





# Samsung OfficeServ™ vs Hosted PBX



## Key Message

The hosted market is still maturing with many new players, so hosted provider stability and track record in the marketplace should be investigated. What company actually owns the technology? What level of support is offered? Can the provider guarantee service? Samsung is a committed and trusted industry leader with a 70 year history, ranking #9 among global companies in 2012.



THE SAMSUNG ADVANTAGE	Samsung OfficeServ™ Systems	Hosted PBX	Claim / Response
  Total Cost of Ownership 	<ul style="list-style-type: none"> <li>With Samsung OfficeServ, the customer owns the system.                             <ul style="list-style-type: none"> <li>Financing options and tax write-offs help with initial up-front hardware.</li> <li>No ongoing monthly charges.</li> <li>Return on Investment (ROI) is faster than with hosted offers*.</li> </ul> </li> <li>A wide selection of supported phones means excellent investment protection into the future.                             <ul style="list-style-type: none"> <li>The OfficeServ phone system supports analog, Samsung digital and IP (current and legacy models) and 3rd party SIP phones.</li> </ul> </li> </ul> <p>*Once the equipment is paid off, a Samsung phone system with SIP trunking is less expensive than a hosted service, even for 20 users or less.</p>	<ul style="list-style-type: none"> <li>Hosted solutions charge a monthly fee of \$25-\$50 per user per month (more depending on features). This cost adds up. A 100-user business at \$30/user/month totals \$36,000 per year, every year! The ROI diminishes as the number of users increases.</li> <li>Required Internet connection must be sufficient for voice applications. Business grade DSL can cost \$70-\$150 per month.</li> <li>Adding new users and new services means higher monthly costs, further reducing the ROI.</li> <li>Only a few selected VoIP phones are supported, so choices are limited, and there is little opportunity to reuse phones already owned.</li> </ul>	<p><b>HOSTED VENDOR CLAIM:</b> No system equipment to purchase means lower up-front costs. Very small businesses will find that hosted PBX services are particularly cost-effective.</p> <p><b>SAMSUNG RESPONSE:</b></p> <ul style="list-style-type: none"> <li><u>Recurring hosted service fees add up.</u> There is no up-front <i>system</i> cost with a hosted service, but it is the never-ending monthly service fees per user that really diminish the ROI (still must purchase/rent phones, router, network switch).</li> <li><u>Samsung ROI is faster than with hosted offers.</u> Samsung solutions are customer-owned, with no hidden or unexpected fees and no recurring monthly charges.</li> <li><u>Samsung business phones are forward compatible.</u> This maximizes investment protection and cost savings when migrating to other Samsung systems in the future.</li> </ul>
Exceptional Customer Service 	<ul style="list-style-type: none"> <li>Samsung Authorized Distributors, Dealers, and Resellers are located nationwide for complete support everywhere, pre- and post-sale.</li> <li>Best-in-class installation and programming takes businesses into the future.</li> </ul>	<ul style="list-style-type: none"> <li>Hosted solution providers offer different levels of support. Is there any pre- or post-sales support? What service, installation and training assistance is available? Will you be left on your own to handle issues that arise?</li> <li>Little support has a lower monthly fee. Full support, if offered, may come with a heavy monthly cost.</li> </ul>	<p><b>HOSTED VENDOR CLAIM:</b> Customer support can meet any level of service desired. For maximum support, simply subscribe to the highest level of service.</p> <p><b>SAMSUNG RESPONSE:</b></p> <ul style="list-style-type: none"> <li><u>Beware – some hosted providers offer very little support.</u> Will you have a dedicated account manager to help with issues? Is there a charge for customer support separate from the monthly service fee? What is the cost for end-user training, if any?</li> <li><u>Samsung is known for exceptional customer service.</u> Authorized dealers are located nationwide for best-in-class installation and full support, pre- and post-sale.</li> </ul>
Reliability & Piece of Mind 	<ul style="list-style-type: none"> <li>Samsung has 70+ years of history guided by high ethical standards and a commitment to quality.</li> <li>Customers have peace of mind since their phone system is backed by a major telecom corporation that ranked in the top 10 among global companies in 2012.</li> </ul>	<ul style="list-style-type: none"> <li>Reliability varies by hosted service provider. Some have service level agreements that specify the downtime tolerated. How much business will you lose, if the internet is down?</li> <li>Voicemail can continue if a redundant server is located off-site at provider's data center, but at an extra cost.</li> <li>Ask: Does the provider offer a service level agreement? Can the provider guarantee service so that you don't lose calls?</li> </ul>	<p><b>HOSTED VENDOR CLAIM:</b> Hosted telephony solutions ensure reliability, redundancy and disaster recovery. Redundant servers allow calls to continue during outages.</p> <p><b>SAMSUNG RESPONSE:</b></p> <ul style="list-style-type: none"> <li><u>Can your business survive a communication blackout?</u> With hosted service, both voice and data are completely dependent on the data connection.</li> <li><u>Redundant servers come at a price.</u> This extra monthly cost adds up.</li> <li><u>Samsung's OfficeServ phone system is highly reliable and stable.</u> It has a proven track record in the market.</li> </ul>

