



Enterprise IP Solutions

The **OfficeServ 7000** Series



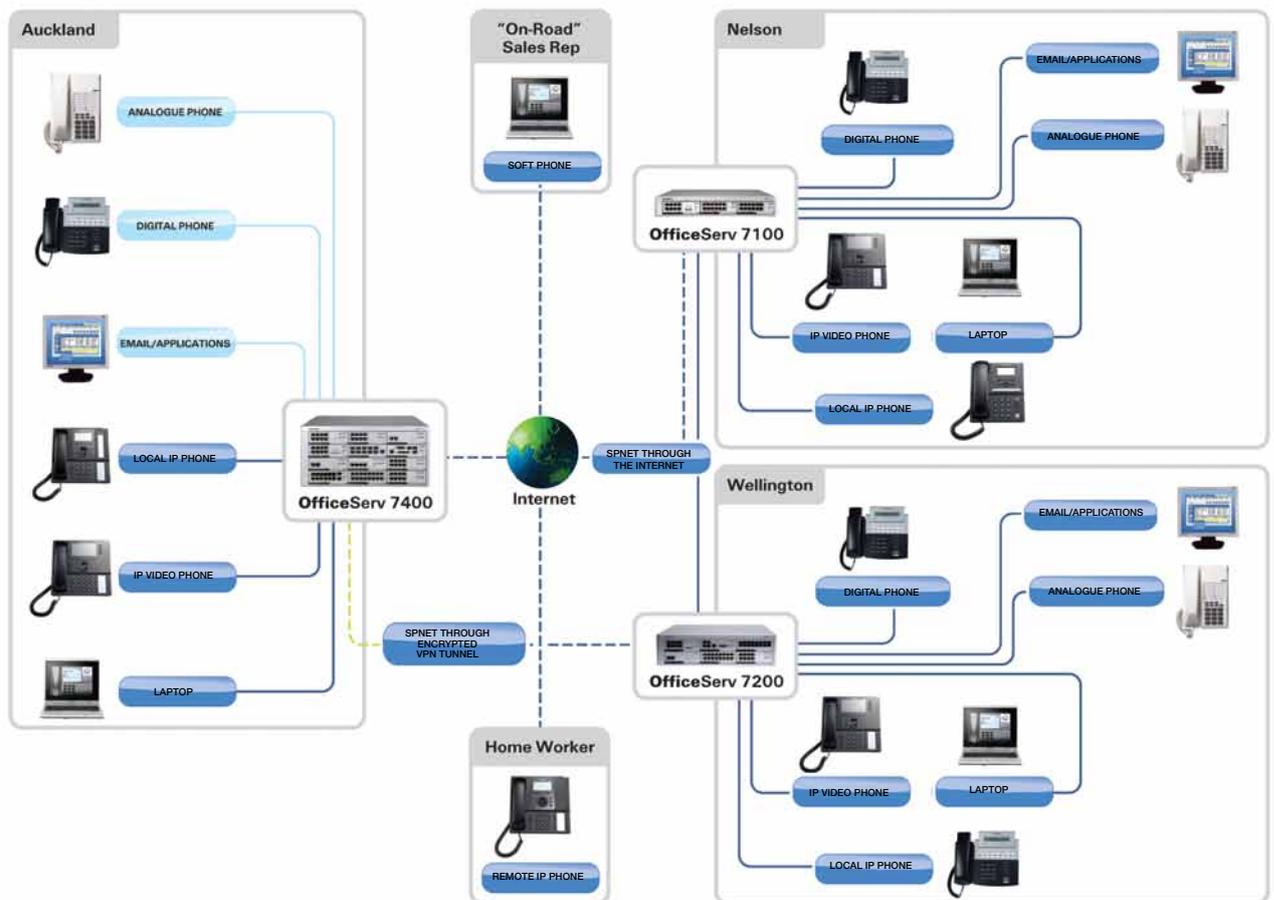
Working With You to Unify Your Communications



SECURE. SEAMLESS.
SCALABLE.

IP Networking unifies your business

The Samsung **OfficeServ** 7000 Series communications platform allows you to create a secure, seamless and scalable network across multiple locations, including branch offices, remote and mobile workers wherever they may be.



Working With You to Unify Your Communications

A single solution that manages your communications more effectively and economically

Empower Your Business

The **OfficeServ 7000 Series** provides a range of expandable communication platforms that install and configure easily to empower your business with access to voice and data solutions throughout your office complex, and remote sites.

