

Samsung Telecoms

– communications solutions for the
converged world



SAMSUNG

Welcome to Samsung – designing tomorrow

Samsung Telecoms is a division of Samsung Electronics – a global leader in the manufacture and supply of innovative electronics solutions – which in turn is part of the Samsung Group, 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 development and manufacture of electronics for commercial and

domestic applications, Samsung Electronics is a world leader in many fields including the computer memory market, where Samsung has pioneered ROM chip technology.

An annual R&D budget of over \$2 billion, and 63,000 staff committed to the development of cutting-edge fixed and wireless communications, ensures that Samsung Electronics is at the forefront of research into data and voice technologies including Voice over IP, WAN

integration and SIP.

Samsung's expertise in communications and digital technology, combined with a strong commitment to international sport, has made the group a Worldwide Olympic Partner – providing state-of-the-art equipment and playing a vital role in the Olympic experience of billions of people across the globe.



WORLDWIDE OLYMPIC PARTNER

A Samsung DIGITall Revolution

Since 2002 Samsung Electronics' core strategy has been 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. This philosophy is known as Samsung DIGITall and everyone's invited to join us in achieving this ambitious goal.

With this backing, Samsung Telecoms is perfectly placed to exploit the convergence of telephony and IT services, to provide businesses with future-proof, integrated and converged communications solutions.

SAMSUNG DIGITall
everyone's invited™



Samsung Telecoms – a global force

Samsung Telecoms is a leading supplier of the latest voice and data communications solutions. Benefiting from the support and synergy of one of the world's most respected electronics organisations, we supply our customers with a total solution to their data and voice communications needs, all from one source.



In today's competitive environment, your success depends upon providing an efficient and responsive service. This means ensuring that your organisation is ready to react to the needs of your customers. With Samsung's range of digital voice and data solutions, that utilise the latest developments in converged telephony and IT technology, your organisation can communicate more efficiently, both internally and to a wider audience.

Providing a comprehensive host of features and functionality across the Samsung range Samsung Telecoms can offer a bespoke solution that can accommodate future expansion and development for any growing small, medium or large organisation.

Whether it's a telephone call to a customer, an email to a supplier, connecting teleworkers and remote offices to the power of the central Samsung solution or networking multiple sites Samsung Telecoms brings the world of business closer together.

Samsung Solutions – innovative technology

The Samsung range of communications systems integrate the latest voice and data technology for organisations of all sizes and denomination, with the flexibility to create a tailor-made solution to meet the exact requirements of each individual organisation.

Each Samsung system, and its complementary products, belongs to a specific Samsung Solution depending on the complexity of the product and its application. In order to ensure that all Samsung Solutions are professionally installed, maintained and supported to the highest standards Samsung Telecoms' Product Authorisation strategy ensures only Channel Partners who have gained the appropriate knowledge, skill sets and experience can provide End Users with the relevant Samsung Solution.

Standard Solutions

This is the first step in Samsung's Product Authorisation ladder, enabling Channel Partners to sell Samsung's enhanced DCS and iDCS solutions together with applications in DECT mobility, call processing and voice messaging.

Enterprise Solutions

Implementing and supporting organisations with larger installations and networked solutions requires additional skills and resources. In order to ensure quality of service to End Users, Channel Partners are required to complete specific training courses designed for larger and more complex Samsung OfficeServ systems as well as QSIG and other networking technologies.

IP Solutions

Samsung continues to be at the forefront of communication technology, and has developed scalable IP solutions to meet any application. As a pre-requisite to providing End Users with Samsung's extensive range of IP interfaces and terminals, Authorised Channel Partners must possess industry recognised qualifications to deal with issues such as LAN segmentation, LAN and WAN Capacity, Policy Management, VPNs, Mixed Mode networks, L2/L3 Switches and Servers in addition to Samsung Telecoms proprietary product training courses.

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Enterprise Solutions

Standard Solutions



Hospitality Solutions



IP Solutions



CTI Solutions

Samsung's CTI Solutions enhance the opportunity for productivity and cost-efficiency gains. As with Networking and IP technologies, providing Computer Telephony Integration (CTI) requires an additional level of understanding of LAN programming and System Integration. To meet this requirement Samsung Telecoms has teamed with experienced 3rd party Training and Development agencies to educate Channel Partners in all necessary aspects of these technologies before they are authorised to offer CTI Solutions to End Users.

Hospitality Solutions

Samsung Telecoms offers a range of proprietary and 3rd party solutions specifically targeted at the Hospitality market from the smallest of guest houses to managed corporate offices and multi-site hospitality organisations. Through a specialised and skilled Authorised Channel, Samsung Telecoms strives to ensure that End Users are provided with effective and reliable solutions to meet the exacting demands of the hospitality industry.

CTI Solutions



Samsung Channel Partnerships – delivering unrivalled support

Service and support is at the heart of Samsung Telecoms' operation. Understanding the importance which communications play in today's business environment we don't just create better products, we also ensure that you get the most out of them.