# Samsung OfficeServ™ vs Hosted PBX



## THE SAMSUNG ADVANTAGE



### Superior Features



### Samsung OfficeServ™ Systems

- Samsung offers hundreds of built-in phone system features on the OfficeServ 7000 IP-PBX. Regular software updates ensure key trends are addressed and new features are ongoing.
- ACD, call accounting, auto attendant, multi-party audio conferencing and mobile device support are among the features included at no extra cost.
- Advanced capabilities for OfficeServ are specifically designed and developed to be easily integrated, including UC clients with video calling, plus presence, instant messaging, white-boarding and file sharing capabilities.
- Meet-Me Conferencing requires only a simple card addition and supports user-friendly features for creating e-mail invitations with calendaring.

### Hosted PBX

- Hosted solutions have a limited feature set that typically includes standard PBX functions only.
- Some common PBX features and applications such as ACD may be extra options that add to per-month charges and further reduce the ROI.
- Mobile devices may/may not be supported, leaving mobile workers without many options.
- Meet-me and video conferencing services, if offered, are typically an extra per-user, per minute charge.
- New hosted applications may become available, but each service adds more to the ongoing monthly fee.

### Claim / Response

**HOSTED VENDOR CLAIM:** Businesses can take advantage of new technologies and applications as soon as these are available. Simply subscribe to the new service to get started.

#### SAMSUNG RESPONSE:

- More hosted features and services = reduced ROI. Adding new hosted services means higher, recurring monthly costs and further reduction to the overall ROI.
- Regular software updates, free upgrades with Samsung.
  - Samsung OfficeServ has hundreds of built-in system features.
  - Samsung regularly develops software updates to address the latest communications trends such as mobility, conferencing, video and UC.

### Advanced IP Phones



- Samsung digital and IP phones includes current and legacy models for excellent investment protection; 3rd party SIP phones and analog phones are also supported.
- Samsung's newest SMT-i Series VoIP phone portfolio offers four models to meet any user need.
- The high-end SMT-i model targets power users and executives with a 4.3-inch color display, a visual phone book, Web camera for video, Bluetooth support, an XML browser and more.

- The selection of phones varies by hosted provider and may be restrictive. Generally, only VoIP phones can be used (IP or SIP). Some providers may support analog phones currently owned, but an extra cost adapter is required. No digital phones are supported.
- New endpoint options are not regularly introduced and depend on testing and the certification process with the 3rd party phone vendor.
- Video capabilities depend on the hosted vendor's offer and may/may not be available. If offered, video services are an extra monthly cost.

**HOSTED VENDOR CLAIM:** Open standards SIP phones let you continue to use your phones even if you switch providers later on, a significant cost savings.

#### SAMSUNG RESPONSE:

- Hosted customers have few phone options.
  - Hosted solutions have a limited selection of certified IP or SIP phones.
  - The addition of more endpoints depends on a lengthy certification and testing process.
- Samsung offers advanced, integrated phones. Samsung OfficeServ supports 3rd party SIP phones if desired, but also offers its own VoIP phones that are integrated with the phone system. The high-end phone model features a large color display, Web camera for video and Bluetooth support.

### Expandable Platform



- The OfficeServ 7000 IP-PBX family includes five platforms suitable for growing SMBs, up to 480 users per system.
- All Samsung OfficeServ systems support the same telephones, soft phones and wireless devices for excellent investment protection when migrating between models for growth.
- Up to 99 OfficeServ systems can be networked to handle growing multi-site customers.

- There are different tiers of hosted providers, with some supporting only very small businesses (1-20 seats) or targeting SMBs (50-500 seats); others might scale to 2,000 seats or more.
- A growing business may face scalability limits depending on the provider chosen.

**HOSTED VENDOR CLAIM:** It is easy to add new users as growth occurs by simply increasing the subscription and purchasing additional phones up to the hosted solution maximum.

#### SAMSUNG RESPONSE:

- Hosted customers risk scalability limits. A growing company could get trapped in a hosted service that can't support their requirements into the future.
- OfficeServ grows with your business. Samsung OfficeServ is an all-in-one, easy-to-install system that grows with a business. That's investment protection!

©2012 Samsung Telecommunications America, LLC.

This document contains Samsung Telecommunication America's ("Samsung's") opinions. Samsung is committed to absolute integrity and believes the opinions contained herein to be reasonable and the information contained in this document to be accurate, however, Samsung does not warrant the accuracy of the information or opinions. Samsung encourages all Dealers and Resellers to conduct their own independent research into individual companies and products in order to form their own opinions.