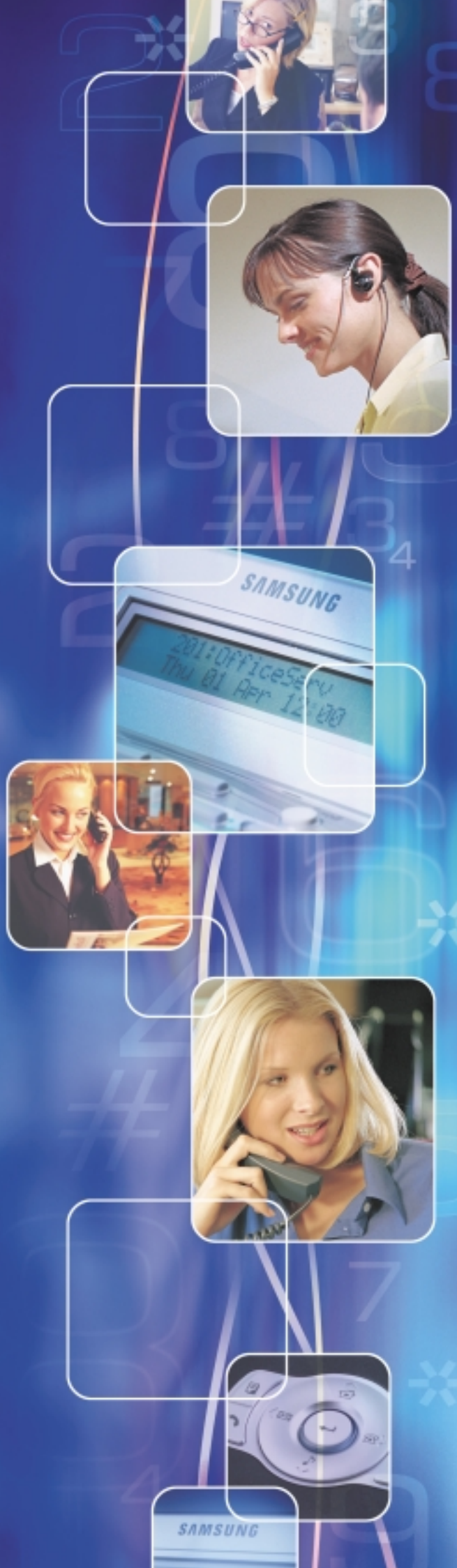


Samsung OfficeServ

– Enterprise IP solutions

Enterprise IP solutions



Welcome to the world of convergence

Communication is the driving force behind any organisation and your telecommunications infrastructure is the key asset in providing resilient and effective connections to the outside world.



Samsung OfficeServ solutions have been designed specifically to provide the power to handle any task, creating a tailor-made solution that utilises the latest Internet Protocol (IP) applications hand in hand with the intelligence and stability of more traditional telecoms technology.



With a comprehensive range of features and functionality, the Samsung OfficeServ offers an effective, affordable solution for any organisation – whether you are a single-site office, school, hotel or retail outlet or a multi-site organisation wishing to take advantage of converged networking technologies.

Flexibility and reliability

Communication now means much more than making and taking calls. It is now possible to access and share voice, fax, video and data through solutions that create a synergy between voice and data networks to open up a host of business opportunities.

Flexibility is a key feature of the OfficeServ range, offering you the benefit of a bespoke solution to meet the individual needs of medium and large-sized businesses and organisations. Incorporating IP and enhanced Networking technology, OfficeServ solutions can support up to 600 extensions – 360 physical and 240 IP – with the ability to link systems across multiple sites.

In addition, a range of ergonomic handsets is available for the OfficeServ to provide for each user's precise needs – from making and receiving calls, forwarding and paging, to simple navigation through the system's extensive list of features.

Investing today for your future

With a modular architecture that allows cost-effective, incremental expansion you can rest assured that your OfficeServ solution be upgraded to offer more services as your needs evolve.

