



Introduction to Samsung KNOX Tizen

Name

Company

Agenda

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 - ▶ Why should developers care about B2B?
 - ▶ The importance of Mobile Device Management
- **KNOX Tizen introduction**
 - ▶ What is KNOX Tizen
 - ▶ KNOX Tizen MDM introduction
 - ▶ Key capabilities & Use cases
 - ▶ KNOX Tizen SDK availability
- **How to get KNOX Tizen SDK**
 - ▶ Samsung Enterprise Alliance Program



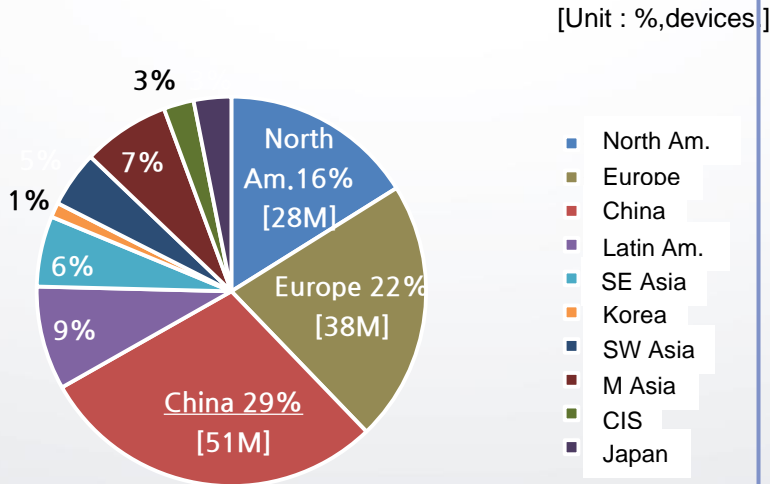
Why B2B matters in China



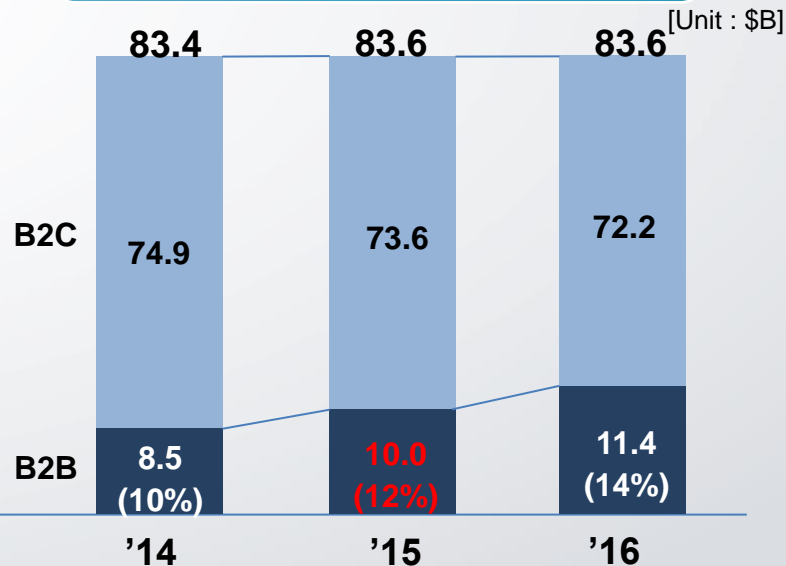
Why should developers care about B2B?

- **Global B2B Market Size: 175M devices./ \$51B, China - 51M devices. (29%)**
- **'2015 China Total Market Size \$83.6B , B2B Market Size \$10.0B (12% of total, compared to 2014 20%↑)**

