

Key Selling Points Explained

Security

Knox mobile security protects the phone and sensitive business data. Fingerprint and face recognition means only employees can access their phones. So if they lose a device, that's all you've lost. Defence-grade Knox separates business and personal data.

Style

The sleek, elegantly designed Samsung A8 is comfortable in the hand and easy to use. The sAMOLED 5.6" display offers an immersive viewing experience and enables the use of multiple windows to aid productivity.

Performance

Work effectively with minimal downtime in the office or in the field. The fast processor, 4GB RAM and 400GB expandable memory* provide power and space. While a long-lasting, fast-charging battery and IP68 water and dust protection** means the A8 keeps your teams going no matter what the conditions.

Camera

Capture the moments that matter to your business, with precision and detail. The rear 16MP camera with low-light capability and 16MP and 8 MP dual-front cameras help to diagnose issues. Then easily share high-quality photos with clients and colleagues and contribute to improved productivity.



Generic A8 Product Overview

The Samsung A8 is practical, secure and beautifully balanced for business. It's protected by defence-grade Knox and fingerprint and face recognition, to ensure that only the right person can access the phone. Business and personal data is securely separated, so employees need only carry one phone.

A8 has an sAMOLED 5.6" immersive screen, 4GB RAM, a fast processor and 400GB expandable memory*. Its elegant design is comfortable in the hand and easy to use, and the live focus rear 16MP camera with low-light capability and 16MP and 8 MP dual-front cameras capture precise, detailed images. In the field, IP68 water and dust resistance** protects against the elements.

SME Professional Audience Profile and Insight

Business decision makers and IT evaluators within both SMEs and enterprises organisations. These individuals are buying for their employees, rather than being end users themselves. They're driven by price and performance – they seek a device that's reliable, secure and affordable to roll out across their fleet.

Business Needs

Business Need

How the Galaxy A8 Delivers

Device for work and play

Device allows business efficiencies, impresses clients, satisfies employees.

- Fast processor, 4GB RAM, 400GB expandable memory*
- Elegant design; comfortable in the hand for ease of use

Secure working

Protect personal and customer data. Confidently grow business with a secure device.

- Fingerprint and face recognition
- Knox Manage***
- Knox 2.9

Enhanced Productivity

Teams need to perform effectively in the office or in the field, diagnosing issues and solving problems.

- 4GB RAM, fast processor
- sAMOLED 5.6" immersive screen
- Live focus rear 16MP camera with low-light capability, 16MP and 8MP dual-front cameras
- 400GB expandable memory*
- Bixby

Productivity in challenging conditions

Teams may be faced with poor weather or difficult indoor environments.

- IP68**
- Low light camera

Samsung Galaxy A8 – Designed to take you further – Example use cases

Retail

In high street stores and chains, from fashion to automotive and fast food, retailers seek to improve productivity while enhancing customer experiences. They want to provide their staff with defence-grade mobile security on easily-configured devices, allowing them to work seamlessly and confidently front of house, back of store or in the field.

Head of Merchandising







Shelley travels a lot between stores and head office. She needs to be productive on the go, and able to share information easily with her teams.

Fingerprint and face recognition means only Shelley can access her phone and sensitive business data.

Looking good in front of customers is important. She likes the **sleek, elegant design** that's **comfortable to hold** and **easy to use**.

The big, **5.6" immersive display** lets her catch up with emails and reports.

The **rear 16MP camera with low-light capability**, and 16MP and 8 MP dual front cameras, mean Shelley can capture display and store window images in detail.

-  Knox 2.9, Knox Configure, Fingerprint and facial recognition
-  Sleek design
-  Immersive display
-  Expandable memory (400GB)*
-  Long-lasting battery
-  Enhanced camera

Finance

Financial institutions such as retail banking and insurance companies need confidence in all aspects of security, compliance and employee productivity. Their staff need the right device to let them go further with their working day. As they are required to be constantly switched on, their tech must keep them connected.

IT Manager






Ian is responsible for ensuring the security and reliability of his firm's mobile devices.

Knox Manage*** enables him to securely back up and wipe data remotely, so he can give employees greater flexibility without compromising security. Should a device be lost, he knows its data is safe.

Ian's working day can be very long, so he needs a phone that works as hard as he does. With a **fast processor** and **fast-charging, long-lasting battery**, A8 won't let him down.

It won't let his teams down in front of clients, either, with a **sleek, elegant design** and an **enhanced live focus rear 16MP camera with low-light capability** to capture detailed images of property and other assets.

Knox Workspace securely separates his professional and personal data, so Ian can access sensitive information anywhere without risk. And he only has to carry one phone.

-  Knox Manage***, Fingerprint and face recognition
-  Sleek design
-  Fast processor
-  Fast charging
-  Enhanced camera

Manufacturing

Manufacturing, engineering, equipment, metal fabrication, petroleum – whatever the sector, organisations need high-performing, high-quality devices. They must be robust enough to keep up with employees, and to cope with demanding working environments.

Production Manager





David splits his time between the conference room and the factory floor, so he needs a device that looks good, and is comfortable to hold and hard-wearing.

Data security and device protection is paramount, given his varied work environments. **IP68 water and dust resistance**** keeps the elements out.

Defence-grade **Knox Manage***** quickly and securely backs up and wipes data, remotely. So if David loses his device, that's all he's lost.

He is often called on to solve problems in dark environments, such as ventilation ducting. The **enhanced live focus rear 16MP camera with low-light capability**, captures precise, detailed images. So he can clarify problems and improve productivity.

Fingerprint and face recognition ensures that only he can access his phone – by face recognition alone, if he has dirty fingers or is wearing gloves.

-  Knox Manage***, Fingerprint and face recognition
-  Sleek design
-  IP68**
-  Enhanced camera

* External memory may be used to store media (photos, video and music files) but not applications.

** IP68 water resistant up to 1.5 meters from up to 30 minutes. Rinse in fresh water afterwards.

***Network connection and Samsung Knox Solutions licence required.