Zero-Touch Mobility For ServiceNow Introduction

SAMSUNG SDS

Samsung SDS at a Glance

Annual Revenues

USD$ **11** billion

Employees

Worldwide **25,500**

Global Presence

Overseas

40 countries

58 Offices

Forbes 2024
GLOBAL 2000

Gartner
Market Guide for Managed Mobility Services

Representative Vendor

2025

★ ★ ★ ★ ★
MOST TRUSTWORTHY COMPANIES IN AMERICA 2024
Newsweek
statista

servicenow
Americas
Transformation Partner of the Year
2024

servicenow
Worldwide
Built On ServiceNow Solution Partner of the Year
2024

'Gartner Magic Quadrant'

Listed in

10 categories

Gartner

AGENDA

4

Subject: FedRAMP Applicability Attestation: Samsung Zero Touch Mobility

Overview

Kratos, an A2LA accredited FedRAMP 3PAO, has reviewed the Samsung Zero Touch Mobility (ZTM) software package at the request of Samsung SDS America, Inc. to determine the applicability of Federal Risk and Authorization Management Program requirements and standards to the ZTM package.

Kratos examined documentation of the ZTM software design, installation, and configuration in comparison to the FedRAMP CSP (Cloud Service Provider) Authorization Playbook, National Institute of Standards and Technology (NIST) Special Publication (SP) 800-53 *Security and Privacy Controls for Information Systems and Organizations*, and the NIST SP 800-145 *The Definition of Cloud Computing*.

Definition of Cloud Computing

The FedRAMP CSP Authorization Playbook states that NIST SP 800-145 is used to establish definitions for cloud deployment and service models.

The NIST SP 800-145 defines cloud computing as, "a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction."

 NIST identifies five essential characteristics of cloud computing (on-demand self-service, broad network access, resource pooling, rapid elasticity, measured service), three service models (Software as a Service, Platform as a Service, and Infrastructure as a Service), and four deployment models (private, community, public, and hybrid Clouds). Each of these items are defined in terms of the computing infrastructure that provides the resources on which a Cloud Service Offering (CSO) runs.

Samsung Zero Touch Mobility Technical Analysis

Technical analysis of the ZTM documentation defining the software design, installation, and configuration determined Samsung ZTM to consist of a set of plugins for the ServiceNow application that provide integration of a customer's ServiceNow instance with third-party offerings relating to mobile devices, such as Enterprise Enrollment Platforms, Enterprise Mobility Management, and mobile carriers. The software is purchased through the ServiceNow store, and the plugins must be installed into a customer-hosted instance of ServiceNow to operate.

The ZTM analysis determined the product to be a software package only, with no common infrastructure or shared pool of configurable computing. The infrastructure was determined to be completely dependent upon the customer instance of ServiceNow into which the software is installed.

Based on the five essential characteristics of cloud computing, as defined by NIST SP 800-145 and enforced by FedRAMP CSP Authorization Playbook, the ZTM package does not meet the qualifications of three essential characteristics, including:

1. *On-demand self service*. ZTM does not provide users a way to automatically provision computing capabilities such as server time or network storage.
2. *Resource Pooling*. Computing resources are not pooled in a multi-tenant structure, with resources assigned according to demand.
3. *Rapid Elasticity*. ZTM relies on the underlying infrastructure of the ServiceNow installation and does not control scalability of resource usage.

Conclusion

Samsung ZTM does not meet three of the five essential elements of cloud computing as defined by NIST SP 800-145. Samsung ZTM does not match the defined cloud service models, and the deployment model is entirely dependent upon the ServiceNow instance in which it is installed. Samsung is not directly involved in provisioning or managing the infrastructure in which the ZTM software is installed, and is not responsible for the implementation of security controls for that environment.

Based on this analysis, Kratos attests that the FedRAMP standardized, reusable approach to security assessment and authorization for cloud computing products and services that process unclassified information used by the Federal Government is not applicable to Samsung ZTM

Sincerely,

Jeff Johnston

Assessor, Cybersecurity Services

Enterprise Mobility = Siloed & Complicated Eco-Systems

Non-standardized data across both external & internal systems and workflows forces mobility managers into multiple 'swivel chair' processes to manage large mobile device fleets

External Eco-Systems

70% of large enterprises rely on multiple EMMs to manage a diverse range of devices

Hardware

| Smartphone & Tablets | Ruggedized Mobile Device | Wearables | Laptop/ IoT | ... |

Software

| Enterprise Mobility Management | Mobile Security | Enterprise Enrollment Platform | Analytics | ... |

