OfficeServ 7200
- the Converged Communications Server

Enabling the Virtual Enterprise

Samsung Business Communications

Samsung Business Communications is a division of Samsung Electronics
- a global leader in the manufacture and supply of innovative electronics solutions
- which in turn is part of the Samsung Group, one of the world's largest companies
with global turnover exceeding $100 billion and more than 170,000 employees.

With a proven pedigree in the manufacture of electronics for commercial and
domestic applications, an annual R&D budget of over $2 billion, and 63,000 staff
committed to the development of fixed and wireless communications, Samsung
is at the forefront of delivering converged voice and data technologies including
Voice over IP, WAN integration and SIP.

Samsung Electronics' core strategy continues to be to maintain leadership in
the digital convergence revolution with the mission to bring innovation and digital
technology to all products in ways that will make life easier, richer, and more
enjoyable for all generations and all customers.

Samsung's expertise in communications and digital technology, combined with
a strong commitment to international sport, has made the group a Worldwide
Olympic Partner - providing state-of-the-art equipment and playing a vital role
in the Olympic experience of billions of people across the globe.

With this backing, Samsung Business Communications is perfectly placed to
exploit the convergence of telephony and IT services, and provide organisations
with cutting-edge communications solutions.

OS7200 overview/A/0605

WORLDWIDE OLYMPIC PARTNER

Wi-Fi Ready

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New Economy. New Competitive Edge.

You are at the heart of a revolution. You are witnessing a total transformation in the way you work. A new economy is evolving fast before your eyes. And if you're part of an organisation which is effectively harnessing its human capital and knowledge base, then you are set to gain a decisive advantage over your competitors. Collaboration is the key.

To succeed in the new 'Customer' and 'Knowledge' based economies, there has to be collaboration between individual employees, all internal departments, suppliers and, where appropriate, routes to market.

We're in an age when cost control is paramount. It's why more and more organisations are reviewing their activities and out-sourcing their non-core functions, in order to reduce overheads and focus resources on their core business.

As a result companies are now using the widespread availability of broadband to make use of the pool of talent regardless of their proximity to the company's premises. This trend towards home working or Telecommuting, is enabling organisations to tap into a new pool of highly skilled employees that are either unable or reluctant to commute. Telecommuting has opened up not only a new pool of employees to chose from, but has also enabled companies to reduce travel costs, cut-down or eliminate commuting time, and trim down office space costs.

Additionally, Telecommuting is helping to reduce traffic congestion, which will help in cutting down on emissions, whilst enhancing quality of life for the employees. The combination of these effects has increased employee productivity, enhanced employee retention, and has helped to reduce operational costs significantly.

'Location Independence' is the pre-requisite for successfully achieving these objectives. This means employees must be able to have access to their desktop applications, regardless of their location. Access to the business systems including fully-featured voice capabilities is imperative in this type of working environment. Employees require access to their corporate voice features, Customer Relationship Management (CRM), Process Management and control. IP-based communication platforms are the only way technically to deliver the above requirements.

At Samsung Business Communications we believe that this evolution of business into a 'Virtual Enterprise' has been the real driver for the convergence in business communications.

## The OfficeServ 7200 - The Heart of Your Communications Network

The OfficeServ 7200 Converged Communications Server has been designed to deliver advanced voice, data and wireless communications in a single platform. Businesses can deploy OfficeServ 7200 to build sophisticated telephony applications, secure data-communications infrastructure and policy-driven networks.

OfficeServ 7200 with its comprehensive range of features and functionality, offers an effective, affordable solution for any organisation. So, whether you are a small office, a head office or a branch of a larger organisation with a need to take advantage of cutting-edge solutions, the OfficeServ 7200 becomes the heart of your communications network.

