SAMSUNG

Enterprise IP Solutions

www.samcom.com.au

OfficeServ™ **7000** Series

One communications platform
Endless potential

Connect your business to the power of convergence

Samsung's **Office**Serv 7000 Series communications platform places the power of convergence in the hands of today's growing businesses. Taking full advantage of industry leading convergence technology, the **Office**Serv 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.

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 wireless communications, digital technology and core networks. In the past, only the largest companies could afford technology of this calibre. With the **Office**Serv 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.

SIMPLE | SCALABLE | AFFORDABLE

OfficeServ 7100
up to 25 users

OfficeServ 7200
up to 100 users

OfficeServ 7400
up to 400 users

All in one design simplifies business solutions

WIRED

VPN

VOIP

NETWORKING

WIRELESS

TELEPHONY | ROUTER/SWITCH | QoS/MANAGEMENT

A single solution that manages your communications more effectively and economically

The **Office**Serv 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. The fact that the **Office**Serv 7000 Series features a modular design that easily accommodates business growth is another drawcard. 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.

By streamlining and unifying your business communications, the **Office**Serv 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.

OfficeServ 7000 Series
Convergence of Voice, Data, and IP Telephony

Voice	Data	IP
Intelligent call routing	LAN Ethernet Switches	**Office**Serv IP handsets
OfficeServ digital handsets	Power Over Ethernet (POE)	IP Video handsets
Analogue extensions	Gigabit Switching	IP Softphones (with video)
ISDN/PSTN trunks	Advanced routing functionality	IP networking (SPNet)
Caller ID/Direct Indial	Virtual Private Networks (VPN)	Wireless IP (802.11a/b/g)
Call Divert, transfer and conferencing	Industry standard data security	Voice over IP (H323, SIP)
Advanced Messaging Server – Voicemail – Automated Attendant – Call Queuing		SIP/H323 Trunks SIP extensions
	Computer Telephony (CTI)	Industry standard security protocols
Automatic Call Distribution/ Call Centre Functionality	**Office**Serv CTI applications	
	Open TSP for 3rd party CTI	**Applications**
Least Cost Routing	Email Gateway	Hybrid or Pure IP capability
Call Management	Unified Messaging/Communications	Wired or wireless
System administration/diagnostics	PC based Call Centre Applications (ACD)	Remote workers
Hospitality Applications		Multi-site applications
		Networking solutions

The Virtual Enterprise becomes reality

IP telephony can liberate you and your staff from the rigidity of conventional corporate infrastructure. With the **Office**Serv 7000 Series staff members working from home or departments operating out of satellite offices have full access to the internal communications system, regardless of distance, and enjoy exactly the same handset functionality as an internal digital handset.