Services

| Enterprise Managed Service | Mobile Carrier Service | Parcel Delivery | ITAD Vendors | ... |
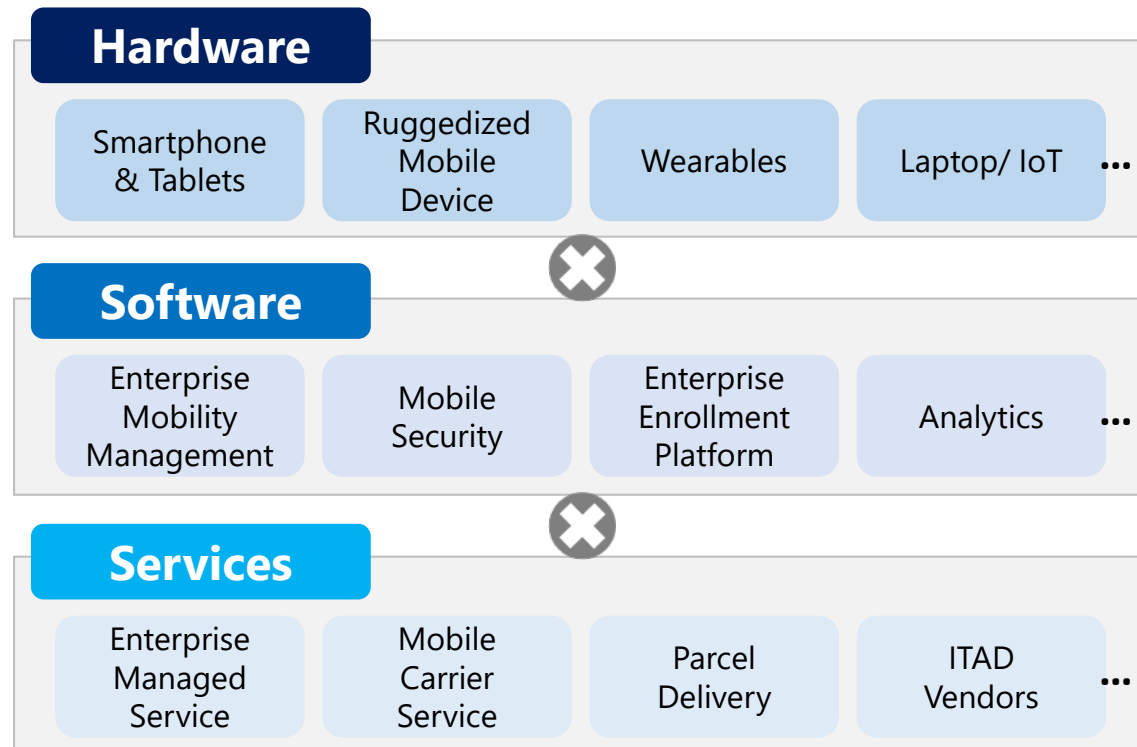
Internal Eco-Systems

Mobile Device Lifecycle Management Involves Multiple Stakeholders and Systems

End-users

- HR
- IT/ Asset Mgmt.
- Finance
- Mobility Manager
- Support
- Security/ Compliance
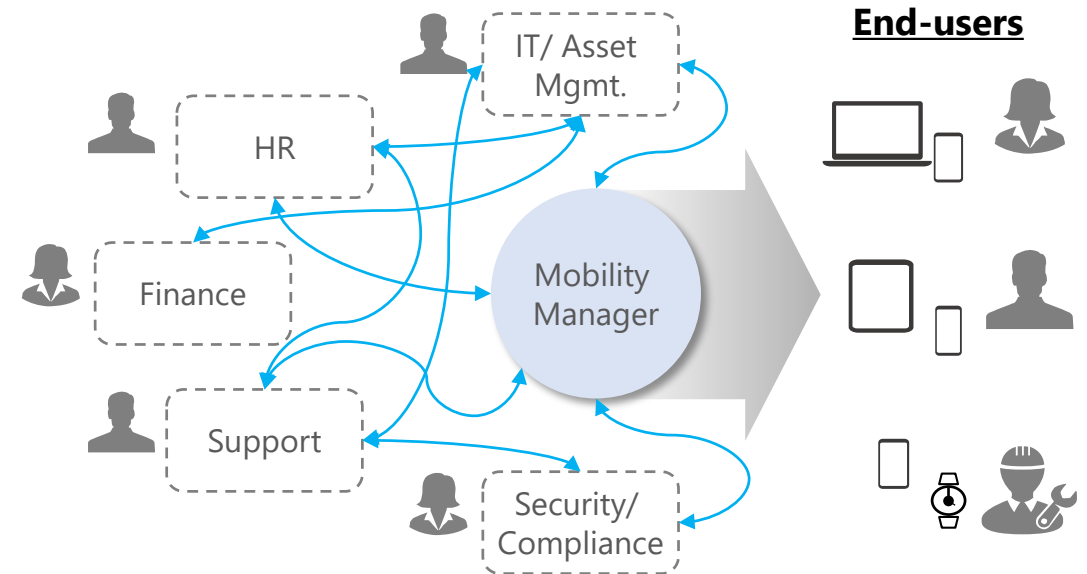
- Manual tasks make mobile support a burden
- Most workflows require multiple swivel chairs
- Helpdesk is de-coupled from management tools

