



Flexible Business Communication  
Samsung Enterprise Networks



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Wired or wireless, with Bluetooth and NFC connectivity, the SMT-i5343 is a powerful and intuitive business phone that changes the rules in IP phone deployment and the user's experience.



# Leaders in convergence

**Samsung has been a leader in convergence for more than 20 years. With unrivalled strength in consumer electronics, mobile telephony, touchscreens, computers and networks, we are ideally placed to address the challenges and opportunities presented by the coming together of voice, data, video, fixed and mobile communications.**

Our expertise in convergence is evident in our business telephone systems. Modular and scalable, they can be expanded and enhanced with the latest technology whenever it suits you to do so, from IP telephony and converged voice and data networks to BYOD and the wireless enterprise. Having such flexibility helps keep the cost of deployment low and future proofs every Samsung solution, protecting your investment in our equipment.

As office and mobile communications converge, the breadth of our product range offers further scope for savings. Adding a SIP client and a USB headset/handset to an Android-based Galaxy Tab, for example, converts the device into a touchscreen OfficeServ deskphone for a quarter of the cost of a traditional large screen display phone.

## Remember your employees

Inefficient or costly communication practices aren't just a product of the wrong phone system or telecoms infrastructure: often they are caused by employees themselves.

How many people in your organisation reach for their mobile phone to make a call rather than their desk phone?  
How many spurn the preferred company mobile and use their own device instead?

Samsung's belief is that designing a phone system to accommodate users' preferences is the best way to boost productivity, control costs and retain visibility of phone activity. We already make it easy to integrate smartphones with Samsung phone systems and are providing powerful unified communications applications that further remove divisions between fixed and mobile telephony.





## IT consumerisation and the challenge of BYOD

The smartphone has become an essential business tool. Employees depend on them to stay in touch and be more productive when away from the office; and employers value them because they enable staff to access email and enterprise applications at all times.

Yet, there is no doubt that smartphones add to communication costs, pose a threat to data security – especially where employees prefer to use their own choice of device – and can lead to a loss of control by the employer. According to some estimates, as many as 40-60% of all calls in offices are made on a mobile phone.

As the world's leading manufacturer and a major provider of business telephone systems, Samsung has given much thought to how smartphones are used in offices and what businesses need to manage them.

Our Mobility apps fully integrate mobile phones with a Samsung phone system. By automatically routing calls on a smartphone via the office system when within the enterprise WiFi network a business can reduce costs and gain greater visibility of employees' phone activity.

It also gives smartphone users access to corporate phone lists and shows the presence status of colleagues; enables the seamless transfer of calls between mobile handsets and deskphones; and allows incoming calls to ring a mobile, desk phone and home phone simultaneously.

Our latest app takes integration to a higher level by providing extension phone features on a smartphone; unified call logs for desk phones and smartphones; docking stations that allow a mobile device to become a deskphone; call recording from a mobile; integration of mobiles with presence; and the ability to manage personal and work calls separately.



Deskphone, smartphone or both? Samsung OfficeServ accommodates any preference.

# Making an informed choice

## Which system, which phones, which applications...

When choosing which telephone system to install it is important to start with the most important point, the user. What is it they need to get from the new system? What function do they perform? What business applications do they use? Are they static or mobile, do they operate in the office, out of the office or both? Armed with a profile of your users it is much easier to see which applications, handsets and system will work for your organisation. Here are the most commonly used applications:

### **Call handling Operator.**

The first contact point for many customers. This PC-based console application provides everything needed for incoming call management, from call transfers and queue management to call recording and conference calls. The status of all users is visually shown as well as the location of mobile handsets, allowing operators to provide a quick, accurate and informed service to callers.

### **Voice Messaging. (including Auto Attendant)**

Essential for any business that requires out of hours operation, self-service capability and general messaging. The Voice Messaging features include voicemail, fax mail, message forwarding, voice/fax to email, conversation recording and an auto attendant that automatically answers calls with pre-recorded messages and self service prompts. Additional options can be added to include text-to-speech, enabling emails to be listened and responded to from anywhere.

### **Xchange.**

Delivers an enhanced experience to users helping them increase their performance and efficiency. Xchange connects your telephone or smartphone to a PC-based contact management system. Key features include screen popping of caller details, easy to use directory search, and telephony enablement of your businesses CRM system providing click-to-dial functionality.

### **Call management Call Reporting.**

Gives full visibility of call traffic and call costs from single or multiple sites, with the option to charge costs to different departments/clients. Shows surges and peaks in call activity so that you can allocate resources to ensure calls are answered promptly. Call Reporting is an essential tool in the fight against telephone fraud, allowing you to quickly identify potential fraud and take defensive action.

