



imagine unified communications...





# The OfficeServ 7000 Series

## The smarter way to do business

**The way we work is changing. Staff mobility is increasing and with it the need to find more efficient and cost-effective ways to stay in touch. Because those organisations that can successfully harness their people and knowledge assets will gain a decisive advantage over their competitors. The ability to collaborate any time, any where is now key.**

'Location independence' is a pre-requisite for business success. That's why many companies are now using the widespread availability of broadband to access a pool of outsourced, home working or telecommuting talent that is physically remote from the company's premises. But in the modern working environment all employees should be able to access their desktop and corporate applications as well as fully-featured voice capabilities regardless of their location. And IP-based communication platforms are the only way technically to deliver that.

### Virtually brilliant

At Samsung, we believe that this evolution of business into a 'Virtual Enterprise' has been the real driver for the convergence in business communications. As a result, our OfficeServ 7000 Converged Communications Servers have been designed to deliver advanced voice, data and wireless communications in a single, secure IP platform.

Using the comprehensive range of features and functionality incorporated within the OfficeServ 7000 range of systems, businesses can deploy sophisticated and fully unified telephony applications, secure data communications infrastructure and policy-driven networks. So, whether you are a small company, a branch/head office or a large organisation operating multiple sites, OfficeServ 7000 servers offer an effective, affordable and highly scalable solution to improve collaboration between employees, internal departments, suppliers and even customers.





## What it means for you

The modular design of the OfficeServ 7000 platforms means that there is a solution with the same functions and features for every size of business. The OfficeServ 7100 is designed specifically for the small to medium sized company or satellite office, supporting up to 32 extensions and a maximum of 30 trunk lines with analogue, digital or IP extensions. The OfficeServ 7200 is designed for medium sized organizations and the OfficeServ 7400 for large configurations requiring fully converged communications. However, they use the same interface modules so that they can be combined for site sizes from 4 to 480 extensions all with the same applications, handsets and management interface.

Whichever system you choose you will still benefit from the same key benefits:

### **Location Independence**

It is easy to enable mobile and VoIP home-working. This provides your business with the greatest flexibility while maintaining control of employees and costs. As a result people in the company are more productive and better connected – meaning overall improved productivity for your business.

### **Multi-site applications**

Your business applications will be accessible across all sites ensuring that teams are more productive, allowing informal call centres to work as a single cohesive unit, and enabling operators and supervisors to monitor and assist a dispersed virtual team.

### **Cost control**

You can install and manage remote sites without leaving your office and implement centralised cost tracking, security alerts and departmental billing – reducing the total cost of ownership.

### **High-end features**

OfficeServ incorporates a range of advanced features to support your business applications including enterprise class data capabilities that provide on-board IP security, policy management and VoIP Quality of Service. In addition, our system provides an all-in-one solution for all Tele-workers voice and data requirements.

### **Flexibility and scalability**

Samsung's building block approach to converged communications means you can deploy a combination of IP, digital or analogue connectivity throughout your operation to suit different requirements. The OfficeServ 7000 Series ensures scalability and interoperability between systems, so you can start with a single site and grow the system in line with the needs of your business – maximising the return on your investment.





# Terminals

## Communicate in style

**With true voice and data convergence a reality and IP telephony on the rise, you can now stay in contact wherever you go. Samsung's range of handsets and other User-End-Points offer a wide variety ergonomically designed terminals, suitable for use in the office, at home or in any wireless-enabled location, such as a hotel or other office.**

Stylish and easy-to use, each handset is designed to maximise the benefits of the system's functionality - and to give users the appropriate feature set and access levels for their individual needs. Whether that is a simple telephone, Wireless, Softphone or a fully-featured handset with LCD display and programmable functions.

Selected Samsung handsets are available in either Digital or IP configuration, providing identical features and functionality to the user. That means that users have indistinguishable functionality and access to system, whether they are connected as traditional keysets, IP devices on the network infrastructure or remotely via external data connection, such as DSL.

**As technology advances, you can be sure that Samsung will be at the leading edge of the revolution, keeping your business ahead of the game.**

### **Innovation on the desktop**

By integrating Samsung's state-of-the-art communications technology into the 5000 Series handsets, your desktop can now become a multi-functioning, converged workstation.

