



The Samsung
Guide to
Communications





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Business communications solutions with real vision.



Think Smart. Think Samsung.

Our IP-based converged communications solutions see a future based on cohesive access to voice, video, data and wireless technologies. Where modular solutions and total scalability ensure that your new communications capabilities can grow and develop as fast as your business.

This is smart thinking from Samsung, the world's largest electronics company. Fuelled by innovation, driven by R&D, and guided by the needs of the future, nobody is more capable of delivering the benefits of optimised convergence.

So, for a unified communications solution that is as individual as your company, visit us at Samsungbusiness.com

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The world of telecoms is changing fast.

The convergence of IT, fixed line and mobile telephony brings the power of the network to speech, giving organisations new ways to communicate with colleagues and customers.

IP telephony makes it easier than ever for businesses to implement more efficient working practices, such as remote working, conferencing and unified communications, whilst also delivering lower call costs through SIP trunks that route calls over the internet.

For multi-site organisations, it has the added benefit of unifying disparate offices with a single point of contact for customers, a unified extension numbering plan and the ability to make or transfer calls between sites at no cost.

Samsung can deliver all these benefits from the outset as part of a fully converged IP telephony system – an option that is especially attractive for businesses that are moving into new premises or completely upgrading their network infrastructure.

But Samsung are also the perfect choice for the vast majority of businesses that still have separate voice and data networks and envisage a more evolutionary transition to IP telephony and new ways of working. With support for traditional and IP telephony, the modular systems allow customers to add functionality and applications as their needs change or budgets allow, whilst preserving their investment in existing equipment.

To find out more about how Samsung can help your business communicate better please take five minutes to read this guide.

It will definitely be worth your while.

Wilfred Wood

Senior Product Manager, Samsung Electronics

Why Samsung

Samsung is one of the world's strongest brands.

It is ranked 19th in the latest Interbrand and Business Week listing of the Top 100 Global Brands and in the fourth quarter of 2009 overtook HP to become the world's largest technology company.

Renowned for the quality of its product design and record of innovation, Samsung is a leading manufacturer of fast moving consumer and business products, such as mobile phones, notebook computers, LED TVs, computer monitors and printers. It is also a major manufacturer of semiconductors and other components.

The combination of technical excellence and design flair lies at the heart of Samsung's success in the consumer market and is evident in its business-to-business products, too, including Samsung's new IP handsets. Featuring the same LCD screens and audio technology as the company's consumer products, the IP phones have been awarded Good Design Awards both for their looks and intuitive user interface.

Furthermore, because Samsung makes the components and software that go into its products, it does not have to rely on anyone else's technology but has responsibility for and control over quality at every stage of a product's manufacture.

This is highly beneficial in relation to converged telephony products. Samsung's competitors tend to be specialists in either voice or data and have to strike alliances with third parties in order to create a truly converged solution. This can make their products difficult to install and raises questions about a supplier's ability to manage upgrades and provide support for individual elements of a solution.

In contrast, Samsung has expertise in all aspects of a solution, from data routing and voice communications to mobile telephony, LCD screens and video conferencing. This allows it to create truly converged solutions and not simply amalgamated ones like those offered by competitors. Because all elements are integrated at the manufacturing stage, Samsung products are easy to install and maintain. They are also more

affordable, thanks to a combination of technology ownership and economies of scale.

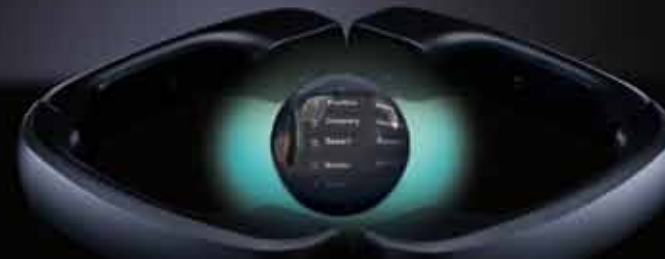
When a customer buys a communication system from Samsung, they can be confident that it has been made to the highest manufacturing standards by a leader in convergence technologies committed to shaping the future of business communications.