There are endless practical advantages in using one platform to deploy voice, data, video and wireless. One of the most attractive benefits is the ability to experience the dramatic cost savings of harnessing the power of the internet for high-quality VoIP (Voice over Internet Protocol) communications.

Accommodate Business Growth

The **OfficeServ 7000 Series** features a modular design that easily accommodates business growth. This advanced system also allows you to add powerful applications that provide remote workers and branch offices with the same voice and data capabilities as your on-site team.

Reduce Communication Costs

By streamlining and unifying your business communications, the **OfficeServ 7000 Series** is the converged system that improves workplace productivity and significantly reduces communications costs. It's the competitive advantage no business should be without.

The Power of Convergence

Samsung's **OfficeServ 7000 Series** communications platform

places the power of convergence in the hands of your growing business.

Taking full advantage of industry leading convergence technology, the **OfficeServ Series** reduces communications costs with a single platform for voice and data, wired and wireless communications as well as traditional voice and IP (Internet Protocol) telephony.

Affordable Technology from a World Leader

Samsung Electronics, a world leader in the electronics market and a renowned provider of superior and affordable technology solutions, has developed the system based on expertise in VoIP, digital technology and core networks. In the past, only the largest companies could afford technology of this calibre. With the **OfficeServ 7000 Series**, Samsung has levelled the playing field for today's small, medium and large-sized businesses with an affordable, easy to use converged communications system.



OfficeServ 7100
up to 60 users



OfficeServ 700S
up to 64 users



OfficeServ 7200
up to 120 users



OfficeServ 7400
up to 480 users



Working With You to Unify Your Communications

Get Smart with Unified Communications

Get Smart with Unified Communications

The **OfficeServ** Communicator application suite offers an outstanding range of applications that make it easy to use and customise your Samsung **OfficeServ** 7000. The system simplifies UC so that almost any organisation can experience its benefits – either individually or across a network so your entire office can communicate more efficiently.

OS Communicator is an integrated communications application able to bring together voice, video and instant messaging communications. It also adds administration functions to allow you to personalise your handset.

OfficeServ OSC Softphone

Every time you leave the office, irrespective of distance or geographical location, you can have the comfort and functionality of your office phone right there on your PC or laptop. **OfficeServ** OSC Softphone is a PC-based application for mobile professionals and telecommuters that provides full handset and telephony functionality at the click of a button without the need for a physical phone. OSC Softphone users can log in via a VPN from home, nationally or overseas across a broadband connection and simulate their office environment with full telephony functionality.



Work smarter – increase productivity

- Access enterprise communications remotely
- Display up to 99 buttons with an add on module feature, sufficient for programming busy lamp fields, feature access or speed dial keys
- Create a better connected, more integrated mobile workforce
- Avoid the expensive costs associated with hotel communications and mobile charges, especially when travelling overseas.



GET SMARTER.
CUSTOMISE.



Working With You to Unify Your Communications

Become More Productive with Samsung Xchange

The CTI Application with a Difference

Samsung Xchange connects your telephone to your office computer, making you more productive. When a call is received by your telephone, the caller's telephone number (CLI) is displayed on your screen in a small, discreet, notification window. Samsung Xchange also connects to your company's CRM database/application and looks up the name of the caller in the database for you and displays it.

This will allow you to know who's calling even before answering the phone. You can also use the buttons on the notification window to answer the call, or to bring up the caller's record in the CRM application, saving you valuable time during the call – making you more productive and your customers happier. As well as "popping" inbound callers details, Samsung Xchange allows you to quickly and easily dial from your CRM application and search for contacts by name or location – often in an easier way than is provided by the actual CRM application itself.

More Control

In addition to CRM integration and call previewing, Samsung Xchange provides the following features:

- Call control from your PC.
- Internal contact manager for private contacts that are not in the company's main CRM database.
- A detailed call history to see at a glance who you have been calling and called by, no more lost calls.
- Dial from anywhere – web pages, Microsoft applications, most database applications and many other places.
- Presence – see the presence status of colleagues, including whether they are in DND, out of the office, in a meeting etc, and quickly call them.