What It Means For Your Business - The OfficeServ Advantage

- **Location Independence:** Mobile and home working solutions let you attract the best people without losing control and employees are more productive and better connected - Improved productivity for your business

- **Multi-site Applications:** Your business applications work across all sites - informal call centres work as a single cohesive unit, operators and supervisors can monitor and assist a dispersed virtual team - Teams are more Productive

- **Control Costs:** Install and manage remote sites without leaving your office, implement centralised cost tracking, security alerts and departmental billing - Reduce the Total Cost of Ownership

- **High-end Features:** OfficeServ makes deployment simple, without sacrificing features and functionality for your mission-critical business applications: Security systems, policy management and advanced telephony - Change without compromise

- **With a system you can grow:** Samsung's building block approach to converged communications allows you to start with a single site and grow the system in line with your business - Protect your investment
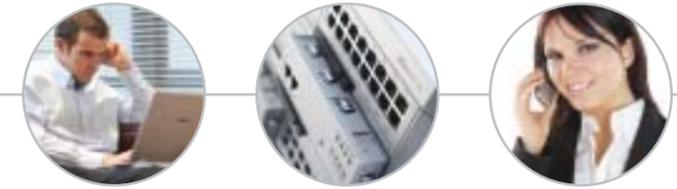
OfficeServ 7200 - Features

OfficeServ 7200 allows you to improve your productivity while reducing operating cost using the following key solutions:

- **Data-Communications Connectivity**
- **Policy Managed Networks**
- **Systems Security**
- **Fully-featured Enterprise Telephony**
- **Wireless Mobility**
- **Virtual Call Centre**
- **Messaging**
- **Hospitality**
- **Desktop Productivity Applications**

Data-Communications

By combining sophisticated voice and data connectivity, the OfficeServ 7200 delivers a converged communications platform for all your business applications. So, whether you need connectivity within a single building, or to the Internet, or you are linking multiple sites, the OfficeServ 7200 combines all the connectivity and advanced features your business requires.

- WAN interface module: Resilient multi-port router
- LAN Interface Module: Layer2/3 Ethernet switches

Policy Managed Networks: Pre-configured QoS for converged voice and data. With many years experience in providing converged solutions, Samsung has designed the OfficeServ 7200 to deliver crystal clear voice quality no matter which type of telephones are deployed. The system is pre-configured so that by default, voice traffic is handled in real time. This means installations can be done without worrying about complex configuration rules. More sophisticated users can employ the powerful management interface to build policy-based networks, allowing System Managers to control how limited resources like WAN links are allocated to specific applications and users.

Firewall and Intrusion detection: OfficeServ 7200 is delivered with a sophisticated rules engine for detecting and preventing attacks on your valuable business assets. Intrusion Detection/Prevention provides valuable statistics and alerts concerning all inbound and outbound communications. The OfficeServ 7200 also has the ability to host securely your company's Internet services like web servers, database applications and email without compromising security.

VPNs: Security is a key concern when communicating over the public Internet. OfficeServ 7200 supports Virtual Private Networks (VPNs) so you can securely link multiple sites or extend the reach of your network to include home workers and mobile employees. Samsung's IP telephones include this VPN technology in order to make deployment as easy as possible. This feature keeps costs to a minimum and allows you to deploy home worker solutions without the complexities of additional VPN devices.

Mobility - The Virtual Enterprise Becomes Reality

IP solutions delivered by Samsung will enable users to work seamlessly from home, office, hotels, or on the move. 'Location Independence' is the vital part of making the 'Virtual Enterprise' a reality. Using OfficeServ 7200, we can deliver the user's desktop anywhere in the world, so long as there is access to a high-speed IP infrastructure such as broadband.

The Samsung OfficeServ supports the full range of standards-based premises wireless solutions, including the latest generation of converged Wi-Fi Access Points and terminals. This enables users to take their extensions with them whilst away from their desk, so that no calls are missed. Additionally, they can work from anywhere in the office whilst retaining their data connection to the corporate network.

Hot-desking allows users that regularly work from different locations to move their extension to any desk within the network, whilst retaining their DDI numbers, voicemail access, and class of service.

By providing a Windows-Based Softphone, 'Road-Warriors' who regularly work away from the office such as Hotels, Airports, etc. can enjoy the full functionality of their normal deskphone whilst on the move. By using IP services from hotel rooms, airport lounges and Wi-Fi hot-spots, users can be contacted by their colleagues, have access to their voicemail, be in touch with their customers via their normal DDI, and can make calls via their OfficeServ at a fraction of the normal call charges.

The Next Word In Advanced Messaging

During the last decade, basic functionality of voicemail has become increasingly popular, as users have identified the efficiency gains from taking accurate and timely messages from their customers.

OfficeServ messaging solutions can enhance the standard voicemail functionality by intelligently routing callers. Greetings and call-routing can be changed according to time-of-the-day, day-of-the-week, CLI, and DDI, which means they can be customised for callers, users and groups.

