

Samsung OfficeServ™ vs Avaya IP Office







Key Message: Avaya IP Office lacks simplicity with its complex and expensive licensing and external modules required to add capacity and features. Samsung OfficeServ is an all-in-one, easy-to-install phone system with no user licensing and the scalability needed by growing, distributed organizations – supports tens of thousands of users across 99 networked systems!



	Samsung OfficeServ™ Systems	Avaya IP Office	Claim / Response
<p>THE SAMSUNG ADVANTAGE</p> <p>↓</p> <p>No Hidden Costs</p>	<ul style="list-style-type: none"> With Samsung communication systems, there are no hidden costs and no complicated end user licensing fees. For Samsung OfficeServ, 99% of all features and functionality are available across all models; even the smallest model supports all system features. Samsung Authorized Distributors, Dealers and Resellers are located nationwide for complete support everywhere, pre-and post-sale. 	<ul style="list-style-type: none"> Avaya's IP Office business phone system for small and mid-size businesses (SMBS) has five (5) Editions and seven (7) user profiles meant to provide flexibility, but which actually adds complexity and expense. Features and functionality vary by IP Office edition. e.g. IP Office boots up in Basic Edition (no IP; basic features); extra licenses are required for IP and even for common features like mobile twinning and CTI. IP Office Support Services are not mandatory, but are required for any manufacturer support. <ul style="list-style-type: none"> Remote technical support is included for 8 hours a day/5 days a week, but customers must pay for 24x7 coverage. Parts replacement is an extra cost. 	<p>AVAYA CLAIM: Avaya IP Office has built-in flexibility and scalability via software licensing that activates features specific to a user's needs: the office worker, the power user, the teleworker, the mobile user, the call center agent, the supervisor or the receptionist.</p> <p>SAMSUNG RESPONSE:</p> <ul style="list-style-type: none"> Avaya IP Office licensing is confusing and costly. Five different editions and seven user profiles adds complexity. Functionality differs for each edition, so customers face expensive re-configuration to meet future requirements. Samsung does not require user licensing. All users can take advantage of the systems' features, and all OfficeServ models have the same functionality. Samsung offers comprehensive support, pre- and post-sale. Avaya continues to pare down its partner base, so level of support is changing and questionable.
<p>Simple Architecture</p>	<ul style="list-style-type: none"> The OfficeServ 7000 IP-PBX family includes five (5) all-in-one platforms suitable for growing SMBs, ranging from 20-480 users per system. The Samsung OfficeServ business phone system is a converged system that supports all telephony types - analog, digital and IP/SIP – all in one platform. With OfficeServ's plug-in slot architecture, all telephony interfaces are housed inside the cabinet, minimizing the hardware required to deploy the system. Hot swappable architecture eliminates down time. 	<ul style="list-style-type: none"> The IP Office 500 V2 control unit is a converged system (analog, digital and IP support) that scales from 5-384 users. A newer IP Office Server Edition scales to 1,000 IP users (dual servers), but natively supports IP-only. The IP Office 500 boots up in Basic Edition (max. 32 non-IP users in single unit). For more users, external expansion modules must be purchased. For IP phones and more functionality, the Essential Edition License (pre-requisite for other Editions) is required. IP Office 500 is a stackable system. The main control unit can support IP-IP communication without extra hardware, but extra cost expansion modules (up to 12) must be connected externally for TDM capacity beyond 32 users. 	<p>AVAYA CLAIM: IP Office is a versatile solution for SMBs, supporting both traditional telephony and IP communications. Customers will never need to replace technology as their business grows, up to 1,000 employees at a single site.</p> <p>SAMSUNG RESPONSE:</p> <ul style="list-style-type: none"> Avaya IP Office scalability depends on the Edition purchased. The initial Basic Edition control unit handles no more than 32 users (no IP); more users or IP and additional features require costly licenses and/or external modules. Samsung OfficeServ is all-in-one. A straightforward plug-n-play slot architecture comes as a one, two or three cabinet configuration. OfficeServ systems are easy to grow and expand with a simplified licensing system.
<p>Growth, Multi-Site Support</p>	<ul style="list-style-type: none"> The OfficeServ 7000 IP-PBX family includes five (5) all-in-one platforms suitable for growing SMBs, ranging from 20-480 users per system. It is possible to network up to 99 OfficeServ systems to fully support growing, multi-site businesses – nearly 48,000 users in a network of OfficeServ 7400 platforms. Samsung OfficeServ networking has feature transparency across locations, including barge-in, intercom, call forward, a centralized operator and centralized voicemail/auto attendant as standard network features. 	<ul style="list-style-type: none"> Hybrid IP Office scales to just 384 users, but this requires the control unit plus external hardware to add TDM interfaces. The new Server Edition scales to 500 IP users per server or 1,000 IP users per site, but TDM requires adding on the IP Office 500V2 control unit and external expansion modules to meet analog/digital requirements. IP Office Small Community Networking (SCN) enables certain feature transparency for a maximum of 1,000 users across 32 nodes. IP Office SCN does not support some key business features across a network such as a Centralized Operator, External Forward, Intercom and Barge-in. Centralized VM/AA requires IP Office Preferred Edition and the external Voicemail Pro server. 	<p>AVAYA CLAIM: IP Office is a good fit for multi-site businesses since it supports up to 1,000 users across 32 distributed locations.</p> <p>SAMSUNG RESPONSE:</p> <ul style="list-style-type: none"> Avaya IP Office networking capacity is restrictive. Samsung OfficeServ exceeds IP Office in scalability and meets the needs of distributed organizations since up to 99 systems and tens of thousands of users can be interconnected as a single system. Samsung offers essential network features. Unlike Avaya IP Office, Samsung OfficeServ supports network features essential to employee productivity and business continuity across a distributed organization such as a Centralized Operator that has a view of the entire network and can direct callers to the right person in any location.

