

OfficeServ™ Solutions

Solutions Overview

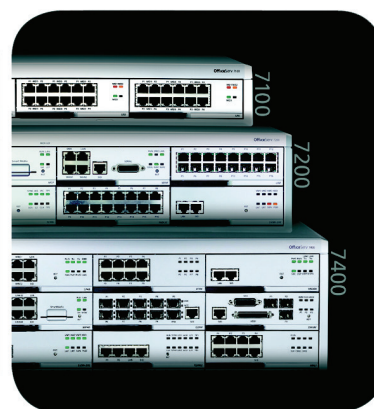
While this proposal has been customized for your current business needs, Samsung has several other applications that may be utilized to support your future business goals. As your trusted advisor for telecommunications, we'll gladly assist you with identifying the appropriate technology to achieve the competitive advantage you desire.

OfficeServ™ 7000 Series

Once only available to the largest companies, Samsung technology provides small and mid-sized businesses with sophisticated and affordable communications solutions. The OfficeServ™ 7000 Series supports multiple network technologies and protocols for accessing the public telecom network, including traditional voice communication, voice over IP, IP-based data communication, SIP services and wireless solutions through Wi-Fi.

- OfficeServ™ 7100 - out-of-the-box performance for converged small business solutions
- OfficeServ™ 7200 - power and versatility for small and mid-sized businesses
- OfficeServ™ 7400 - a robust infrastructure for complex business environments

		MAXIMUM VOICE CAPACITIES						
		7400		7200		7100		
STATIONS	Wireless Handsets	128		32		24		
	Analog Phones	480		120		24		
	Digital Phones					32		
	Samsung IP Phones	12		12		4		
	Voice Mail	12		12		4		
	Maximum Stations	480		120		32		
TRUNKS	Standard SIP Trunks	128	128	32	32	24		
	Standard H/323	64	64	16	16	24		
	Analog Trunks	240		60		20		
	Digital Trunks PRI	240		60		23		
	Networking Trunks (SPNet)	240		60		24		
		Maximum Trunks	240		60		24	
		Maximum Stations + Trunks + Voice Mail	720		180		60	



With 99% of the same features residing on all three platforms, OfficeServ™'s seamless upgrade migration provides your business with exceptional investment protection. This migration capability allows your telephone system to grow right along with your successful business. Samsung accomplishes this with interconnecting cabinets, common circuit boards, telephone sets, and portable applications. Similar platform features and functionality mean lower hardware costs, ease of maintenance, and enhanced employee familiarity.

Samsung Telephones

A key contributor to the success of Samsung's telephone systems has been a range of stylish, easy-to-use, ergonomic handsets that provide the user with access to a host of valuable features. There are two attractive styles to choose from, iDCS and our DS models. All of Samsung's OfficeServ™ display telephones feature large, easy to read displays. The scroll feature provides access to a LCD screen that displays additional call information. Each telephone is equipped with context-sensitive keys to help users easily navigate through the system's features. Display telephones also incorporate programmable function keys with tri-color LED status indicators that can be used for speed dialing, one-touch feature keys, and traditional 'lamp and key' working. The Samsung IP Telephone delivers cell phone-like features, thus offering an interface that keeps pace with today's user community. There is also an optional 32 or 64 button add-on module available.

DIGITAL KEYSETS



iDCS-28D



iDCS-18D
WITH 14-BUTTON STRIP



iDCS-8D



DS-5021D



DS-5014D



DS-5007S



DS-5064B
AOM

Samsung makes it possible to break free from the barriers of traditional business communications and "Go Green" with a telecommuting policy. The affordable Remote IP Phone allows off-site employees to connect directly to the OfficeServ™ 7100 system, giving them all their in-office communication functionality at home. And the best part is you won't have to sacrifice power, control, or workflow consistency. In addition to being good for the environment, instituting a telecommuting policy helps employers save money and enhance employee morale.

