



Built for the frontline

The ultimate all-in-one mobility tech solution
for your frontline teams

It starts with yes

OPTUS | SAMSUNG

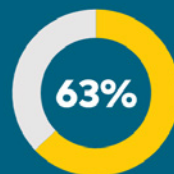


Technology can help unlock a new future for **Frontline Workers**

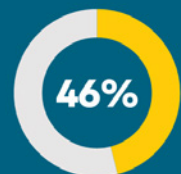
At a time when many organisations are struggling to engage and retain staff, Frontline workers are more likely to stay at a company if they are equipped with the tools that they need to successfully do their jobs, reducing the cost of turnover and onboarding.²

Plus the organisational benefits of delivering mature employee and customer experiences are not to be dismissed. Organizations in the top quartile of workforce experience reflected a 2x increase in customer satisfaction, reflected in their net promoter score.³

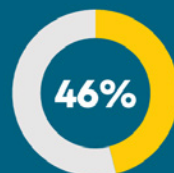
Moreover, businesses that lead in CX outperform laggards by nearly 80% in terms of revenue growth.⁴



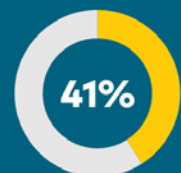
of frontline workers are excited about the job opportunities tech creates¹



of frontline workers worry that they could **lose their jobs** if they don't adapt to **new technology**¹



of frontline workers say **better technology tools** that make jobs easier could **reduce stress**¹



of frontline workers in non-management positions say they **do not have the right tech** to do their job **effectively**¹

The mobile-first challenge

Over time, mobile devices have emerged as indispensable tools for enhancing productivity, collaboration and decision making on the frontline. However, with a multitude of devices and operating systems in use, organisations can struggle to maintain control and consistency across their fleet.

You may have limited resources and find it difficult to manage all your different devices and vendors. Perhaps you're challenged by maintaining data security.

Perhaps you're challenged by maintaining data security, or maybe it's a matter of finding the CAPEX necessary to keep your fleet up-to-date with the latest capabilities.

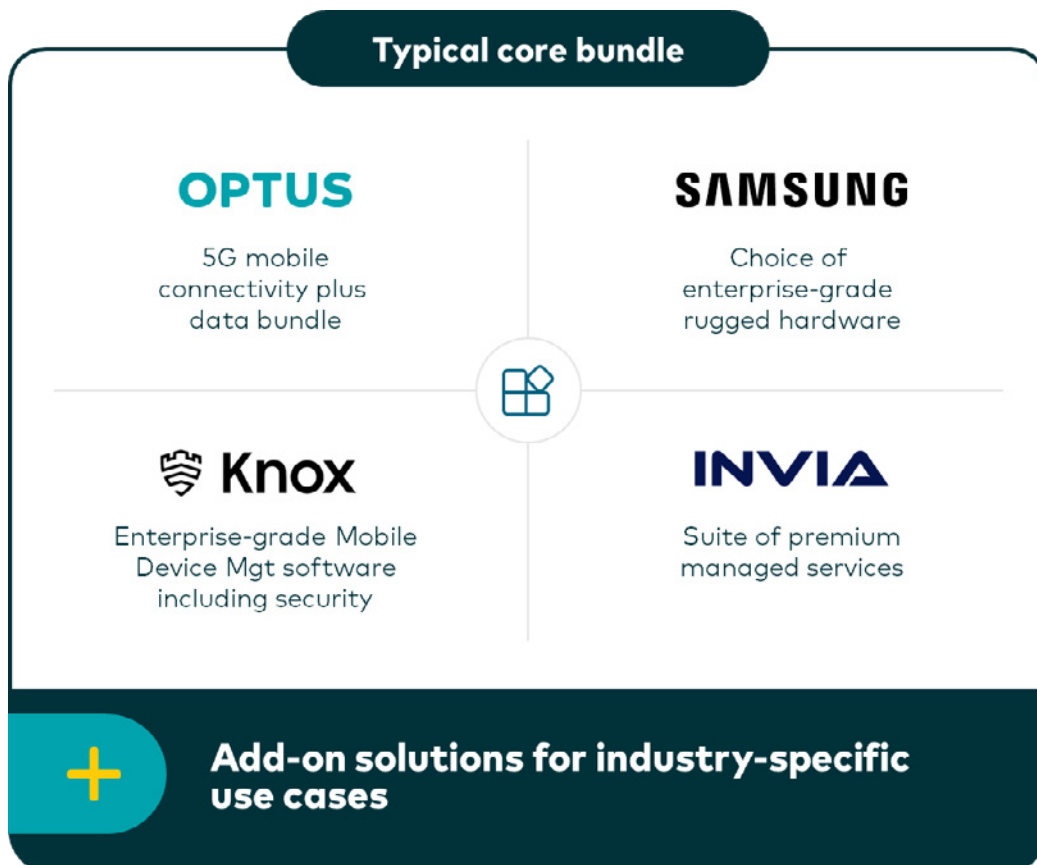
Equally, your frontline employees are potentially struggling with disparate, out of date technology solutions, which drive inefficiency, less than optimal productivity, security shortfalls and staff dissatisfaction.