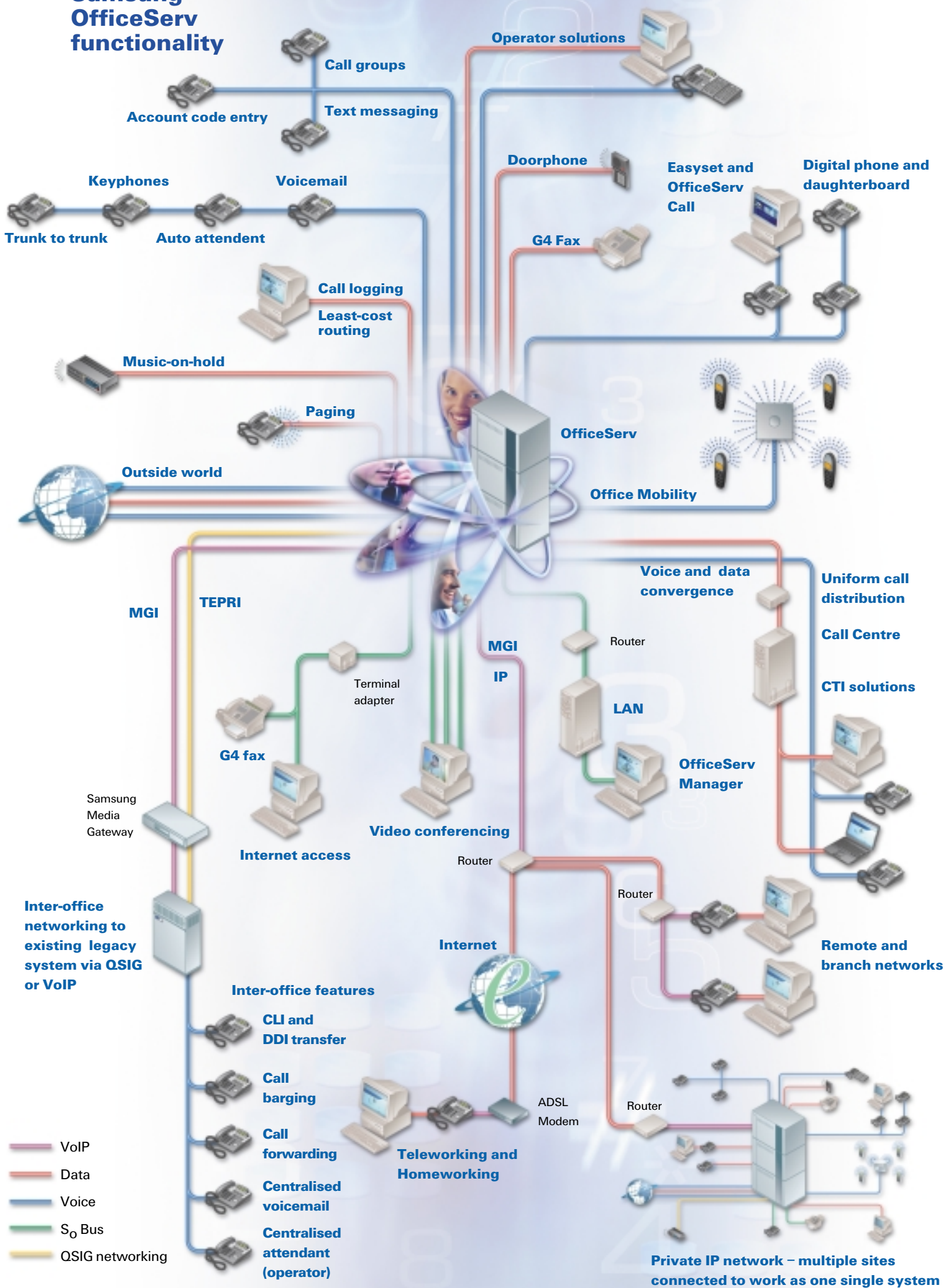
The OfficeServ platform can also ensure users of Samsung #DCS and DCS solutions can preserve and develop their IT investment, as it allows a high proportion of the current hardware and handsets to be migrated into a new OfficeServ solution.

For those existing users who require an expansion in capacity or services, the OfficeServ offers an extremely cost-effective and flexible solution with a wider range of features and functionality whilst retaining a familiar look and feel.

Maintaining Samsung's pedigree in the manufacture of commercial electronics products the OfficeServ continues to be recognised as a market leader, most recently receiving the award for 'Most Innovative Product' from independent communications industry experts.



Samsung OfficeServ functionality



Advanced communications at your fingertips

A host of sophisticated standard and optional features are available for the OfficeServ to ensure that you maximise the potential of your communications solution.

With simple access to features via desktop terminal or PC applications each individual user can quickly and easily reap the benefits of the OfficeServ's comprehensive functionality.



