

SAMSUNG Knox
Configure





Comprehensive set of enterprise mobility solutions to address a variety of business needs on top of the secure Knox platform

Knox Solutions

Deployment & Customization

**Knox
Configure**

**Knox
Mobile Enrollment**

Security & Management

**Knox
Workspace**

**Knox
Manage**

Knox Platform

Built-in series of hardware and software security mechanisms designed to protect the integrity of the device

Contents

I . Product Overview

II . Product Offerings

III . Device Eligibility & Verification

IV . Customer Benefits

V . Appendix



Product Overview

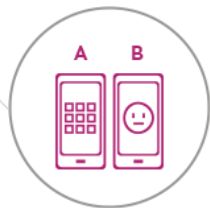


What is Knox Configure?

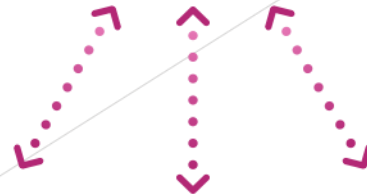
Cloud-based service that allows businesses to remotely configure a large number of Samsung devices and tailor them to specific business needs



**Frictionless
Out-of-the-Box Setup**



**Rebranded
Software**



Over-the-Air Configuration for Bulk Devices



**Purpose-Built
Appliance**



**Advanced Device
Configuration**

USP 1 : Frictionless Out-of-the-Box Setup

Fine-tune devices to specific business settings automatically and seamlessly during initial device setup



Automated Provisioning

- IMEI/serial number-based device identification
- Mandatory configuration after every factory reset
- Instant start after Setup Wizard



Default Setting Change

- Country, language, time zone
- Volume, brightness, screen rotation
- Ringtone, font
- Turn on/off Wi-Fi and automatically connect to specific SSID
- Turn on/off Mobile Data, BT, GPS, NFC
- Airplane Mode



Skip Setup Wizard

- No hassle of unneeded setup
- Google/Samsung/Carrier steps can be skipped
- Android Factory Reset Protection removal



Preloaded App Removal

- Disable unnecessary preloaded apps
- Made invisible and unusable

USP 2 : Rebranded Software

Feature a company's branding and corporate apps and quick access to corporate services



Customizable Booting UX

- Change booting/shutting down splash screen
- Change booting/shutting down splash sound



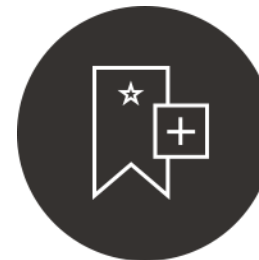
Automated App Deployment

- App installation
- Auto launch
- Prevention of app uninstallation
- Change app icon / name



Customizable Screen

- Change wallpaper
- Add/place applications
- Add/place widget



Quick Access to Corporate Services

- Add bookmarks*
- Add contacts

*Samsung browser only

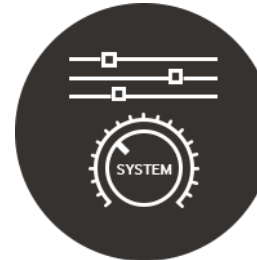
USP 3 : Purpose-built Appliance

Transform off-the-shelf devices into single-purpose devices with specialized user experience



Professional Kiosk Mode

- Lock down device to specific app
- Passcode-based exit
- Restricted access to Settings
- Notification control



Specialized System UX

- Automatically turn on/off devices depending on power supply
- Play all sounds on device speaker
- Hide Settings menus



Key Action Changes

- Disable/remap hardware keys
- Customizable power dialog



Stay-awake Mode

- Prevent sleep mode when plugged in
- Extended screen timeout

USP 4 : Advanced Device Configuration

Customize a wide range of device settings at the granular level and take full control of corporate-liable devices with value-added Samsung Knox capabilities



Advanced Connectivity Settings

- Add Wi-Fi profiles with security options
- Mobile network APN configurations
- Default USB connection type
- USB debugging mode
- SIM PIN lock



Device Feature Restriction (Disable)

- Wi-Fi, BT, GPS, NFC, Flight mode
- SMS/MMS, roaming, tethering
- SD card, USB storage
- Multi-user mode, Safe mode
- Factory reset, power off
- Camera, microphone, recording, clipboard, Screen capture
- Biometric authentication features



Value-added Knox Capabilities

- App white/blacklisting
- Per-app URL white/blacklisting
- Shared Device
- Enterprise Billing