Cost Savings and Automation

Cost, Time, and Efficiency through Automation.

Mobility Management Workflows

● IT ● Operations ● HR ● Security ● Finance ● Procurement

Manage **catalog** of eligible devices
Align device policies with employee **HR profiles**
Order mobile service **carrier** activations and/or devices

Apply security policies
Locate/Lock/Wipe phone in case for Lost/Stolen event
Activate carrier services/features options when needed(e.g. **roaming**)
Optimize **Forward/Reverse** Logistics processes
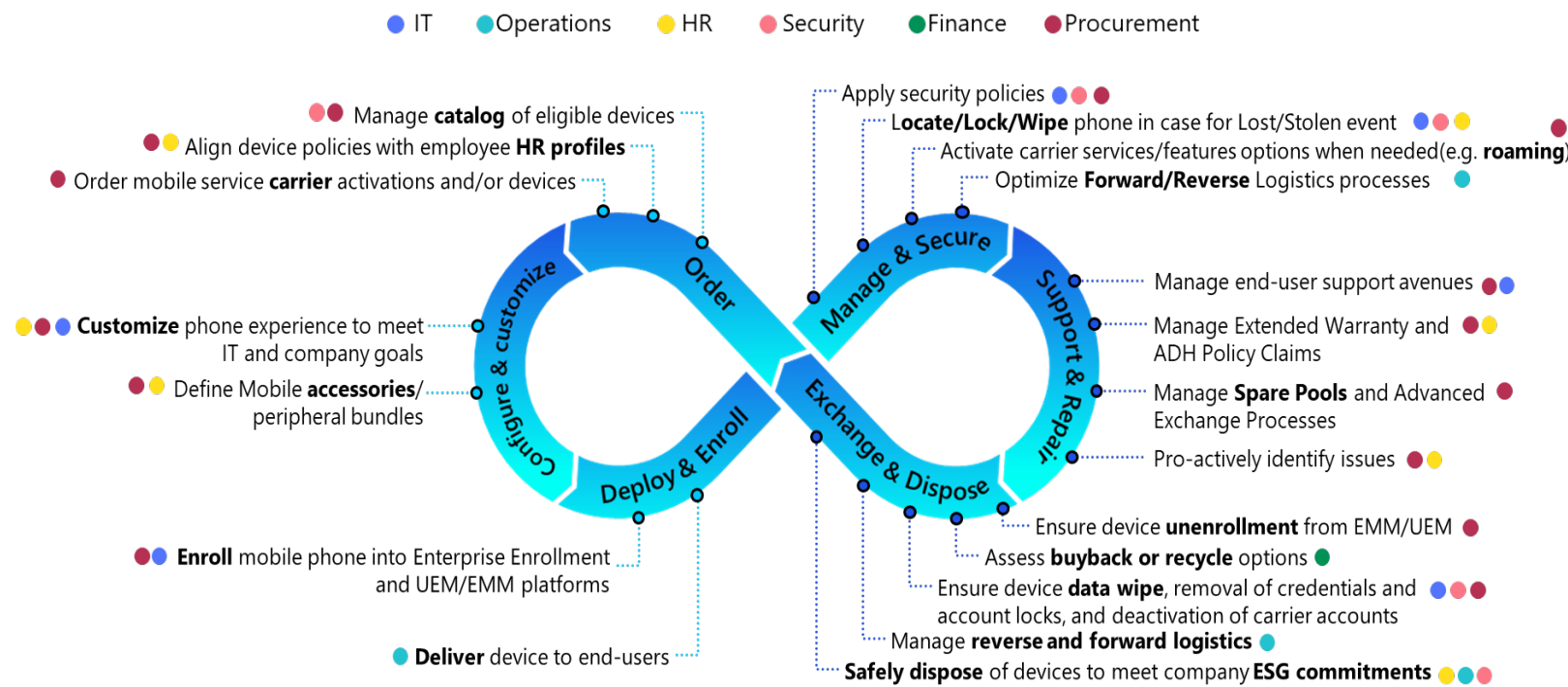
Customize phone experience to meet IT and company goals
Define Mobile **accessories**/peripheral bundles