IP TERMINALS



ITP-5112L



ITP-5121D

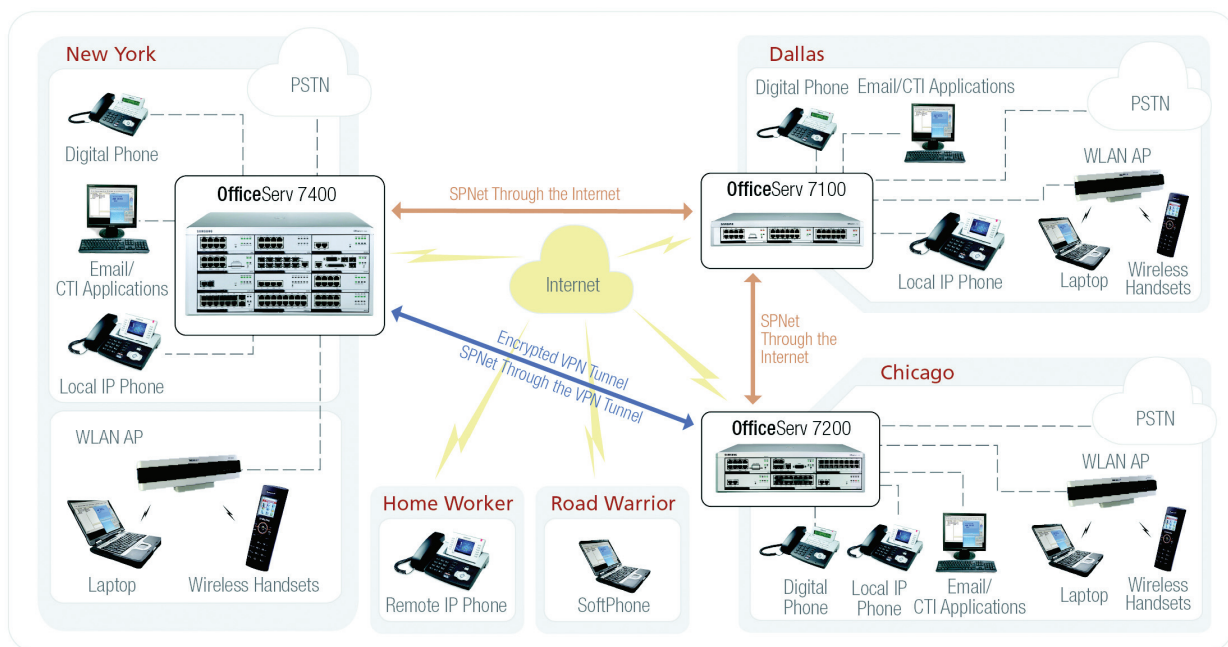


ITP-5107S

Networking

The true power of the OfficeServ™ system lies in its enhanced voice networking technology, offering your organization a range of powerful options to link systems, share functionality, and maximize your existing data infrastructure. For multi-site environments, OfficeServ™ uses Samsung Proprietary IP Networking (SPNet) enabling up to 99 OfficeServ™ systems to be networked across multiple locations over data connections (WAN) creating a high level of feature transparency.

Using SPNet, incoming calls can be routed between sites. This can greatly improve the level of customer service you may provide by allowing callers to reach the appropriate resource regardless of physical location. All users benefit from the cost-effective sharing of selected features across the network, as well as centralized operator services, voice mail and automated attendant. Businesses may reduce long distance charges by incorporating 3 or 4 digit dialing within the network of switches, using tandem trunking to connect out to the public network.

