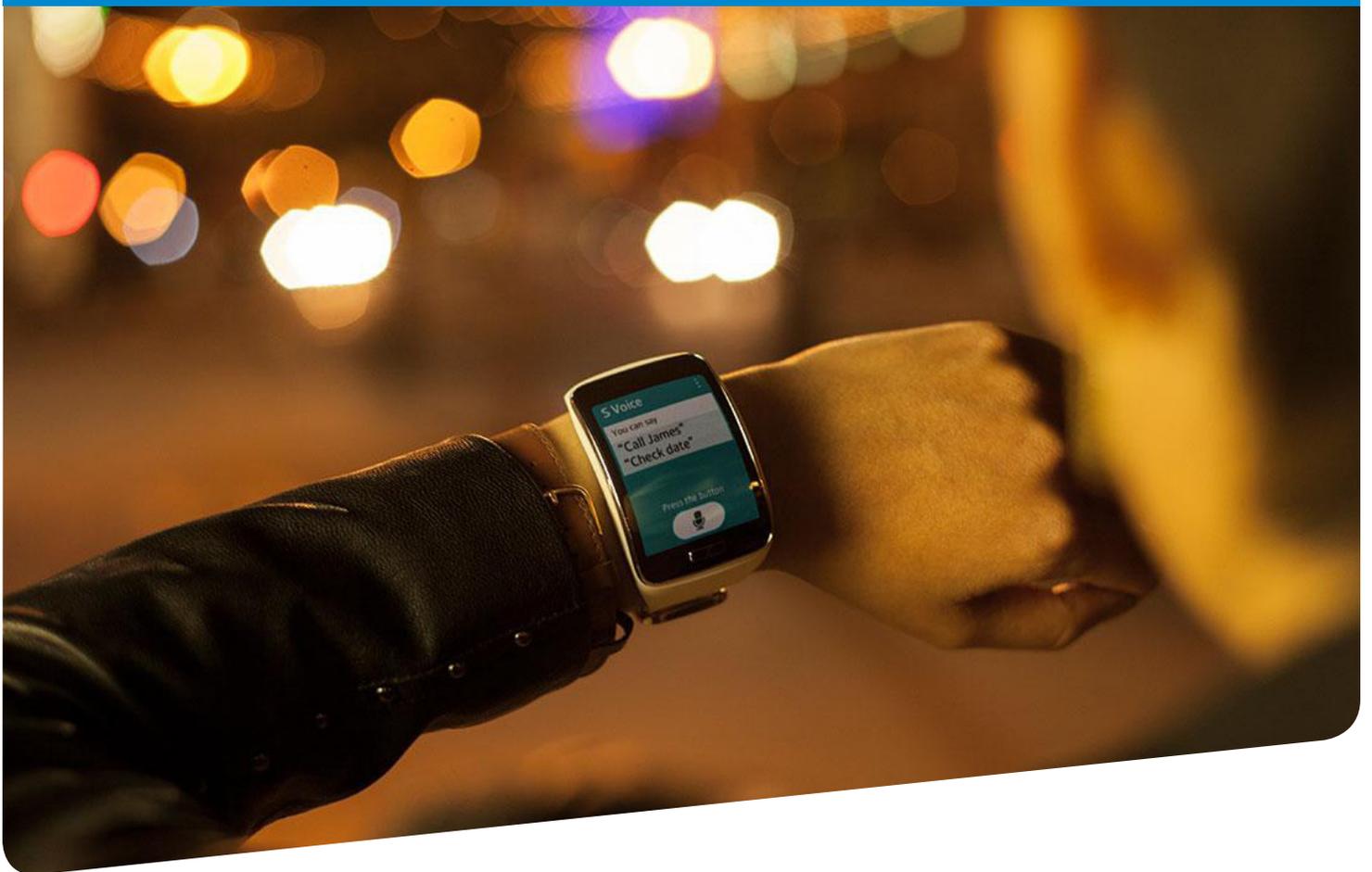


# Wearables Make Their Move to the Enterprise



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Wearables, those Dick Tracy-like smart watches and sensor bands currently all the rage in consumer circles, are now poised to transform the enterprise with their promise of hands-free, on-the-go work scenarios and real-time data access that will propel business productivity to new heights.