Manage end-user support avenues
Manage Extended Warranty and ADH Policy Claims
Manage **Spare Pools** and Advanced Exchange Processes
Pro-actively identify issues

Enroll mobile phone into Enterprise Enrollment and UEM/EMM platforms

Ensure device **unenrollment** from EMM/UEM
Assess **buyback or recycle** options
Ensure device **data wipe**, removal of credentials and account locks, and deactivation of carrier accounts
Manage **reverse and forward logistics**
Safely dispose of devices to meet company **ESG commitments**

Deliver device to end-users

Workflow infinity diagram labels: Order · Configure & customize · Deploy & Enroll · Manage & Secure · Support & Repair · Exchange & Dispose

Top Challenges / Pain Points

*"It used to take **18 steps** to onboard a BYO device"* – NPO

*"Having **fragmented views** on their assets is one of the top 5 challenges of IT"* – Service

*"Activating roaming can take up to 4h with our MMS provider which is **too long** for a user at the airport"* – Retail

*"**Not having real-time visibility** on end-users for active support, we spend additional expenses for replacing"* – Retail

*"30-40% of **assets not being used** because we don't know where they are"* – Mining

*"**Remote data wiping**, remote data recovery, support are needed"* – Financial institution
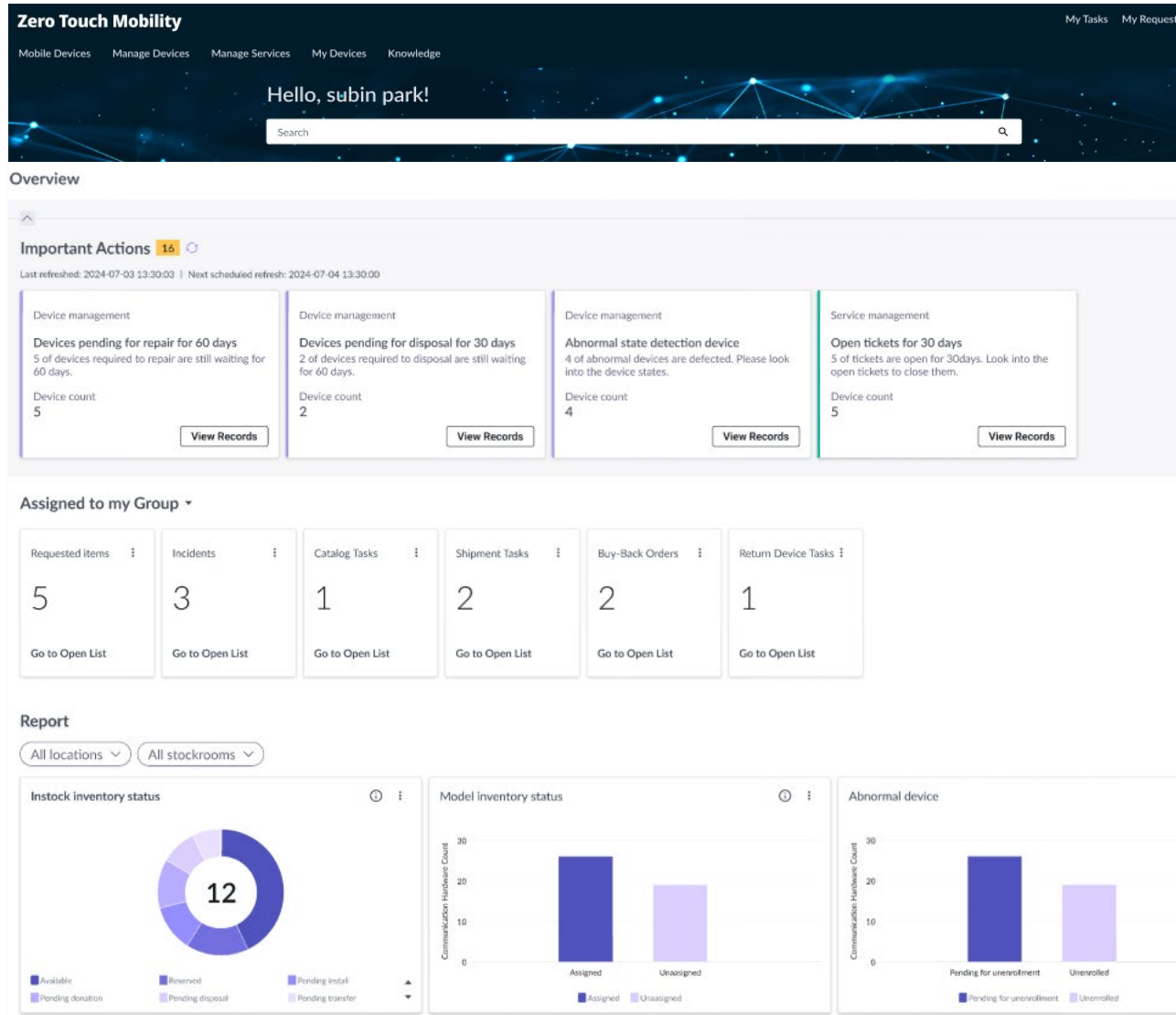
Sourcing new mobile assets	73%
Managing mobility inventory	70%
Mobile help desk support	61%
Connecting, recycling, and wiping assets	53%

