

imagine the possibilities

Issue 1 — June 2006

Welcome to the first issue of *Imagine the Possibilities* — the new quarterly dealer/distributor newsletter from Samsung BCS.

Throughout the past few months, we have had many requests from you to share more information and communicate more frequently about what is happening at Samsung. Well, we've listened. In addition to the technical bulletins that we distribute on a regular basis and the GSBN site, which more than 85 percent of you are now using to place orders (thank you!), we are now beginning this quarterly newsletter.

The newsletter is designed to keep you updated on new products, provide insight into what is going on with the industry and the market via case studies and topical articles, answer industry questions and provide an opportunity for the Dealer Advisory Board to communicate with you.

We are focused on working to communicate with you more effectively and provide you with the tools and information you need to help your customers meet their business and technology needs. This newsletter is another step in that direction and we hope you find it a valuable source of information about what is occurring at Samsung as well as the successes other dealers are having in the field.

So far, this year has been successful. With new product releases and your efforts to sell and install Samsung products at your customer sites, we can only hope that our year continues to be a success for us all. We thank you for your continued hard work and dedication to Samsung.

Enjoy the first issue!

Ann Irwin,
Samsung BCS, Marketing and Business Development

“We are focused on working to communicate with you more effectively...”



Case Study: Affiliated Dermatology & Telephone Warehouse Use Samsung BCS to Upgrade Offices to VoIP

For Dr. Richard Averitte's staff at Affiliated Dermatology, opening the office each morning was tiresome, inefficient and expensive. With the main office located in North Scottsdale, Arizona, and a group of smaller offices located in Phoenix and Anthem, the staff had to move the most basic operations from office to office several days a week. And in order to get each office up and running each morning, the staff was forced to forward their telephone lines to whichever office they were working out of that day.

The existing Qwest lines and forwarding system had been put into place when there were only two offices. However, when the third office opened, Affiliated Dermatology knew that a different solution needed to be put into place — not only to save its staff time, but money as well. So, they contacted long-time partner Telephone Warehouse to see what technology was available.

Several options were considered, including installing networking systems at the two remote locations, but that did not offer the most cost-effective solution.

Telephone Warehouse then proposed a solution where all the lines would be at the North Scottsdale location while the other locations would be connected via the Internet and utilize Voice over Internet Protocol (VoIP). With this solution, the staff could migrate easily from location to location and answer calls wherever they might be.

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“Installing a VoIP solution was clearly the best option for Affiliated Dermatology’s unique situation,” said Telephone Warehouse President, Rick Waldrip. “This solution could be implemented quite easily because the office already utilized a virtual private network to allow them to run their business and medical applications. And because Samsung’s products integrate so easily with different equipment, we were able to utilize the existing phones and hardware.”

In the North Scottsdale office, Telephone Warehouse installed a Samsung iDCS100, which is equipped to handle 24 digital stations, six analog stations, a voice T1 line, a four port voicemail system and VoIP. At the remote offices, the dealer installed several Samsung IP telephones equipped with Day/Night buttons and

Login buttons that enable them to perform the switchboard functions of opening and closing the office from any of their locations.

The IP phones at each of the remote locations have extensions from the main location and can call from any phone to any other phone within the organization. Now, the lab in Phoenix can make a direct intercom call to the front desk in Anthem. All of the phones, digital or remote IP, are all part of the same phone system and are equipped with voicemail boxes and system features.

The solution has been active since February 2006 and Affiliated Dermatology is already experiencing significant benefits. Today, rather than having phone company lines at each location,

all that is required is a pool of lines at the main office and one line at each branch location for fax and emergency use in case the Internet connection fails. This enabled Affiliate Dermatology to cut 10 phone lines and to save approximately \$400 per month.

Affiliated Dermatology has used Samsung solutions for several years, and while the switch to the new VoIP system was transparent to its staff, the benefits the company and its patients are experiencing are very clear. Aside from the monetary benefits, the office staff is able to get whichever office they are working from up and running much more quickly, and communication between offices is much easier allowing them to provide the best assistance possible to their patients.

Samsung’s E-Mail Gateway: An Answer to High-Priced Unified Messaging

Effective transmission of information is the essence of communication. Effective transmission includes breaking down barriers such as distance and time. From carrier pigeons to the basic telephone, people have been able to communicate across distances and time with increased efficiency. Now, as technology continues to evolve, people can use more advanced and innovative technology-based tools to communicate in many different ways — e-mail, voicemail, fax mail, text messages and pagers are just a few.

