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SAMSUNG

Enterprise IP Solutions

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OfficeServ™ 7000 Series

One communications platform
Endless potential



Connect your business to the power of convergence

Samsung's **OfficeServ 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 **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.

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 **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.

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 **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. The fact that the **OfficeServ 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 **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.

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

Voice	Data	IP
Intelligent call routing	LAN Ethernet Switches	OfficeServ 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		SIP/H323 Trunks
– Voicemail	Computer Telephony (CTI)	SIP extensions
– Automated Attendant	OfficeServ CTI applications	Industry standard security protocols
– Call Queuing	Open TSP for 3rd party CTI	
Automatic Call Distribution/ Call Centre Functionality	Email Gateway	Applications
Least Cost Routing	Unified Messaging/Communications	Hybrid or Pure IP capability
Call Management	PC based Call Centre Applications (ACD)	Wired or wireless
System administration/diagnostics		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 **OfficeServ 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 **OfficeServ 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 **OfficeServ 7000 series** delivers clean, crisp voice quality across wireless LAN access points to feature-rich, menu driven wireless handsets.

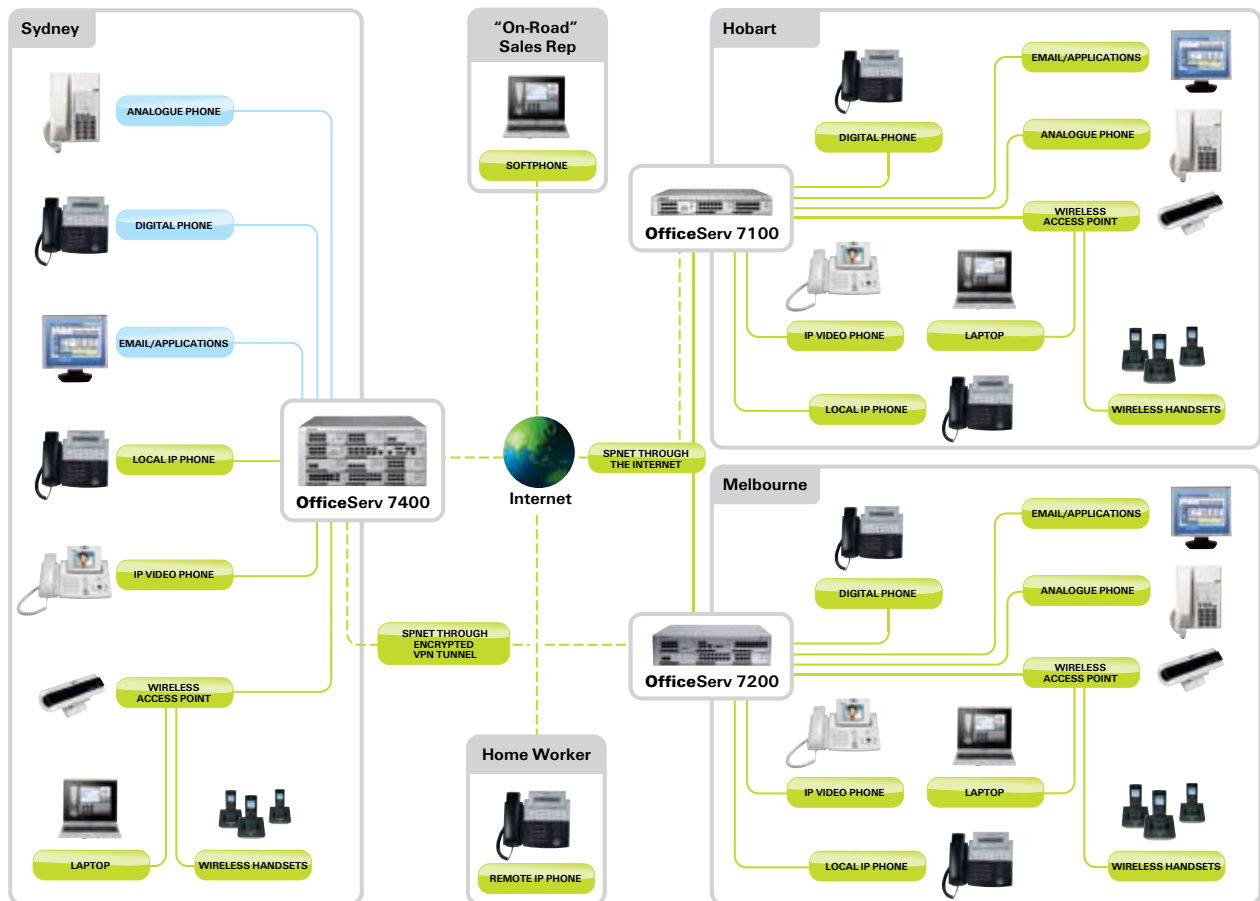
With a Windows-based Softphone, mobile staff that regularly work away from the office can enjoy the full functionality of their normal desk phone whilst on the move. Using IP services from hotel rooms, airport lounges and wi-fi hot-spots, users can be contacted by their colleagues, have access to their 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 **OfficeServ 7000 Series** uses Samsung Proprietary IP Networking (SPNet); a feature that enables **OfficeServ** 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 **OfficeServ** 7000 Series communications platform allows you to create a secure, seamless and scalable network across multiple locations, including branch offices and remote and mobile workers wherever they may be.