One-of-a-Kind Solution for Mobile Lifecycle Management

"The only stand alone global mobile device lifecycle management platform, powered by ServiceNow, that reinvents the way mobile devices are managed"

Strategic Partnership with ServiceNow

ZTM is filling a gap into ServiceNow portfolio and both organizations signed a strategic partnership to transform mobility lifecycle management

#1 ITSM Platform

High penetration rate in large organizations

85%

of Fortune 500 are using ServiceNow

Leader in key technologies and markets

Named a "Leader" in the **IDC MarketScape : Worldwide IT Service Management Software** 2024 Vendor Assessment

Ranked #1 in 2023 Gartner® Market Share in **IT Service Management Platform and IT Asset Management & Software Asset Management**

Unique Approach

Mobile Vendors are providing point access to their solution

ServiceNow
EMM	API Layer / MSP	Carriers
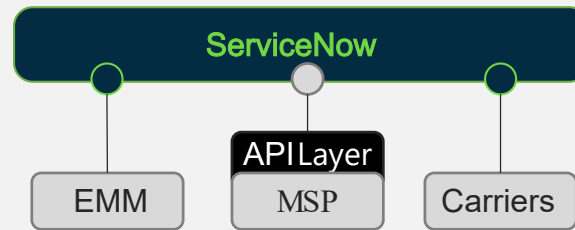
ZTM provides a holistic approach to Mobile Device Lifecycle Management

ServiceNow
ZTM
EMM	MSP	Carriers
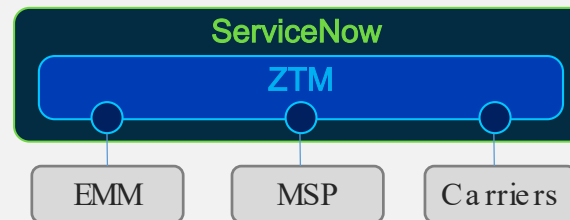
Unique Partnership

