

Samsung kicks off 2022 with incremental product updates, monumental partnerships

Article

The news: Samsung unveiled three new phones and three tablets with incrementally upgraded features at its **Unpacked** event yesterday, but its announcement of a slew of

partnerships across apps, products, and services is what will give its devices a competitive edge.

More on this: While there were no breakthrough innovations at this year's Unpacked, the leading smartphone maker did upgrade its **Galaxy S22** phones and **Galaxy Tab 8** tablets with more professional features—including interoperability with **Microsoft Windows 11**— as well as advanced functionality in apps like **Snap** and **YouTube**.

- The latest Samsung Galaxy devices seem like a rehash of previous years, but with **fancier cameras, more powerful processors, and more premium materials**. The minimal advances in the latest Galaxies and iPhones indicates the industry has reached [peak smartphone](#).
- Samsung's renewed focus on openness and collaboration reflected a very different approach from rival Apple and its closed ecosystem.
- The company highlighted partnerships with **Google**, Microsoft, Snap, YouTube, and **Luma Touch** for deeply integrated software optimized for Samsung's new hardware.
- Samsung declared **Google Duo** as its chosen video chat client, Microsoft's **OneNote** as the S Pen stylus's best note-taking option, and **OneDrive** as its photo backup and sharing service.

The big takeaway: Samsung focusing on improving the hardware of its devices while relying on partnerships to add deeper functionality can go a long way in securing user loyalty tied to apps and experiences rather than devices, which now seem all too similar.

- Samsung no longer has to create its own software derivatives and can now develop its hardware in tandem with partners that can **optimize exclusive experiences** for users.
- Google, Microsoft, and Snap now have deeply integrated Samsung smartphone devices to showcase what their apps and services can do.

What's next? Samsung's open invitation to collaborate and co-develop experiences for its devices could go **a long way in security, user loyalty, and valuable industry partnerships**. Those relationships could continue to fill software gaps while giving partners an established hardware platform to develop their solutions on.

Top 5 Smartphone Brands Worldwide, Ranked by Shipments, 2022

millions and % change

1. Samsung	276 (1.1%)
2. Apple	243 (5.4%)
3. Xiaomi	220 (15.8%)
4. Oppo	208 (2.5%)
5. Vivo	149 (6.4%)

Note: total 2022 shipments=1.39 billion
Source: TrendForce as cited in press release, Nov 17, 2021

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