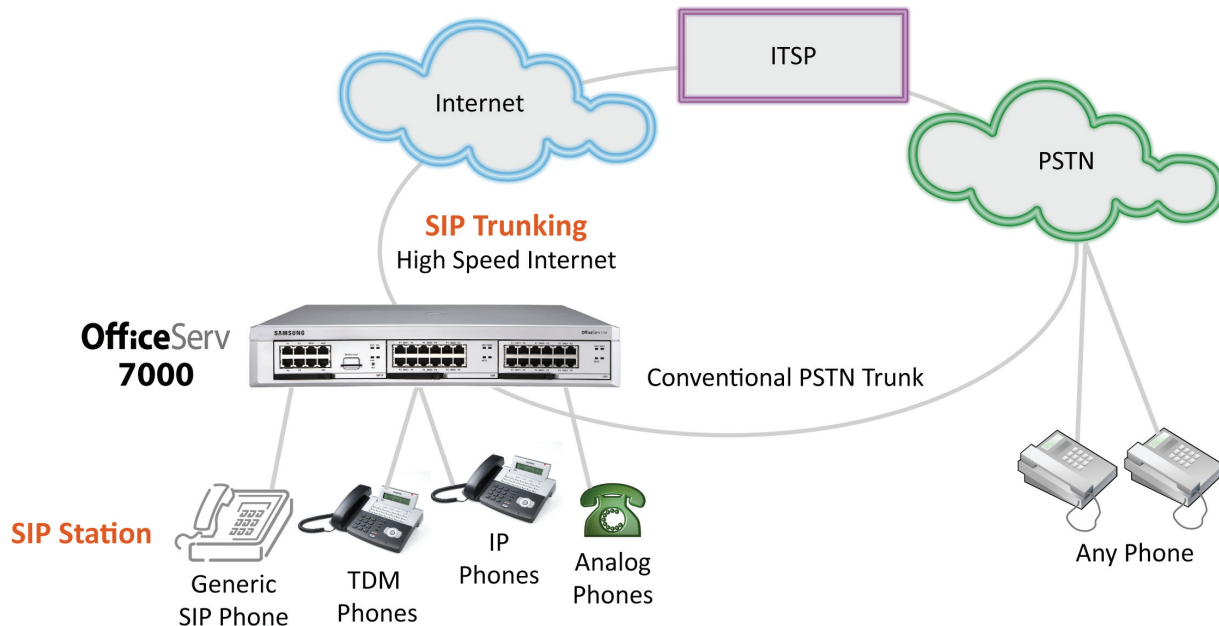


Voice over IP (VoIP) Technology

Branching out with IP telephony can take your business to the next level. OfficeServ™ is at the forefront of the VoIP revolution, creating more effective applications with converged technologies and reducing the cost of call traffic between linked sites via Telephony over IP (ToIP) and Voice over IP (VoIP). These technologies can vastly reduce communication costs by encoding your telephone and fax calls into Internet Protocol then routing them in the same way that data is sent, utilizing spare bandwidth on existing data links.

Session Initiation Protocol (SIP) Trunking and SIP Stations

The Session Initiation Protocol (SIP) is a signaling protocol that is widely used for setting up and tearing down multimedia communication sessions such as voice and video calls over the Internet. Many businesses are incorporating SIP services into their current network designs to achieve cost savings and greater network management efficiency. Samsung's entire OfficeServ™ 7000 Series platform is compliant with SIP industry standards, and we can easily and effectively assimilate SIP trunking and SIP stations into your network design.



Messaging

Samsung Voicemail—the ultimate call messaging solution—provides advanced call processing features such as voicemail, auto attendant and fax-mail to increase business productivity. Users can easily master the system to perform such tasks as recording a personal greeting, call screening, group message sending, leave personal reminders and conversation recording with the touch of a button. Message waiting indication ensures that users are immediately aware that messages are pending with each message 'stamped' with the date and time it was left and the number of the person who called. The system's auto forward feature also safeguards against missed messages by forwarding them to a designated mailbox if they aren't accessed within a specified time.

Auto Attendant – Flexibility and Control

The Samsung auto attendant can empower your organization through intelligent routing and handling of calls. The auto attendant allows you to decide how you want to communicate. Through this powerful application generator your business can more effectively communicate with callers. By programming the auto attendant, Find Me – Follow Me feature, you control where to take calls and when to take calls. Ideal for the mobile worker and for handling calls from different time zones and for ensuring your revenue generating callers are making their way to your company's top resources.

The auto attendant can be tailored to your business needs through a customizable building block application set of instructions that routes your calls. Within the auto attendant application a database may be created to effectively complete calls when no human resource is available, making your operation 24/7 if needed. Through a series of prompts callers can be interrogated and their responses matched against the embedded data base for certain, serve-yourself applications. Proper auto attendant applications can help increase revenue, decrease costs and improve customer satisfaction.

Unified Voicemail

Samsung's Unified Voicemail solution sends voicemail and fax messages directly to the user's email inbox through a feature called the E-Mail Gateway. This feature provides a vast array of functionality, from archiving important messages to listening to messages from any sound-enabled device with email access. This is a simple, secure, and personalized way for users to manage voice mail and fax mail messages without the need to remember command sequences or phone numbers.

E-Mail Gateway supports delivery of any Samsung mailbox message sent over a standard SMTP mail server, including voicemail and fax mail items. Users can view these emails in Microsoft® Outlook and other commercially available email clients. This feature can be enabled for up to 5 users by default, with an optional additional license for accessibility by all system users. Installation is simplified because no software needs to be installed at the client or at the email server.

With Samsung's Unified Voicemail, users can choose between Notification Only or Delivery. Both provide caller ID information and message status. The Delivery selection also includes a file attachment or WAV (for voicemail) or TIF (for fax mail). Once in the user's email inbox, the message can be archived or forwarded just like any other email. Voicemails delivered to a user's email inbox can be deleted from the voicemail system to minimize mailbox clutter and reduce system overhead.