Call Control from your PC

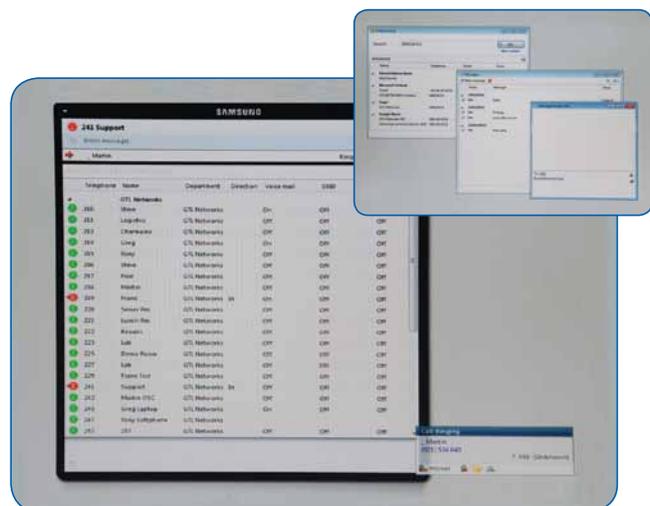
Using Samsung Xchange, you can completely control your handset from your PC. Make calls and pick up calls that are ringing (even ones that are not ringing at your handset), hang-up, deflect/forward calls, put calls on hold, perform transfers and consultations. Using Samsung Xchange makes call control easy so minimal training is required and mistakes like accidentally hanging up on callers are a thing of the past.

Address Book

The Address Book feature on Samsung Xchange allows you to search all your CRM databases simultaneously, as well as storing an internal list of contacts that are not in any of your CRM databases. From the search results, you can quickly dial, email, or show the contact in your CRM application to see more information.

Presence

The Presence window in Samsung Xchange allows you to view a customisable, quick-searchable list of other extensions and people, and see everything about them at a glance (security settings permitting): their name, number, department, whether they are in the office, available or on a call, who they are on the phone to and whether they have Do Not Disturb or Call Forward turned on.



**MORE PRODUCTIVE.
MORE CONTROL.**



Working With You to Unify Your Communications



SMT-IP 3105

SMT-IP 5 Button

This affordable and highly featured entry-level IP phone is well suited for low to moderate users. Easy to use and administer:

- 5 Customisable soft keys
- 4 line monochrome display with 3 menu keys
- High quality voice and handsfree capability
- Transfer, hold, conference or mute with ease
- 99 button BLF
- Two 10/100 switch parts for integration of LAN and P.C.

SMT-IP 14 Button

This mid-level handset with advanced features and 14 programmable soft keys is perfect for administrative and general office use.

- 14 Customisable soft keys
- Large monochrome backlit display with 3 menu keys
- XML browser (text) for customised applications / screen
- High quality voice and handsfree capability
- Supports optional Gigabit module



SMT-IP 5210

Large colour display (480x272 pixels)

Telephone Status Indicator (TSI) for voice mail, on call or DND

10 menu soft keys

Navigation UC Dial allows users to easily navigate through menu options (very similar to a mobile phone interface) and simply change their call forward options

USB port for connecting memory stick web camera for video calling to other Samsung video phones, and bluetooth capability

Programmable soft keys can be customised for each user

Function Key Icons illuminate while active

Two 10/100 switch ports for integration of LAN and PC (optional Gigabit switch)

Integrated headset jack – easily switch between headset and handset modes





SMT-IP 5220

SMT-IP 24 Button

This dynamic handset with advanced features is ideal for users who require multiple line / extension or speed dial appearances. Well suited for managers, office staff, admin staff, contact centre agents.

- 24 Customisable soft keys
- Large monochrome display with 4 menu keys
- High quality voice and handsfree capability
- XML browser (text) for customised applications / screen
- Supports optional Gigabit module

SMT-IP LCD Button

This highly featured handset is ideal for users who handle moderate to high volumes of calls. The self-labelling programmable soft keys (up to 99) is excellent for sales staff or executives with numerous contacts that frequently change.

- Large monochrome backlit display with 4 menu keys
- User definable labels (99) soft keys – no paper labels
- View 5 soft keys at once, scroll up and down
- High quality voice and handsfree capability
- XML browser (text) for customised applications / screen
- Supports optional Gigabit module



SMT-IP 5230

SMT-IP Video Phone

This fully-featured executive handset is ideal for users who handle large volumes of calls. Well suited for executives, management, admin staff, contact centre supervisors.

- Large vibrant colour display with 10 menu keys
- 14 Customisable soft keys
- Video call capability (requires USB camera)
- High quality voice and hands-free capability
- USB port and Bluetooth® compatibility
- Uploadable ring tones and pictures
- XML browser for customised applications / screens
- Supports optional Gigabit module



SMT-5243



Benefit from Our Big System Functionality, Small System Cost

OfficeServ Conference Manager

Big system functionality, small system cost is our philosophy. Why should large corporations have access to all these beneficial tools for doing business. Samsung has successfully developed many applications that have all the required functionality but are scalable so that small groups of users can cost effectively deploy highly functional applications normally associated with big corporations and high costs.

