JUNIPER NETWORKS

CASE STUDY

SAMSUNG SPEEDS ADOPTION OF ANDROID IN THE ENTERPRISE WITH JUNOS PULSE SECURE MOBILITY FROM JUNIPER NETWORKS

Summary

Company: Samsung Electronics Co., Ltd.

Industry: Hi-Tech

Challenge(s): Expand reach into the high-growth mobile market with Android-based smartphones and tablets that deliver enterprise-grade security. **Criteria:** Samsung needed a flexible, comprehensive solution that provided mobile device security, mobile device management, and secure remote access to corporate network and applications for its SAFE ™ (Samsung Approved for Enterprise) Android-based smartphones and tablets.

Network Solution:

· Juniper Networks Junos Pulse

· Junos Pulse Secure Access Service (SSL VPN)

· Junos Pulse Mobile Security Suite (anti-malware and mobile device management)

Results:

· Customers are protected with enterprise-grade security when using SAFE smartphones and tablets.

· Enterprises can support bring-your-own-device (BYOD) initiative for employee-owned SAFE smartphones and tablets.

Google Android has taken the mobile market by storm, and Samsung Galaxy S™ smartphones are the leading Android-based smartphones on the market. Samsung is the world's top mobile vendor, having shipped 42.2 million phones in the first quarter of 2012—well ahead of Apple's 35.1 million, according to IDC[1]. Samsung's next-generation Android phone, the Galaxy S™ III, is expected to further drive the brand's success.

Challenges

Mobility is no longer just for the corporate elite. People have embraced a digital lifestyle, and they want to be constantly connected to work, friends, and home no matter where they are. The unprecedented demand for smartphones and tablets is a huge opportunity, and Samsung is forging a new path into the enterprise market with the development of the SAFE (Samsung Approved for Enterprise) platform. SAFE offers a simplified certification process for IT managers who struggle with Android fragmentation because it creates a platform within Android that can be certified as a whole. When an IT manager certifies one of Samsung's SAFE smartphones or tablets for the workplace, the IT manager has certified all SAFE devices from Samsung. With the consumerization of IT, workers have more influence than ever over what smartphones and tablets they use for business. Bring-your-own-device (BYOD) is nothing short of a phenomenon, as people increasingly use their personal smartphones and tablets for work.

BYOD frees workers from carrying around multiple mobile devices for business and personal use. For businesses, allowing workers to use their own smartphones and tablets to access corporate resources can be a real driver of productivity and business agility. BYOD also frees organizations from buying mobile devices for employees, which reduces capital expenses. But BYOD will be successful only if businesses can be confident that they can adequately secure both company owned and employee owned smartphones and tablets in a manner that is consistent with their enterprise security policies.

Selection Criteria

Samsung's Android-based Galaxy devices are immensely popular among consumers. However, to tap into the fast-growing enterprise mobility market, Samsung knew it needed to assure its enterprise and service provider customers that its smartphones and tablets could securely connect to corporate networks and protect users and their devices against malware and hacker attacks.

"As the fastest growing smartphone and mobile device manufacturer, we look for partners who share our dedication to innovation and delivering the best products and solutions in the market," says Jongshin Kim, vice president of Media Solution Center at Samsung Electronics. "We are delighted to team with Juniper Networks using their Junos® Pulse technology as they understand the needs of consumers and enterprise IT leaders in an increasingly mobile world that requires mobile security and device management."

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[1] "Worldwide Smartphone Market Continues to Soar, Carrying Samsung Into the Top Position in Total Mobile Phone and Smartphone Shipments, According to IDC," May 1, 2012

Solution

Samsung and Juniper Networks have collaborated to deliver enhanced secure mobility solutions that enable enterprises and service providers to protect and manage mobile devices as well as securely connect them to corporate networks and applications.

"We need to be able to respond to rapidly changing requirements from enterprise customers," says Dave Lowe, director of enterprise sales, Samsung Telecommunications of America. "We need partners like Juniper Networks, which has a broad portfolio and solutions that can be adapted to enterprise customers' specific needs."

