

Do What You Can't

LE PROFESSIONI
DEL FUTURO



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Product and Solutions Director @ Samsung

SAMSUNG



ASSEPRIM

FEDERAZIONE NAZIONALE SERVIZI
PROFESSIONALI PER LE IMPRESE



InTribe

Listen - Influence - Anticipate

**MILANO
DIGITAL
WEEK**

15-18-03-2018

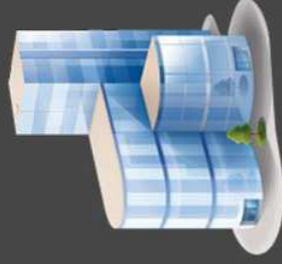
EXPO Milano

SAMSUNG MARKET APPROACH

B2C



B2B



C2B

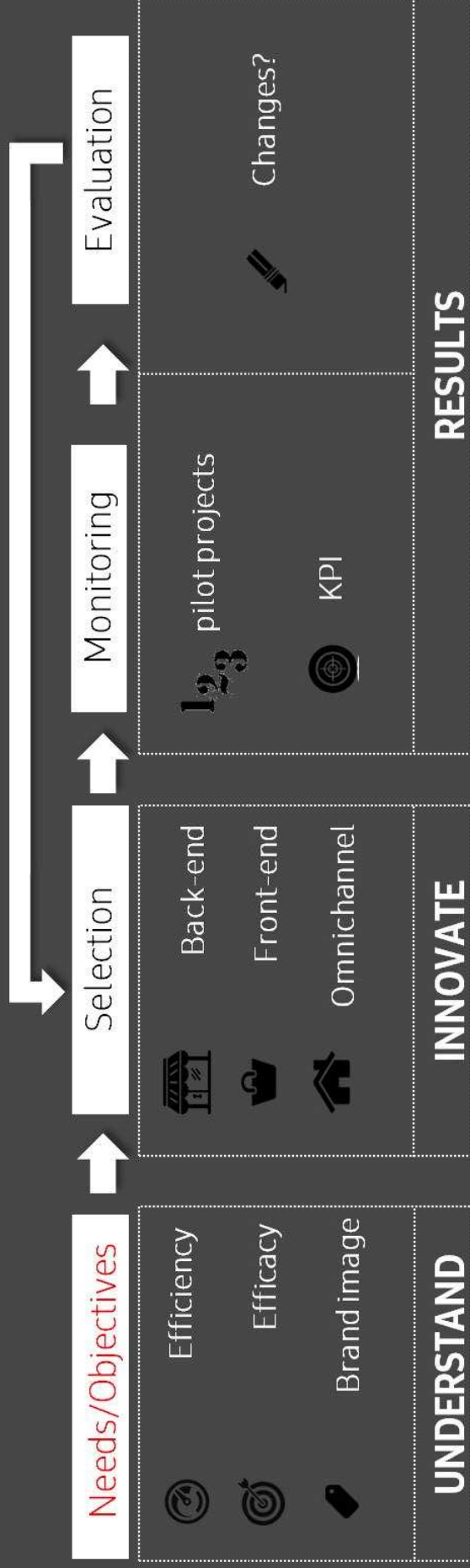


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LEADING THE INNOVATION



CONTAMINATION

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THIRD PARTIES SOLUTIONS



ACCESSORIES



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DEVICES



SAMSUNG SOLUTIONS



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IT-CONSUMERIZATION



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WEARABLES – Gear S3 and Gear Fit



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WEARABLES – Gear VR



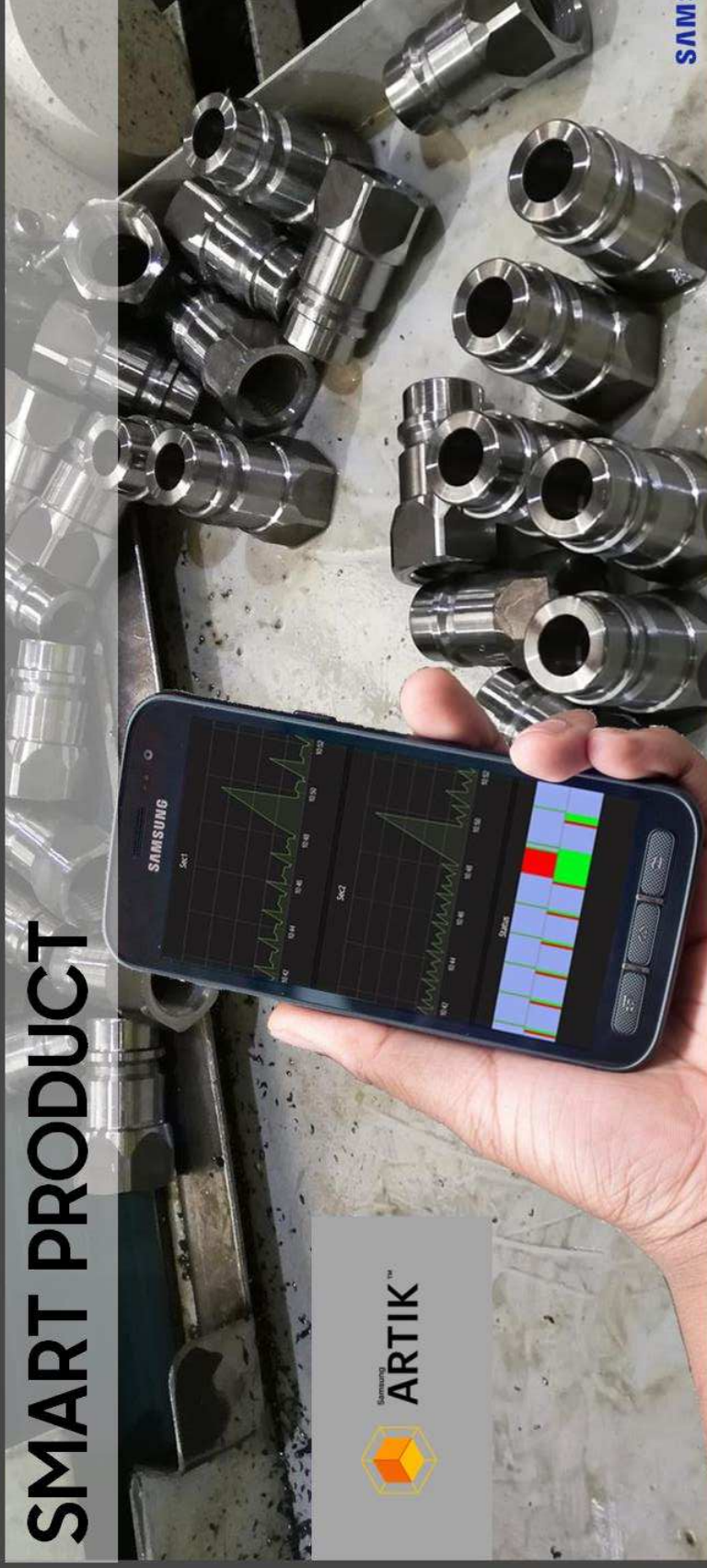
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SMART PRODUCT



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LE PROFESSIONI
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DIGITAL EVERYWHERE



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NEW DIFFERENT STAKEHOLDERS

IT DIRECTOR

TOP MANAGEMENT

HR DIRECTOR

Security - Innovation - Digital - Social

PROCUREMENT

MARKETING
DIRECTOR

SALES DIRECTOR

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Thank
You

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