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OfficeServ

The Samsung OfficeServ 7000 series gives today's businesses all they need for versatile, flexible, reliable and secure voice and data communications.



The Samsung OfficeServ systems combine voice, data and wireless communications in a single platform; supports analogue, digital and IP telephony; and is modular and fully scalable so that customers can make the transition to fully converged communications at their own speed.

The models in the series support between 4 and 480 users, but these can be linked together to support tens of thousands of extensions across multiple sites.

Because all models use the same software and handsets, as well as sharing many of the interface modules, businesses can retain existing equipment as they grow their system, providing a consistent look whilst keeping costs low.



A phone system for all

The OfficeServ 7000 series is ideal for businesses of all sizes whatever their communication needs or budget.

A customer with basic telephony requirements can be confident that if requirements change they will be able to connect home workers to the system over broadband or dedicated network links; add SIP trunks for low-cost calls;

or incorporate branch offices with a unified numbering plan and free calls between sites.

By the same token, a customer who wants to take advantage of IP telephony from the outset but has a limited budget can keep installation costs down by using existing digital handsets with the OfficeServ phone system and gradually introduce more functional IP phones as needs dictate or budgets allow.

Handsets & Applications

OfficeServ's flexibility extends to the handsets that it supports and the modular communications applications Samsung has developed for the platform.

These are designed to provide phone users with greater mobility without affecting their ability to communicate with customers and colleagues. IP, WiFi

or DECT handsets enable users to make, take and transfer calls when away from their desk; PC-based softphones running on a laptop or PDA with an internet connection extend the phone system to remote workers; and pre-configured IP handsets that can plug straight into a home user's broadband connection appear as just another extension on the phone system.

OfficeServ (OS) applications meet the needs of a more mobile workforce. OS Connect converts a mobile phone into an extension of the phone system, and a hot desking solution lets users log onto any phone on the network and make it their own extension with their number, preferences and settings.

Applications also support the growing requirement for unified communications and collaboration. Samsung's most recent introduction, OfficeServ Communicator, takes this to new heights with PC-based video calls; Instant Messaging; and Presence technology on-screen or integrated into IP handsets.

Integrated security

In a converged IP network, security is essential to maintain data integrity and ensure the resiliency of voice communications.

OfficeServ incorporates a range of robust security features to protect the system from threats such as denial of service attacks, where a converged voice switch is flooded with so much information that it grinds to a halt, or PBX hijacking where a hacker routes calls through a company's PBX leaving the owner with a huge phone bill to pay.

These include a Firewall, Intrusion Detection/Protection System (IDS/IPS) and integrated VPN tunnelling and encryption between remote sites to protect voice calls routed over the internet.

Quality of Service (QoS) and an in-built Media Proxy Server ensure that two IP phones talk together in the most efficient way.

The OfficeServ 7000 series of IP communications systems is a robust platform for current and future communications needs. Supremely flexible, it can be used as a fully converged IP system from day one or as a traditional telephone system with the option to migrate to IP telephony at a later date.



Flexible and future-proof

A fast growing manufacturing company had outgrown its existing PBX and needed a new one to meet current and future needs. The company's immediate requirement was extra capacity, but above all it was looking for a communications system that would support future growth and allow the company to adapt its working practices to meet any eventuality. After considering several options, it installed a Samsung OfficeServ IP PBX, as this offered a clear upgrade path and the ability to integrate home workers and branch offices when appropriate. An added attraction was the ability to re-use the company's existing digital handsets, which helped keep installation costs low.

Ubigate

The Samsung Ubigate iBG series of multi-service business gateways offers an alternative approach to voice and data convergence.



Designed as a replacement for several special purpose network devices, the Ubigate iBG series offer full routing capabilities, enterprise-class switching capacity, VoIP and integrated security for businesses of all sizes, from corporate headquarters and regional offices to small businesses and branch offices.

