

THE SAMSUNG ADVANTAGE



Powerful and Affordable
Communications Solutions



THE SAMSUNG MISSION IS to level the playing field for small to midsize businesses by making enterprise-quality telecommunications technologies more accessible and more affordable. Creative thinking, capable people, inspired engineering and product performance – they all come together to enable our customers to experience The Samsung Advantage.

GAIN THE ADVANTAGE IN PEOPLE AND PRODUCTS

Business today is all about advantage. How to secure it and how to maintain it – all without diminishing your assets. What good is investing in advanced technology if it doesn't advance your competitive edge? For over 70 years and counting, Samsung understands. Global awards? We have them. International acclaim? We've earned it. Yet, our most impressive triumphs are those we help our customers achieve every day. A better looking bottom line. Increased productivity. Enhanced customer service. With Samsung, people and products collaborate to produce extraordinary results.



*The **OfficeServ 7000 Series**
Business Communications
Solutions enable users to save
time and enhance productivity.*

LEVELING THE PLAYING FIELD FOR SMALL AND MIDSIZED BUSINESS

Imagine a single, expandable, communications platform that connects your business with productivity and efficiency and enables your people to integrate voice and data seamlessly throughout the company – both on and off site. Now, imagine that solution in a highly affordable, highly customizable package that installs and configures easily. Samsung makes this a reality with enterprise-class convergence technology that's affordable to small and midsize businesses.

Samsung's expertise in voice and data convergence, wireless communications, VoIP, and core network technologies has produced the **OfficeServ 7000 Series** – a family of groundbreaking business communications solutions that are redefining the rules of the game. How? By fully accommodating the needs of our customers – not just in capability, but also in affordability. These robust and innovative communications systems are available in three scalable platforms, ensuring an option that's right for you.

WHEREVER YOU NEED US — WE'RE THERE

Beyond technology, Samsung respects the choice customers have in how and with whom they do business. That's why, to more effectively support our product lines, we have developed our Customer Choice Model, a geographically-dispersed base of direct dealers and indirect channel partners that results in tight-knit national coverage. As a single- or multi-location operation, you benefit from having Samsung partners right where you need them most – near you.

OfficeServ 7100



OfficeServ 7200



OfficeServ 7400



Samsung creates affordable, easy to administer, converged systems that can revolutionize the way your employees communicate and network.

SAMSUNG COMMUNICATIONS SOLUTIONS PROPEL YOUR BUSINESS FORWARD

Managing your business can be an all consuming task, but Samsung has your communications needs covered so you're free to focus on your core competencies. The advanced features and functionality of Samsung's solutions provide your company with a more refined professional image. So whether you need the efficiency of a basic phone system or a fully converged communications platform, our lineup of systems delivers the perfect blend of versatility and power your business needs.



Samsung makes telecommuting a practical and cost-effective alternative for your business.

ACCELERATE EMPLOYEE PERFORMANCE

With enhanced data sharing and integrated support for your remote and mobile workers, you'll experience a superior level of workplace collaboration. Sophisticated features, like unified communications and remote access, will enable users at every level to save time, maximize job effectiveness, and enhance personal productivity.

ENHANCE CUSTOMER RELATIONS

Streamlining your inbound communications ensures more robust call management and helps your business present a polished image to the outside world. With automated work flow and simplified intra- and inter-office communications, you'll be able to serve your customers more responsively, both during and after business hours.

PROTECT YOUR BOTTOM LINE

By reducing unnecessary cabling and complicated administration processes, the affordable **OfficeServ 7000 Series** reduces up-front installation and maintenance costs, which, coupled with Samsung's five-year hardware warranty, protects your bottom line and ensures a quicker return on investment.