A smart, tailored, mobile-led solution

Optus helps overcome your frontline challenges by bundling together Optus mobile connectivity, rugged devices, software and managed services – all for a single monthly charge per user – no upfront investment required.

And what really sets the Optus Frontline Worker solution apart is a choice of industry-specific software 'bolt-ons', that provide the capability to enable a converged device, and also extend what the device can do. Plus we can facilitate access to bespoke application design and development, and systems integration via our affiliation with NCS.



Key features of Optus' Frontline Worker solution

- Bundled solution with one price point including plan, devices, fleet management, security and managed services plus an industry-specific 'bolt-on'*
- Flexible, modular solution that can be tailored for specific industry use cases and to accommodate your existing digital investments
- Easy to purchase; leverages OPEX budget with a recurring monthly charge per service
- Bespoke application design and development, and systems integration available via our NCS affiliation*
- Optus single point of contact and account management for solution design and delivery
- Curated suite of best of breed partners to deliver an optimum tailored solution



Use Cases

The following are just a few examples of the type of industry-specific use cases we can enable on a converged device via software 'add-ons':

Vertical	Use Case
 Retail	• Mobile POS. Rugged device and NFC for mobile payment to replace legacy POS device. • Inventory management. The device offers barcode scanning readiness with improved 50MP/5MP camera • Menu order device. Digital restaurant menu, ordering on large display, and payment technology
 Transportation	• POGO pin fast charge. Charging interface makes it easy to charge multiple device at once • Continuous power supply without battery. Tablet mounted on vehicle dashboard can be used stably w/ battery removed. • Smart data capture, and S Pen. Digital signature for paperless delivery. Enhanced camera for real-time proof of delivery and barcode scanning readiness
 Utilities	• Glove touch. Enhanced touch sensitivity setting works with a wide variety of glove types. • Communication between office & field. On sites that require device durability, the field team can take photos of work and document repair reports to share with the office • Access to critical information. Get access to information such as GIS data, reference materials, & schematics from server, and view in large display.
 Manufacturing	• Inventory management. Knox capture & camera as a scanner to speed up data capture and entry with accuracy. • Outdoor environment. High resolution & increased brightness improve visibility in outdoor working environments. • Workforce training. Remote collaboration with AR Core enables increased productivity
 Healthcare	• Patient management. Patients can access information, connect with care teams, and order hospital services • Damage-resistant against sanitizers most commonly used in the medical sector. • Management of medical records. Samsung Knox Vault helps protect the most critical data on devices.
 Government	• Police officers on site. Fast communication among colleagues through Push-to-talk-ready XCover key & rich information sharing on large display through 5G network • Emergency Medical Service on the road. Connect with doctors in hospitals to help diagnose and treat patients real-time on faster 5G network.



Benefits of the Frontline Worker solution

Streamlined operations with seamless integration.

- **All-in-one mobile solution**
Rugged Devices loaded with industry-specific software eliminate the need for multiple devices. Workers can scan inventory, update logs, and track deliveries all from one platform.
- **Reliable, high-speed connectivity**
Optus Mobile Connectivity ensures real-time data sharing between teams, reducing downtime and keeping operations running smoothly.
- **Seamless data flow**
Integrated software syncs across devices, giving a single source of truth for inventory, fleet status, and frontline communications.

Improved customer experience with real-time insights

- **Real-time fleet & tracking**
Integrated mobile fleet management software enables live tracking tools and systems used to manage and maintain your fleet.
- **Data-powered personalisation**
Scandit and other industry tools provide real-time data insights, allowing businesses to respond quickly to customer demands.
- **Reliable Connectivity**
Optus Mobile Networks enables more engaged, better trained and more connected employees deliver improved customer experiences.

Enhanced workforce efficiency and empowerment.

- **Unified communication tools**
Samsung Rugged Devices come equipped with real-time messaging, workflow apps, and enterprise mobility solutions, ensuring workers stay connected wherever they are.
- **Mobile-First Productivity**
Industry software enables employees to complete tasks like scanning, tracking, and reporting directly from the field, cutting admin time.
- **Secure & user-friendly**
Knox Security helps protect business data while ensuring easy access for frontline teams – so they can focus on the job, not IT issues.

Enhanced workforce efficiency and empowerment.

Enterprise-Grade Security with Knox

Samsung Knox encrypts data, secures devices, and enables remote management to help protect against breaches and cyberattacks.

- **Communications & Compliance Tools**
Industry solutions help businesses meet regulatory requirements and deliver scale with in-built security, leveraging smartphone-driven capability
- **Remote Device Management**
IT teams can track, lock, or wipe lost or stolen devices, ensuring sensitive company data stays protected.

Get started today

To find out more about how you can transform your frontline worker experience, contact your Optus Account Manager, or visit www.optus.com.au/enterprise.

1 Microsoft work trend index: "Technology Can Help Unlock a New Future for Frontline Workers," 2022

2 Lakeside, "Digital Workplace Productivity Report 2022," 2022

3 Kristine Dery and Ina M. Sebastian, "Building business value with employee experience," 2017

4 Renascence, "Why Customer Experience (CX) Management is Essential for Growth", 2024.

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