'15 Global B2B Market Size



China B2C/B2B Market Size



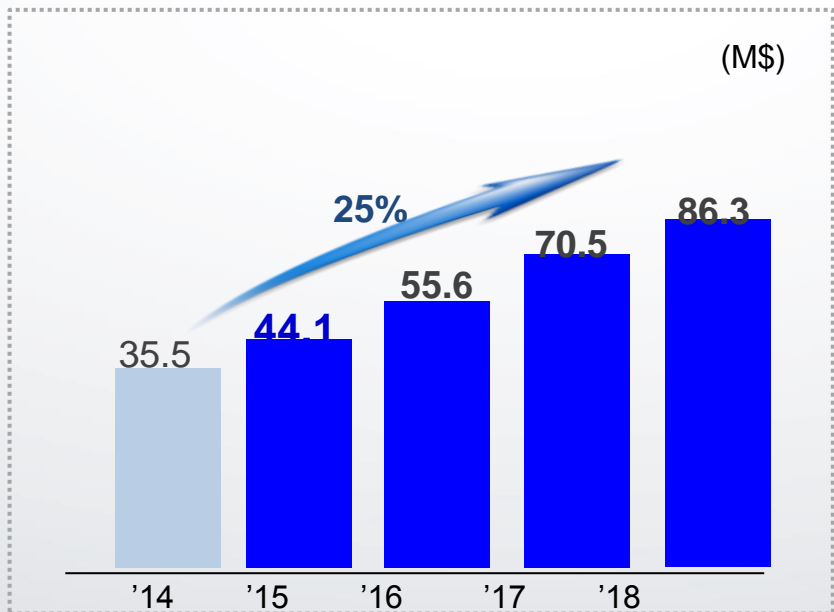
* Source : SMV(Samsung Market View), Issued 31Mar '15

* Including Hong Kong, without BYOD

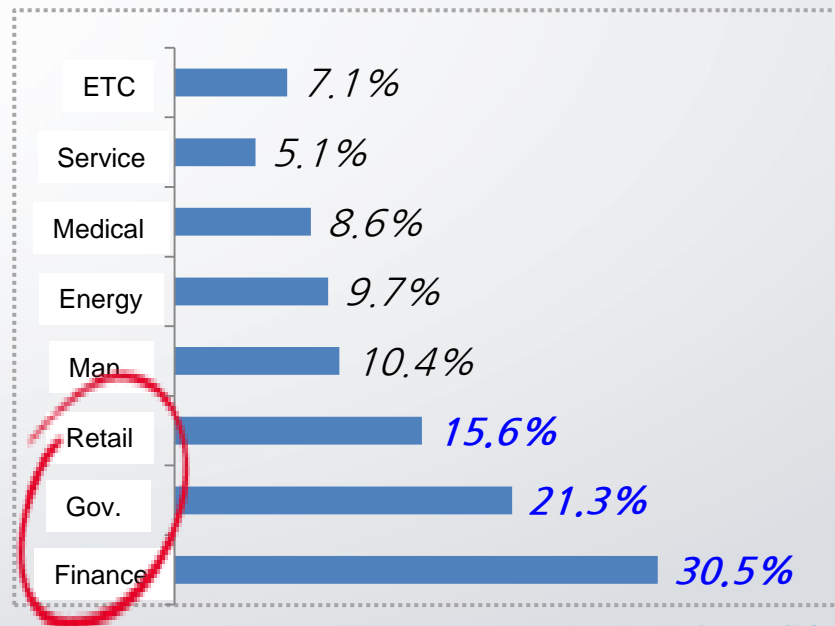
The Importance of Mobile Device Management

- '15 China MDM Market Size is \$44M, CAGR 25% ('15~'18)
- Finance/Government/Retail industries comprise 67%