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<p>THE SAMSUNG ADVANTAGE</p>  <p>Built-In Mobility</p> 	<p>Samsung OfficeServ™ Systems</p>	<p>Avaya IP Office</p>	<p>Claim / Response</p>
<p>Integrated Scalable Messaging</p> 	<ul style="list-style-type: none"> OfficeServ supports an integrated messaging card option, SVMi-20i, with four (4) voicemail ports built-in and expansion to 20 ports via simple software licensing (no additional hardware). SVMi-20i has all essential auto attendant and voice mail capabilities, plus the Samsung E-Mail Gateway for convenient voicemail-to-email notification (five (5) seats included free). SVMi-20i includes four (4) fax mail channels for receiving fax in a voicemail box. Voicemail is managed with phone system interface. 	<ul style="list-style-type: none"> IP Office has six (6) ports and up to 25 hours of basic voicemail built-in (two ports free; licenses to reach four or six ports). An external server solution must be purchased to go beyond six ports. IP Office embedded voicemail supports voicemail-to-email notification, but is limited to six simultaneous calls. Fax capabilities do not come with the IP Office embedded voicemail solution. Instead, these require an extra cost 3rd party fax server used in conjunction with the external messaging server. 	<p>AVAYA CLAIM: IP Office comes with embedded voicemail (up to six ports), providing an adequate messaging capability at no extra cost.</p> <p>SAMSUNG RESPONSE:</p> <ul style="list-style-type: none"> IP Office embedded voicemail is limited to just six ports and 25 storage hours. Growing businesses will likely have to spend more for the Avaya external messaging server. Samsung OfficeServ supports a scalable, integrated messaging card option. SVMi-20E scales to 20 ports and 240 hours via simple software licensing, plus advanced capabilities like e-mail notification, fax and conversation record built-in. No external messaging server is required!
<p>Investment Protection</p> 	<ul style="list-style-type: none"> All Samsung OfficeServ platforms support the same telephones, soft phones and wireless devices for excellent investment protection when migrating between models for growth. A wide selection of phones are supported, giving customers a choice of analog phones, Samsung digital and IP phones (current and legacy models) or 3rd party SIP phones. Samsung continues to improve SIP Station features, enhancing security and features parity with latest OfficeServ software version 4.60. 	<ul style="list-style-type: none"> Current Avaya IP Office digital and IP phones are compatible across IP Office Editions, but legacy phone support depends on the phone model and the Edition. <ul style="list-style-type: none"> Earlier Avaya PARTNER phones are compatible with IP Office, but only with the Basic Edition which has functional limitations. If the customer upgrades to the Essential Edition or higher, this phone support is lost. Earlier Nortel Norstar and BCM digital phones are compatible with all IP Office Editions, but many earlier Avaya digital phones require the extra cost Essential Edition license. Legacy Avaya MERLIN 4400 series digital phones (only three models) can be re-used with IP Office, but only via external digital expansion modules. These phones have reached end-of-life status, so support is limited. 	<p>AVAYA CLAIM: When you upgrade from legacy Avaya MERLIN, PARTNER ACS, Business Communication Manager (BCM) or Norstar systems and earlier IP Office models, you can save a substantial percentage of your original equipment investment.</p> <p>SAMSUNG RESPONSE:</p> <ul style="list-style-type: none"> Avaya IP Office phone compatibility depends on the actual model and the IP Office Edition – see adjacent restrictions. Some phones require the more expensive Essential Edition license, adding cost to re-use existing phones. Cabinetry and cards from legacy systems are entirely incompatible, so this cannot be counted as an investment savings. All Samsung OfficeServ platforms support the same phones. A wide selection of Samsung current and legacy digital and IP phones and 3rd party SIP phones can be used across all platforms, including the smallest system, for maximum investment protection when migrating between systems.

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