The fact that the **Office**Serv 7000 series wireless solutions integrate seamlessly with your existing wired network is another key benefit of the system. Samsung's wireless technology keeps mobile workers connected to data and voice via handsets, laptops or PDAs when away from their desks to maximise productivity. And for an impressive level of workplace flexibility, the **Office**Serv 7000 series delivers clean, crisp voice quality across wireless LAN access points to feature-rich, menu driven wireless handsets.
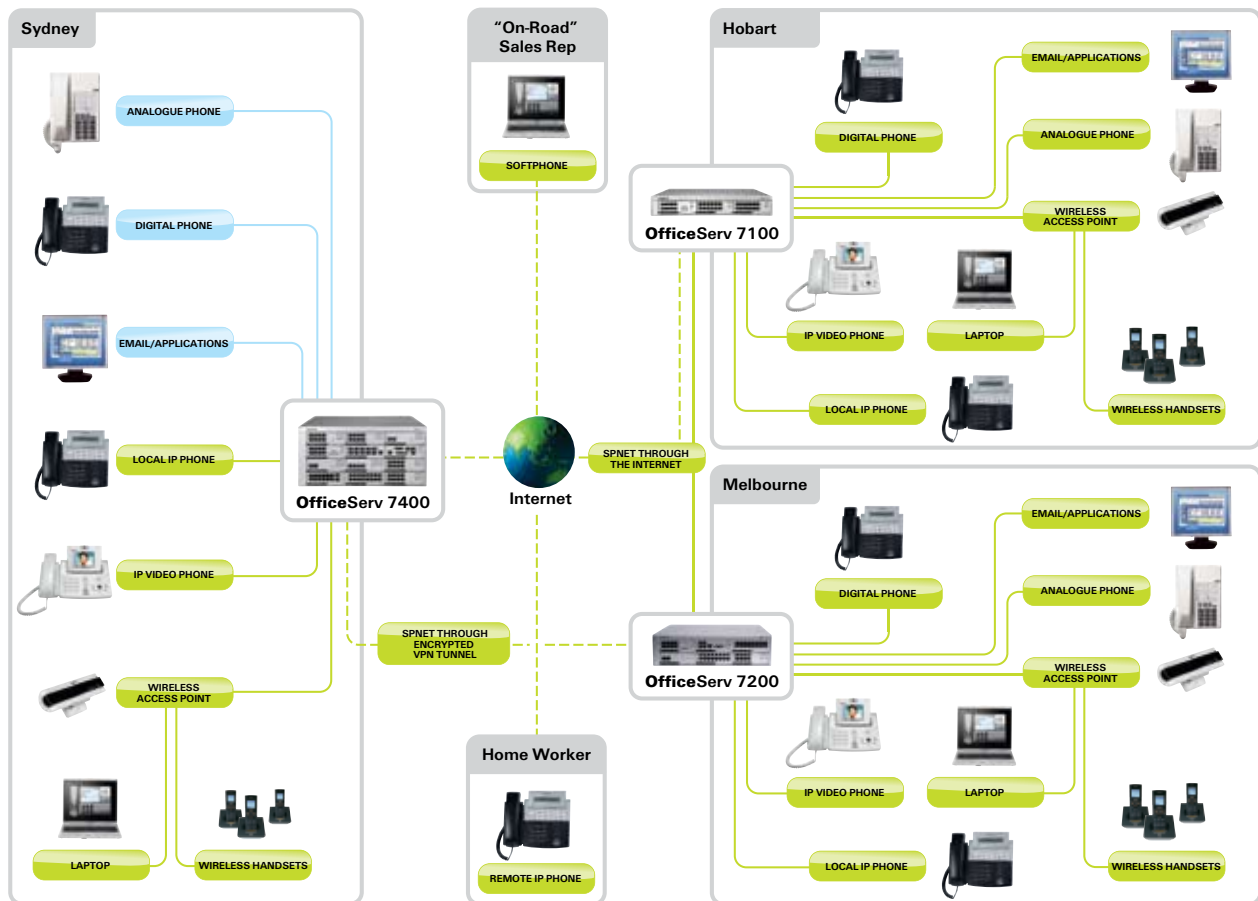
With a Windows-based Softphone, mobile staff that regularly work away from the office can enjoy the full functionality of their normal desk phone whilst on the move. Using IP services from hotel rooms, airport lounges and wi-fi hot-spots, users can be contacted by their colleagues, have access to their voicemail, be in touch with customers and can make calls via their Softphone for a fraction of normal call costs.

For multi-site environments, the **Office**Serv 7000 Series uses Samsung Proprietary IP Networking (SPNet); a feature that enables **Office**Serv systems to be networked across multiple locations over data connections (WAN). This accommodates everything from simple call forwarding and transfers to advanced features such as centralised operators and call distribution across sites.

IP Networking unifies your business

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

Sydney

- ANALOGUE PHONE
- DIGITAL PHONE
- EMAIL/APPLICATIONS
- LOCAL IP PHONE
- IP VIDEO PHONE
- WIRELESS ACCESS POINT
- LAPTOP
- WIRELESS HANDSETS

OfficeServ 7400

"On-Road" Sales Rep

- SOFTPHONE

Internet

SPNET THROUGH THE INTERNET

SPNET THROUGH ENCRYPTED VPN TUNNEL

Home Worker

- REMOTE IP PHONE

Hobart

- DIGITAL PHONE
- EMAIL/APPLICATIONS
- ANALOGUE PHONE
- WIRELESS ACCESS POINT
- IP VIDEO PHONE
- LAPTOP
- LOCAL IP PHONE
- WIRELESS HANDSETS

OfficeServ 7100

Melbourne

- DIGITAL PHONE
- EMAIL/APPLICATIONS
- ANALOGUE PHONE
- WIRELESS ACCESS POINT
- IP VIDEO PHONE
- LAPTOP
- LOCAL IP PHONE
- WIRELESS HANDSETS

OfficeServ 7200

OfficeServ Digital and IP handsets

The **Office**Serv 7000 Series supports a range of stylish, easy to use ergonomic digital and IP handsets 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. Each handset is designed to maximise the benefits of the system and give each user the appropriate feature set and access levels for their needs, whether that is a simple telephone, headset or portable terminal with LCD display and programmable functions.