OfficeServ Digital and IP handsets

The **OfficeServ 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 **OfficeServ IP** revolution provides opportunities beyond the traditional barriers of internal business communications. IP handsets can be connected to the **OfficeServ** 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 **OfficeServ** handsets.



*Available in either digital or IP configuration



Samsung Messaging Solution

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.

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 **OfficeServ** CTI (Computer Telephony Integration) application suite offers an outstanding range of applications that make it easy to use and customise your Samsung **OfficeServ 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 **OfficeServ 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	<ul style="list-style-type: none"> · 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	<ul style="list-style-type: none"> · give employees easy access to quick setup/change of personal phone options
OfficeServ Manager	System Management and Administration	<ul style="list-style-type: none"> · puts you in control by allowing easy management of your telephone resources
OfficeServ Operator	Transforms your PC into an Operator Console	<ul style="list-style-type: none"> · equip frontline staff with the power to manage high-volume calls professionally and efficiently
OfficeServ Softphone	Transforms Computers into Full-Feature Phones	<ul style="list-style-type: none"> · create on-the-go virtual offices · allow mobile professionals and telecommuters remote access to enterprise communications
OfficeServ DataView	Call Centre and System Activity Reporting	<ul style="list-style-type: none"> · 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	<ul style="list-style-type: none"> · powerful call management capabilities with multiple queues, skills based routing, remote agent working, and real time and historical reporting



Data-Communications

The **OfficeServ 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 **OfficeServ 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 **OfficeServ** 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 **OfficeServ 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.

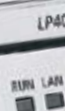
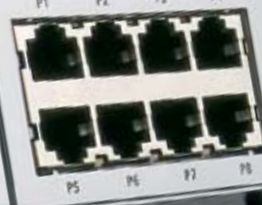
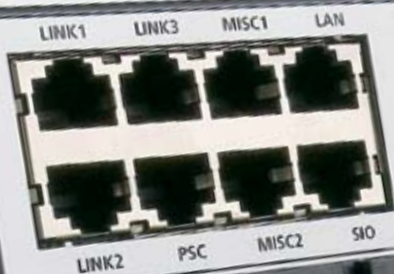
In addition, policy enforcement and content filtering are supported to further enhance security, providing complete functionality and flexibility to deliver secure internet and intranet access.

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 **OfficeServ** system to create a fully manageable, expanded data infrastructure.

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Samsung OfficeServ System Features List