With 'follow-me' facility, users can instruct the system to try their alternative locations, so that the system can attempt to put calls to their mobile, home, or any other alternative number. Should the call fail to be answered, it can then be routed to the voicemail so that the caller can leave a message.

Voicemail messages can be converted to email files and transferred to the corporate email server. This allows users to access all their messages regardless of the original medium used. This also enables users to copy, forward or store messages on their laptop or PC for future reference.

```
       3 NEW MSG
    WED 20 JUN 16:43
```

Message waiting indication

```
    06/20 16:35
    REW PAUSE FF >
```
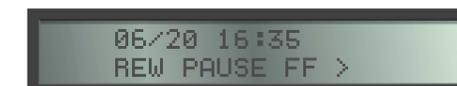
Control and listen to messages using on-screen prompts

```
    RECORDING 02:16
         PAUSE
```

Record telephone conversations or personal memos

```
    IN VOICE MAIL
    MONITORING MODE
```

Listen to caller leaving message before choosing to pick up

CRM - The Edge In Customer Service

At Samsung Business Communications we believe that every organisation relies on customer service to differentiate and gain competitive advantage.

Despite the rise in the number and the popularity of Internet transactions, customers prefer voice for real-time communication and, where there is a need, for immediate response. Therefore, voice applications continue to be the most important route for your customers to contact your organisation. They form the critical component of any CRM solution that aims to be truly appealing to customers.

OfficeServ can make call routing decisions based on the CLI or DDI number dialled. It can then decide on the most skilled person or group of people to handle the call, assign priority and warn the recipient of the nature of the call by displaying a message on the user's terminal.

Additionally, Samsung CMS can measure and report on Service Levels achieved, activities, and response times both real-time and historically. This enables organisations to identify bottlenecks, areas of potential problem, forecast resourcing and measure effectiveness of teams and individuals.

Samsung CMS already supports IP Agents, making home worker Agents and Remote Agents a reality by measuring activity levels and providing productivity reports. This enables Call Centres to extend their employee and skills pool to part-timers, working mothers, and people with special needs. Additionally, with minimal costs Call Centres can now offer 'Follow-the-Sun' and 'Multi-Lingual' services by using IP Agents with ADSL connectivity, whilst supervisors can continue to use the monitoring and reporting power of the CMS package.
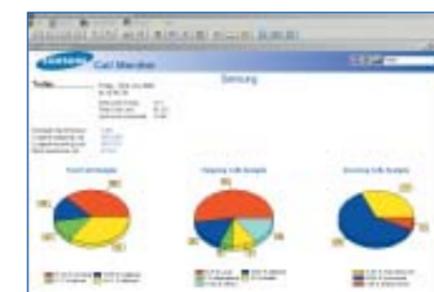
Top Developments In Desktop Efficiency

In order to encourage users to use the maximum functionality
of OfficeServ, Samsung Business Communications has developed
a full range of intuitive Windows-based applications.

OfficeServ Operator enables users to quickly and efficiently find
and transfer incoming calls to extensions at any site. A mixture of
comprehensive Extension Status, Dial-by-Name, Speed Dials,
and Incoming Source Keys makes OfficeServ Operator intuitive
and easy to use.

OfficeServ EasySet is a Windows Browser application that enables users
to customise individually their extensions without the need for extensive
training or reference to the system manager. Features such as Extension
BLF, Divert Target, Divert Condition and Personal Speed Dial can be easily
changed by a simple point-and-click.
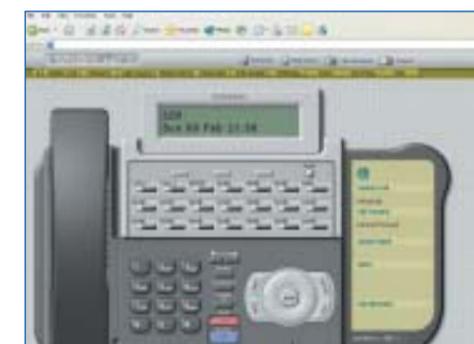
OfficeServ Call is a Windows call management application providing
simple point-and-click access to the full range of advanced call handling
features of the OfficeServ system. OfficeServ Call can interact with a range
of TAPI-based applications such as Outlook, to provide productivity
enhancing functions such as dialling from Contact List, Screen Pop,
Missed Calls, and also acts as a Personal BLF for the users.