

Strategic management on samsung

[Business](#), [Company](#)



Samsung Company background

Name	Samsung Electronics Co., Ltd.
Industries served	Consumer electronics, Telecoms Equipment, Semiconductors, Home Appliances
Geographic areas served	Worldwide
Headquarters	South Korea
Current CEO	Kwon Oh Hyun
Revenue	201. 103 trillion (2012)
Profit	23. 845 trillion (2012)
Employees	221, 726
Parent	Samsung Group

Main Competitors: Apple Inc., Nokia OYJ, Intel Corporation, LG Display and LG Electronics, Sony Corporation, Texas Instruments Inc., Lenovo Group Limited, Hewlett-Packard Company, Sanyo Electric Co. Ltd., Toshiba Corporation, SK Hynix Inc., Western Digital Corporation and others.

Samsung Electronics Co., Ltd. is the largest world's technology company in terms of revenues. It is the largest mobile phone maker and television manufacturer and second largest semiconductor chip producer.

1 Strategic Management

Samsung	History
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Unlike other electronic companies Samsung origins were not involving electronics but other products. In 1938 the Samsung's founder Byung- Chull

Lee set up a trade export company in Korea, selling fish, vegetables, and fruit to China. Within a decade Samsung had flour mills and confectionary machines and became a co-operation in 1951.

From 1958 onwards Samsung began to expand into other industries such as financial, media, chemicals and ship building throughout the 1970s. In 1969, Samsung Electronics was established producing what Samsung is most famous for, Televisions, Mobile Phones (throughout 90s), Radios, Computer components and other electronics devices. 1987 founder and chairman, Byung-Chull Lee passed away and Kun-Hee Lee took over as chairman. In the 1990s Samsung began to expand globally building factories in the US, Britain, Germany, Thailand, Mexico, Spain and China until 1997. In 1997 nearly all Korean businesses shrunk in size and Samsung was no exception. They sold businesses to relieve debt and cut employees down lowering personnel by 50, 000. But thanks to the electronic industry they managed to curb this and continue to grow. The history of Samsung and mobile phones stretches back to over 10 years.

In 1993 Samsung developed the lightest mobile phone of its era. The SCH-800 and it was available on CDMA networks. Then they developed smart phones and a phone combined mp3 player towards the end of the 20th century. To this date Samsung are dedicated to the 3G industry. Making video, camera phones at a speed to keep up with consumer demand. Samsung has made steady growth in the mobile industry and are currently second but competitor Nokia is ahead with more than 100% increase in shares.

Introduction of Samsung

Samsung is known globally for its electronic products and it is one of the successful brands in the electronic industry. It is an established company almost all around the world. Samsung Electronics is a South Korean multinational electronics and information technology company headquartered in Samsung Town, Seoul. It is the flagship subsidiary of the Samsung Group. With assembly plants and sales networks in 61 countries across the world, Samsung has approximately 160, 000 employees. In 2009, the company took the position of the world's biggest IT maker by surpassing the previous leader Hewlett-Packard. Its sales revenue in the areas of LCD and LED displays and memory chips is number one in the world.

2 In the TV segment, Samsung's market position is dominant. For the five years since 2006, the company has been in the top spot in terms of the number of TVs sold, which is expected to continue in 2010 and beyond. In the global LCD panel market, the company has kept the leading position for eight years in a row. With the Galaxy S model mobile phone, Samsung's Smartphone line-up has retained the second-best slot in the world market for some time. In Strategic Management competition to Apples iPad tablet, Samsung released the Android powered Samsung Galaxy Tablet.

The Samsung Philosophy

At Samsung, we follow a simple business philosophy: to devote our talent and technology to creating superior products and services that contribute to a better global society. Every day, our people bring this philosophy to life. Our leaders search for the brightest talent from around the world, and give them the resources they need to be the best at what they do. The result is that all

of our products—from memory chips that help businesses store vital knowledge to mobile phones that connect people across continents— have the power to enrich lives. And that' s what making a better global society all is about. Read also which helps enable an oligopoly to form within a market?