Caller identification – talking numbers

Utilising the power of ISDN technology, the OfficeServ enables you to log and manage multiple incoming CLI and DDI numbers, and offers the opportunity to transmit or restrict the outgoing CLI of individual extensions.

As well as displaying the number of incoming callers, OfficeServ can also associate incoming telephone numbers with names from the system's internal or external database so that the caller's name is displayed on the handset, enabling the user to know when your key contacts are calling. A simple keystroke will save a caller's number so that you can easily return their call, and you can quickly review calls that you have placed, received or missed.

During a call you may also add a new number to your speed dial list with scratch pad dialing. Simply enter the number and follow the on-screen prompts. Applying DDI functionality allows individual extension numbers to be name tagged and identified by linking the name displayed on the phone's LCD screen with the number the caller has dialled.

By combining CLI and DDI tagging, each incoming call can be managed appropriately on the basis of the incoming caller's details and the number they have dialled, which can be displayed simultaneously on the LCD screen. This helps your staff to provide more effective and faster responses to existing and prospective customers, for example, at a call centre operating on behalf of a number of organisations.



```
01616551100
800212/
```

Top line – caller's CLI
Bottom line – last 6 digits of DDI called



```
JOHN SMITHSON
627/SUPPORT
```

Top line – caller's name (from directory)
Bottom line – purpose of call

ISDN – faster, smoother digital connections

ISDN is the most cost-effective way of connecting your telephone system to the outside world. The Samsung OfficeServ supports Basic Rate and Primary Rate ISDN, allowing you to reap the functionality and cost benefits that ISDN delivers:

- Enhanced quality – immediate, high-quality connections give you better customer communications
- Increased functionality with the application of Calling Line Identification (CLI) and Direct Dial In (DDI) call tagging
- Cost-effective inter-office data routing
- Future-proof technology as ISDN protocol standards migrate
- Video and data networking – the high capacity of ISDN connections enables efficient video conferencing and cost-effective inter-office data transfer, ideal for e-mail, and internet access.



Traffic management – divert, transfer and conference with ease

Another key benefit of ISDN is the power of “trunk to trunk” functionality, which enables calls to be seamlessly and invisibly connected to another internal or external destination, ensuring that you and your staff are always in touch – wherever you are.

Calls can be diverted or transferred from one office to

another, a mobile phone or home number as easily as to the next desk, overcoming the problem of having different departments on different sites.

Conference calls between multiple locations are just as easy to set up and can vastly reduce the time and resource wasted traveling to and from meetings. The OfficeServ allows a

mixture of internal extensions and external callers to take part in conference calls with up to five callers able to come in and out of each conference as necessary.



ISDN

Uniform Call Distribution (UCD) – sophisticated call handling for any office

The unique integral UCD package, provided as a standard feature to all OfficeServ users, offers any working environment the opportunity to optimise the service incoming callers receive and maximise the efficiency of staff.

Calls can be distributed intelligently – using first in first out (FIFO) rules – to the first available agent within the group. This can minimise the length of time before a call is answered and ensure you keep an even flow of call traffic to all members of a group. If no extensions are free, the call can be held in a queue, while automated messages reassure them of prompt attention as soon as the next call handler becomes available.

The OfficeServ can serve up to 20 groups – each with a maximum of 48 agents, allowing calls to be recorded when necessary and giving agents time to complete administration before accepting the next call.

The OfficeServ can also provide incoming call statistics for a group or extension via the LCD of a display keyphone, giving supervisors a simple snap-shot of call traffic and activity to evaluate the performance of groups and agents for example:

- **Calls in queue**
- **Waiting time**
- **Agent status**
- **Average queuing time**
- **Total incoming calls received.**

This functionality is ideal for those departments that operate as an incoming call centre with groups or teams of operators with their own terminals – such as your accounts department, sales desk or response centre.

In addition the OfficeServ can also be configured to operate within up to six time zones so that callers receive an appropriate response and are then routed to the correct destination depending on the time of day, week or year they call.



```
005 calls in  
que now
```

```
longest wait  
time is 02:24
```

```
201: answered  
065 calls today
```

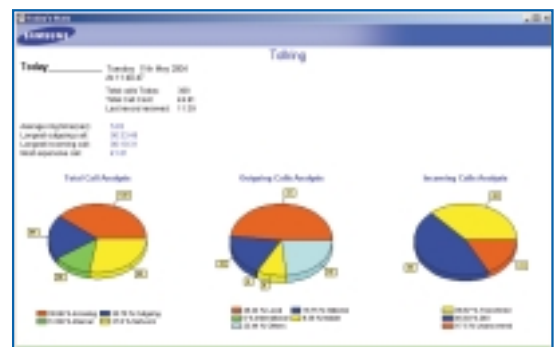
Samsung Call Centre Solutions – advanced call analysis

Specifically tailored for call centre environments, Samsung Call Centre Solutions offer sophisticated call management software which easily integrates with OfficeServ technology, providing a comprehensive breakdown of real time call information.