The Integrated Communications Manager (ICM) adds PBX functionality including voicemail, auto attendant and conferencing services for users, with support for both analogue and IP phones.

Like the OfficeServ system, Samsung's Ubigate iBG series gives customers the ability to converge voice and data at a speed of their choosing, with the reassurance that a system bought today can be scaled and expanded to meet future requirements.

Simple installation

Ubigate is designed to be much simpler and more flexible than data-centric routers from other manufacturers, with centralised management for reduced complexity and a lower total cost of ownership.



- It comes with all functionality built-in as standard, including a routing platform, firewall/VPN, switching platform, voice gateway (for SIP) and the ICM (soft PBX). Different elements can be activated as and when required, giving businesses great flexibility in how they use the product on installation and in the future as their needs change;
- It is designed for both voice and data, with separate processors for each element. This means that turning on one function will not cause any degradation of quality in the other. Activating the VPN, for example, will not reduce the data throughput of the unit;

- It represents excellent value for money. Even if you use only one function (voice or data), Ubigate is competitively priced against products offering just voice or data functionality.

It is still cost-effective even if you just use it for a specific application i.e. to connect a leased line to the office network, with prioritisation for voice and video and security and quality of service for real-time protocols; to SIP-enable a legacy PBX; or to provide a full IP, SIP-based PBX, with the option of data routing, WAN and security.

Whatever the application, customers have the comfort of knowing that the device can do much more.

Ubigate & IP Telephony

From a voice perspective, Ubigate enables users to make a gradual transformation to IP telephony, whilst gaining maximum value from their existing equipment.

At the most basic level, a customer could use the voice gateway to SIP-enable an existing PBX and enjoy lower call charges or free calls

between branch offices as a result. But equally they could run the ICM soft PBX alongside a TDM phone system and gradually move over to IP by adding IP phones at their own pace.

Security

As you would expect from Samsung, Ubigate's Integrated Security Module (ISM) delivers comprehensive security features to protect users and local area networks from external and internal threats. All incoming and outgoing traffic is inspected at the router level; and unlike other network products, the ISM uses separate processing power and memory so there is no trade-off between network security and performance.



SIP for all

A London-based mortgage brokers with regional offices in Manchester and Edinburgh are enjoying free internal calls between its three sites after installing Samsung Ubigate gateways in its remote offices. The Ubigates are being used to SIP-enable the company's existing PBXs so that calls between sites can be routed over a data network. As well as eliminating call charges for internal calls, this improves customer service as incoming calls can be transferred from one office to another without the customer having to redial. The cost of external calls has been reduced, too, as these are now routed over low-cost SIP trunks.

IP Phones

One of the strengths of Samsung OfficeServ communications systems is their flexibility, particularly with regard to the types of handset used – digital, IP or a combination of the two.



Until recently, customers tended to specify digital key phones believing this would keep the cost of implementation down. However, growing awareness of the benefits of applications such as SIP trunking and unified communications plus the lower cost of hardware has increased demand for IP handsets.

There are a number of reasons why this should be the case.

- For customers using SIP trunks to route calls at low cost over the internet, IP handsets that plug straight into the network/phone system are simpler to install than digital handsets

that require a media gateway card in the PBX;

- IP handsets make it easy to extend the OfficeServ communications system to remote and home workers. Integrated VPN and Network Address Translation (NAT) software means that pre-configured IP phones just need to be plugged into a broadband connection at the remote/home office to become another extension on the office phone system;
- IP phones offer greater functionality, including call handling directories, integration with a contact list and a hot desking capability that allows users to transfer their extension number and personal settings to any phone on the network;
- A standards-based XML browser allows the screens on top-end devices to be customised, integrated with enterprise applications or used to display multimedia content from other sources.

The options

Samsung offers two ranges of IP phones: the entry-level 3100 series for every-day needs and the 5200 series for unified communications.