However, with the development and utilization of these new tools come inherent barriers. With so many options, how do you make communication efficient again? This is the basic premise of unified messaging. Essentially, unified messaging involves breaking down the end-point terminal and media barriers so that people using different technologies, different media and different terminals can still communicate to anyone, anywhere, at anytime. There are many products available for people to use; however, they need to have a simple method that offers interoperability. The unification of these tools creates powerful solutions for customers.

Today there are many options available that provide a single-source location for message management. They range from the very complex and expensive to the simple and economical. Samsung has created a simple, cost-effective solution to a complex problem. The Samsung

E-Mail Gateway solution provides an economical answer to your customer’s unified messaging needs. Whether customers are in the office or on the road, the Samsung E-Mail Gateway service provides a single contact point for all messages (voicemail, e-mail and fax mail). Mobile and remote professionals will benefit from the E-Mail Gateway with immediate, personalized and unobstructed access to their messages — anywhere, anytime.

With multiple methods for receiving messages, there are multiple places where a person must go to check for incoming messages. With E-Mail Gateway, users reduce the number of places they must check for incoming voicemail, e-mail, and fax mail messages to one common location. It allows users to have multiple choices on how they are notified of the incoming message, how that message is delivered and what to do with the message once it is received.

Designed to function with any SMTP e-mail server, this messaging tool combines voicemail and fax mail with existing e-mail services. Voice and fax mail messages are converted to standard file formats and sent to an e-mail address as an attachment. This e-mail attachment now can be handled along with any other e-mail and allows end-users increased convenience and productivity.

The Samsung SVMi-8E, SVMi-16E and the SVMi-20E voice processing systems

that operate on Samsung’s OfficeServ platforms all come equipped with five subscribers for E-Mail Gateway. The five subscribers can be expanded to an unlimited number of subscribers with a simple software license key. The voicemail attachment files can be sent to up to five e-mail addresses and five additional e-mail addresses can be assigned, marked as “notify only” and sent to those e-mail addresses.

Here are additional benefits and features the E-Mail Gateway offers to simplify and unify communications:

- Receive voicemail messages as .WAV files in an e-mail box
- Receive fax mail messages in .TIF format in an e-mail box
- Receive instant notification of the receipt of a voice message or fax mail for up to five e-mail addresses
- Pass voicemail messages to associates outside the voicemail network
- Manage the messages in the subscriber mail box
- Record and save telephone calls

For more information on how the E-Mail Gateway can help your customers improve the efficiency of their communications, please contact your regional sales manager or sales specialist.



ask the expert

Don Irvine —
Director, Product Management, Samsung BCS

Q: My customer is looking to install a new telephone system and wants IP capabilities. He's deciding between an IP-only or IP-enabled/converged system. Which is better?

A: Over the past 25 years, our lives have been dramatically changed by the influx of new technology, and it has spread to the enterprise telecommunications arena in the form of IP. The combination of voice and data is a logical and natural progression of communications technology. However, there are two schools of thought related to taking a traditional telephone system into the world of IP — the revolutionary method, also known as the “fork lift” approach, and the evolutionary method, which focuses on migrating to new technology as it becomes available and protecting the current investment. These two schools of thought are the basis for the two main types of system solutions available — the revolutionary IP-only solution and the evolutionary IP-enabled/converged solution.

When it comes to IP-only and IP-enabled/converged systems, there are pros and cons associated with each. IP-only solutions have been more successful with government and educational institution implementations. IP-enabled/converged solutions represent the majority of VoIP sales during the past couple of years, particularly with enterprises with 200+/- desktops who rely on their phone systems for revenue. While there certainly are benefits to IP-only systems for some customers, the majority of companies that you are serving are better off with an IP-enabled/converged system, which requires less disruption, is more cost-effective and is more reliable.

Because of the heavy reliance on the data network infrastructure, IP-only systems generally require not only a complete system change out, but also a data network overhaul — two major tasks that can be highly disruptive to the normal flow of business. Instead of undergoing those changes, a customer may be able to upgrade an existing system to an IP-enabled or converged system, which includes the forward migration of existing digital phones. This type of gradual change provides investment protection, is less disruptive and creates less risk than a wholesale conversion to a new system.

Another key factor in choosing an IP-enabled/converged system is the rock-solid reliability of a TDM system.

Voice systems rarely go down. When computers, e-mail and servers fail, what do customers do? Pick up the phone and call you, or someone else, to come fix the problem. It is on this reliability premise that IP-enabled/converged systems are built. These systems enable IP-based applications, but they do so in a way that leverages the voice network and does not over-tax the existing data network infrastructure.

