



About Samsung

Samsung is a global leader in the manufacture and supply of innovative electronics solutions one of the world's largest companies with global turnover exceeding \$100 billion and more than 170,000 employees.

With a proven pedigree in the manufacture of electronics for commercial and domestic applications, an annual R&D budget of over \$2 billion, and 63,000 staff committed to the development of fixed and wireless communications. Samsung is at the forefront of delivering converged voice and data technologies including Voice over IP, WAN integration and SIP.

Samsung's core strategy continues to be to maintain leadership in the digital convergence revolution with the mission to bring innovation and digital technology to all products in ways that will make life easier, richer, and more enjoyable for all generations and all customers.

About Magnum

Magnum a name you can Trust having an experience of 15 Years in Sales, Service & Distribution of Enterprise Solution.

Magnum is Official National Distributor for Samsung Enterprise Solution and have nationwide Sales & Service Support with regional Office at Mumbai & Bangalore.

Magnum has been receiving the best Sale award in South East for you 2002-03, 2003-04, 2005-06, and are sure to get many more awards for years to come.

We act as a dedicated team of Technical experts to support our business partners, Customers & give them the best solutions at reasonable price.

Magnum, Where Customer Satisfaction is the Priority.



OfficeServ 7000
- Converged Communications Servers

Enabling the Virtual Enterprise



WORLDWIDE OLYMPIC PARTNER



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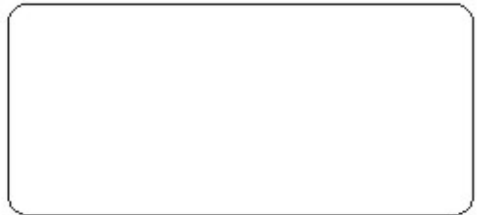
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New Economy. New Competitive Edge.

You are at the heart of a revolution. You are witnessing a total transformation in the way you work.

A new economy is evolving fast before your eyes. And if you're part of an organisation which is effectively harnessing its human capital and knowledge base, then you are set to gain a decisive advantage over your competitors. Collaboration is the key.

To succeed in the new 'Customer' and 'Knowledge' based economies, there has to be collaboration between individual employees, all internal departments, suppliers and, where appropriate, routes to market.

We're in an age when cost control is paramount. It's why more and more organisations are reviewing their activities and out-sourcing their non-core functions, in order to reduce overheads and focus resources on their core business.

As a result companies are now using the widespread availability of broadband to make use of the pool of talent regardless of their proximity to the company's premises. This trend towards home working or Telecommuting, is enabling organisations to tap into a new pool of highly skilled employees that are either unable or reluctant to commute. Telecommuting has opened up not only a new pool of employees to choose from, but has also enabled companies to reduce travel costs, cut-down or eliminate commuting time, and trim down office space costs.

Additionally, Telecommuting is helping to reduce traffic congestion, which will help in cutting down on emissions, whilst enhancing quality of life for the employees.

The combination of these effects has increased employee productivity, enhanced employee retention, and has helped to reduce operational costs significantly.

'Location Independence' is the pre-requisite for successfully achieving these objectives. This means employees must be able to have access to their desktop applications, regardless of their location. Access to the business systems including fully-featured voice capabilities is imperative in this type of working environment. Employees require access to their corporate voice features, Customer Relationship Management (CRM), Process Management and control. IP-based communication platforms are the only way technically to deliver the above requirements.

At Samsung Business Communications we believe that this evolution of business into a 'Virtual Enterprise' has been the real driver for the convergence in business communications.



OfficeServ 7000 - The Heart of Your Communications Network

The OfficeServ 7000 Converged Communications Servers have been designed to deliver advanced voice, data and wireless communications in a single platform. Businesses can deploy OfficeServ 7000 systems to build sophisticated telephony applications, secure data-communications infrastructure and policy-driven networks.