The **Office**Serv IP revolution provides opportunities beyond the traditional barriers of internal business communications. IP handsets can be connected to the **Office**Serv via a LAN/WAN network, and can also be connected via external data links, such as DSL - liberating you and your staff from the rigidity of the conventional corporate infrastructure.

With Samsung's optional IP video handset (or IP Video Softphone), video calling is now an effortless reality. Simply call another Samsung IP handset within your enterprise network and a video call is automatically activated. The Samsung video handset has the same menu driven functionality as other Samsung **Office**Serv handsets.

IP VIDEO PHONE

NAVIGATOR 21 BUTTON*
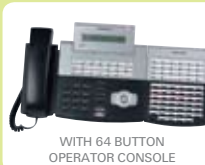
NAVIGATOR 14 BUTTON*

OFFICE 38 BUTTON

OFFICE 14 BUTTON

OFFICE 7 BUTTON*

NAVIGATOR 21 BUTTON

WITH 64 BUTTON
OPERATOR CONSOLE

WIRELESS IP HANDSET

*Available in either digital or IP configuration

Samsung Messaging Solution

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

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.

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.

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.

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.

Get smart with Computer Telephony Integration applications

The **Office**Serv CTI (Computer Telephony Integration) application suite offers an outstanding range of applications that make it easy to use and customise your Samsung **Office**Serv 7000. The system simplifies CTI so that almost any organisation can experience its benefits - either individually or across a network so your entire office can communicate more efficiently.

The Samsung **Office**Serv 7000 Series systems are also Microsoft TAPI (Telephony Application Programming Interface) compliant to accommodate compatibility with a wide range of industry standard CTI applications.

CTI applications

Application	Functionality	Enterprise Benefits
OfficeServ Call	Screen pops from Personal Database	· store contact names and call history from incoming or outgoing calls in your business development team's personal database · eliminate misdialled numbers and multiple contact lists
OfficeServ EasySet	Allows Intuitive Web-Based Phone Setup	· give employees easy access to quick setup/change of personal phone options
OfficeServ Manager	System Management and Administration	· puts you in control by allowing easy management of your telephone resources
OfficeServ Operator	Transforms your PC into an Operator Console	· equip frontline staff with the power to manage high-volume calls professionally and efficiently
OfficeServ Softphone	Transforms Computers into Full-Feature Phones	· create on-the-go virtual offices · allow mobile professionals and telecommuters remote access to enterprise communications
OfficeServ DataView	Call Centre and System Activity Reporting	· gain accessibility to call centre and agent business activity · improve cost efficiency · track, store, and analyse historical call data
ACD Call Centre	PC based Call Centre Solution	· powerful call management capabilities with multiple queues, skills based routing, remote agent working, and real time and historical reporting

Data-Communications

The **Office**Serv 7000 series gives your business an all-in-one voice and data solution that saves on communications costs by eliminating divergent systems, bottlenecks and competition between voice and data streams.

LAN Interface Module: Layer 2/3 Ethernet Switch Options
The choice of basic unmanaged switches through to a fully managed and secure switching matrix are available on the **Office**Serv 7000 Series. It is capable of providing solutions including VLAN separation of voice and data, power over ethernet supply to IP phones or wireless access points and separate DHCP management of both IP phones and in-house PCs. Security Policy options that include IP addresses and Mac access lists are configured via the built in WEB management tool.

The **Office**Serv range of products all support Policy Management and Quality of Service (QoS) in order to provide prioritised communications services.