Market Size by Year



Market Size by Segment

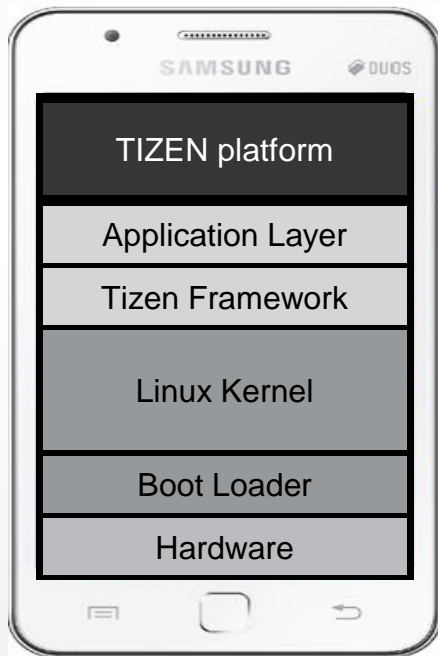


※ Source: '14 IDC

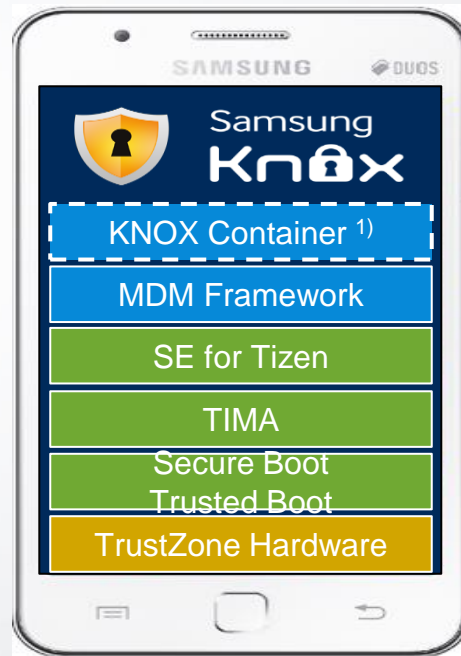


KNOX Tizen Introduction

What is KNOX Tizen



TIZEN

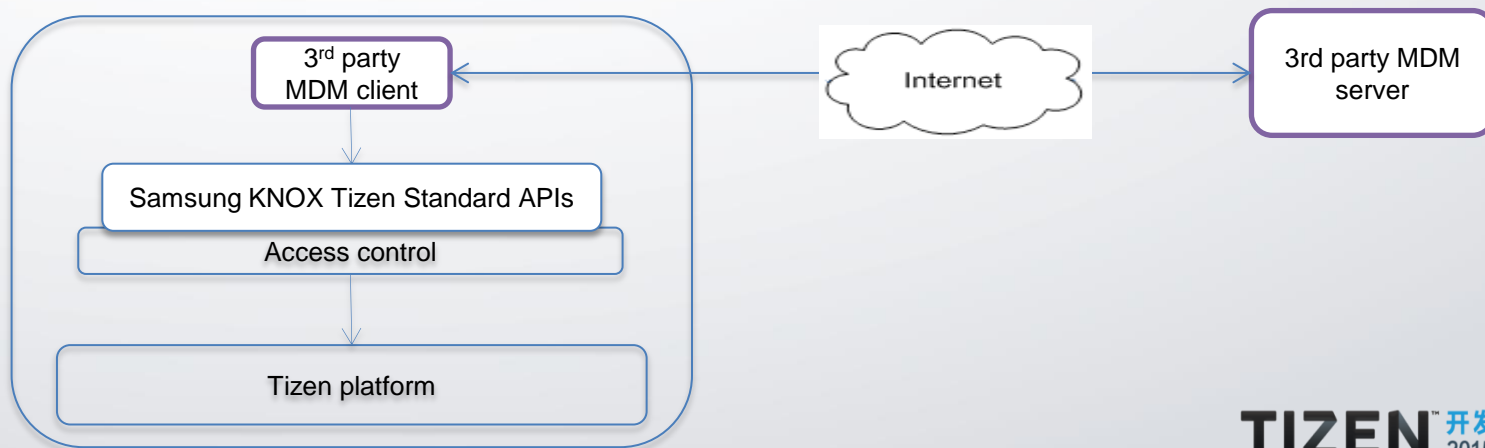


KNOX TIZEN

1) KNOX Container available next year (2016)

KNOX Tizen MDM introduction

- Enterprise Mobile Device Environment
 - ▶ The KNOX Tizen Standard SDK is an application development framework that allows an enterprise to design applications so that Samsung mobile devices can be effectively and efficiently managed by enterprise IT departments.
 - ▶ Applications developed through the SDK can help enterprise reduce security threats and risks from lost or stolen devices that contain sensitive corporate data.
- Tizen MDM Framework overview



Key capabilities

Configuration	WiFi	Security	Email Accounts
	Bluetooth	Password	Exchange Account
	Browser		
Controls & Limits	Kiosk	Application	Restriction Policy
	Roaming	Phone Restrictions	APN Settings
	DateTime	Remote	
Enterprise Integration	Firewall		
Monitoring	Device Inventory		

Application life-cycle management

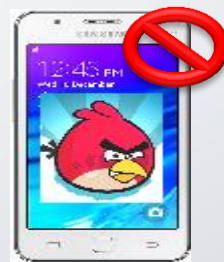
- ▶ **Install**
- ▶ **Remove**
- ▶ **Update**
- ▶ **Start/Stop**

Prohibited Apps Management

- ▶ **Disable “installed applications”**
- ▶ **Block specific permissions from the installed applications**
- ▶ **Blacklist by package name, permission, and signature**

Enterprise App Protection

- ▶ **Prevent uninstall**
- ▶ **Wipe app data**



A Enterprise is one of Chinese government branch. Their working environment is very regulated not to share internal information to outside and they want to allow employee to use their enterprise apps tightly integrated with their infra.