CHOOSE SAMSUNG AND GAIN THE ADVANTAGE

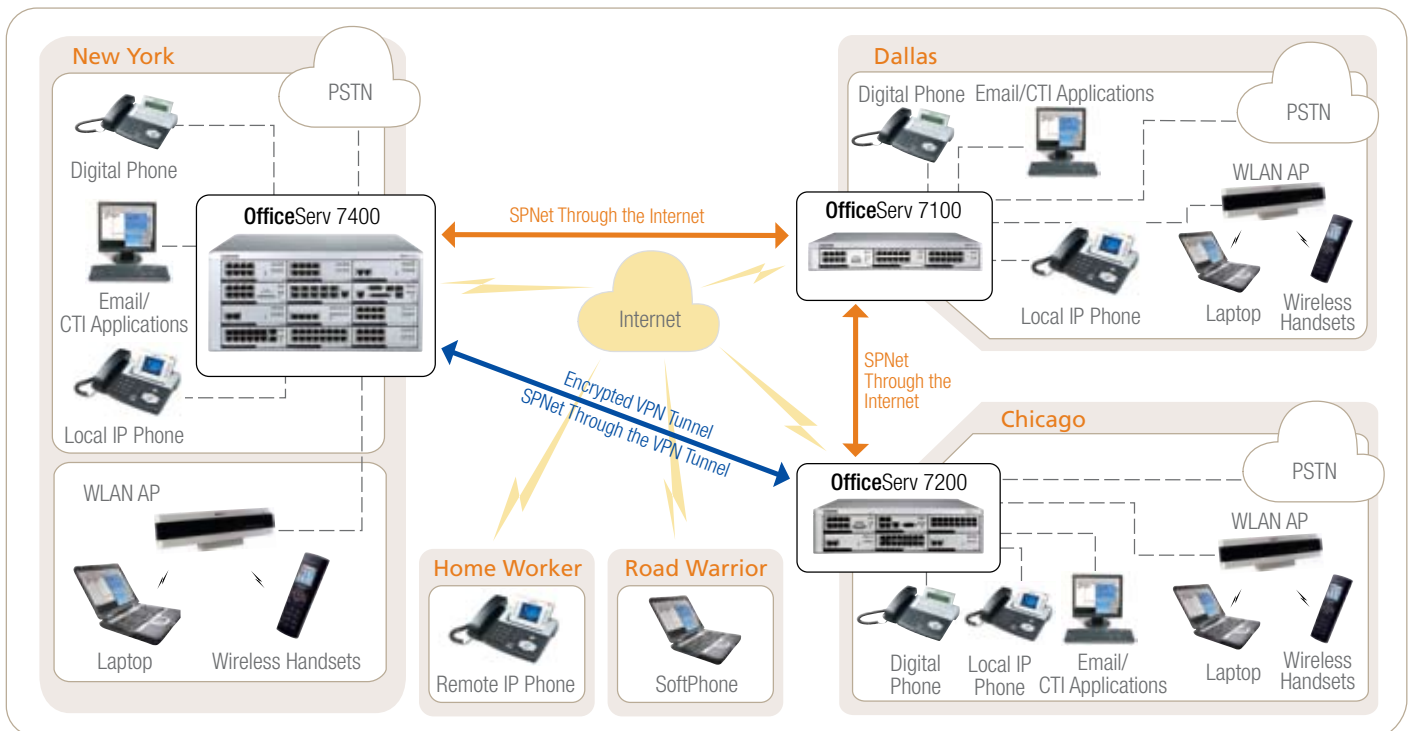
When you entrust the future of your business to Samsung Communications, we, in turn, provide you with investment protection, evolving technology and long-term scalable architecture. The result: consistent ROI for a stronger bottom line, year after year. It is our sincere commitment to honoring choice that lets Samsung deliver lasting customer and end-user satisfaction. By supporting your efforts every step of the way, Samsung helps you be great today and become even better tomorrow. Enjoy communications excellence company-wide. Put The Samsung Advantage to work for you.

EMPOWER YOUR EMPLOYEES BOTH ON AND OFF SITE

Engineered to grow incrementally with your business, the **OfficeServ 7000 Series** brings voice & data, wired & wireless connectivity, traditional TDM & IP telephony technologies, SIP services, as well as WiFi and Computer Telephony Integration (CTI) applications all together onto a single, expandable platform. Our solutions connect you with remote and mobile workers wherever they happen to be located, making company information, tools and resources as accessible to them as they are to on-site employees. For improving the customer experience, in particular, this mission-critical voice and data integration works seamlessly company wide to help you compete and win in today's fast-paced business environment.

UNIFY YOUR BUSINESS THROUGH VoIP NETWORKING

OfficeServ is an outstanding communications platform that can be utilized on its own or to connect multiple **OfficeServ** locations. For multi-site environments, **OfficeServ** uses Samsung Proprietary IP Networking (SPNet), which creates a high level of feature transparency by enabling up to 99 **OfficeServ** systems to be networked across multiple locations over data connections (WAN).







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