The 3100 series combines high value functions, such as a hands-free capability and programmable soft keys, with cost-saving design features, including Power over Ethernet (PoE) support and a Dual Network Port so that you need just one cable to connect both PC and phone to the network.

The 5200 series features larger LCD screens – colour on the SMT-i5243 – and a multimedia capability that makes it possible to view still images, such as photo albums, and recorded or streamed video on the handset screen.

The standards-based XML web browser gives customers and system integrators the ability to integrate the handset with business applications, customise the display with corporate logos/colours; or display web-based subscription services, such as weather forecasts, news feeds and stock reports.

Mobile phone-like call handling directories lets you see all calls, including those you have made, received or missed, and re-dial with just one click.

An additional benefit of the 5200 series is tight integration with

Samsung OfficeServ Communicator, a new unified communications solution that provides a single PC-based interface for managing outbound voice and video calls to colleagues and customers.

OS Communicator runs on a PC but can be operated from a 5200 series handset. Users can set-up and initiate PC-based video calls from the handset; record audio and video for playback at a later date; view the Presence status of colleagues and their preferred means of communication (desk phone, mobile, IM, email) on the handset display; and click-to-dial from Microsoft Outlook contact lists.

Both the 3100 and 5200 series handsets come with robust security features, including intelligent VPN software, SRTP (Secure Real Time Protocol) speech encryption and IP Address Secure technology, which limits system access to users from known locations.



Plug and talk simplicity

A leading environmental organisation was paying a high price for its flexible working policy: home workers were incurring large landline and mobile phone bills and customer service was affected as callers had to dial several numbers to locate the person they wanted. The combination of an OfficeServ system and IP handsets provided a simple and cost-effective solution. Now, home workers equipped with Samsung IP phones and an internet connection appear as just another office extension with access to exactly the same features as when they are in the office. Calls to the office number can be transferred to remote workers without incurring call charges and it is easy to add new remote workers, as the IP phone can be pre-configured centrally. When a home worker plugs it into their broadband connection, the handset connects to the office communications system automatically.

Applications

Get the most out of your OfficeServ communications system with these powerful but easy-to-use communications applications.



App: OS Communicator

Brings together voice, video, instant messaging and Presence information, with useful collaboration tools including whiteboard technology and application sharing. Integration with MS Outlook offers click-to-dial and screen popping of contact information.



App: OS Call Reporting

Gives managers complete visibility of call traffic and call costs for single or multiple sites, with the ability to charge costs to different individuals, departments or clients. Primary call statistics can be displayed on a wallboard or PC monitor.



App: OS Connect

Integrates other phones with the OfficeServ system for improved contactability and call management. The multi call feature rings up to five fixed or mobile numbers at once so that customers have to dial just one number to reach you wherever you are. When out of the office, OS Connect turns a mobile into a full featured extension of the system for improved call management and lower costs.



App: OS Voice Recording

The plug-in module for OS Call Reporting and OS Contact Centre provides a complete management and call recording solution. Use it to store, find, playback, archive and email encrypted recordings.



App: OS Voice Messaging

This comprehensive voice messaging solution features voicemail, message forwarding, conversation recording and a time-sensitive auto attendant. Alternatively, set up the system to transfer calls to another extension or your mobile or home phone.



App: OS Softphone

Turns your PC, laptop or PDA into an extension of the OfficeServ phone system with access to all office phone features, including DDI calls, voicemail and personal directories. All you need is a connection to the internet.



App: OS IP-UMS

Provides a single inbox for voice, fax and email messages. Text-to-speech conversion lets you listen to email messages on any phone.



App: OS EasySet

The easy way to set up your handset. Configure programmable function keys and input speed dials via a web browser with intuitive graphics and point and click simplicity.



App: OS Hospitality

A complete management solution for hotels and guest houses. Incorporates a reservations system, guest billing, telephone call management, voicemail, management reports and integration to many POS systems.