Company's Values

We believe that living by strong values is the key to good business. At Samsung, a rigorous code of conduct and these core values are at the heart of every decision we make.

A company is its people. At Samsung, we' re dedicated to giving our people a wealth of opportunities to reach their full potential.

Strategic Management

Everything we do at Samsung is driven by an unyielding passion for excellence—and an unfaltering commitment to develop the best products and services on the market.

In today' s fast-paced global economy, change is constant and innovation is critical to a company' s survival. As we have done for 70 years, we set our sights on the future, anticipating market needs and demands so we can steer

our company toward long-term success.

Operating in an ethical way is the foundation of our business. Everything we do is guided by a moral compass that ensures fairness, respectfor all stakeholders and complete transparency.

Business cannot be successful unless it creates prosperity and opportunity for others. Samsung is dedicated to being a socially and environmentally

responsible corporate citizen in every community where we operate around the globe.

Vision 2020

As stated in its new motto, Samsung Electronics vision for the new decade is, "Inspire the World, Create the Future." This new vision reflects Samsung Electronics' commitment to inspiring its communities by leveraging Samsung's three key strengths: New Technology, Innovative Products, and Creative Solutions -- and to promoting new value for Samsung's core networks -- Industry, Partners, and Employees. Through these efforts, Samsung hopes to contribute to a better world and a richer experience for all.

As part of this vision, Samsung has mapped out a specific plan of reaching \$400 billion in revenue and becoming one of the world's top five brands by 2020. To this end, Samsung has also established three strategic approaches in its management: Creativity, Partnership, and Talent. Samsung is excited about the future. As we build on our previous accomplishments, we look forward to exploring new territories, including health, medicine, and biotechnology. Samsung is committed to being a creative leader in new markets and becoming a truly No. 1 business going forward.

Samsung Profile

At Samsung our gaze is cast forward, beyond the next quarter or the next year, ahead into areas unknown. By charting a course toward new businesses and new challenges, we are sowing seeds for future success.

Financial Highlights

Strategic Management

SWOT analysis of Samsung

This is a Samsung Electronics SWOT analysis for 2013.

Samsung SWOT analysis 2013

Strengths

1. Hardware integration with many open source OS and software
2. Excellence in engineering and producing hardware parts and consumer electronics
3. Innovation and design
4. Focus on environment
5. Low production costs
6. Largest share in mobile phones and 2 place in smartphones sales
7. Ability to market the brand

Opportunities

1. Growing India's smartphone market
2. Growing mobile advertising industry
3. Growing demand for quality application processors
4. Growth of tablets market
5. Obtaining patents through acquisitions

Weaknesses

1. Patent infringement
2. Too low profit margin

3. Main competitors are also largest buyers
4. Lack its own OS and software
5. Focus on too many products

Threats

1. Saturated smartphone markets in developed countries
2. Rapid technological change
3. Declining margins on hardware production
4. Breached patents
5. Apple's iTV launch
6. Price wars

Strategic Management**Strengths**

1. Hardware integration with many open source OS and software. Samsung is focused on producing devices which can be integrated with most of the software and OS. This gives Samsung products an edge over Apple's (its arch rival) devices, especially as Android and other OS are gaining market share when iOS and OS X are losing it.
2. Excellence in engineering and producing hardware parts and consumer electronics. Samsung is the number 1 by market share in televisions and mobile phones sales and some of the hardware parts (processors, memory chips, etc.). This was largely achieved due to excellence in engineering and both efficient and effective production.

3. Innovation and design. In 2011, Samsung ranked second on the list of US top patent assignees. More patents strengthen Samsung position among its competitors. The firm also won many awards for the design of its products, proving the superior advantages over the competitors. 4. Focus on environment. Samsung focuses on producing environment friendly products that are free from PVC and BFRs (currently only MP3 and mobile phones). It also develops various recycling programs that are awarded for their success. Thus, Samsung's focus on environment gives it an edge over its competitors in the eyes of its customers.