Up-to-the-minute, key call details can be displayed on discreet Windows desktop display or optional wallboards, to provide all staff with an easy-to-view summary of current performance rates of groups, extensions or DDI numbers – for example:

- **total calls received, waiting, answered or lost**
- **current longest waiting call time**
- **average and longest queuing time**
- **individual agent call handling activity**
- **average ring time before calls are answered**
- **average service time after answering**
- **individual /group call charges**
- **warning alarms set against call criteria.**



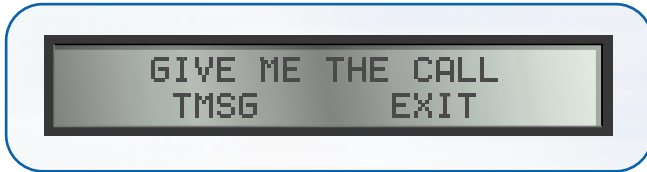
Through easy-to-view summaries or detailed management reports, group and extension activity can be analysed to give immediate evaluation of call traffic and operator efficiency.

This functionality ensures that you make the most of your communications resources throughout the day, monitoring and managing traffic capacity to ultimately enhance your customer service levels.

Text Messaging – easy as ABC

The OfficeServ can also allow pre-programmed messages to be sent and displayed on the LCD screen of display keyphones so that agents or their supervisors can continue to communicate whilst involved in a call.

In addition, individual operators can also leave their terminals with a station message so that any internal caller receives a text message showing the status of the operator (e.g. out to lunch, on holiday, send to voicemail, etc.)



Account Coding – greater cost control

To help you identify how your system is being used, departmental groups and operators can enter specific codes for incoming and outgoing calls to facilitate future analysis.

Coding allows you to allocate certain calls into groups or accounts so that the OfficeServ can provide a precise breakdown of calls made and relative costs chargeable for each individual account. An ideal feature for internal departments who make and receive calls on behalf of third parties.

Automated Attendant – your 24 hour receptionist

With the independent automated attendant option, or using the functionality available with integral Samsung voicemail systems, you can be sure that no call goes unanswered.

External callers are prompted by the automated attendant to dial for direct connection to the correct person, without the need for the receptionist to handle the call. However, if no extension number is dialled within a specified time the call will be automatically connected to the receptionist, or another specified extension.

The auto attendant can answer multiple calls simultaneously, even giving each call an individual greeting.

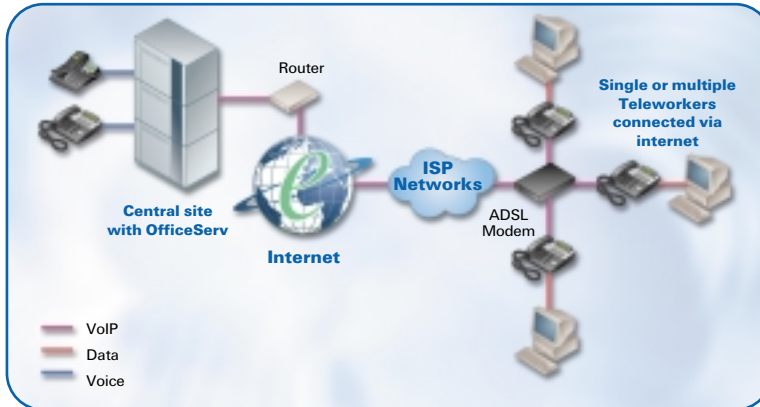
To provide even greater levels of service, automated attendant can also work in association with an optional voicemail system to ensure that incoming callers are never left hanging on the line.



Get connected – converged network solutions

The true power of the OfficeServ lies in its enhanced networking technology, offering your organisation a range of powerful options to link systems, share functionality, and exploit your existing data infrastructure.