Solution :

When employee come to office, he will receive a policy set by IT admin.

The policy can be set of following APIs.

- To install enterprise apps silently with '**installed applications**' API.
- To protect installed app from user deletion with '**Prevent uninstall**' API.
- To allow to use only the enterprise app '**Blacklist/Whitelist applications**' API.

When employee leave office, he will revoke the policy.

Easy Configuration for Enterprise Infrastructure

Exchange, IMAP, POP3 Email

- ▶ Create Account
- ▶ Remove Account

Remote Control

- ▶ Real-time screen capture
- ▶ Inject Key / Pointer event

WiFi

- ▶ Remote Configuration with WEP / WPA2 / EAP networks
- ▶ Blacklist / Whitelist of SSID



Use case 2

B is high tech IT company. They want to allow employees to use specific Wi-Fi to prevent information leakage.

Solution :

When employee come to office, he will receive a policy set by IT admin.

The policy can be set of following APIs.

- To configure Wi-Fi remotely with '**set_wifi_network**' API.
- To allow to use only the WiFi '**add to ssid to Blacklist/Whitelist**' API.

When employee leave office, he will revoke the policy.

Expense management

- ▶ **Call/SMS/Data limit**
- ▶ **Roaming Data / Sync / MMS**
- ▶ **Allow Tethering**

Firewall

- ▶ **URL filtering**
- ▶ **Allow/Deny IP/port**
- ▶ **Proxy configuration**



Use case 3

C is global sales company and providing company device to employee for business call. Employees are going business trip frequently. The company is concerning on excessive roaming data expense.

Solution :

When employee is on business trip he will receive a policy set by IT admin.

The policy can be set of following APIs.

- To restrict usage of roaming data use 'mdm_set_allow_roaming_data' API.

When employee comes back from business trip, he will revoke the policy.

KNOX Tizen SDK availability

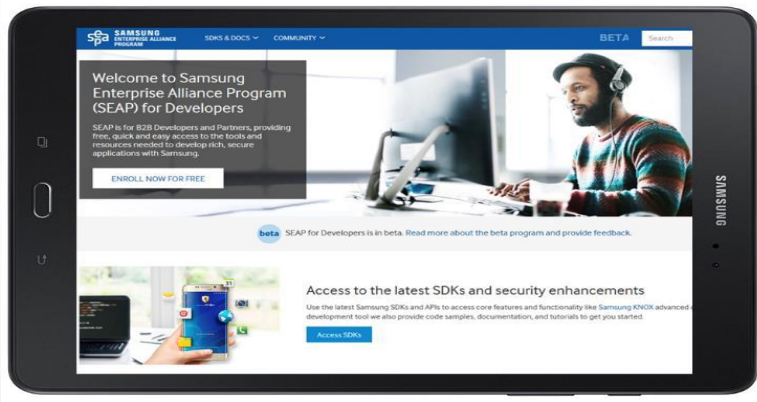
- The first KNOX Tizen SDK(v 1.0.0) will be released in October 2015.
- The next TIZEN device is the first Tizen device supporting KNOX Tizen MDM.

A decorative graphic on the left side of the slide. It features several pieces of blue and white striped paper, some of which are curled or folded. Scattered around and below the paper are numerous small, colorful dots in shades of blue, green, and dark blue. The background of the slide is a light gray with a subtle, wavy pattern.

How to get KNOX Tizen SDK

How to get KNOX Tizen SDK

- Samsung Enterprise Alliance Program *
 - ▶ Get KNOX Tizen SDK and its technical resources with simple registration for SEAP



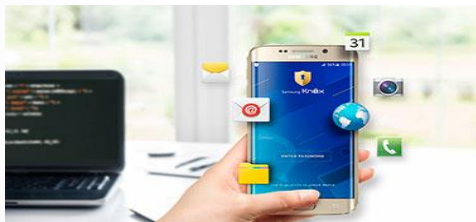
Join SEAP at
SEAP.samsung.com/developer

* Samsung Enterprise Alliance Program(SEAP):

SEAP is a free program for developers and partners, providing tools and resources to help build and distribute the highest quality applications on Samsung mobile devices.

How to get KNOX Tizen SDK

- Technical Resources available for developers



Tools and Resources

- SDKs
- API references
- Developer Guide
- License Keys
- FAQs

Developer Community

- Developer Forum for Troubleshooting
- Tech Blog for Developer insights
- B2B Developer Conference



Thank you