IP-only systems, which more closely resemble and therefore, act like a data network, often are vulnerable to threats presented by viruses and denial-of-service attacks, which is not a common issue with TDM systems. These attacks are coordinated efforts to overload a company's network by deluging them with SPAM. IP-enabled/converged systems offer protection from these attacks and provide your customers with the stability and reliability of a TDM system, while still allowing cost savings benefits and the conveniences of IP telephony applications.

Opting for an IP-enabled/converged system also does not limit the VoIP applications available to your customers. There are many VoIP applications that can be achieved with IP-enabled/converged systems, including networking multiple sites, connecting remote users, connecting mobile users, using centralized voicemail and connecting to VoIP service providers for long distance savings. These applications can all be achieved with an IP-enabled/converged switch utilizing a traditional TDM platform with digital stations at its core and IP endpoints and networking as an adjunct.

While I am generally warning against the implementation of IP-only systems for most of your customers, ultimately, the decision should be based on what a customer's communications needs are, what is in place currently from both a telephone system and data network perspective, and how much a customer can afford to pay to satisfy his or her needs. Help your customers understand the choices available and the pros and cons of each. With your help, a buyer can make an informed decision that will serve his business needs both in the short and long term.

Help Us Help You: A Message From The Dealer Advisory Board

Formed at the Samsung dealers' meeting in Lexington, Kentucky, in September 2005, the Dealer Advisory Board was created to facilitate and encourage an open dialogue and exchange of ideas between and among Samsung BCS and its distribution channel.

Since that time the leadership committee has further defined the role of the advisory board among dealers and distributors. As recently as this past March in Atlanta, we have asked for your feedback and are counting on your input to foster change and improvements.

Our goal is to have an open line of communication so that we can assist Samsung in making enhancements to its products, increasing marketing support and ensuring you are getting the information you need to better serve your customers. However, we are only as effective as the information you provide us. Without your input and feedback, the Dealer Advisory Board is limited in what it can help you achieve.

We encourage you to air your concerns first through the dealer forum via Samsung's GSBN Web site, www.samsungsbn.com.

In addition to your concerns and issues, we are looking for input on new features your customers are demanding for both future releases and existing upgrades of the Samsung products. Once this information is received, we will present ideas and thoughts back to Samsung so that we can all benefit from each other's input.

We thank you in advance for your comments and contribution to making the Dealer Advisory Board an effective entity acting on your behalf.

Product Brief:



Introducing the OfficeServ™ 7400

Samsung BCS has recently introduced the next-generation of the OfficeServ platform — the OfficeServ 7400.

Addressing your customers' need for a converged infrastructure supporting traditional voice, VoIP, IP-based data and wireless solutions, Samsung has developed its next generation platform to create an impact on your customer's network effectiveness and efficiency and optimize convergence tools for business communications.

Some of the key features include:

- Enhanced communications to handle increasing and evolving traffic patterns
- Gigabit Ethernet and Layer 2/3 wireless/LAN switching to carry your evolving traffic needs
- Efficient system and user features including backward and forward compatibility with analog and digital phones, IP phones, IP softphone from a PC, emergency 911 access, ACD functionality, operator services, fax functions and many more
- Powerful user application features including OfficeServ Call, Softphone, EasySet, DataView, and Operator Services
- Interface module to integrate the firewall, VPN and IDS functions at Gigabit speeds
- Mobile communication via secure wireless LAN

Ask today how the OfficeServ 7400 can help your customers improve their business communications through a converged environment.



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Digital or VoIP: Two New Keysets Give Your Customers New Choices

Samsung BCS has launched two new keyset series — the DS-5000 series digital and the OfficeServ ITP-5100 series VoIP keysets. Both provide additional features and capabilities for your customers depending on their telecommunications systems.



The DS-5000 keysets offer a sleek, attractive design and more user-friendly feature options. Designed to work with the OfficeServ 100/500 and 7000 series systems, the keysets come in three different models to help customers maximize their productivity with ready-to-use keysets, incoming and outgoing call logs and other time saving call processing tools. In addition, two of the models offer the convenience of a full-duplex speakerphone to permit both parties to speak more naturally and be heard at the same time.



The OfficeServ ITP-5100 keysets are Samsung's newest addition to the VoIP family of products. Offering better performance, improved voice quality and stylish designs, the series now offers models for every price point from the seven-button entry level phone to the advanced large color display model. The more advanced models offer easy-to-use navigation keys and enable users to customize the phone to meet their own personal needs. Most importantly, using ITP keysets enable your customers to save money by reducing the amount they pay in toll charges and simplified administration.

Ask your Samsung representative about these new keysets today.

If you have feedback on the newsletter or would like to contribute a story idea, please e-mail BCS.Newsletter@samsung.com. We appreciate your feedback.