Account Code Entry	Call Forwarding	Directory Names	Park Orbits
· Forced-Verified	· All Calls	DISA Security	Prime Line Selection
· Forced-Not Verified	· Busy	Distinctive Ringing	Priority Call Queuing
· Voluntary	· No Answer	Door Lock Release	Private Lines
Administrator Program Key	· Busy/No Answer	(Programmable)	Programmable Line Privacy
All Call Voice Page	· Forward DND	Door Phones	Programmable Timers
Attention Tone	· Follow Me	Email Gateway	Recalls
Audio Message with Alarm	· External	Executive Barge-In (Override)	Recall to Operator
(Timer) Reminder	· To Voice Mail	· With Warning Tone	Redial Review
Authorisation Codes	· Preset Destination	· Without Warning Tone	Remote Programming-PC
· Forced	· Preset Forward Busy	· Trunk Monitor or	Ring Modes
· Voluntary	Call Hold	Service Observing	· Time Based Routing-Plans
Auto Attendant	· Exclusive	External Music Interfaces	· Automatic/Manual
Automatic Call	· System	External Page Interfaces	· Holiday Schedule
Distribution (ACD)	· Remote	Flash Key Operation	· Temporary Override
Automatic Hold	Call Park and Page	Flexible Numbering	Ring Over Page
Background Music	Call Pickup	Group Busy Setting	Secretary Pooling
Call Activity Display	· Directed	Hot Line	Single Line Connections
Call Centre	· Groups	In Group/Out of Group	SIP Extensions
· Agent Busy/Manual	· Established	Incoming Call Distribution	SIP Trunks
Wrap Up Key	Call Recording	Incoming/Outgoing Service	Speed Dial Numbers
· Agent PIN (ID) Numbers	Call Waiting/Camp-On	Individual Line Control	· Station List
· Agent Login & Logout	Caller Emergency	IP Handsets	· System List
· Automatic Logout	Service ID (CESID)	IP Softphone	Speed Dial by Directory
· Automatic Wrap-Up Timer	Centrex/PBX Use	IP Video Handset	Station Hunt Groups
· Priority Call Queuing	Chain Dialling	IP Video Softphone	· Distributed
· Embedded Reporting	Chain Forward	ISDN Service	· Sequential
Package	Class of Service	· Primary Rate Interface	· Unconditional
· Agent Statistics	Common Bell Control	LAN Interface	Station Message
· Call Statistics	Computer Telephony	Least Cost Routing	Detail Recording
· Group Supervisors	Integration (CTI)	Live System Programming	Station Pair
· Printed Reports	· OfficeServ Link	· From Any Digital Handset	System Alarms
· OfficeServ DataView	· OfficeServ DataView	· With a Personal Computer	System Maintenance
· UCD Statistics	· OfficeServ EasySet	Meet Me Page and Answer	Alarms
· UCD Monitoring	· OfficeServ Call	Memory Protection	System Directory
· Wall-Style Display	· OfficeServ Operator	Message Waiting Indications	Toll Restriction
· Windows	· OfficeServ Softphone	Message Waiting Key	· By Day or Night
Call Costing	Conference	Microphone On/Off	· By Line or Station
Caller Identification (CID)	· Add On (5 party)	per Station	· Eight Dialling Class
· Automatic Number	· Unsupervised	Mobility Solution	· Special Code Table
Identification (ANI)	· Split	Multiple Language Support	Toll Restriction Override
· Caller ID	Conference Group	Music On Hold-Flexible	Tone or Pulse
· Calling Line Identification	Customer Set Relocation	Music On Hold-Source	Dialling Transfer
Caller ID Features	Data Security	Networking	· Screened/Unscreened
· Name/Number Display	Database Printout	· SPNet over IP	· Voice Mail Transfer Key
· Next Call	Daylight Savings Time-Auto	· QSig over PRI	· With Camp-On
· Save Caller ID Number	Dialled Number	Off Premises Extensions	Trunk Groups
· Store Caller ID Number	Identification Service (DNIS)	OfficeServ Wireless	Uniform Call
· Inquire Park/Hold	Direct In Lines	Operator Group	Distribution (UCD)
· Caller ID Review List	Direct Inward Dialling (DID)	Overflow	Universal Answer
· Investigate	· Day/Night Routing	· Operator	Virtual Extensions
· Abandon Call List	· Busy or Camp-On Option	· Station Group	Voice Mail (embedded)
· Caller ID on SMDR	· MOH Source	Override Codes	· Inband Signalling
· Number to Name	· DID Call Limits	Paging	Voice over IP (VoIP)
Translation	Direct Inward System	· Internal Zones (5)	Walking Class of Service
· Caller ID to PSTN	Access (DISA)	· External Zone (2)	Wireless LAN
· Caller ID to Analog Port	Direct Trunk Selection	· All External	
		· Page All	

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 **OfficeServ 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

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