Embed and natively integrated with ServiceNow HAM

ServiceNow
ZTM
Hardware Asset Management

Referenced in ServiceNow technical documentation

ZTM Platform

Create an industry-leading mobility lifecycle management platform that seamlessly integrates with enterprise mobility platforms/services and facilitates the hyperautomation of workflows from end-to-end
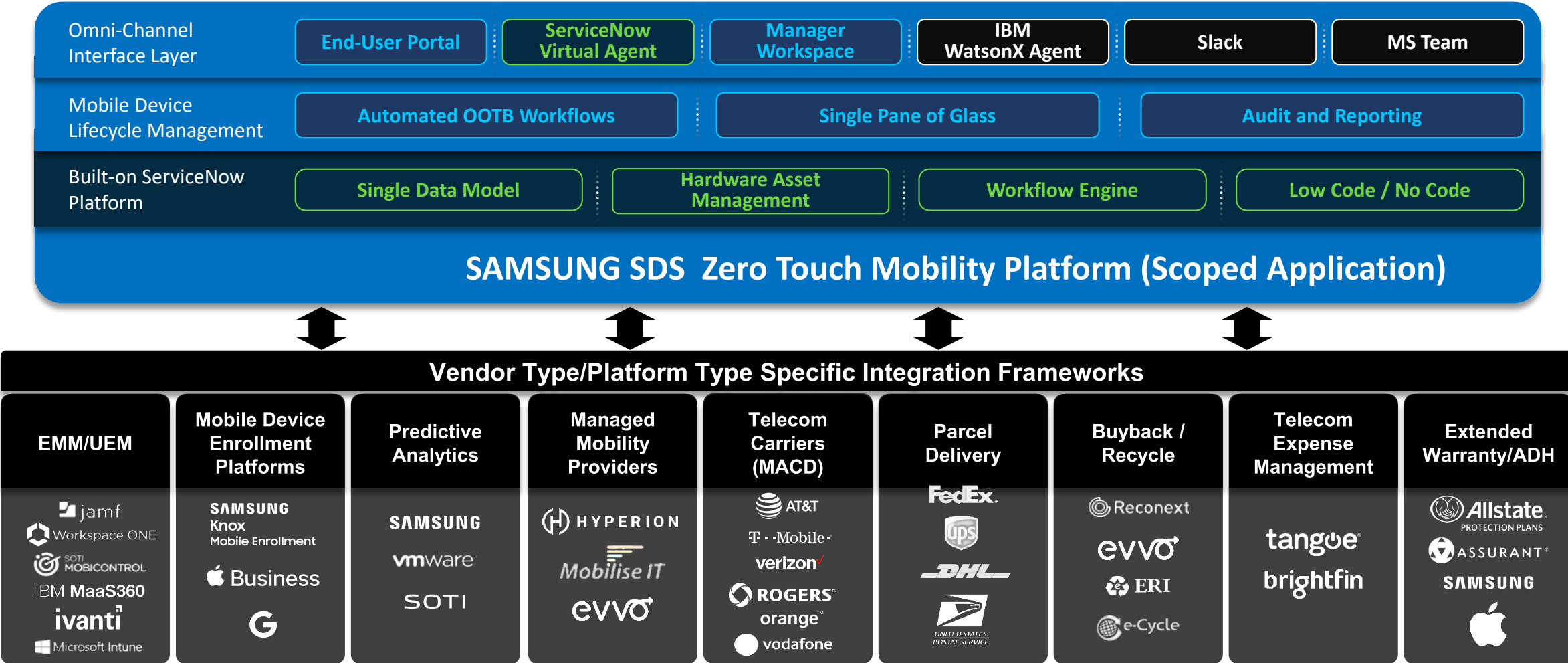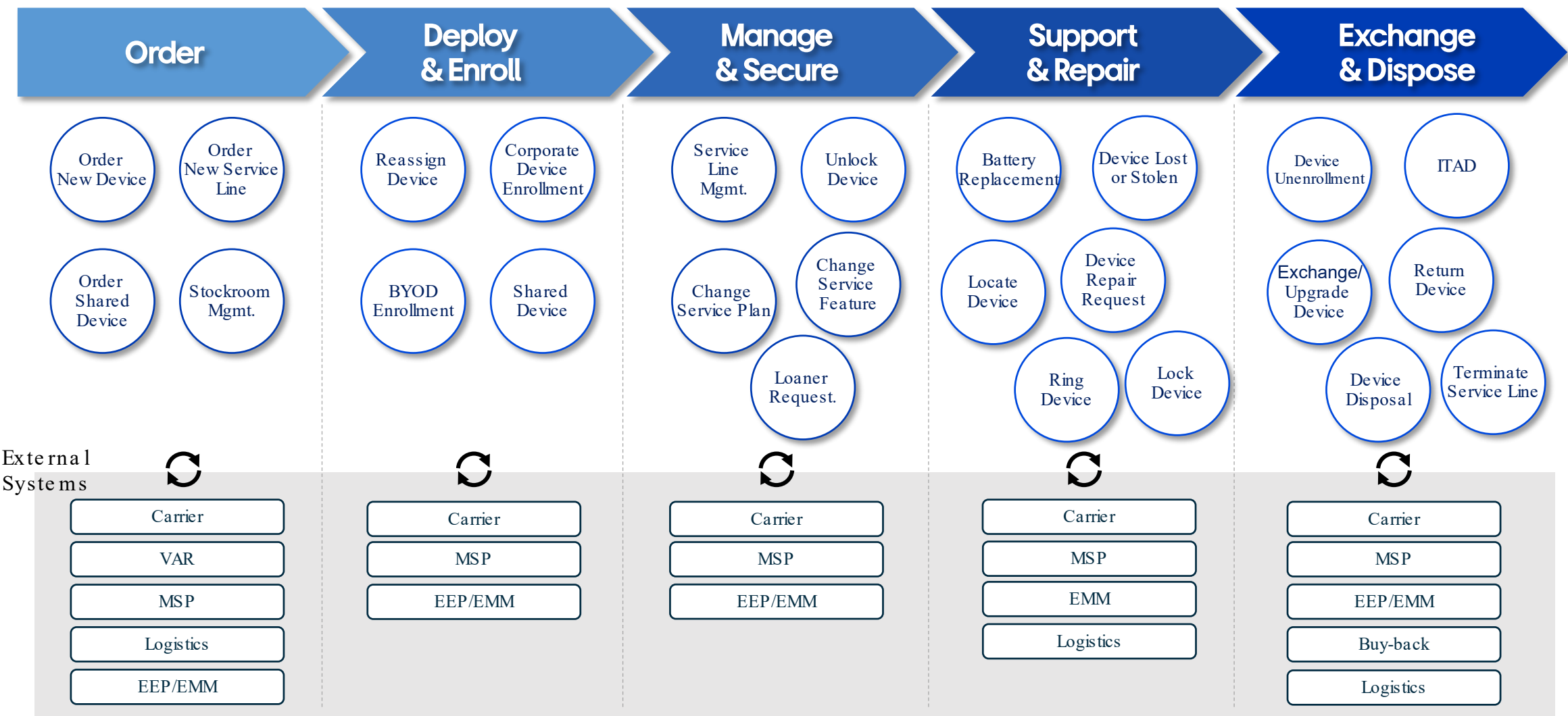
Omni-Channel Interface Layer	End-User Portal	ServiceNow Virtual Agent	Manager Workspace	IBM WatsonX Agent	Slack	MS Team
Mobile Device Lifecycle Management	Automated OOTB Workflows		Single Pane of Glass		Audit and Reporting	
Built-on ServiceNow Platform	Single Data Model	Hardware Asset Management	Workflow Engine		Low Code / No Code	

