Samsung Business Communications Systems

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IP Keyset Converged Solutions

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Samsung Business Communications

Samsung means business.

Over 40 million people a day all over the world use Samsung products for business communications. A global leader in electronics, communications and digital media technologies, Samsung is one of the world's largest corporations, with some 175,000 staff and an annual turnover of $30 billion. An annual R&D budget of $2.5 billion puts Samsung at the forefront of research into digital convergence.

Samsung Business Communications Systems (BCS) is a division of Samsung Telecommunications America specializing in voice and data communications for enterprises and SMEs. We are revolutionizing the traditional <u>PBX /Key Telephone system</u>, exploiting the continuing convergence of telephony and IT technologies to address the real issues businesses face in terms of efficiency, infrastructure and competitive ability. We do this through a concept dubbed the Virtual Enterprise.

Samsung's vision of the Virtual Enterprise uses <u>IP telephony</u> and related technologies to build a network of central and remote sites, home workers, customers and supplier sites, all seamlessly connected via secure voice and data links over private lines and the public Internet. Among its benefits are increased corporate efficiency through lower infrastructure and communications costs, and improved mobility, flexibility and work/life balance for individual staff.

Besides offering a planned, cost effective route toward the Virtual Enterprise, Samsung's converged enterprise IP solutions provide all the conventional voice applications that you would expect to find in a modern telephone system. They are also ready to support future applications such as presence management that will automatically reach any user on any device, irrespective of location, with any type of message.

Today, Samsung's advanced business communications solutions are trusted by organizations of all types and all sizes, all over the planet. Tomorrow, we will bring voice and data together as never before. In a digitally converging world, Samsung means business.

Going to work can be a waste of time.

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Going to work can be a waste of time

Flexible working with Samsung IP solutions.

Do you sometimes wonder why you have to waste so much time and energy fighting your way onto crowded trains or sitting in a traffic jam on the way to work? Well it doesn't have to be that way. With Samsung Business Communications Systems (BCS), simply plugging a Samsung IP handset into a broadband Internet connection hooks you into a Virtual Enterprise with full dynamic voice and data connectivity.

Samsung allows you to choose when and where you work, while still enjoying the efficiency enhancing features of an office environment, from fast access to corporate computer services to having telephone calls screened by the receptionist or an automatic attendant.

At home, for example, an IP handset plugged straight into your <u>ADSL</u> modem or into the back of your PC will be treated by the head office communications system just like any other extension, with direct routing of incoming calls, access to phone settings and voicemail, and toll free calls to other extensions on the system. You can do the same with any broadband Internet connection anywhere in the world, whether you're at a branch office, a customer site, a hotel, or near any of the growing number of public-access <u>wireless hotspots</u>.

To make life even easier, the user interface and features of Samsung's IP handsets are identical to those of your office-based colleagues, giving intuitive control over your communications. With Samsung's PC-based programming, customizing individual user functions such as voicemail, call forwarding, speed dials and call registration is suddenly a breeze.

Samsung Business Communications Systems gives you the freedom to manage your working life flexibly — enhancing your efficiency and creativity — yet remain dynamically connected to your business wherever and whenever you choose. In a world of new lifestyle choices, Samsung means business

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For more productivity, send your staff home.

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For more productivity, send your staff home

Better business through better communications.

To work most efficiently and productively, individuals need a way to communicate quickly and easily whenever inspiration strikes or advice is needed. This may be when they are at home, on a train, working at a remote site, or in a 'hot desking' office environment.

Samsung Business Communications Systems (BCS) allows you to create a secure, seamless and scalable network of voice and data connections across remote sites, home and mobile workers, and even key customers and suppliers, wherever in the world they may be. We call this the Virtual Enterprise, and it means that anyone who needs to communicate is able to do so whenever, wherever and however they wish.

The Virtual Enterprise uses a _virtual private network (VPN)_ of secure channels through public networks, such as the Internet, as well as existing inter-site data links to connect multiple sites and remote users. It offers essentially the same features as leased-line networks — access to central databases, toll free _VoIP_, distributed call centers, video-conferencing and so forth — but can provide far more connectivity for a much smaller outlay. The potential savings of the Virtual Enterprise are huge — perhaps 75% of communications costs for a company opening a new branch office.

Because the Virtual Enterprise can be extended over any _ADSL_ or other broadband Internet connection, it minimizes the cost and eliminates the isolation of home working, allowing you to reduce overheads such as business travel and office space. For example, simply plugging an IP handset into an ADSL modem gives the remote user access to all the voice functions of the head office communications system as if they were sat at a desk in the office.

The implementation of broadband technology to enhance internal and external communications is already creating massive business benefits, with an estimated 52 man-days a year being reclaimed by businesses.

Today, commuting, business travel and the inevitable delays that are part and parcel of these activities costs UK businesses up to 11 man-hours per week and $7.7 billion ($11.5 billion) per year, according to one recent survey. Samsung communications solutions enable your business to use this time and money to be more creative, work more productively and generate more revenue. As we like to say, Samsung means business!

Samsung Business Communications Systems = Complete Solutions

Samsung Business Communications Systems (BCS) solutions are more than a way of enabling the Virtual Enterprise. They also deliver all the functionality and applications of today's advanced digital communications systems. Whether you need a simple, traditional telephony solution or a sophisticated call center environment, Samsung's modular communications platforms can be configured to meet your requirements in the most cost effective way.

For operators, there are intelligent PC applications that provide effective call handling features at the click of a mouse, helping you create a more professional first impression to your customers.

Call management and call center functions include intuitive call distribution between or within groups of users, real-time activity reports, and a range of key statistical analyses that help ensure you maximize your staffing, IT and communications resources.

For individual users, Samsung solutions include convenient desktop applications such as call routing patterns for different times of day, dynamic and labor saving connectivity links to your CRM and contact database, a busy lamp field showing when other extensions are engaged and, of course, personal voicemail. individual handset functions like these are easier to customize and use than ever before thanks to Samsung's PC-based graphical user interface.

Through its leadership in converged solutions, Samsung is continually adding support for new technologies. For example, Samsung solutions already support the Internet standard known as SIP, which will usher in new applications such as presence management — the ability to reach someone with any type of message, anytime, anywhere, on any device. Because Samsung communications solutions use modular, compatible components, they can be upgraded progressively to incorporate new features as and when your business demands. For the ultimate flexibility, a solution can be configured either as a turnkey Virtual Enterprise solution, or as a 'semiconverged' system that can be IP enabled at a later date. Any way you look at it, Samsung means business.