Dynamic Update

- Server push notification
- App/configuration update
- Remote factory reset
- Remote lock

Product Offerings



Two Editions

Dynamic Edition for B2B

Mainly designed for **IT Admins** to **configure and customize devices** for their employees out-of-the-box and dynamically over-the-air

Needs

- Configure corporate devices, out-of-the-box, during initial device setup process
- Tailor devices to specific vertical use cases
- Update device configurations anytime & anywhere, over-the-air
- Enforce robust security configurations even after factory reset

Setup Edition for B2B2C

Mainly designed for **Marketing Admins** to **stage devices for rebranding** for own customers, out-of-the-box

Needs

- Rebrand promotional devices, out-of-the-box, during initial device setup process
- Maintain rebranded software even after factory reset
- Make sure device ownership and privacy of consumers are not infringed

Product Policies

Pricing

- **Subscription-based**
 - Yearly basis
- **Maintenance fee included**
 - SLA-based technical support
 - Software maintenance
- **Tiered**
 - Setup edition : \$
 - Dynamic edition : \$\$

Licensing

- **Per device**
 - One activation for one device
 - Non-transferrable
 - Irrevocable from activated devices
- **Upon expiration**
 - Devices automatically unassigned from profiles
 - No automatic enrollment after factory reset
 - Configurations made manually clearable by end users
 - Push update no longer available
 - Factory reset automatically allowed
 - Pro Kiosk mode automatically turned off

Dynamic vs. Setup Edition Feature Comparison

		Dynamic Edition	Setup Edition
Frictionless Out-of-the-Box Setup	Automated Provisioning & Default Setting Change	Available	Available
	Skip Setup Wizard		Not Available
	Preloaded App Removal		≤ 10 apps
Rebranded Software	Customizable Booting UX and Screen	Available	Available
	Automated App Deployment		App installation: ≤ 5 apps App deletion prevention: ≤ 1 app
	Access to Corporate Services		Available
Purpose-built Appliance	Professional Kiosk Mode	Available	Not Available
	Specialized User Experience		
Advanced Device Configuration	Advanced Connectivity Settings	Available	Not Available
	Device Feature Restriction		Limited 'FOTA/Multi-User Mode/Safe Mode' & 'Block applications from unknown sources' only
	Value-added Knox Features		Not Available
	Dynamic Push Updates		Not Available
Profile Limit		300MB	

Device Eligibility & Verification



Minimum Device Requirement

Samsung 'Galaxy' devices

With Android Nougat (7.0) or above



(Knox 2.7.1+)

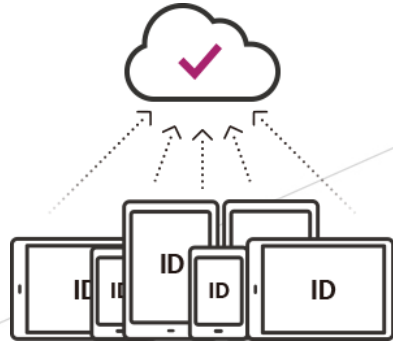
Samsung 'Gear' smartwatches

With Tizen Wearable 3.0 or above



(Knox 2.2)

Device Ownership Verification



Type 1

Bulk Device ID Upload

- **By Reseller**
 - Devices must be purchased from Knox Deployment Program(KDP)-participating resellers
 - Only the participating resellers can upload device IDs
 - Designed for a large number of commercial devices