5. Low production costs. The company has set up its production facilities in low cost countries. This allows producing goods with low production cost and benefit Samsung as it can offer lower price and earn higher margins.

6. Largest share in mobile phones and 2 place in smartphones sales in the world. Samsung Electronics have achieved large market share in many products they sell, especially in mobile phones, smartphones, semiconductors and television sets. Large market share has its advantage, bargaining power that Samsung can use to further reduce costs and demand for better contract conditions.

7. Ability to market the brand. Samsung is named as top rising brand by Interbrand and is the 9th most valuable brand with value nearly \$33 billion. It has risen by 40% from 2011 to 2012. This was mainly achieved due to company's ability to market the brand in sporting events and social contributions.

Weaknesses

1. Patent infringement. Samsung is infringing Apple's and some other firms' patents, thus, damaging its reputation and having to pay a huge amount of money in damages.
2. Too low profit margin. Samsung Electronics is the largest technology business in the world in terms of revenues but it has a low gross profit and net profit margins. Although its smartphones business is quite profitable, Samsung's profit margin is low due to its semiconductors sales and aggressive price cuts.
3. Main competitors are also largest buyers. Apple, Sony, Dell, HP are the main buyers of Samsung Electronics products as well as the firm's main competitors. Such situation would be favorable to Samsung (if competitors could not find complementary products and would form relatively low share Samsung's revenue) because it could use its bargaining power over competitors. Due to reverse conditions (competitors can find complements and they form a relatively high share of 9 firm's revenues) Samsung cannot use its bargaining power over competitors as it can easily lose its customers and sales.
4. Lack its own OS and software. Software and OS production has a high profit margin, can increase integration of company's products and brand loyalty. Without strong software and OS Samsung is at disadvantage over its competitors.
5. Focus on too many products. Samsung Electronics serves 4 different industries with many different products in them. Samsung is at disadvantage

over its competitors because it loses a focus when competing in too many industries and too many products.

Opportunities

1. Growing India's smartphone market. India's smartphone market is one of the least penetrated among Asia/Pacific countries. Samsung has a strong presence in India's market and could use this opportunity to expand its sales.

2. Growing mobile advertising industry. The company could develop advertising platform for its mobile devices and significantly benefit from this lucrative market. 3. Growing demand for quality application processors. Samsung is one of the key manufacturers of application processors for smartphones and tablets. The growing demand for these products requires best quality application processors that only Samsung provide. 4. Growth of tablets market. Tablets market is expected to grow in double digits over the next few years. Samsung business has a strong position in tablets market and could expand it by introducing newer, better quality tablet models, such as its current galaxy line. 5. Obtaining patents through acquisitions. The key to Samsung's competitive advantage is the large portfolio of patents. Patents can be discovered by engaging in costly R&D or through acquisitions of other firms.

Threats

1. Saturated smartphone markets in developed countries. Smartphones market in the developed economies is saturated and the sales will not be growing at a high rate.

2. Rapid technological change. The serious threat that Samsung and the other tech companies are facing is a rapid technological change. Companies are under the pressure to release the new products faster and faster. The one that cannot keep up with the competition soon fails. This is especially hard when the business wants to introduce something new, innovative and successful.
3. Declining margins on hardware production. Samsung is the second largest semiconductors producer where the profit margins are very thin, thus weakening the whole company's figures.
4. Breached patents. Samsung Electronics has many patents which are often used by its many competitors. Such situation makes it hard to find out which companies benefit from Samsung's technology but do not pay for the rights to use it.
5. Apple's iTV launch. Apple's iTV is the next big lunch from Apple, which may hurt Samsung's TV sales.
6. Price wars. Samsung has a very low gross margin on many of its products and is already selling some of them with significant price cuts. Competitors could follow price cutting strategy too and induce price wars, which would erode Samsung's profit margin to 0%!