OfficeServ 7000 servers, with their comprehensive range of features and functionality, offer an effective, affordable solution for any organisation. So, whether you are a small office, a head office or a branch of a larger organisation with a need to take advantage of cutting-edge solutions, OfficeServ 7000 servers become the heart of your communications network.

What It Means For Your Business - The Benefits

- **Modular design for efficient scale:** OfficeServ platforms come in two sizes, the 7200 and the 7400. The same interface modules are used in both systems and the systems can be combined for site sizes from 24 to 732 extensions all with the same applications, handsets and management interface.
- **Location Independence:** Mobile and home-working solutions let you attract the best people without losing control and employees are more productive and better connected – improved productivity for your business
- **Multi-site Applications:** Your business applications work across all sites – informal call centres work as a single cohesive unit, operators and supervisors can monitor and assist a dispersed virtual team – teams are more productive
- **Control Costs:** Install and manage remote sites without leaving your office, implement centralised cost tracking, security alerts and departmental billing – reduce the total cost of ownership.
- **High-end Features:** OfficeServ makes deployment simple, without sacrificing features and functionality for your mission-critical business applications: security systems, policy management and advanced telephony - change without compromise.
- **With a system you can grow:** Samsung's building-block approach to converged communications allows you to start with a single site and grow the system in line with your business – protect your investment.





OfficeServ 7000 - Features

OfficeServ 7000 allows you to improve your productivity while reducing operating cost using the following key solutions:

- Data-Communications Connectivity
- Policy Managed Networks
- Systems Security
- Fully-featured Enterprise Telephony
- Wireless Mobility
- Virtual Call Centre
- Messaging
- Hospitality
- Desktop Productivity Applications

Data Communications

By combining sophisticated voice and data connectivity, the OfficeServ 7000 range delivers a converged communications platform for all your business applications. So, whether you need connectivity within a single building, or to the Internet, or you are linking multiple sites, the OfficeServ 7000 combines all the connectivity and advanced features your business requires.

- WAN interface module: Resilient multi-port router
- LAN Interface Module: Layer2/3 Ethernet switches

Policy Managed Networks: Pre-configured QoS for converged voice and data - with many years experience in providing converged solutions, Samsung has designed the OfficeServ 7000 series to deliver crystal clear voice quality no matter which type of telephones are deployed. The systems are pre-configured so that by default, voice traffic is handled in real-time. This means installations can be done without worrying about complex configuration rules. More sophisticated users can employ the powerful management interface to build policy-based networks, allowing System Managers to control how limited resources like WAN links are allocated to specific applications and users.

Firewall and Intrusion detection: The OfficeServ 7000 range is delivered with a sophisticated rules engine for detecting and preventing attacks on your valuable business assets - Intrusion Detection/Prevention provides valuable statistics and alerts concerning all inbound and outbound communications. The OfficeServ 7000 systems also have the ability to securely host your company's Internet services like web servers, database applications and email without compromising security.

VPNs: Security is a key concern when communicating over the public Internet. The OfficeServ 7000 range supports Virtual Private Networks (VPNs) so you can securely link multiple sites or extend the reach of your network to include home workers and mobile employees. Samsung's IP telephones include this VPN technology in order to make deployment as easy as possible. This feature keeps costs to a minimum and allows you to deploy home-worker solutions without the complexities of additional VPN devices.





The Next Word In Advanced Messaging

During the last decade, basic functionality of voicemail has become increasingly popular, as users have identified the efficiency gains from taking accurate and timely messages from their customers.

OfficeServ messaging solutions can enhance the standard voicemail functionality by intelligently routing callers. Greetings and call-routing can be changed according to time-of-the-day, day-of-the-week, CLI, and DDI. This means greetings and call routing can be customised for callers, users and groups.

With 'follow-me' facility, users can instruct the system to try their alternative locations, so that the voicemail can attempt to put calls to their mobile, home, or any other alternative number. Should the call fail to be answered, it can then be routed to the voicemail so that the caller can leave a message.