Type 2

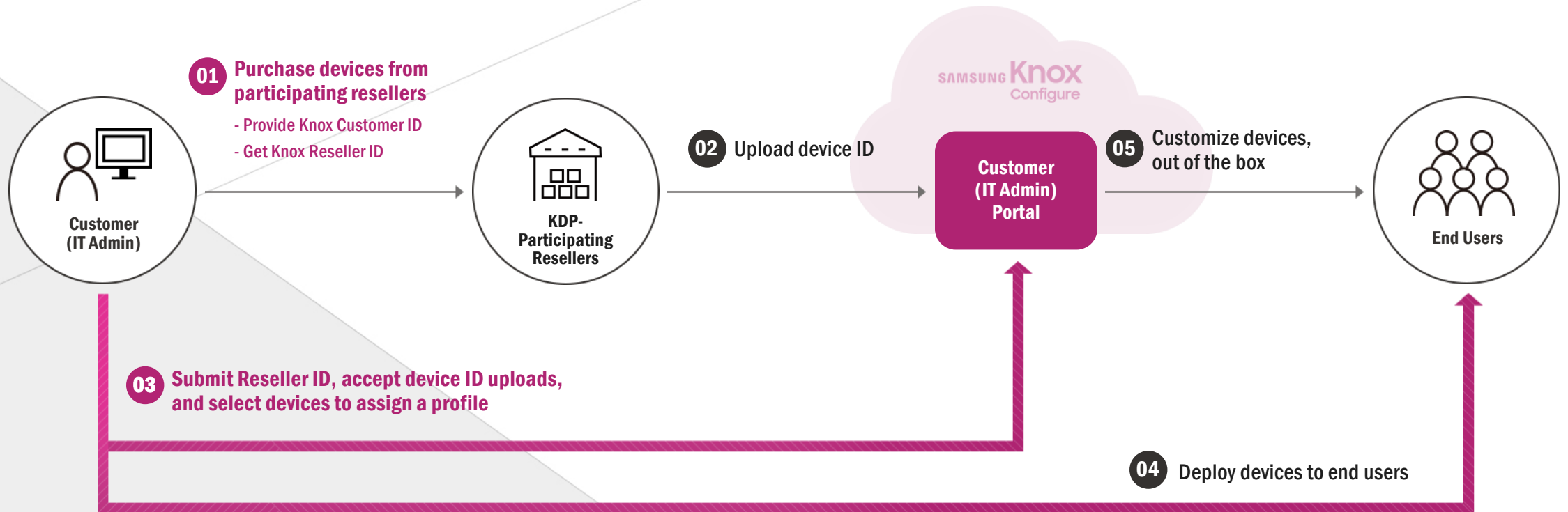
NFC/Bluetooth Connection

- **By IT Admin**
 - Device ownership can be immediately verified
 - Using Knox Deployment App
 - Designed for a small number of devices (e.g. test devices)