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Strategies of Samsung

Product Innovation Samsung's product range in India included CTVs, audio and video products, information technology products, mobile phones and home appliances. Its product range covered all the categories in the

consumer electronics and home appliances. Analysts felt that the wide product range of Samsung was one of main reasons for its success in the Indian market. Samsung positioned itself on the technology platform.

Pricing

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Pricing also seemed to have played a significant role in Samsung's success.

Distribution

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Along with the launch of new products, Samsung also consolidated its distribution system. Samsung had 18 state-level distribution offices and a direct dealer interface. The direct dealer interface helped the company get quick feedback from dealers, and enabled it to launch products according to consumer needs.

Advertising

and

Sales

Promotion

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In 1995, when Samsung entered India, it realized that Indian consumers were not familiar with the company. So, in order to establish itself in the Indian consumer's mind, Samsung launched corporate advertisements highlighting its technologically superior goods.

7 The Making of a Global Brand –

In 1993, as a first step in its globalization drive, Samsung acquired a new corporate identity. It changed its logo and that of the group. In the new logo, the words Samsung Electronics were written in white color on blue color background to represent stability, reliability and warmth. The words Samsung Electronics were written in English so that they would be easy to read and remember worldwide. The logo was shaped elliptical representing a moving world - symbolizing advancement and change.

Advertising and Promotional Strategies –

In 1997, Samsung launched its first corporate advertising campaign - Nobel Prize Series. This ad was aired in nine languages across Europe, the Middle East, South America and CIS countries.

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The advertisement showed a man (representing a Nobel Prize Laureate) passing from one scene to another. As the man passes through different scenes, Samsung products transform into more advanced models. According to company sources, the idea was to convey the message that Samsung uses Nobel Prize Laureates ideas for making its products.

Samsung Electronics: Innovation and Design Strategy –

In January 2008, Samsung Electronics won 32 innovation and design engineering awards at the Consumer Electronics Show. This is a management strategy case that explores product design, innovation strategies and strategic planning in a changing competitive landscape. While investment in R; D and product design has rewarded Samsung Electronics with its dominant market position and premium brand perception, such dominance may not be sustainable in the long run, especially now that competitors are achieving higher profitability with lower investments in R; D per product. The case also discusses such issues as product design philosophies, innovation strategies, localization of products, product design outsourcing for consumer electronics products.

Design strategy- Design strategy is a discipline which helps firms determine what to make and do, why do it and how to innovate contextually, both immediately and over the long term. This process involves the interplay

between design and business strategy, forming a systematic approach integrating holistic-thinking, research methods used to inform business strategy and strategic planning which provides a context for design. While not always required, design strategy often uses social research methods to help ground the results and mitigate the risk of any course of action. The approach has proved useful for companies in a variety of strategic scenarios.

Samsung's Plan to Strengthen Its Weaknesses –

The global cell phone business has been in a funk lately, with handset sales off 11% this year—a serious downshift from the double-digit expansion of recent times. Samsung Electronics, though, has bucked the trend, boosting sales 7% in 2009 without denting its 10% profit margins. Those has helped the Korean giant increase its worldwide market share to 19% and cement its position as the No. 2 player globally, behind Nokia, with 38%. Samsung's reaction to the good news? " We have a long way to go," says J. K. Shin, the company's new handset business chief. Sure, there's a big dose of traditional Korean modesty in Shins fretting. But while Samsung is the top branding the U. S., Shin is worried that the company remains a laggard in two key segments: high-end smart phones and ultra-cheap models for developing countries. In smart phones, Samsung has just 3. 5% of a world market that's likely to grow 31% this year, according to researcher Strategy Analytics. At the low end, Samsung still trails Nokia badly. In India, its share is less than 10%, vs. Nokia 58%. And of the 150 or so new models Samsung will introduce this year, only a half-dozen cost less than \$100.