SAMSUNG SDS Zero Touch Mobility Platform (Scoped Application)

Vendor Type/Platform Type Specific Integration Frameworks

EMM/UEM	Mobile Device Enrollment Platforms	Predictive Analytics	Managed Mobility Providers	Telecom Carriers (MACD)	Parcel Delivery	Buyback / Recycle	Telecom Expense Management	Extended Warranty/ADH
jamf, Workspace ONE, SOTI MOBICONTROL, IBM MaaS360, ivanti, Microsoft Intune	SAMSUNG Knox Mobile Enrollment, Business, G	SAMSUNG, vmware, SOTI	HYPERION, Mobilise IT, evvo	AT&T, T-Mobile, verizon, ROGERS orange, vodafone	FedEx, UPS, DHL, UNITED STATES POSTAL SERVICE	Reconext, evvo, ERI, e-Cycle	tangoe, brightfin	Allstate PROTECTION PLANS, ASSURANT, SAMSUNG

Siloed Mobility Eco-System

Product Out-of-the-Box Workflows

Order	Deploy & Enroll	Manage & Secure	Support & Repair	Exchange & Dispose

Order
- Order New Device
- Order New Service Line
- Order Shared Device
- Stockroom Mgmt.

Deploy & Enroll
- Reassign Device
- Corporate Device Enrollment
- BYOD Enrollment
- Shared Device

Manage & Secure
- Service Line Mgmt.
- Unlock Device
- Change Service Plan
- Change Service Feature
- Loaner Request.

Support & Repair
- Battery Replacement
- Device Lost or Stolen
- Locate Device
- Device Repair Request
- Ring Device
- Lock Device

Exchange & Dispose
- Device Unenrollment
- ITAD
- Exchange/ Upgrade Device
- Return Device
- Device Disposal
- Terminate Service Line

External Systems

Order	Deploy & Enroll	Manage & Secure	Support & Repair	Exchange & Dispose
Carrier	Carrier	Carrier	Carrier	Carrier
VAR	MSP	MSP	MSP	MSP
MSP	EEP/EMM	EEP/EMM	EMM	EEP/EMM
Logistics			Logistics	Buy-back
EEP/EMM				Logistics

ZTM Benefits by Personas

ZTM

Orchestrating end-to-end workflows to manage complex and numerous tasks

Mobility Manager

End-User

Security Officer

Procurement

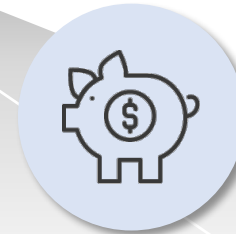**ServiceNow Admin.**

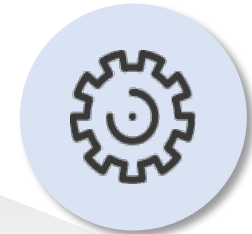| Avoid swivel chairing and manage mobile devices in real time	Deliver better experience and self-service, improving end-user productivity	Orchestrate processes and enforce policies and security, reducing IT risk, and achieve ESG goals	Better tracking of mobile assets, optimizing mobile device spending	Facilitate management of application and implement best in class workflows