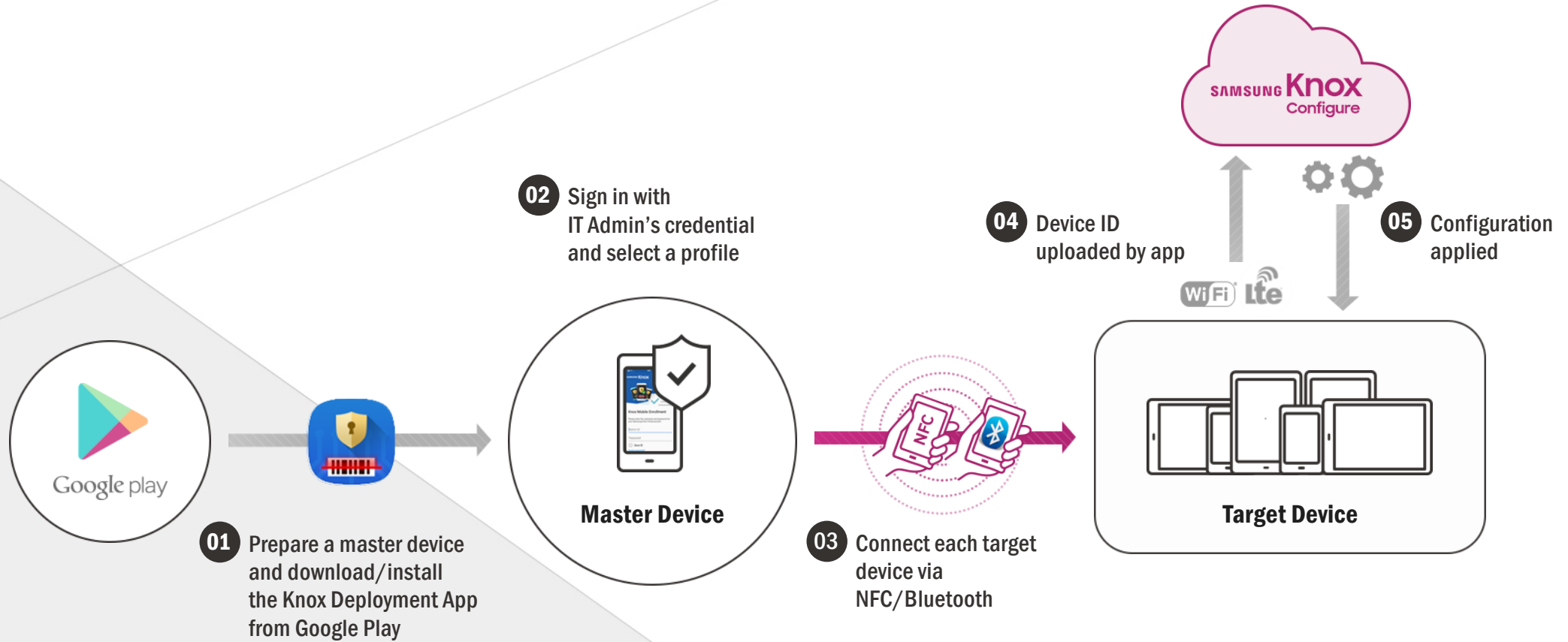
Type 1 : Bulk Device ID Upload

KDP-participating reseller verifies and uploads device IDs in bulk



Type 2 : NFC/Bluetooth Connection

IT Admin immediately self-verifies devices using Knox Deployment App*



* Knox Deployment App (<https://play.google.com/apps/testing/com.samsung.android.knox.enrollment>)

Customer Benefits



Dynamic Edition : B2B

Customize and deploy mobile devices for various business purposes without any hassle



Streamlined Device Staging

Pre-configure a large number of devices automatically, over-the-air & out-of-the-box



Cost and Time Saving



Affordable Special-Purpose Device

Repurpose mobile devices to perform specific functions without buying special hardware machines



Customizability with Warranty Preserved



Mandatory Security Configuration

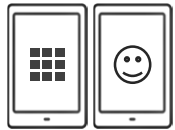
Enforce specific security settings from the moment for initial out-of-the-box setup and even after factory reset



Enhanced Security

Setup Edition : **B2B2C**

Promote and embed your company's brand and services on off-the-shelf mobile devices



Rebranded Promotional Giveaway

Expose your brand identity by featuring company logo and services on mobile devices



Ongoing Marketing



Attractive Reward Program

Enable your loyal customers to redeem reward points for cutting-edge mobile devices



Increased Loyalty



Value-Added Content Subscription

Bundle content subscription services with mobile devices as a value-added offering



Customer Retention

Reference : SBB



National railway and service company

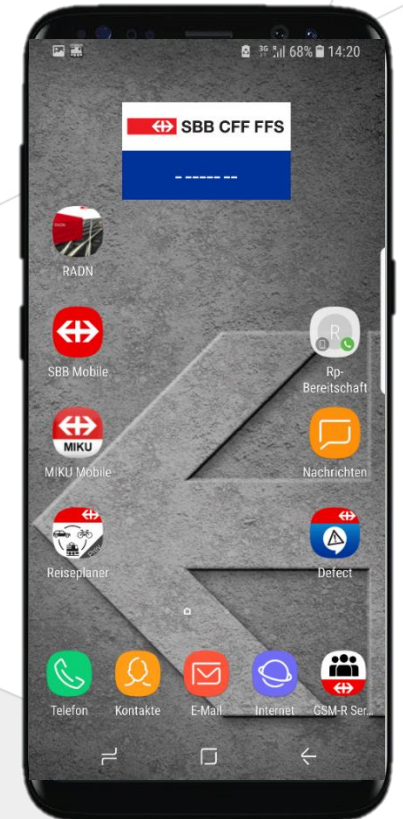
- Based in Switzerland
- Founded in 1902
- Passengers: 1.2M/day
- Freight: 53M tons/year
- Employees: 33K
 - 24K office workers
 - 9K railway field workers

Needs & Pain Points

- CL(Corporate Liab) driven mobility strategy
- Manual pre-configuration done by SBB IT team for all CL devices before deployed to end users (e.g., Sophisticated APN configuration for GSM-R)
- Frequent re-configuration needed due to automatic factory reset security policy triggered by 5 times of incorrect PW inputs

Customer Benefits

- Cost and time saving by 50% through much more streamlined initial device staging process
- More effective device maintenance by virtue of dynamic update and automated configuration even after factory reset



A man in a light blue shirt and patterned tie is being tailored by two other men in a workshop. One man is adjusting the collar of a dark suit jacket, while the other is measuring the man's shoulder. The background shows shelves with various items, possibly shoes or accessories.