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Energy Management Strategy– Samsung Electronics has adopted various measures such as high-efficiency facilities, energy management systems and training programs for employees to reduce energy consumption across all operations. We also plan to introduce an energy certification program for new facilities and buildings from 2010. The company established a working group for energy management which meets every two months to share best practices for energy saving and management throughout all business divisions. These activities encourage facilities to set up highly energy efficient equipment and technologies; low-power vacuum pump technology, energy efficient water humidification systems, and energy efficient process optimization, etc. We are also committed to enhancing employee's awareness through diverse training, promotions and incentive programs to facilitate energy saving activities at workplaces.

Compliance Management Strategy –

Samsung Electronics has established a new compliance system to prevent and minimize business risks associated with issues such as collusion and violation of intellectual property rights. We have instituted a compliance program that includes preemptive and year-round training, control and supervision in order to ensure adherence to pertinent laws by the company and all employees and mitigate risks related to violation of laws and regulations. Our compliance activities are broadly classified into prevention, monitoring and follow-up processes. Prevention activities include employee education, distribution of manuals in compliance, system-based self-inspections, and operation of a help desk to respond to questions

incompliance matters. We also keep up to date with the introduction and revision of various laws and regulations.

There is a separate team dedicated to monitoring activities. After dealing with a compliance issue, we analyze the related process and outcome to find the fundamental cause and pursue improvement measures. Real life examples are used in training programs as a way of preventing recurrence of any compliance problems that arise. Climate Strategy – Samsung Electronics has been establishing corporate-level strategies to address its direct and indirect impact on climate change. Through this, Samsung strives to reduce direct and indirect emissions of greenhouse gases and prevent potential risks by carrying out initiatives in voluntary GHG reduction and the development of an inventory.

10 Samsung's strategy pressures competitors– Samsung Electronics Co. Ltd is piling on the pressure in the second quarter with a flood of investments—approximately Rs. 28, 226. 70 core (7. 3 trillion Korean won or \$7 billion)—migrating into advanced geometries to further reduce costs and proposing a hefty 100 per cent jump in DRAM bit shipment and 130per cent for NAND memory components. Despite this, Samsung executives speak little about boosting depressed DRAM average selling price. That goal, which they admit will benefit the entire memory component market and is critical to

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profitability in the embattled sector, will come later. “ We plan to make massive investments and try to expand our market share through implementation of aggressive investment plans and migration into advanced geometry,” said Yeongho Kang, vice president of the semiconductor business

at Samsung, in a presentation to the investment community following their release of the company's first quarter results." We will accelerate our efforts to strengthen our competitive edge and continue to widen the gap with our competitors to achieve further growth and profitability," added Kang.

The History of Samsung Mobile Phones – Although its line of sparkling smart phones seems fresh and new, Samsung Mobile has been around since 1983. Samsung Mobile's parent company, Samsung Electronics, was founded in 1969. Once known for its televisions and other home appliances, Samsung recently eclipsed heavyweights Sony Ericsson and Motorola as one of the biggest cell phone manufacturers in the world.

Rough Beginning Samsung Mobile's first ever offering was a car phone it introduced in 1986. Because of poor reception and sales, manufacturing was halted. From this point until the early 1990s, Samsung Mobile would introduce mobile phone models, but sales were low because demand was low. The designs of these early attempts were bulky, and reception was poor. With Motorola holding a sizable advantage over the rest of a fledgling mobile phone field, Samsung nearly dropped its Mobile division.

Turning Point In 1993, Samsung Mobile released the SH-700 series, which boasted a smaller and sleeker design and better sound quality. With a better product and a more aggressive marketing campaign, Samsung would reclaim more than half the mobile phone market share in Korea from Motorola. 11

The Global Market Samsung cell phones found its way into American hands for the first time in 1996, when they partnered with Sprint on a line of sleek

and compact phones. A few short years later, South America and Japan were enjoying the high-end design of Samsung Mobile phones. Samsung Mobile Today In early 2009, Samsung Mobiles global market share stood at more than 17 percent, second only to Nokia. In the 3rd quarter of 2008, for the first time in its history, Samsung Mobile shipped more than 50 million handsets in a quarter--despite a global recession.