Routing, Firewall and Intrusion Detection
Industry standard data security is provided as a first line of defence against network attacks and unauthorised access. The **Office**Serv 7000 series has powerful in-built security with enterprise class intrusion detection, denial of service and firewall capabilities to provide a secure gateway to your network without compromising the security of your business.
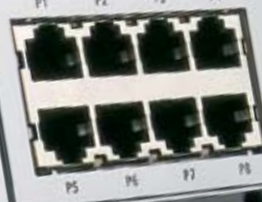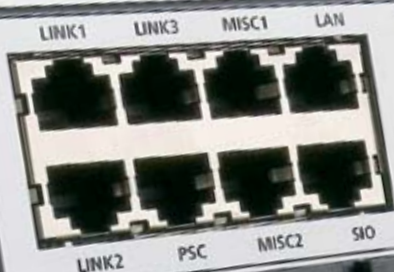
In addition, policy enforcement and content filtering are supported to further enhance security, providing complete functionality and flexibility to deliver secure internet and intranet access.

VPN (Virtual Private Network)
The system is optimised for VoIP and VPN tunnelling. It can provide enhanced and secure data networking to remote office locations, home workers and mobile staff with the optional inclusion of data encryption for added piece of mind.

Several data modules can be combined in your **Office**Serv system to create a fully manageable, expanded data infrastructure.

Samsung OfficeServ System Features List

Account Code Entry
· Forced-Verified
· Forced-Not Verified
· Voluntary
Administrator Program Key
All Call Voice Page
Attention Tone
Audio Message with Alarm (Timer) Reminder
Authorisation Codes
· Forced
· Voluntary
Auto Attendant
Automatic Call Distribution (ACD)
Automatic Hold
Background Music
Call Activity Display
Call Centre
· Agent Busy/Manual Wrap Up Key
· Agent PIN (ID) Numbers
· Agent Login & Logout
· Automatic Logout
· Automatic Wrap-Up Timer
· Priority Call Queuing
· Embedded Reporting Package
  - Agent Statistics
  - Call Statistics
  - Group Supervisors
  - Printed Reports
· **Office**Serv DataView
  - UCD Statistics
  - UCD Monitoring
  - Wall-Style Display
  - Windows
Call Costing
Caller Identification (CID)
· Automatic Number Identification (ANI)
· Caller ID
· Calling Line Identification
Caller ID Features
· Name/Number Display
· Next Call
· Save Caller ID Number
· Store Caller ID Number
· Inquire Park/Hold
· Caller ID Review List
· Investigate
· Abandon Call List
· Caller ID on SMDR
· Number to Name Translation
· Caller ID to PSTN
· Caller ID to Analog Port

Call Forwarding
· All Calls
· Busy
· No Answer
· Busy/No Answer
· Forward DND
· Follow Me
· External
· To Voice Mail
· Preset Destination
· Preset Forward Busy
Call Hold
· Exclusive
· System
· Remote
Call Park and Page
Call Pickup
· Directed
· Groups
· Established
Call Recording
Call Waiting/Camp-On
Caller Emergency Service ID (CESID)
Centrex/PBX Use
Chain Dialling
Chain Forward
Class of Service
Common Bell Control
Computer Telephony Integration (CTI)
· **Office**Serv Link
· **Office**Serv DataView
· **Office**Serv EasySet
· **Office**Serv Call
· **Office**Serv Operator
· **Office**Serv Softphone
Conference
· Add On (5 party)
· Unsupervised
· Split
Conference Group
Customer Set Relocation
Data Security
Database Printout
Daylight Savings Time-Auto
Dialled Number Identification Service (DNIS)
Direct In Lines
Direct Inward Dialling (DID)
· Day/Night Routing
· Busy or Camp-On Option
· MOH Source
· DID Call Limits
Direct Inward System Access (DISA)
Direct Trunk Selection

Directory Names
DISA Security
Distinctive Ringing
Door Lock Release (Programmable)
Door Phones
Email Gateway
Executive Barge-In (Override)
· With Warning Tone
· Without Warning Tone
· Trunk Monitor or Service Observing
External Music Interfaces
External Page Interfaces
Flash Key Operation
Flexible Numbering
Group Busy Setting
Hot Line
In Group/Out of Group
Incoming Call Distribution
Incoming/Outgoing Service
Individual Line Control
IP Handsets
IP Softphone
IP Video Handset
IP Video Softphone
ISDN Service
· Primary Rate Interface
LAN Interface
Least Cost Routing
Live System Programming
· From Any Digital Handset
· With a Personal Computer
Meet Me Page and Answer
Memory Protection
Message Waiting Indications
Message Waiting Key
Microphone On/Off per Station
Mobility Solution
Multiple Language Support
Music On Hold-Flexible
Music On Hold-Source
Networking
· SPNet over IP
· QSig over PRI
Off Premises Extensions
OfficeServ Wireless
Operator Group
Overflow
· Operator
· Station Group
Override Codes
Paging
· Internal Zones (5)
· External Zone (2)
· All External
· Page All