Branching out with IP telephony

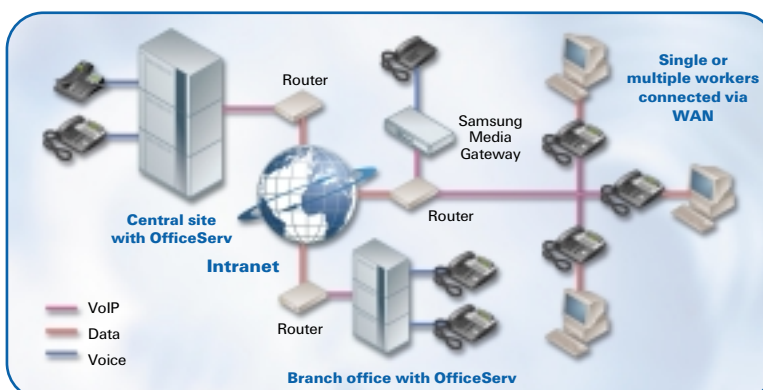


The internet is transforming the way we all operate, opening up a whole world of information and opportunities. The OfficeServ is at the forefront of this communications revolution, creating more effective applications with converged Internet Protocol (IP) technologies and reducing the ongoing costs of call traffic between linked sites.

Voice over IP (VoIP) vastly reduces communication costs by encoding your telephone and fax calls into Internet Protocol then routing them in the same way that data is sent – utilising spare bandwidth on existing data links.

However, OfficeServ IP solutions can offer much more than purely cost benefits. Using IP protocols including H.323, G.711 and SIP, the OfficeServ builds applications that share and can utilise the full functionality offered by the system whether it is an individual handset or an entirely separate office, creating one central solution that reaches every user.

With the ability to easily connect individuals and groups to the OfficeServ through any data connection in any location OfficeServ makes home, branch and multi-site working a simple reality.



QSIG networking

QSIG is an international, open protocol which enables compatible telephone systems to be linked across multiple locations to create a high level of feature transparency and efficiency. As such you can link the OfficeServ to existing legacy systems, so you don't necessarily need to invest in new technology across all sites.

Using QSIG signalling, the OfficeServ routes incoming calls between sites, for example a branch network across a region or territory. This enhances the customer service provided to incoming callers, with their calls being forwarded seamlessly to the nearest office and managed appropriately based on the CLI and DDI information of the call.

Multiple networked systems can also be programmed so that if an incoming call arrives at an office that has closed for the evening or a holiday, it will automatically be re-routed to another office which is open to take the call. This allows your organisation to have a live operator available to callers at all times so you never miss a call.

The OfficeServ also allows all users to benefit from the cost-effective sharing of selected features across the network. They can access centralised functionality – from simple call forwarding and transfers to advanced features such as operator services, voice mail, automated attendant and UCD across connected sites.



OfficeServ handsets – style and intelligence on your desktop

To help you and your staff take full advantage of the features of the OfficeServ a wide range of easy-to-use ergonomic handsets are available, giving each user the correct handset for their needs.

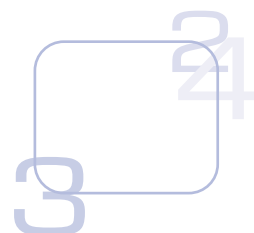
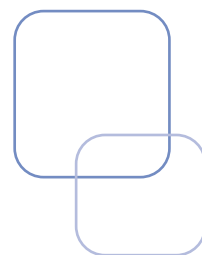
A choice of simple handsets or fully featured terminals with interactive LCD display and programmable functions put the power of the OfficeServ in the hands of every user to suit each individual application.

A host of features are available at the touch of a button, depending on which handsets you choose, such as:



- **CLI and DDI information** – so you can see who is calling you and what number they are calling in on
- **Context Sensitive Keys** – displaying which functions are available and giving access to the system's integral telephone directory
- **Speed Dialing** – from the handsets' programmable keys
- **Appointment Reminder** – to remind users of meetings and appointments
- **Redialing** – auto-retry, last number redial and save number
- **Call Forwarding** – if you are engaged, unavailable or out of the office
- **Call Pickup** – allows a group of extensions to answer each other's calls
- **Integral Paging** – internal and external paging without a costly, bespoke system
- **Daughterboards** – add an independent fax machine, modem, additional handset or cordless phone to an existing keyphone with its own extension number, without additional wiring
- **Conferencing** – the optional conferencing daughterboard allows you to connect up to 3 microphones to each handset to quickly and cost effectively create a conferencing module from any applicable handset.