The application of Digital and IP technologies means Samsung can truly unite communications within any organisation across LANs, WANs and the Internet. With shared features and functionality, the flexibility of SIP compatibility plus a common look and feel to every terminal.



Large display makes the phone easy to use



DSS Operator Console



Traditional key and lamp working

### Simple and Stylish

Samsung 5000 series display handsets feature a 32-character, 2 line scrollable LCD screen to display call information like Calling Line Identification (CLI, who is calling) and Direct Dialing Inward (DDI, which may indicate why they are calling). The LCD also helps the users navigate effortlessly through the systems features.

In addition, display handsets incorporate programmable soft keys with tri-coloured LED status indicators that can be used for speed dialling, as well as one-touch feature access keys and traditional 'Key & Lamp' working. Optional add-on modules can also be assigned to compatible handsets, creating 64 additional soft keys.

Or you can choose Samsung's standard Digital and Analogue handsets, as a cost-effective alternative for staff who do not require high access to system features. Ensuring everyone has their own point of contact and individual extension.



Wide choice of phones and features

### Flexibility to Expand or Change

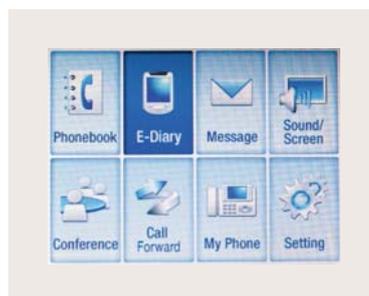
The OfficeServ 7000 series provides on-going flexibility to meet the needs of future expansion, moves and changes. Adding more phones or moving people around to new extensions is all quick and easy whether that's within the office, at another office, away from the office or while working from home.



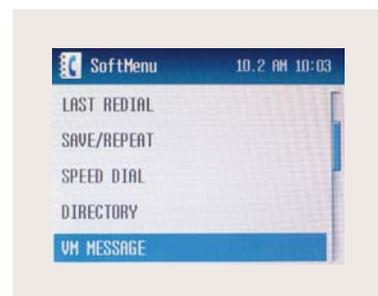
Message waiting lamps advise if voicemail has been received



Personal speed dial



Phone Menu



Feature Keys



# Enhanced Applications

## Optimising operational effectiveness

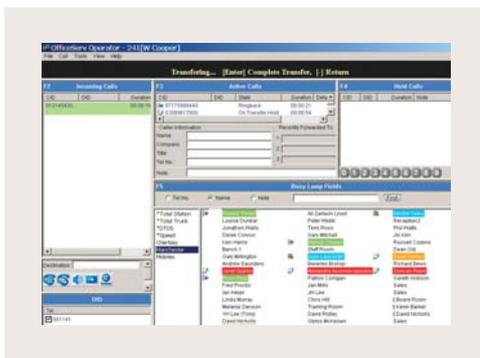
**Generating the best value out of your people and assets is key to business success. And that means automating routine procedures and cutting out wasted effort in order to free up resources to work on higher value activities.**

Samsung's communication platforms are designed to enable enhanced productivity through the use of a range of value-adding applications:

### Phone and Desktop integration

In order to encourage users to use the maximum functionality of OfficeServ, Samsung 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.

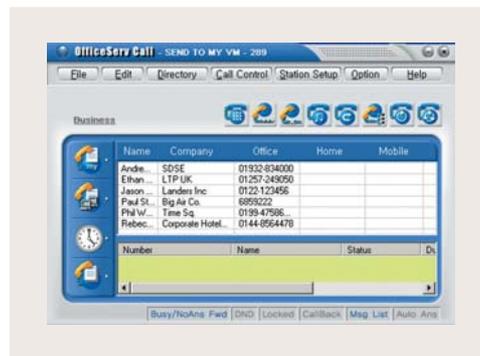


**OfficeServ EasySet** is a Windows Browser application that enables users to customise individually their extensions without the need for extensive training or reference to the system

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.



# Mobility

The 'location independence' of Samsung's wireless phones enables users to work seamlessly from home, office, hotels or any other wireless-enabled location. Using OfficeServ 7000, 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, making the 'Virtual Enterprise' a reality.

OfficeServ supports the full range of standards-based premises wireless solutions, including the latest generation

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 while out of the office. 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.



of converged Wi-Fi Access Points and terminals. This enables users to take their extensions with them while away from their desk. WiFi functionality means that both voice and data communications can be maintained along with connection to the corporate network all wirelessly bringing real flexibility to the working environment.

