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Powering the global re-boot through Mobile-first

Nathalie Duchemin

Regional Lead Samsung Mobile Enterprise,
South-East Asia & Oceania



The *new reality* is
that change is all around us

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A man in a dark suit is walking from left to right on a dark stage. In the background, a large, glowing rectangular frame is visible, composed of bright white lines. The overall scene is dark and futuristic.

This Next Normal will be a period of even **bolder** innovation.

TM Roh

President and Head of Mobile
Communications Business
Samsung Electronics

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Trust

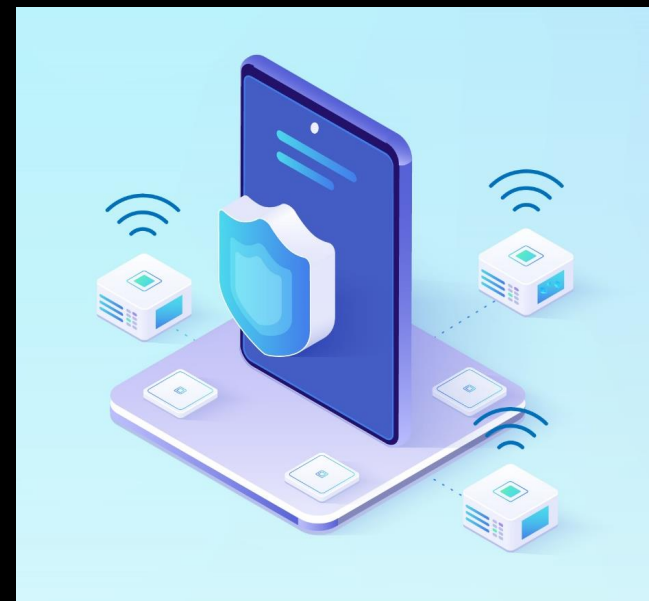
Protecting personal data with digital IDs



Security



Anonymity



Open platform

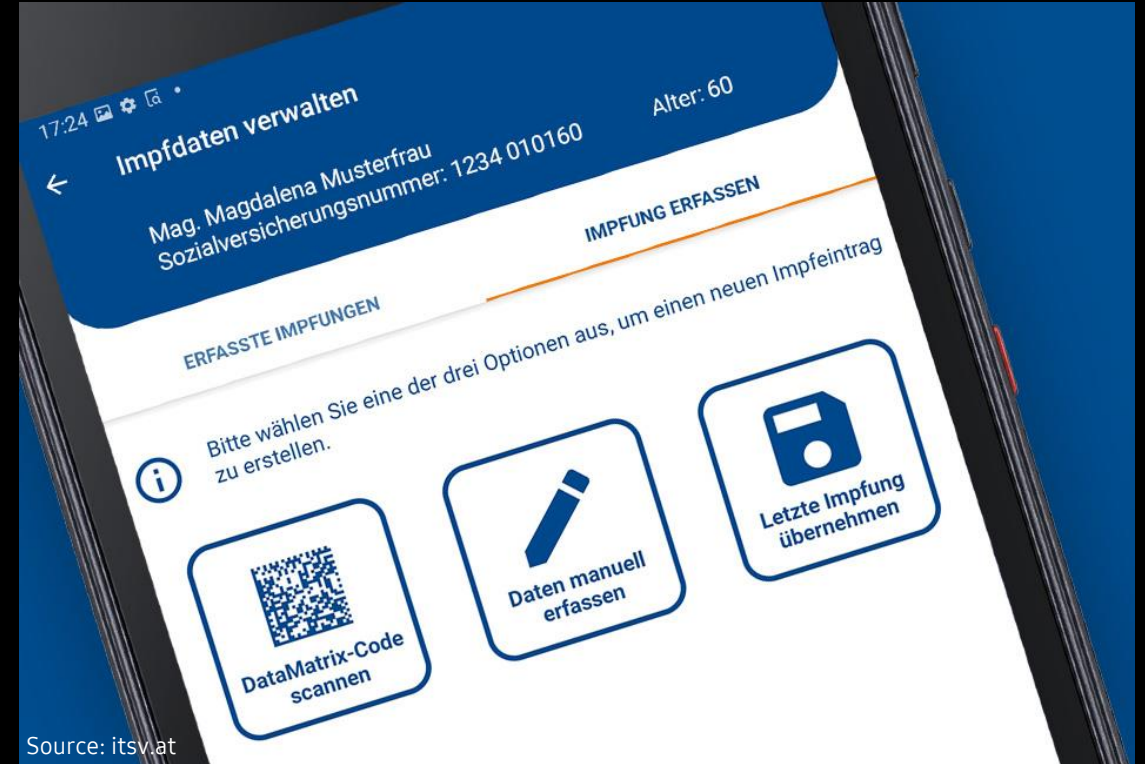
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Scalability

Speed of deployment - mobile solutions during COVID-19



Distance Learning



Vaccination administration

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Future-proofing

Service effectiveness – augmented frontline workers



Source: Straits Time

Digitally enabled police officer



Source: CNA

Vital signs monitoring

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Future-proofing

Mobile-Only Strategy – overcome physical limitations



Transform your mobile into a PC



Improve productivity

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**Create opportunities with
impactful outcomes**



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Thank You