Park Orbits
Prime Line Selection
Priority Call Queuing
Private Lines
Programmable Line Privacy
Programmable Timers
Recalls
Recall to Operator
Redial Review
Remote Programming-PC
Ring Modes
· Time Based Routing-Plans
· Automatic/Manual
· Holiday Schedule
· Temporary Override
Ring Over Page
Secretary Pooling
Single Line Connections
SIP Extensions
SIP Trunks
Speed Dial Numbers
· Station List
· System List
Speed Dial by Directory
Station Hunt Groups
· Distributed
· Sequential
· Unconditional
Station Message Detail Recording
Station Pair
System Alarms
System Maintenance Alarms
System Directory
Toll Restriction
· By Day or Night
· By Line or Station
· Eight Dialling Class
· Special Code Table
Toll Restriction Override
Tone or Pulse
Dialling Transfer
· Screened/Unscreened
· Voice Mail Transfer Key
· With Camp-On
Trunk Groups
Uniform Call Distribution (UCD)
Universal Answer
Virtual Extensions
Voice Mail (embedded)
· Inband Signalling
Voice over IP (VoIP)
Walking Class of Service
Wireless LAN

Please note that not all features are available on all systems. Some features may require optional hardware or software.

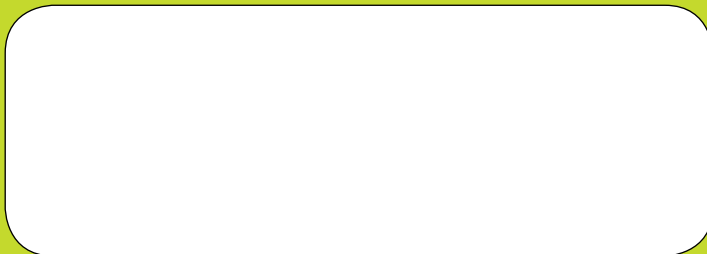| System Features	OfficeServ 7100	OfficeServ 7200	OfficeServ 7400
PSTN Analogue Lines (max)	24	48	160
ISDN Basic Rate Digital Lines (equiv. channels)	6 (12)	24 (48)	80 (160)
ISDN Primary Rate Digital Lines (equiv. channels)	1 (30)	2 (60)	8 (240)
Total Extensions	32	120	480
Digital Stations	24	120	480
IP Stations +WIP	32	120	480
Analogue Stations	24	120	480
Data Extensions (ISDN 128kbits)	12	24	24
Music Sources Internal	1	1	1
External	1	2	2
WIP Base Stations (SMT - R2000)	8	40	80
WIP Handsets	24	32	128
CTI Network	Yes	Yes	Yes
TAPI	Yes	Yes	Yes
Digital Voicemail	Yes	Yes	Yes
Direct Indial Numbers	999	999	999
Calling Line Identification (CLI) PSTN / ISDN	Yes	Yes	Yes
Trunk Groups	11	30	30
Stations Groups	20	40	80
ACD Groups	10	20	40
Pick up Groups	20	99	99
Account Codes	999	999	999
Authorisation Codes	500	500	500
CLIP Numbers (translation table)	1000	1000	2000
CLIP Review Blocks	1000	2000	2500
Auto Attendant Channels	4	12	12
Least Cost Routing	Yes	Yes	Yes
Total Speed Dial Locations	2000	2500	2500
System speed dialling	950	950	950
Station speed dialling (max per station)	50	50	50
External Page Zones	4	4	4
Internal Page Zones	5	5	5
SIO Ports	0+LAN	0+LAN	0+LAN
Remote Programming / Support	Yes	Yes	Yes
LAN Ports	1	1	1
Virtual Extensions SLT	8	22	96
Digital	16	40	96
S.I.P. Extensions Standard	32	32	128
Trunks	16	32	128

Fully converged solutions and easy-to-manage,
all-in-one platforms for small, midsize and large
businesses **Office**Serv 7000 Series

Across Australia 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.samcom.com.au**

For further information contact your
Authorised Samsung Communications Specialist

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