Thanks to an influx of more stylish and functional offerings, wearables are no longer just an early-adopter curiosity. They have become a compelling accessory for consumers embracing the technology as part of their daily fitness routines and health care maintenance, and to help organize and manage everyday communications. IDC estimates wearable shipments exceeded 19 million units last year, more than tripling what was sold in 2013. With adoption rates projected to multiply at a CAGR of nearly 80 percent, IDC expects shipments of wearables to soar to 111.9 million units by 2018.

Beyond the consumer momentum, there is significant opportunity for wearables in the enterprise, especially in industries such as healthcare and retail, and for certain types of workers. According to a report from Accenture Technology Labs, wearables such as smart watches and smart displays can dramatically raise the productivity level of “desk-less,” highly skilled and less skilled workers by delivering access to real-time data, providing hands-free collaboration and data sharing, and furnishing visual feedback about the working environment to facilitate faster and more informed decision making.<sup>1</sup> For instance, less skilled field workers could tap wearables displays to share video of their environment with more experienced colleagues who could provide immediate feedback on how to handle a particular situation.

A PwC report paints an equally bright future for wearables in the enterprise. As more wearable products are designed with business applications in mind, companies will work to integrate wearables

into their mobile strategies. According to a recent PwC survey, 77 percent of respondents saw benefits in wearable devices for boosting efficiency and productivity at work, while 70 percent of participants fully expect their employers to permit usage.<sup>2</sup> The same report found that 76 percent of workers see wearables as a complement to their smartphone, not a replacement. This expected surge in demand has prompted research firms to issue bullish forecasts for wearables in the enterprise, including ABI Research, which is projecting an \$18 billion market by 2019.



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SOURCE: The Wearable Future, PwC

## Wearables in the Workplace

Forward-thinking IT leaders are making enterprise wearables a priority and mainstream businesses are soon to follow suit. In a Forrester Research survey of some 2,000 technology decision makers, more than half said putting a strategy in place to support wearables was a priority over the next 12 months, with almost a third ranking the task as a “critical” or “high” priority.<sup>3</sup> While the next two years will be mostly about pilots and early adopter use cases, Forrester analyst J.P. Gownder expects developer ecosystems for wearables to mature in 2017, culminating in a wave of enterprise-specific apps, back-end software, and services that will make wearable technology commonplace in organizations by 2020 and beyond.<sup>4</sup>

“Vertical industries have been pioneering the use of wearables in business, and as wearables enter the mainstream, they’re going to open up new potential for information workers as well,” said Timothy Wagner, senior vice president of Samsung Business Sales at Samsung Electronics America, in a recent article entitled, “A Business Case for Wearables.” “As products evolve and new categories are developed, the list of business opportunities enabled by wearables will continue to grow, putting enterprises at the helm of innovation.”

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There is a wide range of use cases for wearables technology in the workplace, from the simple ability to “hands-free connect” with email, calendars or contacts when a smartphone or laptop isn’t readily accessible to more purpose-built productivity applications for training, collaboration and real-time notifications.

For example, a sales manager outfitted with a smart watch could discreetly tap into the enterprise CRM system to get real-time information critical to closing a deal or to receive notifications on its status without the disruption of taking out a phone or laptop. With a wearable display, an employee working in the field could seamlessly access information from various enterprise systems to do their job more quickly or to receive easy-to-follow instructions on how to perform a specific procedure while still using their hands to complete the task.

Weaving wearables into specific vertical industry workflows has even greater potential for transforming business. Consider the myriad applications in the health care sector, which has been

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earmarked as one of the key industries destined to benefit from widespread deployment of wearables. Doctors, nurses and other health care professionals can tap capabilities like voice activation to create, share, and monitor patient updates much more quickly and easily via a smart watch or other wearable. The devices can also send status updates in real time between operating room managers and the surgeons performing the procedures—a workflow that streamlines case management and, consequently, helps reduce hospital operating costs.