App: OS Operator

A PC-based console for incoming call management. Transfer calls to extensions or voicemail; add information to calls on hold (e.g. purpose of call); manage call queues; set up conference calls; or record phone conversations. Point and click simplicity and multi-user operation allow any worker to provide cover for a receptionist from their own PC.



App: OS Contact Centre Pro

A modular server-based application offering everything needed for a call centre. Features include intelligent call routing; management reporting; call recording; automated messaging; a supervisor module; and wallboard.



App: OS Contact Centre Agent

Brings call centre and handset functions to the agent's desktop. Separate modules show each agent's call history, call previews and performance statistics.



App: OS Contact Centre Reporting

Delivers detailed performance reports for the contact centre and individual teams. Real-time statistics on key performance indicators can be shown on a desktop PC or large screen display.



-  Business Centres
-  Care Homes
-  Construction
-  Contact Centres
-  Education
-  Financial Services
-  General Business
-  Healthcare
-  Hospitality
-  Remote Working

WiFi, Mobex & DECT

Cordless telephony is as much a part of the modern office as email and soft furnishings.



The ability to move around an office or campus and still make or take calls suits today's flexible and collaborative work styles.

Ensuring that key staff can be contacted by customers and colleagues at all times is good for morale, customer service and productivity. It also reduces telephony costs by minimising call-backs and mobile phone use.

Samsung OfficeServ communications systems can be enhanced with a choice of mobility options, including Wireless IP handsets; the OS Connect application which converts a mobile phone into an extension of the office communications system; and DECT phones.

1. OfficeServ Wireless IP

Samsung's Wireless IP solution routes calls over a WiFi data network, with prioritisation for voice traffic. The solution consists of WiFi network access points and wireless IP handsets. Because the handsets are designed and manufactured by Samsung to the latest WiFi standards, the system is totally integrated with no external controllers required. (it can also be used with a notebook PC or PDA running a softphone).

2. OS Connect

This useful application provides an alternative solution to mobility within the office, and outside the office, without the need for additional hardware. It allows an existing mobile phone to be assigned a DDI line and used to make and take calls via the office phone

system. Customers have one number to dial (DDI or switchboard); the user has a single phone for use inside and outside the office; and the employer enjoys improved call management and lower phone bills as calls are made via the OfficeServ phone system.

3. OfficeServ DECT

Standing for Digitally Enhanced Cordless Telephony, DECT is an established and secure cordless communications technology widely used in homes and offices. Samsung DECT solutions comprise three elements: the DECT system itself, an add-on to the office phone system; DECT base stations located around an office or campus; and cordless handsets. The latter offer seamless handover from base station to base station, enabling users to maintain a conversation as they roam. They can also be twinned with a wired extension, giving users a choice of handset.

For communications systems that listen to the needs of business.



Samsung IP-based communications.
For smart thinking businesses.

Smart communications – the future of business

IP-based communications are not just the present, they are the future. Delivering true location independence by giving remote workers full access to their desktop and corporate applications, as well as fully-featured voice capabilities, people, departments, sites and continents can be united like never before.

Smart platforms - that grow with you

Our modular and flexible converged communications platform has adaptability and scalability built in. So with increasing staff mobility requirements and growing needs for remote working, Samsung's converged communications systems can grow at the speed of individual businesses.

Smart designs – making business more of a pleasure

With Samsung, business communication does not have to feel business-like. Ultra-high performance meets ultra-modern design to bring premium consumer style into the workplace. Inspired by the commerce of tomorrow, shaped by needs of today, business communications systems have never said so much.

Smart cost control – for greater economy

Smart thinking also delivers greater economy. Allowing active management and monitoring of costs, our systems allow you to install and manage remote sites, implement centralised cost tracking, security alerts, and department billing from anywhere in the world.

Think Smart. Think Samsung.

www.samsungbusiness.com



The Samsung logo is a blue oval with a white glow effect, containing the word "SAMSUNG" in white, bold, uppercase letters.

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