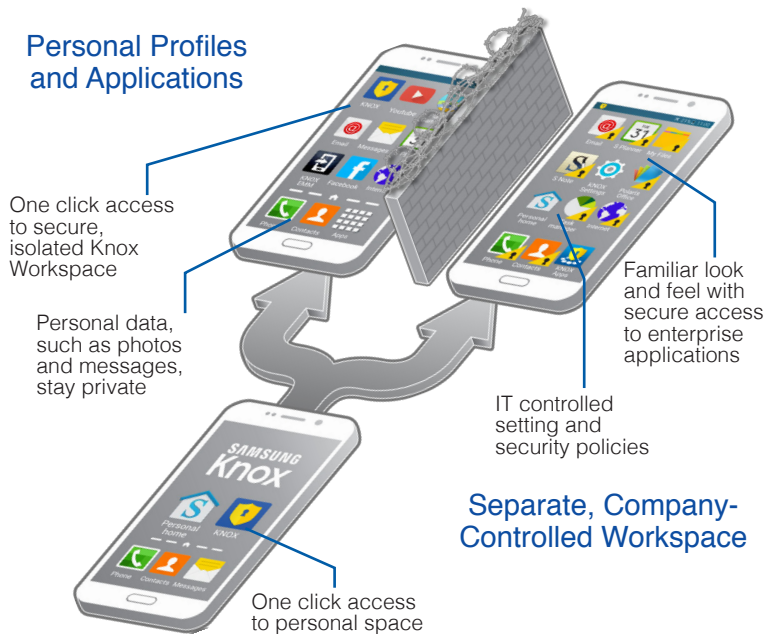


Knox Workspace is an award-winning, defense-grade, enterprise on-device container solution that isolates business applications and data.



Discovery Questions

- Does device flexibility and corporate data protection interest you?
 - If Yes, Knox Workspace is the most secure solution. If the customer is already using a container, find out which one and pitch Samsung's differentiators.
 - If No, they are not security focused.
- Do you need additional encryption for data-at-rest?
 - If Yes, they are ideal for Workspace.
 - If No, ask what percentage of their workforce has access to sensitive data. Workspace, can remotely lock or wipe specific data on lost or stolen devices.
- With more than 70% of companies leveraging BYOD, IT needs to keep sensitive corporate information safe. Secure containers are a great way to do that, do you use a container today?
 - Yes? Knox Workspace is a defense-grade, data separation/container solution that is ranked as having the most "strong" ratings by Gartner for 2 consecutive years.

SAMSUNG Knox

Knox Platform and Selected Products
Enterprise mobility solutions leveraging the underlying platform

Knox Premium
Cloud-based end-to-end solution

Knox Workspace
Defense-grade dual-persona container

Knox Enabled App
Invisible secure container for individual applications

Knox Customization
Set of customizing tools and services

Knox Platform

A hardware-based, built-in platform that exists in most Samsung mobile devices, out of the box

Main Features



Separation of Work/Personal Spaces
One-click access from personal side to side isolated, company-controlled workspace, applications, and resources.



Enterprise-Ready, Extensive Support and Integration
Seamless integration with EMMs/MDMs and easy access to VPNs, with single sign-on.



Access Enforcement via Active Director
Employees can use their corporate credentials to access the secure container, giving IT more control.



Easy to Deploy and Allows for Cost Control
IT administrators can enroll hundreds of Samsung devices into their business at once.



Securely Boot Into Container Only Mode
No app wrapping required, seamless authentication/unlock, and provides native Android UX for key apps such as email and PIM.



Flexible for Any Business
Offers IT admins, in conjunction with the MDM, granular control with more than 600 policies and 1,500 APIs.

Knox Independent Third-Party Data

- Rated #1 by Gartner to (February 2015 and 2016)
- #1 Malware/Security Solution at Mobile World Congress (March 2015)
- FIPS Certified
- Security and productivity for all business users
- Knox provides security for the U.S. government and U.S. military



NIST



Common Objections and How to Overcome

Objection:	We are already using a third party container.
Response:	Gartner awarded Knox Workspace the most secure mobile solution on the market in February 2016. Key differentiators are granularity of policy, integrity protection, application updates, and device firewalls. Knox Workspace was also named Best Anti-Fraud Solution at Mobile World Congress 2015.
Objection:	It's too expensive.
Response:	With Knox Workspace you are truly leveraging the highest level of security for a containerized solution. We are priced in line with other third party container solutions.
Objection:	Someone told me Android for Work does the same thing for free.
Response:	Android for Work on Samsung devices is tied to our hardware root of trust. However, with Knox Workspace, you have a much higher level of security with over, 1800 API's to leverage.
Objection:	Not all of our devices are compatible and we want standardized security.
Response:	Which EMM provider are you using today? If Mobile Iron, we can provide the same look and feel on with App Connect for Knox on our devices. The best way to standardize security is to standardize hardware. Samsung Knox has been ranked most strong security platform by Gartner 2 years in a row.

Key Advantages Over Competition

1. Out-of-the-box security platform combining cutting-edge hardware and software designed for enterprise productivity.
2. Flexibility – Knox has multiple offerings: Knox Workspace, Knox Premium, and Knox Customization – designed to meet the needs of all users, from consumers to government agents and regulated users.
3. Ease of Use and Ease of Deployment – The platform is complementary to all MDMs and is easy to use/maintain, lowering total cost of ownership.
4. Scalability – Customers can add more licenses as their needs evolve.
5. Service – Samsung is committed to KNOX and has empowered a global workforce to manage its growing customer base. Help is available 24/7/365.

Business Wins



Large Aircraft Manufacturer

13k Licenses, \$\$\$

Use Case

- Secure and manage corporate info.

Why We Won

1. Customer needed additional protection on devices for sensitive data and felt Knox Security Platform with Workspace was the superior product versus others tested.
2. Customer required containerization of regulated data and felt Knox Workspace was the most secure solution in the market with the security tied to the hardware.



Major US Government Department

1k Licenses, \$12K

Use Case

- Full device control and no personal side.

Why We Won

1. Customer needed to manage the full device, applications, and data.
2. Samsung Knox Workspace Container Only Mode allowed the device to be run in a secure workspace only.



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