Wearables also improve the accuracy of information at the point of patient care, aiding in diagnosis and patient management. Consider an emergency scenario that allows on-call medical personnel to immediately get guidance on care instructions, dosing recommendations and access to specific patient records—all delivered in real time to a smart watch or smart display and accessible without taking their hands off the patient and being distracted from the task at hand.

Even the flood of consumer wearable devices, from fitness trackers to smart glucose meters and heart monitors, can play a role with more traditional medical devices in transforming the business of health care. Hospitals, private practices and out-patient treatment centers are creating applications designed to interact with these devices to funnel real-time patient data to medical personnel who can use it as part of broader mix of tools to provide feedback, issue a diagnosis or suggest specific treatment action. With healthcare becoming more patient-centric, this kind of direct interaction, facilitated by wearables, can help bolster the trust between care givers and patients and lead to higher-quality treatment.

In the retail and hospitality sectors, wearables are changing the way consumers shop and how companies inform, engage and drive sales. For instance, wearables provide shop floor personnel with a quick visual reference to how a store display should be arranged as well as deliver instructions about how to stock items or change signs. Over time, wearables and corresponding wearables apps will evolve to

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integrate the at-home, in-store and on-the-go shopping experiences, according to the PwC report. Through what it describes as both active and passive cues—for example, a wearable that can listen to what media a consumer watches and registers what that consumer likes—retailers will eventually be able to track shoppers' preferences and generate insights that would allow them to serve up relevant offers at the point of purchase. There's also the very significant benefit of facilitating payment with wearables.

By having more granular information about customers and their buying preferences, retailers are better able to tailor a personalized and integrated shopping experience. As a result, an enterprise strategy built around wearables can help build consumer loyalty and increase the likelihood of sales while also serving as a key differentiator among competing retail brands, the PwC report stated.

Restaurants and hotels are deploying wearables in the workplace as part of a strategic focus to personalize and improve the guest experience. Clerks can use wearables to gain immediate access to guest profiles and preferences so they can proactively make recommendations on restaurants or activities as part of a conversation, freed from the distraction of navigating different computer screens. Similarly, smart watches can deliver instant notifications, alerting cleaning staff to deploy to a particular room or pinging a server when a drink order is ready—all in the spirit of perfecting and personalizing customer service.

Industries with desk-less and highly skilled workers like manufacturing, oil and gas, and delivery and logistics have plenty to gain by outfitting workers with wearables that deliver critical information in real time to enhance collaboration, improve safety and bring efficiencies to operations. Consider the delivery driver who needs to remain connected and continue working while on route when easy access to a smartphone isn't feasible or safe. A smart display would allow the driver to follow drop-off routes or pick-up instructions while loading or unloading boxes, helping to optimize delivery times and enable real-time tracking of workflows.

**Forward-thinking IT leaders are making enterprise wearables a priority and mainstream businesses are soon to follow suit.**

Likewise, warehouse workers can be hands free while picking orders, conducting inventory or sorting packages, tapping the voice capabilities of a smart watch to update shipping information. Field maintenance workers or on-site oil and gas personnel can benefit from the augmented reality of a visual display to get step-by-step instructions and visual schematics for a particular maintenance task or to send video to and from the work site to solicit feedback from off-site experts. Similar feedback could be harnessed by manufacturing personnel for more effective troubleshooting and repair work on the production line.

### Samsung Is Leading the Enterprise Wearables Charge

As one of the most trusted wearable brands in the consumer market—ahead of Apple, Sony and Google, according to the latest IDC ConsumerScape 360 survey—Samsung is leveraging a range of partnerships to make inroads in the enterprise wearables category across a broad spectrum of industries. Samsung's goal is to spawn new solutions and services targeted to the needs of specific vertical markets, including health care, education, financial services, retail/hospitality, logistics and transportation, and government.

