Introduction to Samsung KNOX Tizen

Name
Company
Agenda

• Why B2B matters in China
  ▸ 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%↑)

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**‘15 Global B2B Market Size**

- **North Am.** 16% [28M]
- **Europe** 22% [38M]
- **China** 29% [51M]

**China B2C/B2B Market Size**

<table>
<thead>
<tr>
<th>Year</th>
<th>B2C</th>
<th>B2B</th>
</tr>
</thead>
<tbody>
<tr>
<td>’14</td>
<td>74.9</td>
<td>8.5 (10%)</td>
</tr>
<tr>
<td>’15</td>
<td>73.6</td>
<td>10.0 (12%)</td>
</tr>
<tr>
<td>’16</td>
<td>72.2</td>
<td>11.4 (14%)</td>
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</tbody>
</table>

* 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%
KNOX Tizen Introduction
What is 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

![Diagram showing the relationship between 3rd party MDM client, Internet, 3rd party MDM server, Samsung KNOX Tizen Standard APIs, Access control, and Tizen platform.](image-url)
# Key capabilities

<table>
<thead>
<tr>
<th>Configuration</th>
<th>WiFi</th>
<th>Security</th>
<th>Email Accounts</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td></td>
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<tr>
<td>Bluetooth</td>
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<tr>
<td>Browser</td>
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<tr>
<td>Controls &amp; Limits</td>
<td>Kiosk</td>
<td>Application</td>
<td>Restriction Policy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone Restrictions</td>
<td>APN Settings</td>
</tr>
<tr>
<td>Roaming</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>DateTime</td>
<td></td>
<td>Remote</td>
<td></td>
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<tr>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Enterprise Integration</td>
<td>Firewall</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Monitoring</td>
<td>Device Inventory</td>
<td></td>
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</tr>
</tbody>
</table>
Enterprise Application Management

### 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
Use case 1

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

<table>
<thead>
<tr>
<th>Exchange, IMAP, POP3 Email</th>
<th>Remote Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create Account</td>
<td>Real-time screen capture</td>
</tr>
<tr>
<td>Remove Account</td>
<td>Inject Key / Pointer event</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WiFi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remote Configuration with WEP / WPA2 / EAP networks</td>
</tr>
<tr>
<td>Blacklist / Whitelist of SSID</td>
</tr>
</tbody>
</table>
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.
# Productivity Management

## 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.
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