### **Voice Recording.**

Provides encrypted and PCI compliant call recording via a plug-in module. Recordings can be searched for and retrieved using many parameters including caller ID, time, date, department or number dialled. Call Recording will integrate into the Call Reporting application providing a simple to use integrated application.

### **Collaboration & Mobility Softphone Communicator.**

Turns your PC or laptop into an extension of the OfficeServ phone system with access to all system features including DDI calls, voicemail and personal directories.

### **Mobile.**

Makes your smartphone part of the system whether you are in or out of the office. Any call you make is routed through the system so you can take full advantage of business calling rates and call recording. It gives visibility of others on the network as well as your location to the Operator and provides access to corporate directories and functions so that you are always in touch. All incoming calls are intelligently directed to you wherever you are, making the most efficient use of the resources available.





## Fixed Mobile Convergence WE VoIP.

Whilst there are obvious benefits of smart phone usage in the workplace, problems do occur as the voice quality of the call can be weak at times, the cost of a call is significantly higher and the user is not able to take advantage of the features of the office telephone system, e.g. Call Transfer, Call Recording etc.

That is why Samsung has created Samsung WE VoIP application which is a mobile client that handles all telecommunication functions with ease. It is equipped with clear voice quality and easy-to-use phone features for convenient and effective communication.

Samsung WE VoIP is designed for the mobile from the mobile user's point of view. The employee is not required to change the way they use their phone or mobile device as the user experience is the same. However, they can benefit from more functionality with higher voice quality. Samsung WE VoIP incorporates a 3G dialler, HD voice technology and Wi-Fi handover capabilities to bring professionals a simple, hassle-free

user experience and provide a clear telecommunications service. Compatible with both the OfficeServ and Samsung Communications Manager (SCM), this solution provides conference calling, transferring and hold functions.

### Key Features

#### • Receiving a call

- One number, simultaneous ringing
- Context aware delivery via Wi-Fi or public wireless
- Calling line ID delivered

#### • Making a call

- Smart routing of mobile and internal numbers
- Optional fast routing through enterprise network
- Control of calling line ID
- Roaming from Wi-Fi to Mobile network during a call

#### • During a call

- Seamless move to and from desk phone
- Call recording
- Call control – transfer, conference, etc.

## Samsung WLAN

The Samsung high performing WLAN solution uses the industry standard IEEE802.11 a, b/g, n and ac whilst incorporating technology adopted from the recent Samsung investment in LTE, to address the specific needs of voice and video without impacting data throughput.

Seamless automatic handover when moving between Access Points (APs) removes the burden on devices and risk of disruption, while the application of Crystal HD Voice ensures the best possible speech quality and wireless service regardless of the type or number of devices in use.

**Visit [samsungbusiness.com](http://samsungbusiness.com) for more information.**

# Samsung Contact Centre

**The perfect balance of performance and affordability for formal and informal contact centres.**

Samsung Contact Centre will grow with your business. It provides all the features and functionality you could hope for, but because it is fully scalable in size and functionality, you only pay for what you want. When your needs change or your contact centre expands, just add extra capacity or features. From simple to complex, the Samsung Contact Centre will work for you.



## Call recording

Integrated PCI compliant call recording has the ability to record agents' PC screens as well as voice communications. With integrated call evaluation tools, the call recorder is also an essential tool for training and on-going agent performance feedback.



## Outbound Calling

Predictive and progressive diallers fully integrated into the core system enable a true mixed mode contact centre to be delivered. Concerns about complying with the ever increasing legislation with predictive diallers are eliminated by the self-monitoring adaptive dialling algorithm and TPS compliance. Delivering all the benefits of improved productivity without the pitfalls.



## Management reports

Comprehensive reporting facilitates more effective management of a contact centre, department or individual agent. Flexible options let you use standard reports or create your own. Reports are not restricted to just the contact centre information either as information from other sources can be incorporated, such as your sales system, to give real meaning to what you are seeing.



## Customisable displays

Performance data can be shown on monitor screens and mobile devices to inform supervisors and motivate agents. Choose the indicators you would like to show and your preferred format (e.g. graph, ticker-tape). Information external to the contact centre can also be shown, such as related information on sales from your internal systems or external sources such as news web sites or stock market figures. Providing the broader context to the raw call statistics.





## Intelligent call routing

Skills-based routing reduces call times and minimises the need for transfers/call-backs. Calls are automatically routed to the most appropriate agent and, if they are busy, to the next-best person. Other parameters that can be applied to routing include, who is calling, the number dialled, time of day and day of week/month/year. Ensuring that each customer can be handled as an individual and enabling you to deliver a personalised service.



