

SAMSUNG



From family kitchen to national success

Gourmet popcorn company, Joe & Seph's, reveals how Samsung mobile technology is helping it cook up fresh ideas, faster.



Joe & Seph's is a family-run gourmet popcorn manufacturer.

Founded in 2010, it set out with one goal in mind: to make the world's best-tasting popcorn. It started small, selling at local markets. Today, it has over 40 employees and sells over 40 different flavours of popcorn, across 19 countries.



The secret ingredient

Joe & Seph's is driven by innovation. The team needs to share ideas quickly, collaborate across multiple locations and keep in close contact with customers.

To do this, they rely on mobile technology that's as innovative and agile as they are.



Adam, Co-founder and Director of Joe & Seph's, was immediately drawn to Samsung. **"It has a great reputation for quality,"** he explains, **"and, particularly from a phone perspective, it tends to be more cutting edge. I also like the Android platform from an apps perspective."**



On-the-go productivity

The business' Samsung devices are in constant use. Whether they're being used to take payments at consumer shows or exchange photos of freshly-cooked popcorn to speed up and simplify quality control.

Meanwhile, the sales and marketing teams have 24/7, on-the-go access to everything they need – including presentations and brochures stored in Dropbox. With their business apps, they can easily edit documents and update presentations on the move.



"All our files are stored in the cloud, everything from images of our products, every brochure, leaflet, customer invoice," he explains. "It's critical the sales team can access this when they're out. Without these devices, they wouldn't be able to be productive outside the office at all."



Helping fresh ideas flow

To stay ahead of the competition, Joe & Seph's need to react instantly to requests and ideas – they can't risk using technology that will slow them down.



As Adam explains, “[Our Gin and Tonic] flavour came from a meeting with a London bar. We were thinking about ideas that would be fun for their new pop-up.” Using the S Pen, Adam was able to capture notes on his Samsung smartphone and share them instantly with the team. “I walked out of the meeting and they were testing that afternoon to see whether you could actually get gin into popcorn.”

This sort of fast, fluid communication is just as important with the business' end customers too.

“We're quite active on social media; the marketing team uses it day in, day out on their phones,” explains Adam. “This helps the team to understand more about what people want, and they can react quickly, creating innovative new products to meet demand.”



Full of good stuff

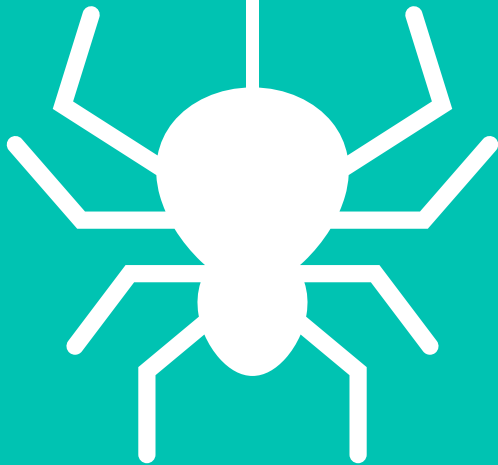
Behind the scenes, Samsung's mobile technology also plays a big role. Joe & Seph's uses a Sage platform to manage its accounts, which Adam can access via his smartphone app.

It means he can monitor and manage finances, faster and easier – leaving him more time to innovate and create.



Adam also believes the devices play a key part in keeping his team together. "One of my sales team decided he was going to move to Manchester," he explains. "I had a choice of losing him or finding a way to retain him."

With Samsung devices and the right apps to support them, Adam didn't have to lose a treasured employee or significantly change how they worked.



No unexpected nasties

As with every business that deals with customer and supplier data, security is a key priority for Joe & Seph's.

With Samsung Knox defence-grade security built into all of their Samsung devices, they get peace of mind that their data is as safe and secure as possible..



"We've never had any issues with our phones,"

says Adam. Whatever he and his team use their devices for, he knows that Samsung's security is always working in the background, freeing him up to worry less and focus on his business.



Securing success with Samsung

For Joe & Seph's, the benefit of Samsung mobile technology is simple. It gives the business the speed, simplicity and freedom it needs to keep achieving what it set out to: creating the world's best-tasting popcorn.

Joe & Seph's use the following Samsung devices

Galaxy **Note** | **S** | **Tab A**

See how Samsung mobile technology can help your business at www.samsung.com/uk/business