Voicemail messages can be converted to email files and transferred to the corporate email server. This allows users to access all their messages regardless of the original medium used. This also enables users to copy, forward or store messages on their laptop or PC for future reference.



Message waiting indication



Control and listen to messages using on-screen prompts



Record telephone conversations or personal memos



Listen to caller leaving message before choosing to pick up



Mobility - The Virtual Enterprise Becomes Reality

IP solutions delivered by Samsung will enable users to work seamlessly from home, office, hotels, or on the move. 'Location Independence' is the vital part of making the 'Virtual Enterprise' a reality. Using OfficeServ 7000 series, we can deliver the user's desktop anywhere in the world, so long as there is access to a high-speed IP infrastructure such as broadband.

Samsung OfficeServ supports the full range of standards-based premises wireless solutions, including the latest generation of converged Wi-Fi Access Points and terminal. This enables users to take their extensions with them whilst away from their desk, so that no calls are missed. Additionally, they can work from anywhere in the office whilst retaining their data connection to the corporate network.

Hot-desking allows users that regularly work from different locations to move their extension to any desk within the network, whilst retaining their DDI numbers, voicemail access, and class of service.

By providing a Windows®-based Softphone, 'Road-Warriors' that regularly work away from the office such as hotels, airports etc. can enjoy the full functionality of their normal deskphone whilst on the move. By 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 their customers via their normal DDI, and can make calls via their OfficeServ at a fraction of the normal call charges.





CRM - The Edge In Customer Service

At Samsung Business Communications we believe that every organisation relies on customer service to differentiate and gain competitive advantage. Despite the rise in the number and the popularity of the Internet transactions, customers prefer voice for real-time communication and where there is a need for immediate response. Therefore, voice applications continue to be the most important route for your customers to contact your organisation. Voice applications form the critical component of any CRM solution that aims to delight customers.

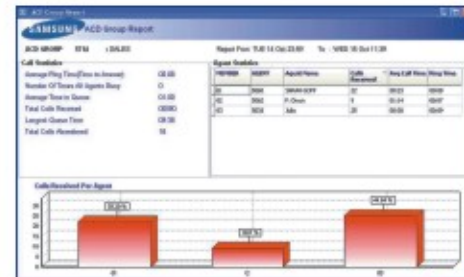
OfficeServ can make call routing decisions based on the Caller Line Identity or DDI number dialled. It can then decide on the most skilled person or group of people to handle the call, assign priority and warn the recipient of the nature of the call by displaying a message on the user's terminal.

Additionally, Samsung CMS can measure and report on Service Levels achieved, activities, and response times both real-time and historically. This enables organisations to identify bottlenecks, areas of potential problem, forecast recurring and measure effectiveness of teams and individuals.

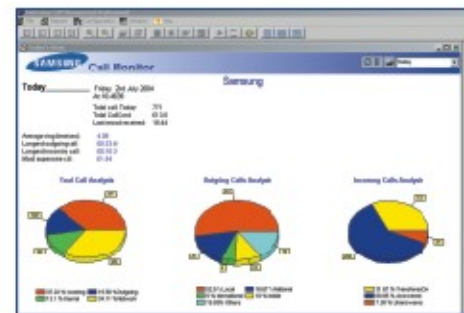
Samsung CMS solution already supports IP Agents, making home-worker agents and remote agents a reality by measuring activity levels and providing productivity reports. This enables call centres to extend their employee and skills pool to part-timers, working mothers, and people with special needs. Additionally, with minimal costs call centres can now offer 'Follow-the-Sun' and 'Multi-Lingual' services by using our IP agents with ADSL connectivity, whilst supervisors can continue to use the monitoring and reporting power of the CMS package.

ACD Call Centre

Provides a complete PC based call centre solution. The main features include full call control from the agents screen, remote agent working, multiple queues, skills based routing, soft wall boards and real-time and historical reporting.