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Blue Ocean Strategy (BOS) – Samsung Electronics 2006-2010 -Value Innovation, first component of Blue Ocean Strategy is Samsung's primary tool for product development. Value Innovation Program center was started in 1998 and by 2004 the center was playing a very key role in rapid growth of Samsung to become the world's top consumer electronics company. Many cross-functional Blue Ocean project teams were at work, and had ingrained the approach in the corporate culture with an annual conference presided over by their entire top management. One of the key successes of VIP center was, within five years of entering the mobile phone market, in 2003 Samsung has become the No.2 player in the mobile phones market.

Samsung BOS strategy has also helped it to maintain top position in TV market (since 2006-2010), Global; LCD panel market since 2002. BOS is still at the core of the Samsung product strategy and company has been able to make the necessary adaptations according to the business environment and changing consumer preferences.

In 2006 Samsung launched Market Driven Change (MDC) where its focus was on the consumer insights and how to develop better and new products using consumer insights. One of the successful results of the MDC was Flat panel

LCD TV Bordeaux. This TV has played a crucial role in Samsung overtaking Sony in the LCD market. In 2007 Samsung keeping focus of teenager customers has launched a store in the Second Life Site. The virtual space will be used to showcase range of mobile handsets to teenagers the future consumer group, in a competition-less way. 12 2008 has been a tough year for Samsung as the Chairman of the group was indicted and forced to resign on tax evasion charges. Samsung also failed to acquire SanDisk, the flash memory giant. Fall in sales of microchips and TVs has hit the company badly due to recession. Early 2009 Samsung merged its LCD (liquid crystal display) and semiconductor business into one business unit called Device Solution Business. It is also merged its digital media and its telecommunications business into one business unit, called Digital Media & Communications Business.

Samsung launched green management initiative that is intended to make Samsung a leading eco-friendly company by 2013. The Eco-Management 2013 plan seeks to reduce greenhouse gas emissions from manufacturing facilities by 50 percent, and to reduce indirect greenhouse gas emissions from all products by 84 million tons over five years. 2009 also saw Samsung enter into Mobile OS market with launch of its own open mobile operating system, called " bada," which can be used to develop applications for Samsung phones. Samsung launched mobile phones Wave based on Bada platform along with its first smart phone on Google's Android platform – Samsung Galaxy. The company plans to bring down smart phone prices significantly. Samsung launched 3D LED TVs and at a premium pricing and changing the home entertainment experience from 2-D to 3D. 2010 saw

Samsung launching a new tablet PC named Galaxy Tab as the latest device meant to rival Apple Inc.'s popular iPad. Samsung is still innovating in a big way and it still relies on a basic assessment: product's competitiveness is everything, and it must be kept away from price wars. Samsung is making its push to enterprise market.

Timothy Wagner running the enterprise unit for Samsung states that “ We've made the decision to be No. 1 in enterprise”.

The enterprise market has been handed over to Apple by RIM recently and as IDC states Apple will remain in top position till at least 2016. Tim Cook stated that some 80 percent of enterprises are testing Apple products for their employees. Taking iPhones and iPads away from employees will be quite a task, but Samsung has a plan. Apple is very much a one-size-fitsall kind of a company. Their smartphone market share in China for example had slipped from 17.3 percent to 8 percent in half a year because they failed to offer variety. Samsung is determined to target specific industries and to offer unique solutions. Samsung had made a custom Galaxy S II phone to transmit data from a patient's heart monitor to a doctor. This is the kind of untapped enterprise market that Samsung is after and the market is ready. RIM is struggling to regain some of its lost enterprise market with its new Blackberry 10 up for launch next month. Microsoft has its hands full trying to promote its Windows Phone 8 os. Android dominates the smartphone market with solid 72 percent market share and Samsung is the largest smartphone manufacturer.

The push to enterprise market comes at least partially by the fact that HTC has been struggling to regain its foothold in android smartphone market

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while steering away from windows phone 16 platform. Google is of course in a good position to attack this market itself. Especially, since recently acquired Motorola owned 3LM a mobile enterprise software maker that could offer customizations for enterprise clients. But Google's focus is elsewhere. Samsung wants to offer desktop replacement to their enterprise clients, but not in tablets, or notebooks, but rather in smartphones with special docking stations allowing utilizing smartphone's computing power.