DECT handsets enable workers to maintain voice communications as they move about the premises or site. This is ideal for people on the move or who do not operate from a desk much of the time.

The use of Mobex allows mobile GSM phones to become an integrated extension of the telephone system. Calls can be made or received on the mobile via the OfficeServ, they are routed instantly and treated just like a regular extension in the office.

'Out of Office' no longer means out of touch.





# Enhanced Applications

## **Voicemail**

During the last few years the 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 this functionality by integrating voicemail with e-mail, providing Auto Attendant to answer and direct callers or intelligently routing callers or fax messages. Greetings and call routing can be changed according to time-of-the-day, day-of-the-week, CLI, and DDI, so that greetings and call routing can be customised for callers, users and groups.

## **Call centre functions**

Customer access to the right people in the organisation at the right time can make or break deals, especially in smaller companies the role of each person is more crucial. But whatever the size of the organisation or department, OfficeServ's call centre type functions are designed to streamline the management of incoming calls:

### **ACD (Automatic Call Distribution)**

OfficeServ can make call routing decisions based on the Caller Line Identity or DDI number dialled. It can then decide

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With the 'follow-me' facility, users can instruct the system to try their alternative locations, so that the voicemail 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 e-mail and transferred to individual mailboxes. 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. It is also possible, with the press of a button, to record an on-going telephone conversation to your voicemail box.

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.

### **CRM (Customer Relationship Management)**

Despite the rise in the number and the popularity of the Internet transactions, customers prefer voice for real-time communication, especially 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 and should form the critical component of any CRM solution that aims to delight customers.

### CMS (Call Management Software)

Samsung CMS delivers a range of software-based applications that create real business benefits by maximising your investment in staff, communications and IT. Providing real-time, accurate data and analysis on system, department and user call activity you can make rapid and informed decisions on resource allocation to:

- Increase staff efficiency
- Reduce costs
- Improve customer service.

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 and potential problem, forecast resourcing and measure the ongoing effectiveness of teams and individuals.

Samsung CMS solution also 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 our IP agents with ADSL connectivity, while supervisors can continue to use the monitoring and reporting power of the CMS package.

### Call recording

The recording of communications with customers, suppliers and partners is not only important to help you analyse and improve operational efficiency and performance, it is also increasingly important for

compliance with corporate governance regulations, such as Sarbanes Oxley and Basel 2. CMS VR can be used to securely record and store copies of all conversations so that they can easily be retrieved and replayed at any point in the future either for training purposes or to clarify exactly what was discussed.

It can be deployed as a stand alone solution or fully integrated with Samsung CMS to provide a complete management and call recording solution, so that storing, finding, playback and archiving of calls is just a click away.

### Hotel services

Samsung's Hotel software is designed for use by hotels and similar establishments that operate an OfficeServe 7000 system. The software is managed through display keyphones and allows the manager and front desk staff to check guests in and out, enter items for billing, add credit payments, set wake-up calls, check the status of rooms, print bills and carry out other tasks that are a routine part of daily administration. Samsung's SPA Hospitality application package is an ideal stand alone solution for smaller hotels or guests house or to provide an integrated solution for larger hotels using their own 'front of house' software.





# Data Networking

Unifying communications - simply and safely

**By combining sophisticated voice and data connectivity, the OfficeServ 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 combines all the connectivity and advanced performance and security features your business requires:**

**Policy Managed Networks:** Pre-configured QoS for converged voice and data. With many years experience in providing converged solutions, Samsung has designed OfficeServ 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 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. OfficeServ 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 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.

Switching	LIM* (+WIM)	PLIM
IEEE 802.1Q (Tag based VLAN'S)	•	•
IEEE 802.1p (QoS)	•	•
IEEE 802.1x (Layer 2 access control)	•	
IEEE Ethernet 802.3	•	
IEEE Fast Ethernet 802.3u	•	
IEEE 802.1d (Spanning Tree)	•	
IEEE 802.1af (PoE)		•
Layer 3 Routing	•	
Switching Capacity (min/max)	3.2/25.6 Gbps	
Multicasting (IGMP Snooping)	•	
VLANs	32	
Port Mirroring for troubleshooting	•	
IGMP Snooping (Multicast)	•	
CLI (Command Line Interface)	•	
Web management interface	•	
SNMP (Network Management) MIB II support	•	