## IVR

Built-in Interactive Voice Response (IVR) provides more efficient call processing and useful cover in busy periods. Use it to route calls to the right agent/department or to enable callers to leave a message. There is even the option for callers to reserve their place in the queue, then hang-up and take a call back. Links to other applications enable two-way transfer of information between systems. Giving your customers more choice on how they communicate with you.



# Specialist applications

For customers with unique requirements Samsung has the specialist applications.

Drawing on our expertise in information and communication technologies (ICT), these solutions integrate Samsung phone systems with enterprise applications to streamline key business processes.

Very often they involve the use of Samsung mobile devices as the combination of large screens for viewing data and softphones for IP communications means that users only need to carry one device for voice and data applications.



## Healthcare

The healthcare industry provides many examples of how collaboration between Samsung and industry specialists can improve care in hospitals, care homes and even an outpatient's own home.

The Samsung Care application developed with UK nurse call specialist Courtney Thorne takes this a stage further by integrating Samsung Galaxy smartphones/tablets and electronic patient records with the nurse call system. Now when a nurse receives an alarm call on a Galaxy Tab equipped with an OfficeServ VoIP softphone, they can also view patient records, respond and then update the details from the patient's room.

Another solution, SAP Electronic Medical Record (S-EMR), integrates VoIP-enabled Galaxy Tabs with hospital medical systems. This enables doctors to view up-to-date medical records on the devices; add voice and text notes; show x-rays and other information to patients; and consult multimedia reference material. The combination of large screen sizes, easy portability and a VoIP softphone means that doctors need to carry just one device with them as they do their rounds.

## Hospitality

The hospitality sector is another industry with specific requirements that Samsung has addressed with a dedicated app developed in collaboration with a leader in the field, in this case hospitality software specialist Tiger TMS. OfficeServ Hospitality integrates an OfficeServ phone system with any property management system (PMS) to streamline hotel administration and simplify the delivery of essential communication and hotel services.

An all-in-one version has its own self-contained property management system featuring a billing engine for accommodation, telephony and extras such as Pay-TV and internet access; room availability and status updates, such as 'requires cleaning', 'ready for occupancy' or 'maintenance required'; integration with EPOS systems; call management and voicemail for each room; customer- or system-controlled wake-up calls and synchronised check-in and check-out.



## Customised solutions

Do you have any specialist requirements? If so, why not speak to us about them. We can provide bespoke voice and data solutions in addition to our off-the-shelf apps.

Samsung's B2B technical business development team, Samsung Electronics Research (SER), has already developed customised solutions for clients in the advertising, healthcare, hospitality, entertainment, retail and education sectors.

Because we manufacture the components and software that goes into our products, we have great freedom to develop customised solutions based on our most popular devices like the Samsung Galaxy Tab.

Modifying Galaxy Tabs in this way saves the time and expense of having to create dedicated devices for specific applications. It provides simpler management and extends battery life by removing unnecessary features. Yet still gives you the flexibility to reactivate features should your requirements change.



# Handsets

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



## Communicate in style

With true voice and data convergence a reality you can now stay in contact wherever you go. Samsung's range of handsets and other user-end-points offer a wide variety of 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.

## Simple and Stylish

Samsung 5000 series digital 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 Dialling Inward (DDI, who is being called). The LCD also helps the users navigate effortlessly through 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.

## Unified Communications to fit your budget with no compromise

Enjoy full Unified Communication features with the easy-to-control Samsung IP Phones. Integrated with a PC, Samsung's IP Phone Series provides enhanced multimedia UC solutions such as Presence, Scheduler, Instant Messaging and Video. The SMT-i3105 and SMT-i5000 series have a significant competitive advantage in video solutions as well as being an award winning modern design.

The 5000 series benefits from the latest techniques in a digital speech processing and audio technology all delivered over IP, the natural technology for best performance. The Samsung IP handset delivers in all respects. If communications are clear, the message you want to deliver is also clear.

Direct access to voice mail, call logs and system directory are just a few of the items accessible at the touch of a button giving you a clear window to your communications world. The 64 button Add On Module (AOM) simply connects to any 5000 series handset using a standard data cable to provide an instant increase in the number of buttons available when they are needed.

Intelligent VPN software allows non-technical users to connect remotely and securely over the internet without any extra hardware, with your calls secured using sRTP and TLS encryption.

## The next evolutionary stage of the business desk phone is here

The new wireless 802.11n SMT-i5343 deskphone from Samsung changes the rules in IP phone deployment and the user's experience.

Wired or wireless the SMT-i5343 is a powerful and intuitive business phone that integrates the desk phone into a user's mobile world using the Samsung Device Manager application- giving users extra functionality and control of their deskphone.



# Samsung OfficeServ

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

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

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

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

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

A customer with basic telephony requirements can be confident that if requirements change they will be able to connect home workers to the system over broadband or dedicated network links; add SIP trunks for low-cost calls; or incorporate branch offices with a unified numbering plan and free calls between sites.