That's why Samsung Telecoms takes such care to select, train and develop the very best Channel Partners, who are able to deliver you with the highest levels of service and support for your Samsung solution, from authorised sales and engineering staff to enhanced network integration.

Samsung Telecoms performs annual audits on certified Channel Partners' services and performance is continually monitored in order to ensure the quality and consistency of service delivery. To recognise officially the technical expertise, commercial practices and commitment these organisations employ Samsung Telecoms has established a progressive Channel Structure defining minimum standards by which all Channel Partners are measured:



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Platinum

This is the highest level that Samsung Telecoms Channel Partners can achieve. In order to gain this highly prized status, Samsung Telecoms Platinum Partners must hold Product Authorisation for all Samsung Solutions and offer a number of mandatory services such as: Project Management, End-User training, Maintenance, Spares, and Technical Help Desk.

Premier

Premier Channel Partners possess a great depth of pre-sales and post-sales expertise and have Product Authorisation for at least two Samsung Solutions. Committed sales and engineering resources are required in order to provide the pre-requisite On-Site Maintenance, Stock Holding, Demonstration and Training services this status demands.

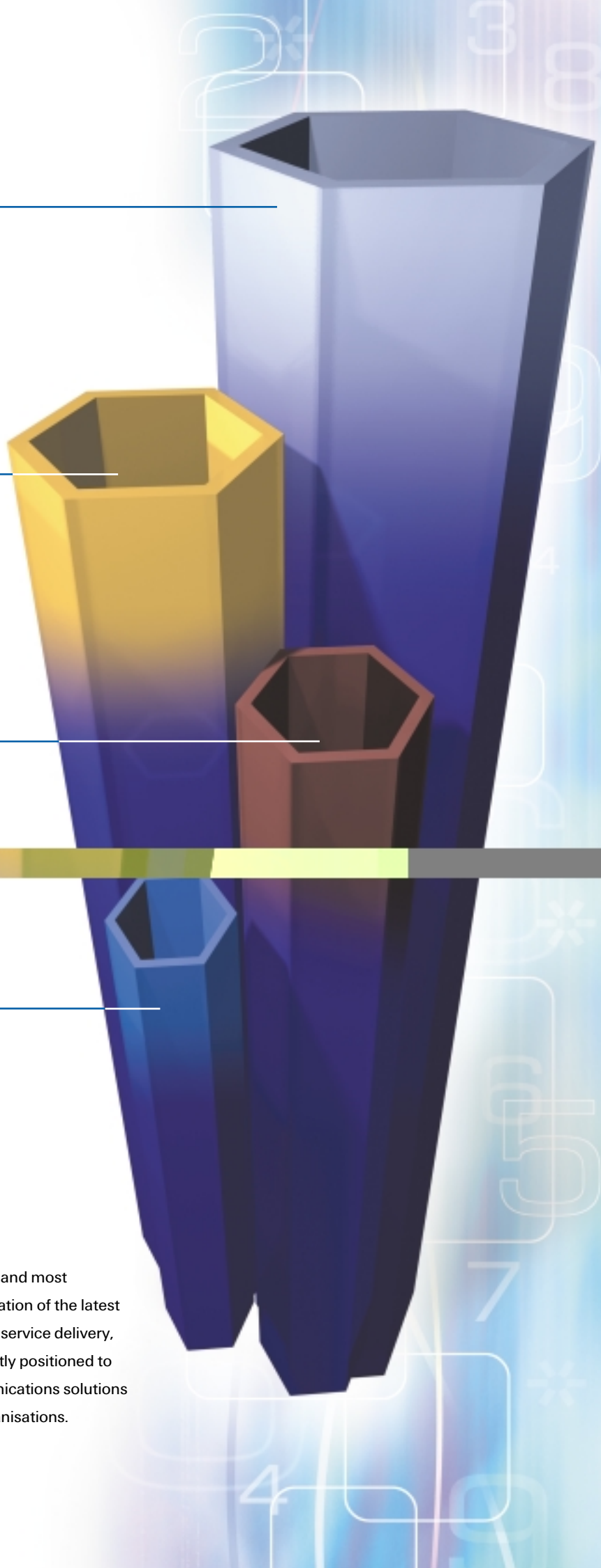
Advanced

Dedicated in-house sales and engineering staff, that have been fully trained to industry recognised and Samsung's own standards, are required to achieve Advanced Channel Partner status along with the recognised ability to support at least two Samsung Solutions to ensure a high level of product and service capability.

Authorised

Authorised Channel Partners employ the compulsory trained staff, facilities and resources in order to promote, install and maintain Standard Solutions to Samsung Telecoms' rigorous minimum standards. Authorised status therefore stands as the benchmark upon which all other partner classifications are then built.

By combining the strength of the world's largest and most innovative electronics manufacturers, the application of the latest technology and the commitment to support and service delivery, Samsung Telecoms Channel Partners are perfectly positioned to deliver End Users an unrivalled range of communications solutions to meet the diverse requirements of today's organisations.



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