Order Line	510	483	03:55
0	1:54:58	00:22	21
3:08:00	00:48	00:00	09:50



Ext No	Ext Name	Ext Type	Ext Status
200	Ext 200	Ext 200	Ext 200
201	Ext 201	Ext 201	Ext 201
202	Ext 202	Ext 202	Ext 202
203	Ext 203	Ext 203	Ext 203



Top Developments In Desktop Efficiency

In order to encourage users to use the maximum functionality of OfficeServ, Samsung Business Communications has developed a full range of intuitive Windows®-based applications.

OfficeServ Operator

OfficeServ Operator Console enables users to quickly and efficiently find and transfer incoming calls to extensions at any site. A mixture of comprehensive Extension Status, Dial-by-Name, Speed Dials, and Incoming Source Keys makes the Operator Console intuitive and easy to use.

OfficeServ EasySet

OfficeServ EasySet is a Windows® Browser application that enables users to individually customise their extensions without the need for extensive training or reference to the system manager. Extension BLF, Divert Target, Divert Condition, Personal Speed Dial, etc., can be easily changed by a simple point-and-click.

OfficeServ Call

OfficeServ Call is a Windows® call management application providing simple point-and-click access to the full range of advanced call handling features of OfficeServ system. OfficeServ Call can interact with a range of TAPI-based applications such as Outlook, to provide productivity enhancing functions such as dialling from Contact List, Screen Pop, Missed Calls, and also acts as Personal BLF for the users.

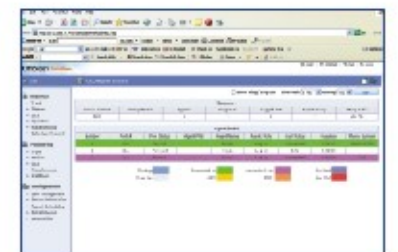
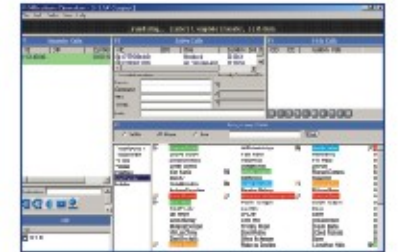
OfficeServ DataView

OfficeServ DataView provides statistical reports, real time monitoring and scheduled reports on the call traffic of an OfficeServ system using a web based user interface. OfficeServ DataView is connected to the OfficeServ System via OfficeServ Link application. The call data is stored in a common database and users can access the OfficeServ DataView information via a web browser from any authorised PC on the network.