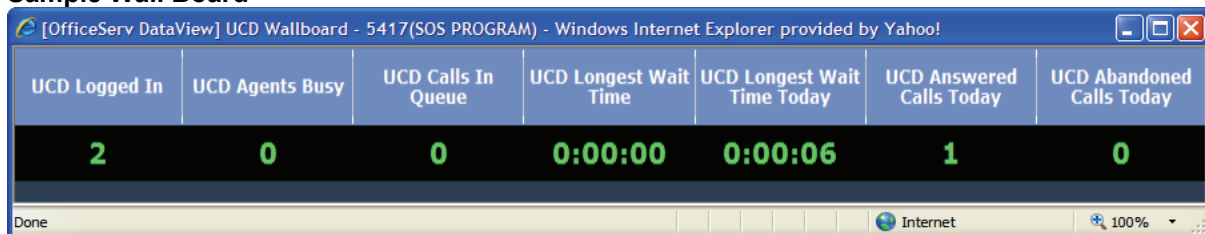
Contact Center

The key focus in today's business is customer service. Ensuring your callers can get to the right people in a fast and efficient manner is of the utmost importance. This means your contact center is one of the most critical operations you have and Samsung recognizes this. Our OfficeServ™ DataView application offers a full range of routing, management, and agent features devoted specifically to contact centers. This intuitive web based interface allows you to monitor your call center activity from any PC with a web browser.

Powerful, flexible call routing ensures that your callers get to their destination without prolonged transfer times or complicated script development. Customized hold music and comfort messages give your business a personal touch. With Priority Call Queuing you can ensure that your VIP callers receive the extra attention they deserve.

A variety of built-in reports provide you with a wealth of information on your contact center's activity. Live supervision allows you to monitor your call queues and agents with ease. You can receive visual and or audio alarms directly on your telephone display to alert you when a queue is approaching unacceptable wait time or queued call volume limits.

Sample Wall Board



The screenshot shows a web browser window titled "[OfficeServ DataView] UCD Wallboard - 5417(SOS PROGRAM) - Windows Internet Explorer provided by Yahoo!". The main content is a dashboard with seven columns of statistics:

UCD Logged In	UCD Agents Busy	UCD Calls In Queue	UCD Longest Wait Time	UCD Longest Wait Time Today	UCD Answered Calls Today	UCD Abandoned Calls Today
2	0	0	0:00:00	0:00:06	1	0

The status bar at the bottom of the browser window shows "Done" on the left and "Internet" and "100%" on the right.

Agent control is another key aspect of contact center management, so the OfficeServ™ 7000 series allows you to choose if agents are able to log themselves out of a queue or activate manual wrap-up times. Agent PIN numbers remove the need to tie an agent to a specific phone by allowing them to log in anywhere.

- Scheduled reports allow quick access to commonly used reports
- Data is stored in a MS Access software database or SQL server
- Web-based client specifically designed for Internet Explorer software

Sample Supervisor Reporting Screen

OfficeServ DataView HOME | SITEMAP | FAQ | LOGOUT
8/26/2005 9:22:45 AM

Administrator UCD Agent Status

Show Plug/Log Out Interval: 10 sec Group: 5830

Summary						
Group Number	Group Name	Agents	Logged In	Logged Out	Agents Busy	Busy Ratio
5830	Tech Supp	10	2	8	2	100.0%

Agent Detail								
Number	Port #	Port Status	Agent PIN	Agent Name	Agent State	Call Status	Duration	Phone Number
1	6116	Normal	-	Thomas T	Log In	Connected	0:01:35	6627672800
2	6121	Forward	-	LORENZO S	ABW	Idle	0	

Ringing ■ Connected In ■ Connected Out ■ On Hold ■
 Wrap Up ■ ABW ■ DND ■ Log Out ■

Historical Call Reports

OfficeServ™ DataView provides management with 40+ statistical reports for trunk, station, voicemail and automated attendant usage as well as uniform distribution and operator group statics. The intuitive, web-based interface allows you to monitor your phone system activity from any PC with a web browser. To keep your business running at peak performance you may track in-bound and out-bound calling patterns, providing insight into those contributing to or handling your business traffic. Reports can be exported to Microsoft Excel with one click. Abandon call list displays details of each lost call. With OfficeServ™ DataView historical reporting you will have the information at your fingertips to better manage your employees' productivity.