" As soon as you walk in the room with your phone in your pocket, your monitor, keyboard, and mouse will light up," Wagner predicts.

The road to enterprise seems rough and with uphill slope. Some 60 million iPhones sold in 2012 run some sort of corporate applications, while only about 20 percent of Android phones can do that. Trouble for Samsung is that each android is just a bit different so to produce a customized solution for a corporate with numerous android devices does present some difficulties.

Great opportunities

Samsung's smartphone business grew strongly, according to market research firm IDC, Samsung's single-season (fourth quarter) and within one year (2012) smartphone shipments both created industry record. For example, in May last year, Samsung launched the latest flagship smartphone Galaxy SIII, seven months before the listed sales reached 40 million. In contrast, from March 2012 to November, the BlackBerry sold only 22. 1 million. However, in the enterprise market, Samsung and Blackberry and Apple compared still dwarfed. Blackberry With its outstanding security, long-term occupies a dominant position in this market, while Apple more and more attention by enterprises in recent years due to the iPad and iPhone.

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Clearly, Apple has found a tremendous opportunity to expand the enterprise market, recently, seeking to eliminate the concerns about corporate IT departments have been actively designing aids.

Samsung devices using the operating system Android are not very popular in the enterprise market because it is generally seen as a fragmented and insecure platform. The device can be equipped with various versions of Android, and any application basically can appear in the Google Play Store. Other Android handset makers such as Motorola mobile, in order to cater to the market of enterprise-class, paid a huge effort, but with limited success. Birth defect this market, Samsung is trying to catch up to competitors, and its goal is to become a business-oriented users Android device manufacturers. The market research firm Forrester analyst Charles Calvin the (Charles Golvin) said: " Samsung is trying to get business users to believe that Samsung Galaxy devices able to meet the security conditions, IT departments easily manage these devices, and then continue to push the Galaxy equipment sales." Samsung launched about 18 months ago the Samsung for Enterprise (SAFE) enterprise security products, to try to make its devices more friendly to business users. The SAFE service Key features include encryption, VPN connections, mobile device management (such as remote wipe). Currently, SAFE only Galaxy SIII, Galaxy Note II and Galaxy Note 10. 1 three products certified, but this technology also supports on the market the twenty other a variety of Samsung devices.

Although the SAFE service has been launched for a period of time, but in popularity among corporate users, now remains to be seen. Wagner said Samsung devices in the enterprise market penetration speed quickly, but is

still well-known problem facing many obstacles. In fact, the Samsung product does not first choice for corporate IT departments.

Secret weapon

However, Samsung led its entry into the market has very few records. For example, to enter the smartphone market after only a few years' time, Samsung accounted for the largest share of Triumph and also at the same time open up the Tablet PC and the PC market. While there is no guarantee to win the favor of business users, but Samsung believes that it's growing smartphone and tablet PC sales, a strong brand, as well as efforts to connect all of its products, will increase the company's success in the enterprise market chance. American Airlines (hereinafter referred to as "American Airlines") had a different brand of equipment as long as several months of testing, while gathering employee feedback, decided to adopt after Samsung products. Currently, the company crew Galaxy Note Tablet PC, collecting passenger information; Some maintenance technicians aid of Galaxy Tabs, better handling of the aircraft failure. American Airlines is still some routes, to provide Galaxy Tabs to the Business Class passengers.

Maya, chief technology officer of American Airlines Laibu Man (Maya Leibman) in an interview, said: " We feel that Samsung Tablet PC is the most suitable for our business environment In addition, we also custom Samsung products according to actual needs," Wagner said Samsung plans to introduce more business-related products in the coming months, but he refused to disclose specific details.

Conclusion

All this proves that Samsung will have its breakthrough in the market with the new advance technology they have to offer to the world.