Product Demonstration

ZTM Portal User-Experience

Ordering New Device

Device Buyback
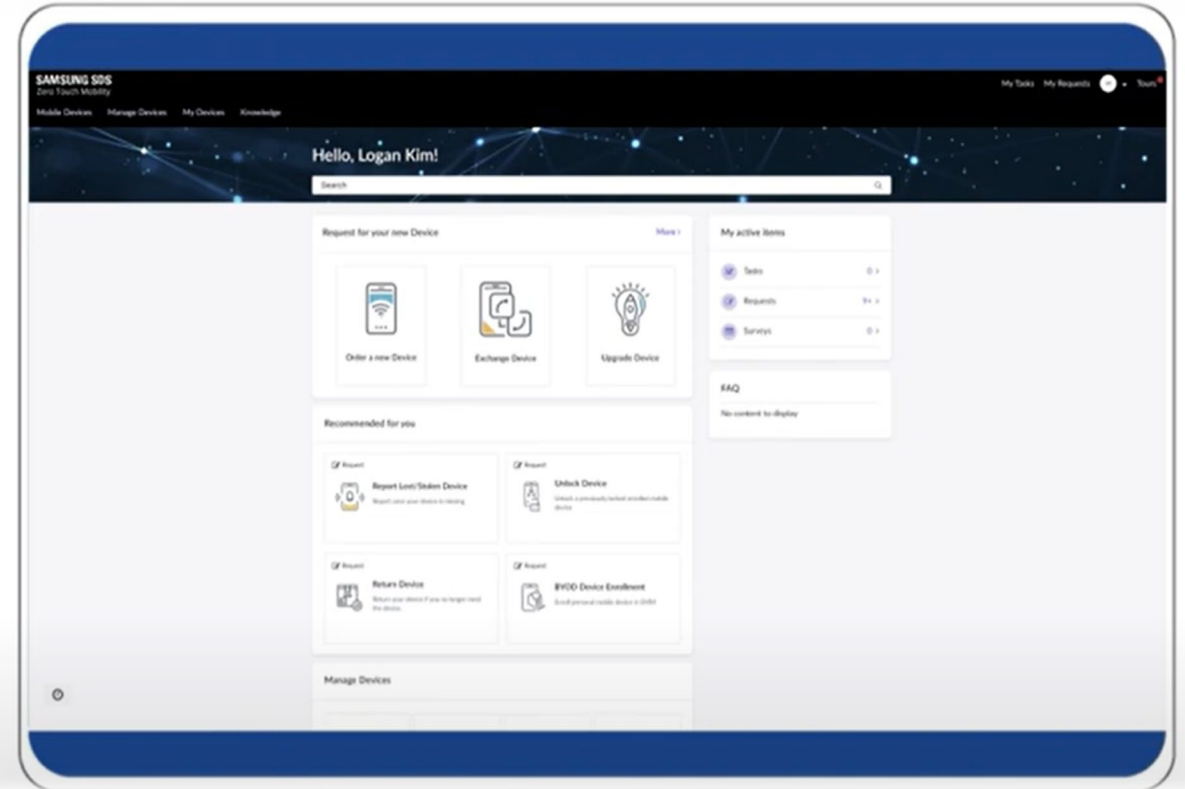
Reporting Lost/Stolen Device

ZTM Manager Workspace

Manager Workflows

Manager Dashboard
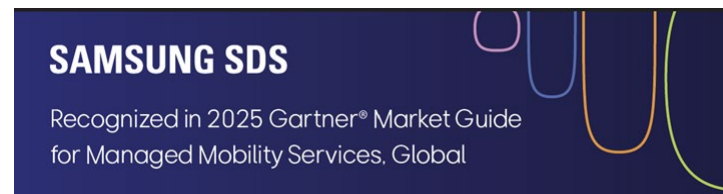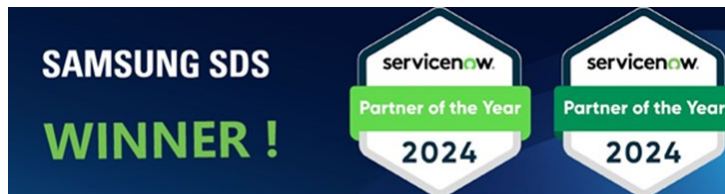
Stockrooms / Warehouses

Reporting

Thank You

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