- Web-based client specifically designed for Microsoft® Internet Explorer
- Eighteen monitors track call, device, and agent status
- Scheduled reports that allow quick access to commonly used reports
- Supports Microsoft® Access or Microsoft® SQL Server database types

OfficeServ DataView HOME | SITEMAP | FAQ | LOGOUT
12/1/2008 8:34:49 AM

Administrator **Inbound Trunk Call Statistics** Print | Refresh | Help

Start: 11/10/2008 0:00 End: 11/10/2008 23:45 Interval: Hour Query

Summary															
Rows	Total Lines	Lines Out of Svc	Lines Avail.	Max Lines Used	In Trys	Calls In	Inbd Errors	Inbd Answers	Inbd Call Time	Inbd Talk Time	Avg Inbd Call Time	Avg Inbd Talk Time	Inbd Call Ratio	Inbd Ans Ratio	Inbd Traffic
95	133	0	133	6	179	179	0	122	3:43:24	3:19:03	0:01:15	0:01:38	100.0%	68.2%	0.16

Time Detail															
Time	Total Lines	Lines Out of Svc	Lines Avail.	Max Lines Used	In Trys	Calls In	Inbd Errors	Inbd Answers	Inbd Call Time	Inbd Talk Time	Avg Inbd Call Time	Avg Inbd Talk Time	Inbd Call Ratio	Inbd Ans Ratio	Inbd Traffic
11/10 01:00	532	0	532	0	0	0	0	0	0:00:00	0:00:00	0:00:00	0:00:00	0	0	0
02:00	532	0	532	0	0	0	0	0	0:00:00	0:00:00	0:00:00	0:00:00	0	0	0
03:00	532	0	532	0	0	0	0	0	0:00:00	0:00:00	0:00:00	0:00:00	0	0	0
04:00	532	0	532	0	0	0	0	0	0:00:00	0:00:00	0:00:00	0:00:00	0	0	0
05:00	532	0	532	0	0	0	0	0	0:00:00	0:00:00	0:00:00	0:00:00	0	0	0
06:00	532	0	532	0	0	0	0	0	0:00:00	0:00:00	0:00:00	0:00:00	0	0	0
07:00	532	0	532	0	0	0	0	0	0:00:00	0:00:00	0:00:00	0:00:00	0	0	0
08:00	532	0	532	0	0	0	0	0	0:00:00	0:00:00	0:00:00	0:00:00	0	0	0
09:00	532	0	532	0	0	0	0	0	0:00:00	0:00:00	0:00:00	0:00:00	0	0	0
10:00	532	0	532	7	12	12	0	8	0:18:14	0:17:01	0:01:31	0:02:08	100.0%	66.7%	0.3
11:00	532	0	532	15	19	19	0	10	0:17:12	0:14:44	0:00:54	0:01:28	100.0%	52.6%	0.29
12:00	532	0	532	16	25	25	0	16	0:27:35	0:24:51	0:01:06	0:01:33	100.0%	64.0%	0.46
13:00	532	0	532	10	20	20	0	11	0:08:42	0:05:30	0:00:26	0:00:30	100.0%	55.0%	0.14
14:00	532	0	532	8	22	22	0	16	0:19:06	0:17:29	0:00:52	0:01:06	100.0%	72.7%	0.32
15:00	532	0	532	10	15	15	0	13	0:38:16	0:35:27	0:02:33	0:02:44	100.0%	86.7%	0.64
16:00	532	0	532	10	31	31	0	21	0:37:06	0:31:32	0:01:12	0:01:30	100.0%	67.7%	0.62
17:00	532	0	532	18	23	23	0	17	0:42:52	0:39:03	0:01:52	0:02:18	100.0%	73.9%	0.71
18:00	532	0	532	11	5	5	0	5	0:11:23	0:11:08	0:02:17	0:02:14	100.0%	100.0%	0.19
19:00	532	0	532	2	3	3	0	1	0:00:45	0:00:05	0:00:15	0:00:05	100.0%	33.3%	0.01
20:00	532	0	532	1	1	1	0	1	0:01:47	0:01:47	0:01:47	0:01:47	100.0%	100.0%	0.03
21:00	532	0	532	2	0	0	0	0	0:00:00	0:00:00	0:00:00	0:00:00	0	0	0
22:00	532	0	532	1	1	1	0	1	0:00:09	0:00:09	0:00:09	0:00:09	100.0%	100.0%	0
23:00	532	0	532	2	2	2	0	2	0:00:17	0:00:17	0:00:08	0:00:08	100.0%	100.0%	0
23:45	399	0	399	0	0	0	0	0	0:00:00	0:00:00	0:00:00	0:00:00	0	0	0