By the same token, a customer who wants to take advantage of IP telephony from the outset but has a limited budget

can keep installation costs down by using existing digital handsets with the OfficeServ phone system and gradually introduce more functional IP phones as needs dictate or budgets allow.

## SIP compliance (Session Initiation Protocol)

Compliance with the SIP standard for interoperability lets Samsung phone system users take advantage of collaboration solutions that combine voice, data and video over IP networks.

Session Initiation Protocol, or SIP, is a signalling protocol that addresses the setting up, processing and ending of calls over IP networks. It applies to every element involved in the call process – handset/softphone, application, telephone system, IP gateway, server – and ensures business-class voice and data communications over IP networks.

SIP compliance indicates that Samsung phone systems and IP gateways are able to communicate with any other SIP device or software application from any manufacturer.

## SIP Trunks

Further gains come from using SIP trunks to make outgoing calls over service providers' data networks rather than ISDN.

As well as offering low cost calls, SIP trunks can be quickly scaled up or down depending on capacity requirements and provide enhanced business continuity as, in the event of a disaster, calls can be re-routed anywhere there is a network connection.



# Phone & Systems' Specification

IP Phones	SMT-i3105	SMT-i5210	SMT-i5220	SMT-i5230	SMT-i5343	SMT-i5264
						
LCD	2.8" 128 x 64 pixels, Mono	2.8" 128 x 64 pixels, Mono	3.2" 128 x 64 pixels, Mono	3.2" 128 x 64 pixels, Mono	4.3" 480 x 272 pixels, Colour	NA
Back-Light	N	Y	Y	Y	Y	NA
Number of Programmable Keys	5	14	24	99	10 (virtual) Up to 296 (with Dss/BLF/AOM)	64
Dimensions	W x L x D (mm) 170 x 199 x 110	W x L x D (mm) 223 x 223 x 113	W x L x D (mm) 223 x 223 x 113	W x L x D (mm) 223 x 223 x 113	W x L x D (mm) 223 x 223 x 132	W x L x D (mm) 137 x 223 x 113
Digital Phones	DS-5038S	DS-5014S	DS-5014D	DS-5007S	DS-5021D	DS-5064
						
LCD	2-Line	2-Line	2-Line	2-Line	2-Line	None
Mixed Function buttons	7	7	7	7	7	0
Number of Programmable buttons	38	14	14	7	21	64
9 function Navigation Wheel	No	No	Yes	No	Yes	No
Systems	OfficeServ 7030	OfficeServ 7100	OfficeServ 7200s	OfficeServ 7200	OfficeServ 7400	
Maximum Trunks	16	120	60	64	256	
Maximum Extensions	20	60	64	128	480	
Power Consumption	80 Watts	105 Watts	252 Watts	252 Watts	582 Watts	
Chassis Dimension (per chassis)	W=319mm H=363mm D=71mm	W=440mm H=77mm D=410mm	W=440mm H=124mm D=410mm	W=440mm H=124mm D=410mm	W=440mm H=224mm D=410mm	
Installation	Wall only	Wall or Cabinet	Wall or Cabinet	Wall or Cabinet	Cabinet only	

# Channel focus

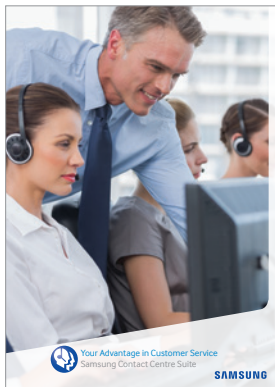


Samsung only sells through the channel, as we believe local resellers can build stronger relationships with customers and develop a better understanding of their needs than a manufacturer's direct sales force.

We choose our resellers for their expertise in specifying and installing business communications systems. Many also have in-depth knowledge of specific industries and have been instrumental in developing vertical solutions for customers.

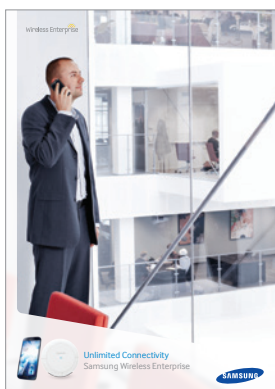
To find out more about how Samsung OfficeServ business communication systems can help your business grow, please contact your nearest Samsung reseller.

To find your nearest authorised reseller and for more information, please visit [www.samsungbusiness.com](http://www.samsungbusiness.com)



## Your Advantage in Customer Service

### Samsung Contact Centre Suite



## Unlimited Connectivity

### Samsung Wireless Enterprise



## Unlimited Connectivity

### Samsung Wireless LAN

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