Complete Conferencing Solutions

The **OfficeServ** Conference Bridge provides a fully featured voice conferencing capability on the OS7000 range of systems. OS Conference Bridge is compatible with the OS7200S, OS7200 and OS7400 systems. Each module will support up to 24 conference channels, either in one conference or multiple smaller conferences. Conferences can be recorded with the on-board recording facility that has a recording capacity of 50 hours and also can record up to 6 conferences simultaneously.

Ad-Hoc

The Ad-Hoc conference is as its name suggests – not premeditated. The person setting up the conference; the conference supervisor; dials the individual participants to the conference and then connects all members together.

Meet-Me*

A Meet-Me conference is reserved in advance; participants then dial in on a pre-set number and are greeted by the system. A welcome greeting is played followed by a prompt to enter a conference PIN code from their phone. When the correct code is dialled, the participant is connected to the conference. The Meet-Me conference is initiated by the conference leader; by using the web interface, this reserves a conference room for the right number of people and sends each participant an e-mail with the conference number, start time, duration and access number. The processes are automated and simplified from within the Conference Bridge. All participants will dial in on the specified number at the set time, enter their details and wait. When the conference organiser joins, the conference will start and the speech paths between all participants will be opened up.

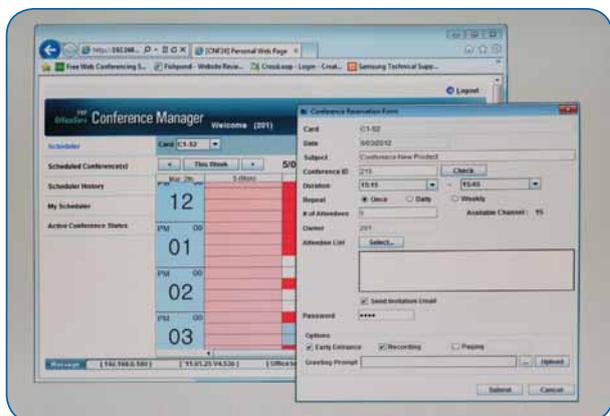
* Meet me conference is not supported on analogue trunks.

Pre-Defined

This is a more rigid and pre-programmed conference to the Meet-Me. A number of conference groups are pre-configured in the system. Up to 100 groups can be programmed, each with a maximum of 23 members. This allows for a simple and quick set up of a regular conference. When the conference is initiated by the supervisor, all members are called simultaneously by the system and added to the conference.

Benefits

Conferencing is becoming an important business tool, the ability to quickly and efficiently set up audio conferences to keep team members up-to-date with information can often make a big difference. At best, out-of-date information is useless, often it is damaging. The Conference Module enables your OS7200 and OS7400 system to provide this conference functionality and give you total control of who is using it and when. Also by not using an expensive hosted dial-in service costs are in your direct control.



Messaging Solutions that put You in Control

Messaging Solutions

To make your business so much more efficient the Samsung **OfficeServ** Messaging Server provides advanced call messaging and processing features such as voicemail, auto attendant, call queuing and faxmail.

Voicemail

Simple to use, Samsung Voicemail puts the user in control. At the touch of a button each user can, for example, record their own personal greetings, create and send messages to a group, and record personal reminders or even conversations. Users can communicate more intelligently with callers using different greetings and employ call routing based on time of day, day of week, caller ID and direct in-dial... customisation has never been more flexible, professional and efficient.

Email Gateway

The Samsung Email Gateway feature gives users the ultimate tool to access and manage all business messages from their PC inbox. Whether they're on the road or in the office, a user can receive, respond, transfer and forward voicemail messages and faxes as easily as emails.

Auto Attendant

Samsung Auto Attendant automatically answers multiple calls simultaneously, providing different greetings for different departments without the need for a receptionist to handle the call. Auto Attendant is an ideal solution for busy or out-of-hours periods.

Automatic Call Distribution

The integral Automatic Call Distribution (Call Centre) application gives any working environment the opportunity to optimise its in-coming call management processes and maximise staff efficiency. During busy times when a staff member is not available, calls can be held in a queue while automated messages reassure callers of prompt attention as soon as possible.

To help you measure activity, the program also provides in-coming call statistics for a group or extension.