TOP

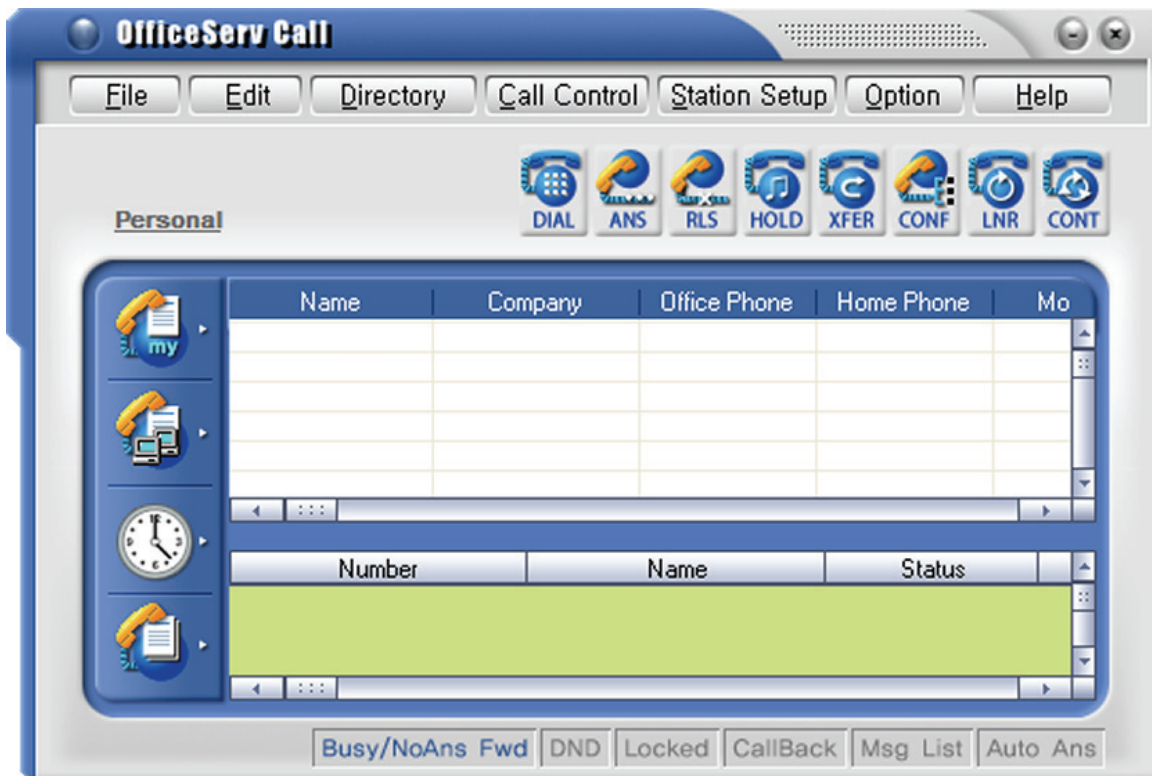


Computer Telephony Applications

Voice and data communications have never been more important to your business than they are today. As the barriers between telephony and data continue to break down, Samsung brings you a portfolio of communications solutions designed to maximize the benefits of Computer Telephony Integration (CTI) applications. Optimize your OfficeServ™ 7000 Series with a suite of CTI applications, including:

OfficeServ™ Call – Puts the following comprehensive range of telephony and call management functions on the desktop.

- Screen-pop Microsoft® Outlook contact records based on Caller ID
- Answering and dialing calls with a mouse click
- Change station settings
- Call Log for incoming and outgoing calls
- Display the status of other extensions Busy Lamp Field (BLF)
- Caller ID and caller details, call control services
- Maintain multiple phone books, network phonebooks
- Drag and drop Call Control with BLFs
- Scheduling services
- Call Log Services (maintain records of all calls)



OfficeServ™ SoftPhone – IP phone on a PC

SoftPhone seamlessly provides mobile professionals with access to their business telephone system as if they were sitting at the main office. It is an ideal solution providing all the features and functions of an IP phone but with the power of mobility. Ideal for telecommuters and business road warriors, with benefits that include:

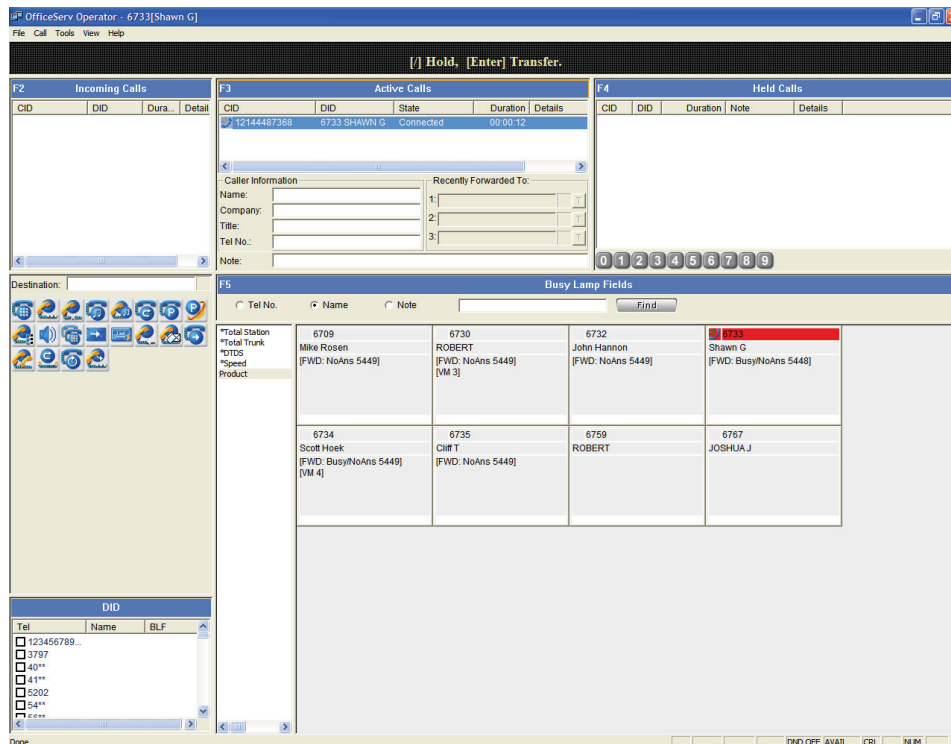
- Complete set of IP telephone features captured in a familiar interface
- A true converged voice/data solution using a single device
- Intuitive, flexible interface with four selectable interfaces and 99 programmable keys
- Import/Export Outlook contacts, lookup and direct dial from a Personal Directory
- Short message capability among SoftPhone users
- Message notification and voice mail access
- Access to a built-in contact list to make dialing simple and easy
- Video calling is available from one OfficeServ™ SoftPhone to another OfficeServ™ SoftPhone user when PC is equipped with camera and microphone



OfficeServ™ Operator is fully integrated with your voice and data infrastructure to maximize the responsiveness of your organization. With the simplicity of "point and click" operation or use of a keyboard, incoming external and internal calls can be effectively managed using a variety of features such as:

- **Busy Lamp Field Indication** - Quickly view the status of each extension and control calls using.
- **Easy Setup and Configuration** - Installation of OfficeServ™ Operator provides all your phone settings without user intervention.
- **Department Queues** - Organize call traffic more efficiently and distribute calls to other operators.
- **Conference Call Set Up** – Can be initiated by the Operator in just an instant.
- **Notes Facility** - A simple message can be added as a reminder before returning to a waiting caller and placing them through.
- **Hold** - Hold a call with reminder, and/or with a target. Operator may park a call in an "orbit" or station, and automatically repeat hold actions on recalled calls using a single key.
- **Contact Information** – Customer database that allows caller notes and activity updates to be entered. The database includes caller name and number for all calls and detailed information for active calls.

Providing the advanced functionality of OfficeServ™ through the user's PC, OfficeServ™ Operator solutions are invaluable for managing a busy office with a high call volume or conversely, providing a high level of resolution of service in a low call environment.



OfficeServ™ EasySet

OfficeServ™ EasySet is a web enabled management tool designed to give OfficeServ™ users a simple and friendly way to configure the features of their office desk-phone from virtually any location. Changing password, station status, buttons, speed dial numbers, forwarding instructions, messaging options, absence messages or diverting calls is quick and easy. By facilitating this process through a user friendly browser on their PC, user efficiency and productivity is enhanced.