Most existing keyphones and handsets may also be used by those organisations migrating to the OfficeServ from another Samsung solution, preserving their current investment. As the majority of system features and functionality have been designed to maintain a familiar and consistent operation with previous Samsung hardware the time and resource spent in educating users on the new OfficeServ solution can also be vastly reduced.





Each OfficeServ handset is presented as either a traditional keyphone or IP terminal with a common look and feel for the operator should they ever use an alternative handset. They can offer 7, 14, 21 or 38 programmable keys, LED status indication and

an LCD screen to display call and integral system information.

Specialised Navigation keys available with the OfficeServ handset range allow the user to quickly and simply steer through the system's integral menus and feature set. Call handling efficiency can also be improved, as call control is made much easier through single button call answer, transfer and completion.

In addition, the OfficeServ 12 button display handset has an enlarged LCD display opening up extra features to the user including:

- **On-screen busy lamp field display** – with one-touch fast dial for any extension in the system
- **Personal address book** – keep a full detailed list of your key contacts
- **Faster menu interrogation** – using the additional context keys and scrolling button
- **Calendar function** – with your own scheduler, alarms and world clock
- **Calculator** – using the handset as a numerical keypad
- **Text messaging** – allowing freehand text messages to be written and sent to any appropriate handset within the system
- **Personalised image display** – to make your phone your own.



Alternatively, Samsung's standard non-display handsets offer a more cost-effective solution for staff that do not require CLI or DDI information but nevertheless benefit from the call handling functionality offered by the OfficeServ, ensuring everyone has their own point of contact and individual extension.

DECT – the freedom of cordless technology

DECT (Digitally Enhanced Cordless Telephony) takes office telephony into new areas, giving your staff complete freedom to move around the office, while still being able to make and take calls. Samsung DECT Solutions integrate with the OfficeServ to provide an advanced range of features you would expect from a digital keyphone.

Up to 250 handsets can be registered and configured per system so that staff can stay in touch and manage their calls from anywhere in the building, benefiting from an array of sophisticated features, including:

- **65 Entry Phonebook**
- **Text Messaging between handsets**
- **Vibrate Alert**
- **LED indication of incoming and missed calls**
- **Call Barring Set Up**
- **Do Not Disturb and Conference Call Set Up**
- **Personal Call Log.**

DECT can be a real problem solver for companies with staff who need mobile communications at work. If your company has a large site or if your sales, warehouse or service staff carry mobile phones or pagers whilst at work, then DECT can improve their working efficiency and reduce the ongoing communication costs of your organisation.



Hot Desking – complete connectivity for roaming staff

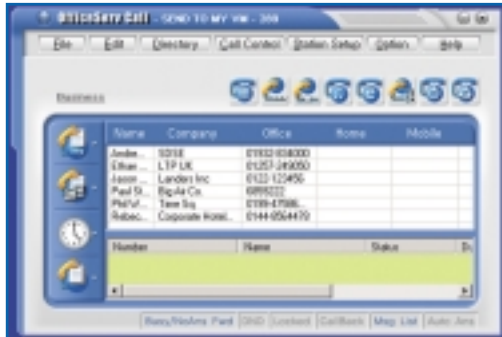
If members of your staff often work from different locations or departments within your office, then hot desking can be an invaluable tool. By entering individual access codes, users can move between different desks and even transfer their own personal features – such as access to voicemail, speed dials and pre-programmed functions – to the relevant handset.

For mobile members of staff, or occasions where you need to move a number of people around the office, hot desking is a simple and effective solution that keeps all your staff in touch and in control of their communications.



Get smart with your PC

Voice and data communications have never been more important to your success and with barriers between telephony and IT being



constantly eroded, the OfficeServ has been designed to maximise the benefits of Computer Telephony Integration (CTI) technology.

Samsung's CTI Suite is a simple-to-use and cost-effective tool that can improve the operation of almost any organisation, offering features such as screen popping,

PC-based telephone operation, message and contact management. Microsoft TAPI compliant, it is compatible with a wide range of industry standard software.