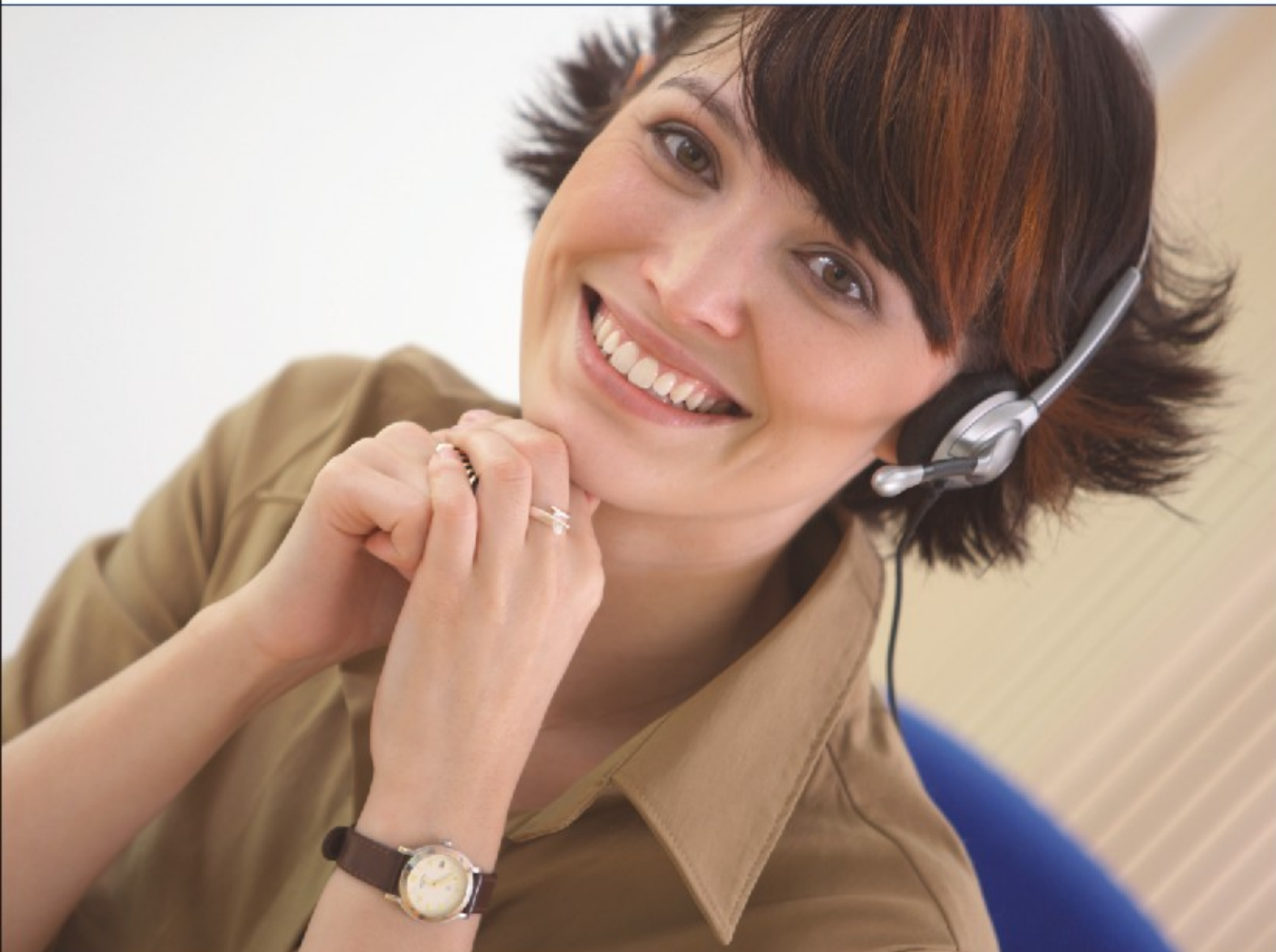
Email Gateway

The Email Gateway gives you the ultimate desktop so your staff can simply access and manage voice, email and fax messages all from their PC inbox, using great features like:

- Forwarding voice mail messages, with additional text, via e-mail (as .wav attachments)
- Viewing fax attachments on-screen
- Use of standard inbox features to manage and file voicemail and fax mail messages