Router	WIM	GWIM
RIPv1	•	•
RIPv2	•	•
OSPFv2 (Open Shortest Path First)	•	•
PPP	•	•
PPPoE	•	•
IP Multicasting	•	•
HDLC	•	•
Frame Relay	•	•
10/100 base T interface for connection to Internet	1	
10 base T interface for connection to Internet	1	
10/100/1000 Tx/Lx/Sx interface for connection to Internet/LAN/DMZ		3
V.35 interface (T1/E1)	1	
V.35 interface (T1/E1)		1
HSSI interface (T3/E3)		1
Network load balancing		•
Transparent Failover		•
DHCP Client and server/relay	•	•
SNMP (Network Management) MIB II images	•	•
WFQ (Weighted Fair Queue)	•	•
IP Precedence	•	•
Inter-VLAN Routing	•	•
Command line configuration	•	•
Web configuration interface	•	•
Network Analysis	•	•
CHAP/PAP across WAN links	•	•
IGMPv2	•	•
NAT/PAT	•	•
NTP support	•	•
Application Layer Gateway (ALG)	•	•
IEEE 802.1q QoS	•	•
Inter VLAN routing		•
RTP Priority queuing		•
Number of VPN tunnels	50	1,024
IPSec	•	•
DES	•	•
3DES	•	•
ESP (Extended Services Processor)	•	•
MD5		•
AES		•
RSA		•
X.509	•	•
X.509v3		•

Firewall	WIM	GWIM
Replay attack detection/prevention		•
Intrusion Detection	•	•
DoS detection/prevention	•	•
DDoS detection/prevention	•	•
Access List security	•	•
URL/IP Filtering	•	•

# Case studies Delivering tangible benefits



## **Samsung OfficeServ delivers genuine savings for world-leading international sporting events agency**

*"When we set up temporary offices, the Samsung solution self-declares on the network and we are up and running in minutes, which is fantastic. It has made significant cost savings in call charges and operating efficiency."*

**Ian Oliver - IT Manager, Byrom plc**

### **Key business benefits:**

- Inter-site communications are free of charge using IP telephony over the existing data network, delivering genuine cost-savings for the business
- Communications capability between the head office and overseas sites has been dramatically improved
- Virtual office set-up at sporting locations has become significantly less complex
- Message handling has become far more efficient as all emails, voicemails and faxes can now be accessed in real time, thanks to the implementation of Unified Messaging
- Fluctuating demand for capacity is now easily handled due to the flexibility and scalability of the OfficeServ system
- Remote users with IP phones or IP softphones have full system feature transparency.

## **Doctors.net.uk gets the right treatment with new Samsung OfficeServ 7200**

*"The new system is very easy to manage using the Samsung administration tools, which is a definite benefit for me. We were also able to save money by re-using existing digital handsets where possible. It is great to know that we can upgrade to VoIP should we choose to do so and that we have the future capacity that we need."*

**Craig Gilchrist – IT Developer, Doctors.net.uk**

### **Key business benefits:**

- Increased capacity and more DDIs as required
- Option to upgrade to VoIP capability at a time that is appropriate for the business
- Ability to re-use existing digital handsets to reduce cost
- Company wide voice-mail
- Improved call distribution and management for the technical helpdesk team.