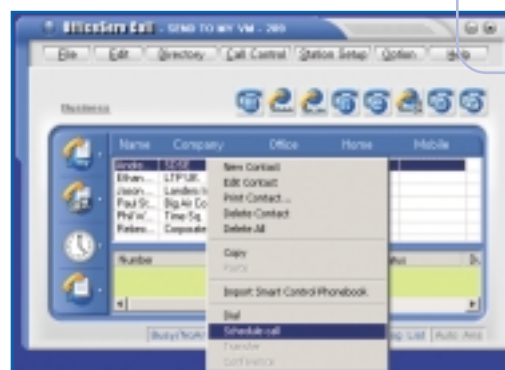
Maximising communications performance

With Samsung CTI, you can access and manage all the services of your handset from an easy-to-use Windows application on your PC. Functions such as on-screen dialing, call forwarding, tele-conferencing and speed dialing are all accessible at the click of a mouse.

No other phone system brings the benefits of CTI as cost-effectively, or as easily, as the OfficeServ. It downsizes CTI so that almost any organisation can experience its benefits – either individually or across your network so that your whole office can communicate more efficiently.

Enhancing customer service

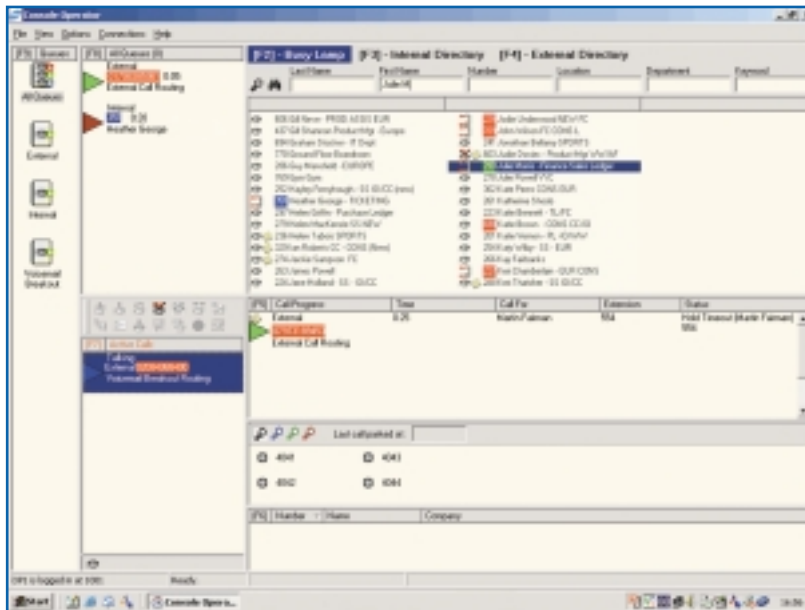
Samsung CTI Suite enables you to manage incoming and outgoing calls more effectively, with the ability to use your existing contact database as a central directory to schedule and log all call activity. Through real time sharing and maintenance of vital, up-to-the-minute customer information held on your files, CTI allows you to reap the benefits of faster and smoother call handling and present a more professional face to the outside world.



Samsung Operator Solutions – professional call control

First impressions count. So it is imperative that incoming calls are managed as professionally and efficiently as possible by your front line staff. That's why Samsung has developed PC-based operator solutions that make handling high volume call traffic as smooth and simple as possible.

Samsung Operator Solutions are fully integrated with your voice and data infrastructure to maximise the responsiveness of customers' first point of contact with your organisation.



With the simplicity of 'point and click' operation, or using the optional console keyboard, incoming and internal calls can be more effectively managed to their final destination using a variety of features including:

- **Busy lamp field indication** – to quickly view the status of each extension on the system
- **Extension information** – displaying details of diverts set and their destination
- **Departmental queues** – to help organise call traffic more efficiently and distribute calls to other operators
- **Conference call set up** – initiated by the operator in an instant
- **Notes facility** – a simple message can be added as a reminder before returning to a waiting caller and placing them through.

Providing the advanced functionality of the OfficeServ through the user's PC, Samsung Operator Solutions is an essential tool for people who manage high volumes of calls, and an invaluable application for any busy office.



Least-cost routing – reducing the ongoing costs of communication

The OfficeServ provides a comprehensive variety of management data, including cost reports and full details of inbound and outbound calls.

It can be programmed to restrict certain types of calls (e.g. premium rate, mobile or international numbers) helping to eliminate unauthorised telephone use and minimising bills. The comprehensive least-cost routing functionality can choose from up to 32 different call providers to ensure that the cheapest route is chosen for each call your staff make.