OfficeServ™ 7200 Features & Specifications



System Features

- | | | | | |
|--|---|---|--|---|
| <ul style="list-style-type: none"> Account Code Entry <ul style="list-style-type: none"> • Forced-Verified • Forced-Not-Verified • Voluntary Account Code Key Account Code Key-One Touch Administrator Program Key All Call Voice Page Attention Tone Audio Message with Alarm (Timer) Reminder Authorization Codes <ul style="list-style-type: none"> • Forced • Voluntary Auto Answer on CD Auto Attendant† Automatic Call Distribution (ACD) Automatic Hold Background Music Branch Group Call Activity Display Call Center <ul style="list-style-type: none"> • Agent Busy/Manual Wrap-up Key • Agent PIN (ID) Numbers • Agent Login & Logout • Automatic Logout • Automatic Wrap-Up Timer • Priority Call Queuing • Embedded Reporting Package <ul style="list-style-type: none"> • Agent Statistics • Call Statistics • Group Supervisors • Printed Reports • OfficeServ DataView • UCD Statistics • UCD Monitoring • Wall-Style Display Windows Call Costing Call Identification† <ul style="list-style-type: none"> • Automatic Number Identification (ANI) • Caller ID | <ul style="list-style-type: none"> Caller ID Features <ul style="list-style-type: none"> • Name/Number Display • Next Call • Save Caller ID Number • Store Caller ID Number • Inquire Park/Hold • Caller ID Review List • Investigate • Abandon Call List • Caller ID on SMDR • Number to Name Translation • Caller ID to PSTN • Caller ID to Analog Port Call Forwarding <ul style="list-style-type: none"> • All Calls • Busy • No Answer • Busy/No Answer • Forward DND • Follow Me • External • To Voicemail • Preset Destination • Preset Forward Busy Call Hold <ul style="list-style-type: none"> • Exclusive • System • Remote Call Park and Page Call Pickup <ul style="list-style-type: none"> • Directed • Groups • Established Call Waiting/Camp-On Caller Emergency Service ID (CESID) Centrex/PBX Use Chain Dialing Class of Service Common Bell Control | <ul style="list-style-type: none"> Computer Telephony Integration (CTI) <ul style="list-style-type: none"> • OfficeServ™ Link • OfficeServ™ DataView • OfficeServ™ Easy Set • OfficeServ™ Call • OfficeServ™ Operator • OfficeServ™ Softphone Conference <ul style="list-style-type: none"> • Add-On (5 party) • Unsupervised • Split Conference Group Customer Set Relocation Data Security Database Printout Daylight Saving Time-Automatic Dialed Number Identification Service (DNIS) Direct In Lines Direct Inward Dial (DID) T-1 <ul style="list-style-type: none"> • Day/Night Routing • Busy or Camp-On Option • MOH Source • DID Call Limits Direct Inward System Access (DISA) Direct Trunk Selection Directory Names DISA Security Distinctive Ringing Door Lock Release (Programmable) Door Phones E & M Tie Lines (T1/Copper) Executive Barge-In (Override) <ul style="list-style-type: none"> • With Warning Tone • Without Warning Tone • Trunk Monitor or Service Observing External Music Interfaces External Page Interfaces Flash Key Operation Flexible Numbering Ground Start Trunks (T1) Group Busy Setting Hot Line In Group/Out of Group Incoming Call Distribution | <ul style="list-style-type: none"> Incoming/Outgoing Service Individual Line Control IP Keysets ISDN Service <ul style="list-style-type: none"> • Primary Rate Interface (PRI) LAN Interface† Least Cost Routing Live System Programming <ul style="list-style-type: none"> • From any Display Keypad • With a Personal Computer Meet Me Page and Answer Memory Protection Message Waiting Indication Message Waiting Key Microphone On/Off per Station + Mobility Solution Multiple Language Support Music on Hold Flexible Music on Hold Sources Networking* <ul style="list-style-type: none"> • OSIG over IP • OSIG over PRI OfficeServ™ Wireless Operator Group Overflow <ul style="list-style-type: none"> • Operator • Station Group Override Codes Paging <ul style="list-style-type: none"> • Internal Zones (5) • External Zones (4) • All External • Page All Park Orbits Prime Line Selection Priority Call Queuing Private Lines Programmable Timers Recalls Recall to Operator Redial Review Remote Programming-PC | <ul style="list-style-type: none"> Ring Modes <ul style="list-style-type: none"> • Time-Based Routing Plans • Automatic / Manual • Holiday Schedule • Temporary Override Ring Over Page Secretary Pooling Single Line Connections Speed Dial Numbers <ul style="list-style-type: none"> • Station List • System List Speed Dial by Directory Station Hunt Groups <ul style="list-style-type: none"> • Distributed • Sequential • Unconditional Station Message Detail Recording (SMDR) Station Pair System Alarms System Maintenance Alarms System Directory Tenant Services (2) ToLL Restriction <ul style="list-style-type: none"> • By Day or Night • By Line or Station • Eight Dialing Classes • Special Code Table ToLL Restriction Override Tone or Pulse Dialing + Traffic Reporting Transfer <ul style="list-style-type: none"> • Screened/Unscreened • Voicemail Transfer Key • With Camp-On Trunk Groups + Uniform Call Distribution (UCD) Universal Answer Virtual Extensions Voicemail <ul style="list-style-type: none"> • In-Band Signaling • Integrated (In-skin) Voice over IP (VoIP)* Walking Class of Service Wireless LAN |
|--|---|---|--|---|