As part of the strategic partnership, Junos Pulse features and services are provided on premium Samsung Galaxy mobile devices, enabling reliable, secure remote access, malware threat protection, and mobile device and app management.

The ability to provide anti-malware services, mobile device and app management, secure data in transit, and remote access with comprehensive mobile device integrity checks in a single solution is a competitive differentiator for Samsung. "Enterprises don't want to manage multiple tools," says Lowe. "The more we can simplify and give customers one suite of tools to secure and manage all of their devices, the better it is for the enterprise."

> "Working with Juniper has been a collaborative process. The message is that if enterprises have Samsung devices that are using the Junos Pulse solution, then they have peace of mind knowing that their mobile devices have the required level of security"
> - Dave Lowe,
>   Director of Enterprise Sales,
>   Samsung Telecommunications of America

Juniper Networks Junos Pulse Mobile Security Suite protects and manages mobile devices, their users, and their apps. It protects smartphones, tablets, and other mobile devices from viruses, malware, loss, theft, and physical compromise, and it delivers comprehensive, security-based mobile device and app management.

Strong security is a business necessity for enterprises, particularly when it comes to today's active, mobile lifestyle and its many mobile devices and applications. To meet this requirement, Samsung has customized its Android operating system to support Juniper's Junos Pulse solution for Layer 3 SSL VPN access, as well as to deliver several other premium features.

Plus, on the latest Samsung mobile devices running Android 4.0, Junos Pulse Secure Access Service natively supports Layer 3 SSL VPN. With full L3 SSL VPN, enterprises can not only enjoy the benefits of secure e-mail, calendar, and Web browsing for their mobile users and devices, but also access to all applications and services for which they are authorized to access from their mobile devices, anytime, anywhere, just as if they were on the local corporate network with their laptop or desktop system.

Junos Pulse also enables mobile device integrity checks, including checking the operating system version, if a device has been rooted and to ensure that devices have Junos Pulse Mobile Security Suite running with the latest updates before allowing them access to the network and any of its resources.

"The Samsung-Juniper Networks relationship is very strong," said Lowe. "We have two organizations that are very nimble and willing to adapt to unique commercial solutions and technical solutions."

Results

"More and more enterprise customers want to get out of the business of buying mobile phones and tablets for their employees and are looking for the ability for the employee to bring any mobile device they want to work, and have that device integrate with the corporate network," says Lowe. "Samsung and Juniper are perfectly positioned to deliver these business-ready solutions to enterprises."

Employees can choose the popular Samsung Galaxy S smartphones and Galaxy Tab tablets, while their company's IT organization can be confident that sensitive corporate information is protected when accessed from those mobile devices.

The transparency of security is critical for widespread user adoption, and Samsung made ease of use a priority for its secure mobile solution. Users simply download the Junos Pulse app to their Samsung smartphones or tablets, and their corporate IT department handles the configuration and sets the policies.

"The mobile device space is extremely competitive," says Eric McCarty, director of business solutions, Samsung Telecommunications of America. "Samsung is poised to continue to bring the right mix of devices and solutions to our enterprise customers."

Next Steps and Lessons Learned

"Working with Juniper has been a collaborative process," says Lowe. "The message is that if enterprises have Samsung devices that are using the Junos Pulse solution, then they have peace of mind knowing that their mobile devices have the required level of security."

For More Information

To find out more about Juniper Networks products and solutions, please visit **www.juniper.net**.

About Samsung Telecommunications America, LLC

Samsung Telecommunications America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops and markets wireless handsets and telecommunications products throughout North America. For more information, please visit www.samsungwireless.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US$143.1 billion. Employing approximately 206,000 people in 197 offices across 72 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LED. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit www.samsung.com.

SAFE Disclaimer of Warranties

About Juniper Networks

Juniper Networks is in the business of network innovation. From devices to data centers, from consumers to cloud providers, Juniper Networks delivers the software, silicon and systems that transform the experience and economics of networking. The company serves customers and partners worldwide. Additional information can be found at **www.juniper.net.**

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