S₀ Bus – effective network connections

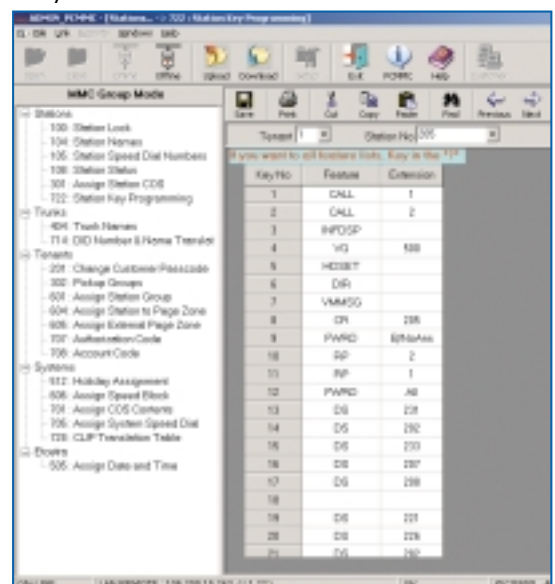
Samsung's S₀ Bus technology can be incorporated into your system to link networked equipment – such as PCs – through OfficeServ to the ISDN connection. This allows LAN users to transmit or receive information over a high-speed link, without the need for an additional ISDN line, and enables dial-in access to the LAN for remote users and employees at other offices.

Each S₀ Bus provides a transmission rate of 128kbit/s, which can be expanded by merging multiple S₀ Buses. This provides fast internet access, video and data communications. Bandwidth can be allocated directly to specific LAN users, or to a pool to be shared by users as and when required.

OfficeServ Manager – system supervision made easy

Using the optional remote access functionality, systems may be maintained and upgraded remotely to ensure that your system is in optimum condition at all times.

Samsung OfficeServ also allows selected administrative staff PC access to an intuitive windows-based administrator programming tool. Basic alterations to the system set up can then be made internally, helping you to more effectively manage and control the way your solution operates for your organisation.



Main system features

Account code entry
Authorisation codes
Auto Attendant
Basic Rate & Primary Rate ISDN
Call barring
Call Centre software
Calling Line Identification (CLI)
Chain forwarding
Computer Telephony Integration (CTI)
Conference calling
Conference splitting
DECT compatibility
Dial by name
Digital and analogue handset compatibility
Direct Dialing Inward (DDI)
Direct Inward System Access (DISA) with security
Direct Station Selection (DSS)
Directory of names and numbers
Distinctive ringing
Door entry facility
Group listening
Headset working
Hot desking
Hotel software (PMS integration)
Integral paging
Keyphone daughterboards
Least-cost routing functionality
Multiple music-on-hold sources
Number to name translation (CLI and DDI)
Off hook alarm
Outbound CLI
PC-based operator solution
Programmable functions
Programmed message display
Redialing functionality
Scratch pad dialing
S₀ Bus working
Speed dialing
Structured cabling ready
Text messaging
Time of day features
Traffic reporting (manual and scheduled)
Trunk to trunk conference/divert/transfer
UCD functionality via PC, wallboard or printout
Uniform Call Distribution (UCD)
Voicemail integration.

Main Networking Features

Call completion
Call forwarding
Call hold and recall
Call intrusion
Call transfer
Centralised attendant*
Centralised voicemail*
DND and DND override
Extension number and name display
Intercom calling
Networking class of service
Route optimisation
Transfer retrieve and recall
Uniform dialing plan.

Main IP Features

ITU-T H323-V3 VoIP protocol
G.723.1, G.729A, G.711 VoIP CODEC
SIP
FRF11, T.38 G3 Internet Fax Relay
10Base-T/100Base-TX Internet Interface
CLI transmission
DTMF transport using H.245 signalling
Gatekeeper support
RTP Quality of Service Monitoring
SMDR billing output.

Specifications and configuration

Station speed dial – up to 50 entries per station*
System capacity – up to 600 extensions*
– 360 physical extensions
– 240 IP terminal extensions
System speed dial – up to 500 entries total*
Mounting
– Wall (single cabinet only)
– Portable/floor standing
– 19" Racking

Some features may require additional hardware or software to be purchased.

**Subject to product specification.
Please check availability with your chosen vendor.*

A Samsung DigitAll Revolution

Samsung Telecoms 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. This philosophy is known as Samsung DigitAll and everyone's invited to join us in achieving this ambitious goal.

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 Telecoms is perfectly placed to exploit the convergence of telephony and IT services, and provide organisations with cutting-edge communications solutions.



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