Data Networking Solutions

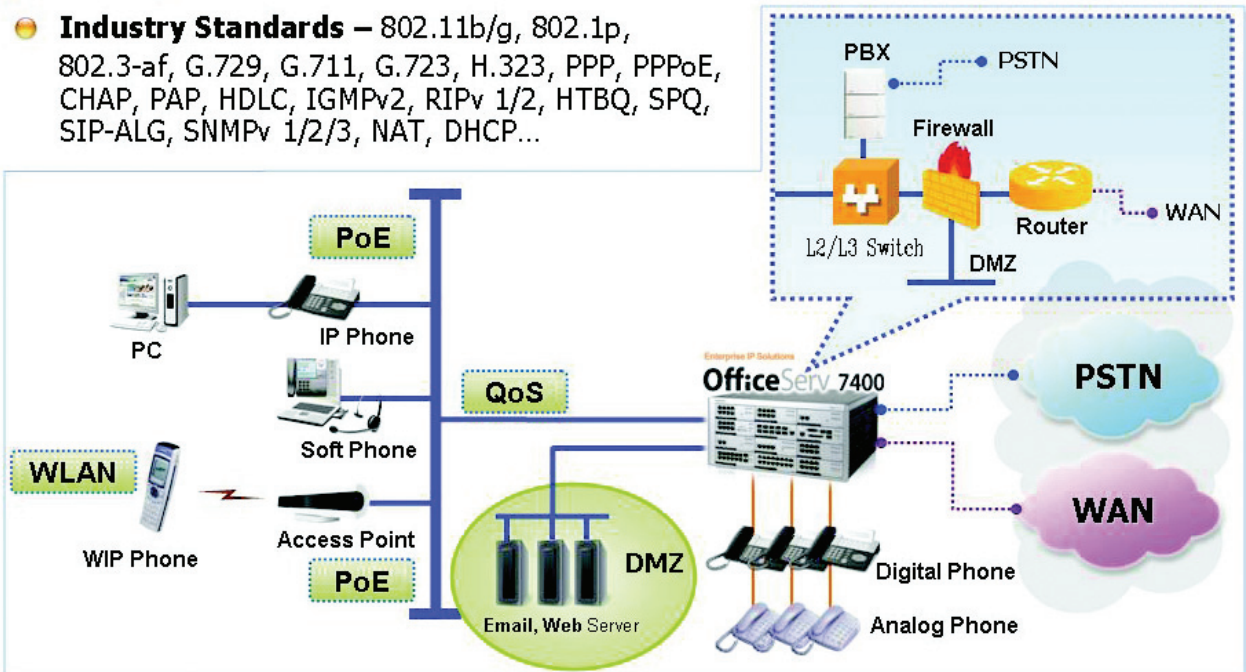
Samsung OfficeServ™ 7200 & 7400 systems provide converged voice and data in the same “box” using integrated services routers and layer 2/3 switching technology. Samsung’s channel partners provide single source solutions that support your voice, data and security requirements.

Standalone or as the backbone for a total enterprise solution, the OfficeServ™ 7400 features a powerful infrastructure for dynamic applications. OfficeServ™ data modules deliver gigabit data switching, Power over Ethernet (PoE), high speed data routing, QoS, and network security. Samsung’s proprietary VoIP Services provide plug & play optimization for voice over an IP network.

Currently, quality of service (QoS) with assured stability is the top priority of enterprise communication in companies with increasing voice and data traffic. OfficeServ™ IP telephone sets enable QoS by supporting VLAN tagging (802.1q) and Priority Processing (802.1p) achieving the ultimate in a converged environment.

All in One = IP PBX + Router + Switch + Security + TDM

- **Industry Standards** – 802.11b/g, 802.1p, 802.3-af, G.729, G.711, G.723, H.323, PPP, PPPoE, CHAP, PAP, HDLC, IGMPv2, RIPv1/2, H.323, SPQ, SIP-ALG, SNMPv1/2/3, NAT, DHCP...



Wireless Applications

Gain more control over your productivity with Samsung's wireless mobility solution. In addition to the newly compact handset, you'll enjoy a longer-lasting battery source and a host of convenient cell phone features. Both voice and data is extended to an unlimited number of access points to support your entire coverage area. The SMT-W5100E allows you to experience a difference that's both real-time and real-world. The Samsung wireless application delivers connectivity via Voice over Wireless LAN (VoWLAN) technology.

- Provides hand-off between access points for high quality voice services throughout your entire enterprise
- Repeater Mode – Wireless Phone (SMT-W5100E)
- Enhanced security with WEP/WPA/WPA2
- Wi-Fi Certified
- Support both 2.4 GHz and 5 GHz radios for IEEE 802.11 a/b/g
- IEEE 802.11g, SIP protocol

Samsung's cutting-edge technology, deployed in this latest generation mobile handset, provides uninterrupted productivity even when you're on the go. Its affordable, smart design supports both voice and data on a single wireless network, with these additional benefits:

- Color Display, Speaker Phone
- Talk Time: 4 hours with standby time of 40 hours
- Weight: 3.75 oz
- Handset with remote operation capability