System Specifications

Trunk Cards	TEPRI, STRK
Station Cards	16 DL12, 8DL1, 16 MM/SL1, 8SL1, 8COMBO
Data LIM	<ul style="list-style-type: none"> ▶ WIM: WAN Interface Module ▶ DMZ port, LAN port, V.35 serial port ▶ LAN interface Module: 10/100 Base-T Ethernet ports: 16 ▶ 4DSL: long distance Ethernet ports: 4 Max., 7 mile
Voice Application	<ul style="list-style-type: none"> ▶ MG1: Media Gateway Module ▶ SVM: H.323: Same Day Voice Mail ▶ 4WL1: Wireless Line Interface Module, Max. 3 4WL1, Max. 12 WBS24 Combo
AC Input	▶ AC: 110V/220V 60 Hz 1 DC: +6V, -6V, -48V
Size	<ul style="list-style-type: none"> ▶ Single cabinet: 17.3" (H) x 4.9" (D) x 16.1" (W) ▶ Double cabinet: 17.3" (H) x 9.7" (D) x 16.1" (W)

Data Specifications

WIM (WAN Interface Module) Multiple Network Interface ▶ WAN 1: Auto-Sending 10/100Base-T ▶ WAN 2: 10Base-T ▶ LAN Port: Auto-Sending 10/100Base-T WAN 3: Serial V.35 DMZ Port: Auto-Sending 10/100Base-T	Routing Functions: ▶ Static Routing ▶ Dynamic Routing: RIP1, RIP2, OSPF ▶ Intra-VLAN Routing
WAN Protocols: ▶ WAN 1 and 2: PPP, PPPoE, DHCP Serial: PPP, HDLC, Frame Relay (Point-to-Point)	Class of Service (Switching-Layer 2): ▶ Errorless QoS, 1p Priority ▶ QoS, 1p Aware ▶ Two Output Queues per Egress Port ▶ Weighted Round Robin or All High Before Low queuing
LIM (LAN Interface Module): ▶ 16 Fast Ethernet Ports	Quality of Service (Routing - Layer 3): ▶ RTB Queuing ▶ Bandwidth Allocation On Demand ▶ IP ToS Routing
Switching Performance: ▶ Non-Blocking ▶ Maximum Forwarding Bandwidth: 3.2 Gbps	Network Functions (Application): ▶ NAT (1:1), NATP (Many:1) ▶ Firewall ▶ DHCP ▶ IDS: Snort Rule based Intrusion Detection ▶ VPN: Hardware based Encryption/Decryption - IPSec: Max. 100 Tunnels - PPTP: Max. 25 Connections ▶ DMZ: NATP for VoIP and SP Net Networking services
Managed LIM Functions: ▶ Layer 2 QoS: VLAN (802.1Q), 802.1P ▶ Flow Control (802.3x) ▶ Protected Loop: STP (802.1D) ▶ IGMP Snooping ▶ MAC-based Port Security ▶ Web-based Management	



For additional information on System, Station Display features, refer to the OfficeServ 7200 General Description or ask your Authorized Dealer.

* Battery standby and talk times will vary depending on phone usage patterns and conditions. Battery power consumption depends on factors such as phone system configuration, signal strength, operating temperature, features selected, vibrator mode, backlight setting, frequency of calls, and voice, data, and other application usage patterns.

† Requires optional hardware and/or software. Contact your Samsung Authorized Dealer for details.



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