## **Samsung helps 'legal eagles' to soar even higher with multi-site IP communications solution**

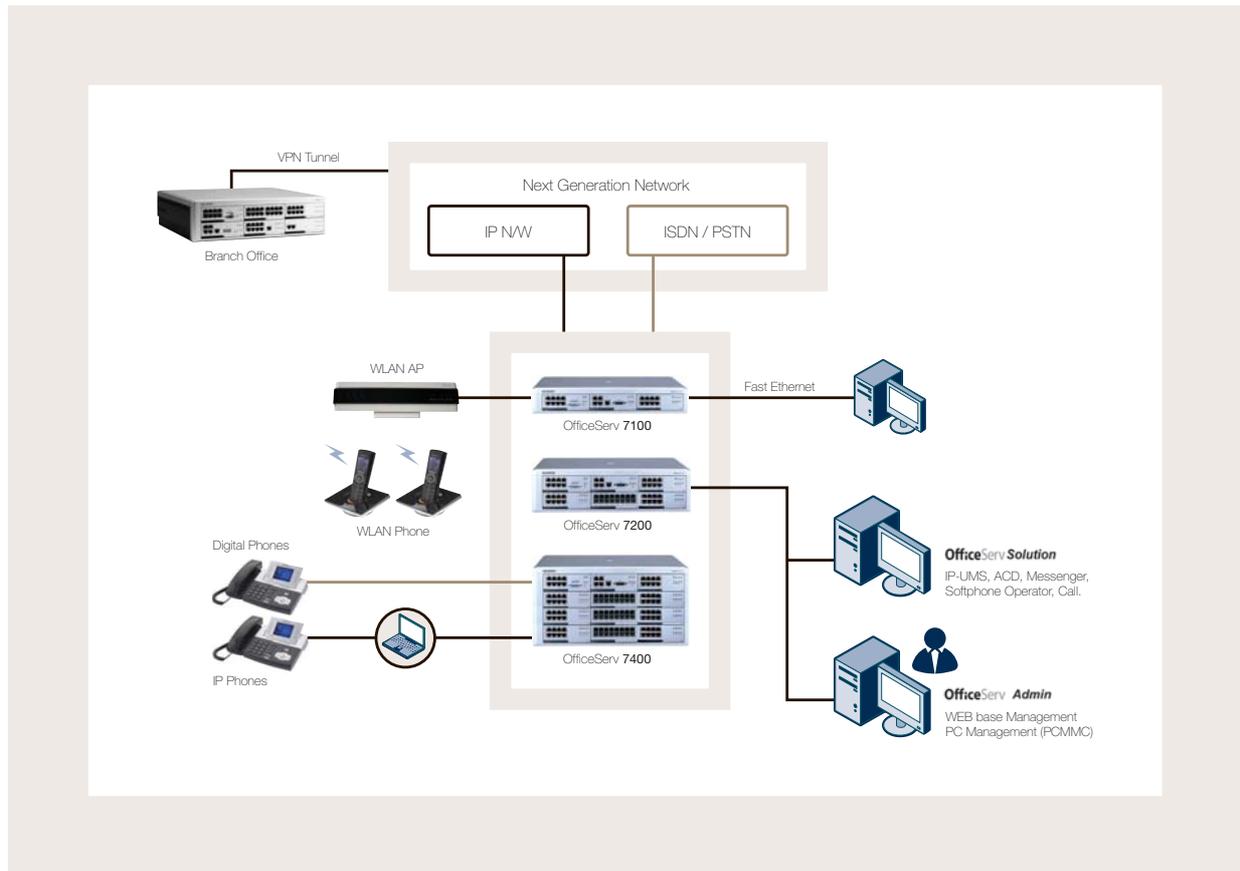
*"The Samsung OfficeServ has enabled fee-earners and support staff to work smartly regardless of whether they are in the office, at home or on the move. We believe we now have a communications system which can grow with us as a business, helping us to provide the quality of response that our clients expect."*

**Kevin Tonner - IT Director, BPE**

### **Key business benefits:**

- Free inter-site calls across the IP network, as well as to and from mobile and home workers.
- Supports links to BPE's CRM software package and to their internal time recording software
- All enhanced features are available to office-based, home-based and mobile users
- Significant cost-savings generated by retaining existing handsets and so minimising user training requirement
- Ability to have just one centralised operator, managing incoming calls across all three sites
- Detailed reporting enables all calls to be analysed and monitored on a daily basis.

# OfficeServ Overview



## Summary

- Flexible and multiple deployment of IP, Digital and Analogue connectivity
- One OfficeServ operating system with a common range of terminals and applications
- Easy deployment of VoIP tele-workers
- Enterprise Class Data Capabilities
- Sophisticated Call Routing and Call Centre functionality
- Selection of mobility solutions to suit and support different business models
- Integrated voicemail server with unified messaging, e-mail and fax integration
- Web Based User Management System – EasySet – everybody gets the best from their phone
- Integrated applications for Call Management Reports, Call Recording and Hotel solutions



Samsung Electronics (UK) Ltd,  
Samsung House, 1000 Hillswood Drive  
Chertsey, Surrey KT16 0PS

Tel: 01932 45 5000 Fax: 01932 875030  
[www.samsung.com/uk](http://www.samsung.com/uk)