The company's Gear S, Gear Circle, Gear Fit and Gear VR are the mainstays of its wearables portfolio, providing a range of capabilities that redefine mobile experiences, streamline existing workflows while opening up possibilities for new, innovative business practices. With its easy connectivity, large screen, ready voice commands and long battery life, the Gear S smart watch can support daily enterprise tasks with hands-free operation, ensuring that business functionality is close at hand. The Gear Fit, stocked with similar capabilities, lends itself for a range of applications across verticals, but has real applicability in healthcare, where it can serve as the source of real-time patient data to aid in treatment. The Gear Circle, a smart, wireless Bluetooth head set, is packed with text-to-speech and voice-ready commands that lend themselves to myriad business applications, from basic on-the-go communications to a hands-free training environment that delivers intelligence as employees are engaged in work in progress.

In addition to its portfolio of cutting-edge wearable devices, Samsung is actively forging partnerships and cultivating an open ecosystem with the developer community, in part to sharpen its vertical market focus.

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For example, Samsung and SAP are working together to deliver enterprise mobility solutions and industry-specific applications that marry Samsung's mobile and wearable devices with the SAP Mobility Platform. The idea is to securely extend new and future enterprise apps to an increasingly mobile workforce, helping to improve real-time decision-making and create a seamless work experience that embraces wearables and other forms of mobile computing devices.

For the financial industry, the two companies plan to jointly develop mobile banking solutions aimed at enhancing the customer experience, while in health care the focus is on marrying SAP HANA-based analytics with Samsung devices to create new health management solutions. The retail sector is another key area of focus for the



**With Samsung Gear VR, health care workers can get a full 360 degree view of PET or CT scans, which enhances diagnosis and treatment options, while the immersive environment lends itself to a range of realistic training and marketing use cases.**

partnership, with work under way on wearable solutions that will optimize inventory processes and enhance the customer shopping experience via functions like targeted offers and mobile payment. To that end, Samsung has teamed up with PayPal to create an app for the Samsung Gear2 Smartwatch that lets customers pay for products and services directly from the device.

Wearables are also a centerpiece of Samsung's Internet of Things vision, in which it plans to make 90% of its products IoT-compatible by 2017 with every product connected and sharing data over the next five years. As the IoT opens the door to new business opportunities and partnerships, Samsung is uniquely positioned to help companies capitalize on big data and analytics from the front-end experience on a laptop or wearable, all the way back through applications, services and solutions. By doing so, Samsung stands in the forefront of helping customers access and activate insights for their businesses and their customers' businesses.

As the partner ecosystem evolves into a hotbed of innovation for purpose-built applications and vertical industry solutions, wearables are taking their place as a major enterprise game changer, transforming how employees work and creating competitive business advantage. For more information on Samsung's lineup of enterprise-ready wearables, go to [www.samsung.com/uk/business](http://www.samsung.com/uk/business).

<sup>1</sup> Putting Wearable Displays to Work in the Enterprise, Accenture Technology, July 2014. [www.accenture.com/us-en/Pages/insight-putting-wearable-displays-work-enterprise.aspx](http://www.accenture.com/us-en/Pages/insight-putting-wearable-displays-work-enterprise.aspx)

<sup>2</sup> The Wearable Future, PcW

<sup>3</sup> "How's Your Enterprise Wearables Strategy?" InformationWeek, J.P. Gownder, Forrester Research, October 6, 2014, [www.informationweek.com/mobile/mobile-business/hows-your-enterprise-wearables-strategy/a/d-id/1316342?](http://www.informationweek.com/mobile/mobile-business/hows-your-enterprise-wearables-strategy/a/d-id/1316342?)

<sup>4</sup> "Wearable Tech Offers Promise (and Potential Peril) for the Enterprise," CIO, Al Sacco, January 22, 2014; [www.cio.com/article/2379396/consumerization-of-it/wearable-tech-offers-promise--and-potential-peril--for-the-enterprise.html](http://www.cio.com/article/2379396/consumerization-of-it/wearable-tech-offers-promise--and-potential-peril--for-the-enterprise.html)

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Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems and semiconductors. We are also leading in the Internet of Things space through, among others, our Digital Health and Smart Home initiatives. We employ 307,000 people across 84 countries. To discover more, please visit our official website at [www.samsung.com](http://www.samsung.com) and our official blog at [global.samsungtomorrow.com](http://global.samsungtomorrow.com)

### For more information

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