Device Tailor in Your Back Pocket

Transforming devices into business machines has never been easier

End of Document



Appendix



Marketing Resources

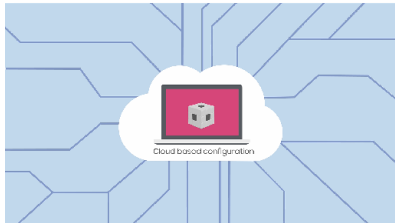
Video



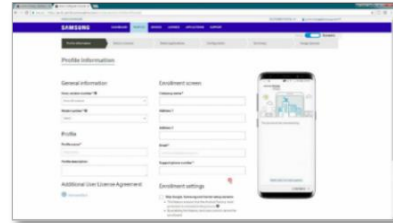
Introduction 4:37



Device-side Tutorial - Dynamic Edition 3:26



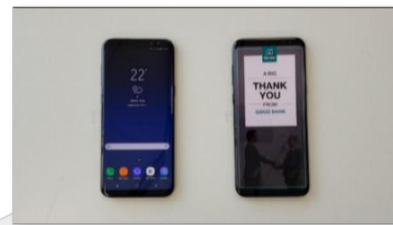
Getting Started Guide 1:48



Console-side Tutorial - Dynamic Edition 11:22



Customer Reference - Swiss Railway 2:50



Device-side Tutorial - Setup Edition 3:07

Collateral



Flyer



Tech Sheet - Feature List

Website



More info @samsungknox.com

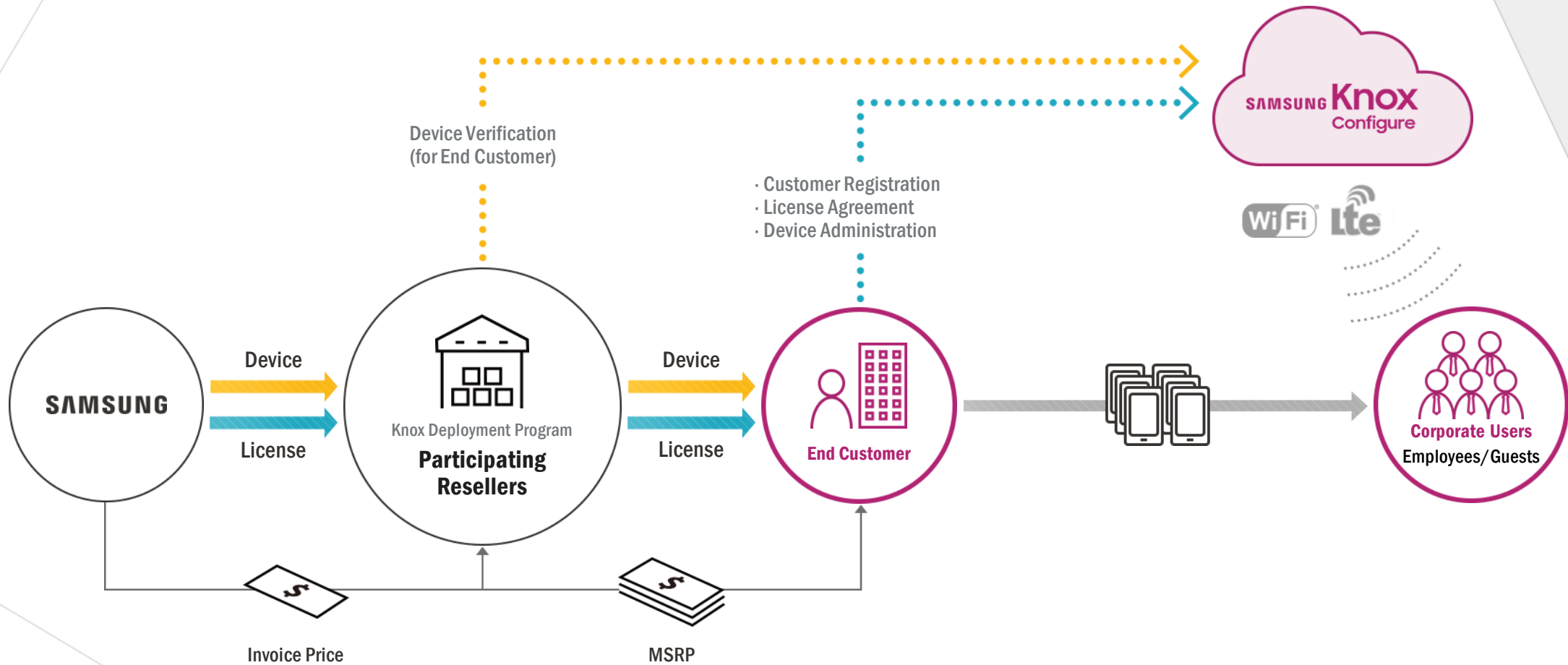
App



Experience App for Android

Case 1 : Corporate Liable (B2B2E)*

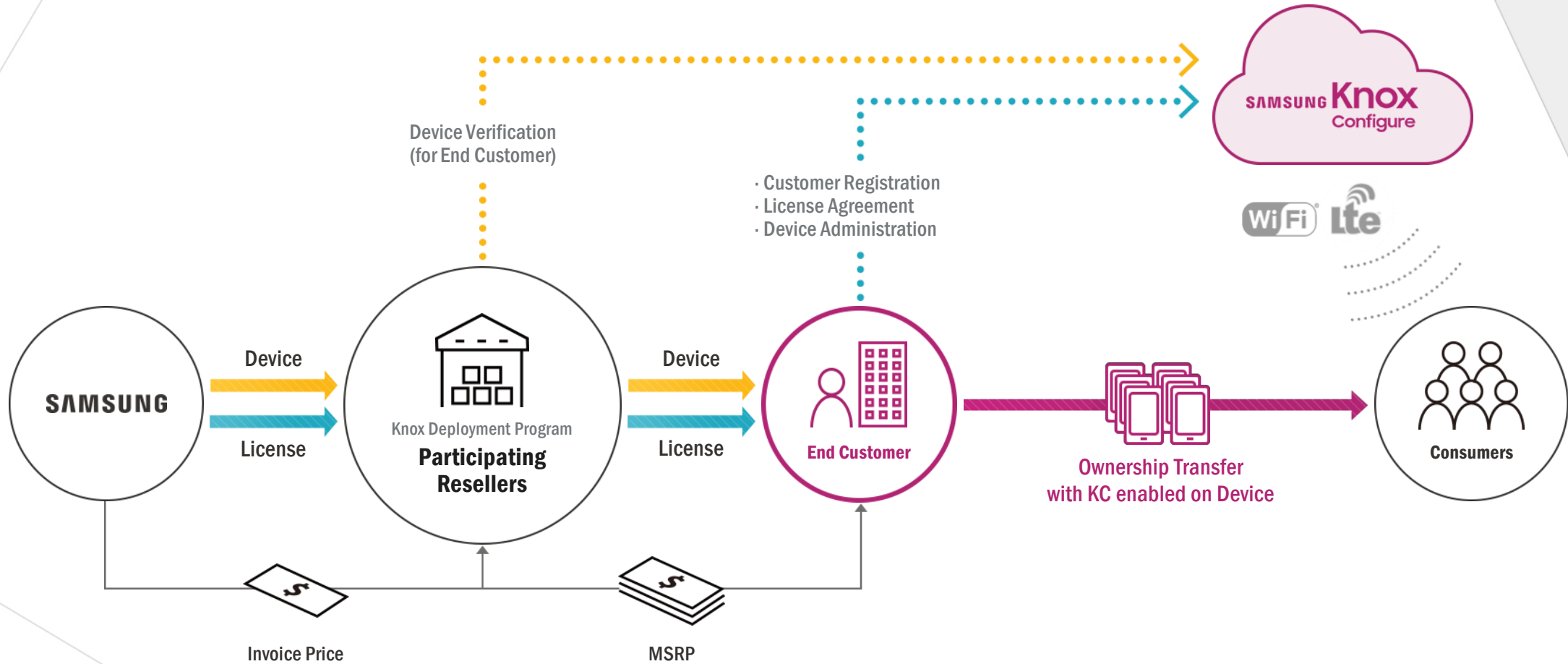
Devices and licenses purchased, owned and controlled directly by End Customer



*B2B2E (Employee)