Working With You to Unify Your Communications

Samsung OfficeServ Mobex

Stay Connected

Mobility is more about connectivity, being in contact, than it is about moving around on the phone. In today's competitive business environment being properly 'connected' is more important than it's ever been. Having the right information, being up to date with the facts and speaking to people when it matters makes all the difference. Old info is the wrong info and returning calls when it's too late is pointless. Samsung Unified Communication solutions really deliver in bringing people and their methods of communication together and in contact with each other.

Personal Virtual Ring Group

The **OfficeServ** Mobex application enables you to set a personal virtual ring group of up to 5 alternative numbers (mobile phone, home office, alternate office, workshop, etc.) which will simultaneously ring when you are away from your main phone.

You will always remain in contact, and will never miss that important call again. The Mobex application allows you to make and receive calls from your mobile through the OS 7000 System as if you were at your desk. Managing calls through the system allows you to maintain the central benefits of call control, operator console, voice mail, call recording, etc.

The Key in all this is that contacts can reach you via one single number.

Standard and Executive

The Samsung OS Mobex application is delivered in two variants:

Standard functionality is supplied with **OfficeServ** 4.30 software out of the box and is supplied free of charge to users. A standard user can link their mobile device with their desk phone and will receive a call on their mobile, whenever the desk phone rings. The call can then be answered on either the Mobile or the desk phone.

Executive functionality allows a mobile device to receive a Mobex call in the same way as a standard user, but Executive users can also use system features such as call transfer, conference and many more from their mobile device, making the mobile device a true extension of the system.

Executive users can also dial into the system, and use the system to provide additional features such as paging, account codes and a host of other system functions.



Features that Put You in Control

		Office Serv 7100	Office Serv 7200S	Office Serv 7200	Office Serv 7400
PSTN Analogue Lines (max)		24	24	48	160
ISDN Basic Rate Digital Lines (equiv. channels)		6 (12)	8 (16)	24 (48)	80 (160)
ISDN Primary Rate Digital Lines (equiv. channels)		1 (30)	2 (60)	2 (60)	8 (240)
S.I.P.	Trunks	64	32	64	224
S.I.P.	Extensions	56	64	128	480
MOBEX	Standard	60	96	120	400
	Executive	8	60	64	256
Total Extensions		60	64	120	480
Digital Stations		36	64	120	480
IP Stations +WWIP		56	64	120	480
Analogue Stations		32	64	120	480
Data Extensions (ISDN 128kbits)		12	12	24	24
Music Sources	Internal	1	1	1	1
	External	1	1	2	2
CTI	Network	Yes	Yes	Yes	Yes
	TAPI	Yes	Yes	Yes	Yes
Digital Voicemail		Yes	Yes	Yes	Yes
Direct Indial Numbers		999	999	999	999
Calling Line Identification (CLI)	PSTN / ISDN / SIP	Yes	Yes	Yes	Yes
Trunk Groups		11	11	30	30
Stations Groups		20	20	40	80
ACD Groups		10	20	20	40
Pick up Groups		20	20	99	99
Account Codes		999	999	999	999
Authorisation Codes		500	500	500	500
CLIP Numbers (translation table)		1000	1000	1000	2000
CLIP Review Blocks		1000	50 per user	2000	2500
Auto Attendant	Channels	4	6	12	12
Least Cost Routing		Yes	Yes	Yes	Yes
Total Speed Dial Locations		2000	2000	2500	2500
System speed dialling		950	950	950	950
Station speed dialling (max per station)		50	50	50	50
External Page Zones		2	2	2	4
Internal Page Zones		5	5	5	5
Remote Programming / Support		Yes	Yes	Yes	Yes
LAN Ports		1	1	1	1
Virtual Extensions	Analogue	80	32	224	864

All specifications are at maximum capacity. Not all maximum capacities can be achieved simultaneously.

SYSTEM.
FEATURES.



Working With You to Unify Your Communications

About Samsung

Samsung is a global leader in the manufacture and supply of innovative electronics solutions. 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's 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. With this

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

Across New Zealand and around the world, the Samsung name is associated with innovation, quality, reliability and value. Our commitment to research and product development ensures Samsung's reputation as a provider of the world's most intelligent telecommunications products will continue.

If you would like more information about the best telephone system for you please contact your local Samsung Specialist or visit our website at www.gtlnetworks.com



Enterprise IP Solutions

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Samsung's policy is to seek continuing improvement therefore specifications listed may be subject to change.

For further information contact your
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