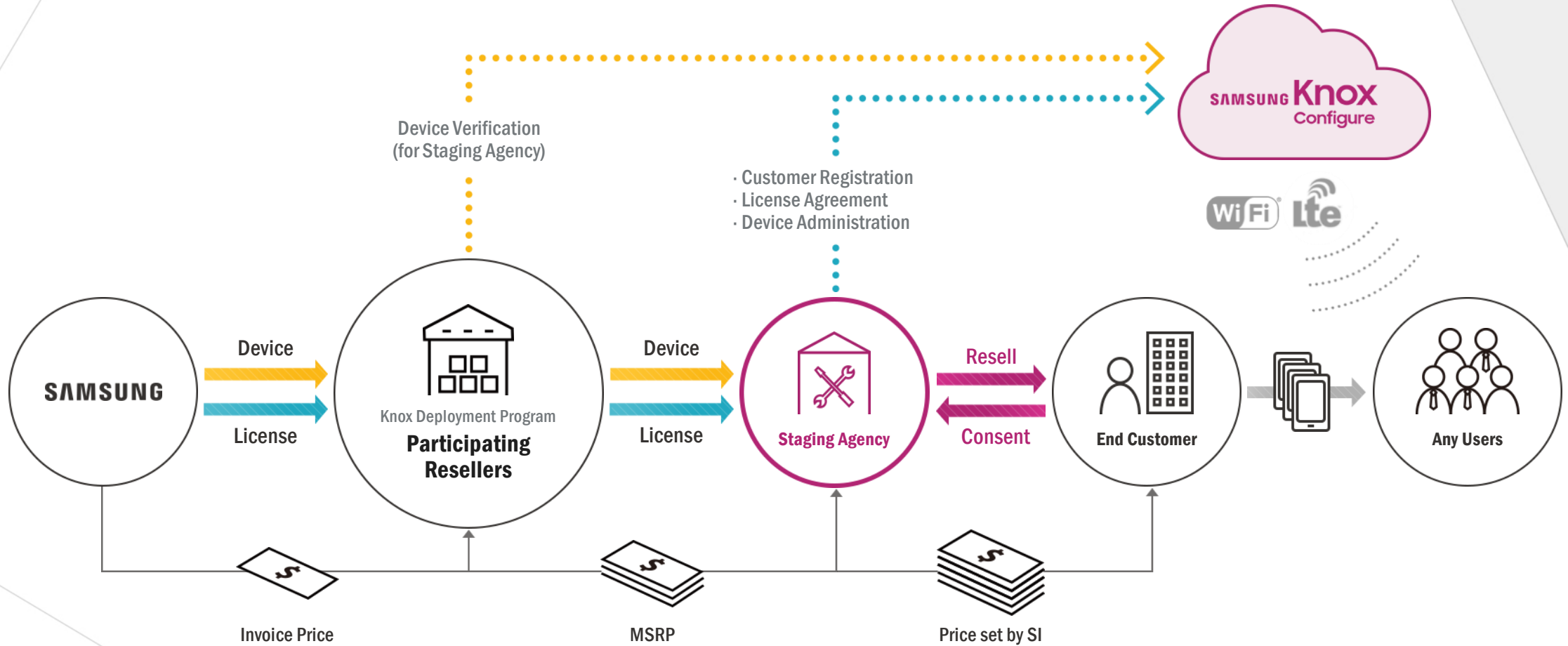
Case 2 : B2B2C

Devices initially purchased and owned by End Customer but eventually resold and transferred to Consumers with KC enabled on device

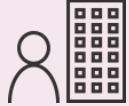




Case 3 : Staging/Kitting (B2B2B)

Devices initially purchased and owned by Staging Agency but eventually resold to End Customer or even Consumers with KC enabled on device



Key Considerations

Business Model	IT Admin (License Owner)	Needs	Recommended	Device Ownership
Corporate-Liable (B2B2E)	 End Customer	<ul style="list-style-type: none"> • Change the default settings and skip unnecessary steps to simplify COPE* device setup process • Tailor devices to purpose-built appliances for vertical needs (e.g., in-flight entertainment, digital signage) • Push configuration updates to bulk devices, over-the-air, anytime and anywhere • Mandate device provisioning, enrollment and security configurations even after factory reset (anti-theft and anti-loss effects) 	Dynamic Edition	End Customer
B2B2C	 End Customer	<ul style="list-style-type: none"> • Embed corporate branding and apps for promotional giveaway, exclusive offer or subsidized devices offered to their own consumers 	Setup Edition	Anyone Initially, End Customer
Staging / Kitting	 Staging Agency (SI/VAR/Carrier, Disty)	<ul style="list-style-type: none"> • Streamline and automate device pre-configuration process of their staging/kitting services 	Setup Edition	Anyone Initially, Staging Agency

*COPE: Corporate-Owned Personally-Enabled

Stakeholders and Responsibilities

