



December 14, 2009

Samsung Announces Availability of the OfficeServ™7200-S

10 Things Sales Should Know About the OfficeServ 7200-S:

1. What is the OfficeServ™ 7200-S?

- a. The OfficeServ 7200-S is a new member of the powerful OfficeServ 7000 Series of products. The channel has communicated the need for us to provide a solution to bridge the gap between the OfficeServ™7100 and the OfficeServ™ 7200. We've responded. We've crafted this solution to provide the right fit at the right price with the real feature/functionality that our customers demand.
- b. The targeted market for the OS7200-S is 16 through 35 stations.
- c. If you recall we had four OS7200 Packages in place for several months. These will be discontinued on December 28, 2009. The OS7200-S addresses the void these 7200 packages filled.
 - i. If you currently purchase from one of our Distributors, please check with your distributor for package availability beyond December 28th.

2. What are the benefits of the OfficeServ 7200-S to you?

- a. **Solutions for the Small to Mid-Sized Business:** The OS7200-S brings a powerful suite of communications technology to the small-midsized business sector. A cost effective platform providing OfficeServ Connect free for all users, Mobile Extension (MOBEX), free for all users and one Executive MOBEX User is free/enabled without a license as well as E-Mail Gateway notification, free for 5 mailboxes.
- b. **Leverages Your Product Knowledge:** You already know the products strengths and the business advantages of the OfficeServ 7000 series of solutions. Since the OS7200-S delivers virtually the same functionality, you'll be familiar with the product and can propose it almost immediately.
- c. **Simplicity - Sophistication:** The OS7200-S is simple enough for the small-medium businesses using (squared) line key operation. Yet it is sophisticated enough for the enterprise with a network of branch offices around the corner or around the world.
- d. **Installation Ease:** The system was designed to enable a quick install by combining default programming, plug-n-play, complete modular design, wall, tabletop, or 19" rack mountable. Saving time on the install gives you a cost competitive offer as well.
- e. **Training is Simplified:** There is also an online OfficeServ 7200-S Transition Certification Course available to you.
- f. **Maintenance Ease:** Administering the installed system is also made easier via Remote Administration via IT Tool (LAN or Modem) thus reducing labor. You are



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already carrying other OfficeServ products so with the OS7200-S commonality of station equipment your inventory is maximized.

3. What are the end user benefits of the OfficeServ 7200-S solution?

- a. **Samsung Brand:** Your customers derive the benefits of a proven technology leader, Samsung. Samsung is a trusted and recognized brand; leverage this with your prospects. Small and Mid-sized Businesses (SMB) are able to level the playing field with their larger competitors through the acquisition of enterprise-quality telecommunications that put a complete suite of applications at their fingertips.
- b. **Our Authorized, Certified Dealer Network:** With your application knowledge, your installation, maintenance and training prowess, the end users' needs will be surpassed. Your ability to install it correctly the first time, meeting their needs based on your expertise in applying features to meet business needs, maintaining the system under warranty for 5 years and offering them technology advancements over time, exceeds your competitors' offers.
- c. **Cost Effective Solution:** Now the end user doesn't need to pay more for the features and functionality of an OfficeServ 7200 platform. It's all sized and programmed just for them in the OS7200-S that's been economically engineered and priced.
- d. **ROI from SIP Trunking:** By positioning and offering SIP trunking connectivity you can provide a true return on their purchase investment. SMBs can gain the advantages of convergence by deriving network savings through SIP trunking's reduced cost for service and added benefits from SIP trunking's versatility.
- e. **Simplified Decision Making Process:** Powerful features such as choice of phones, voice mail, auto attendant, IP and wireless capabilities aligned by your expert assessment and programming makes their decision to buy easier. Powerful features allows their sophistication to grow and affords you increased revenue over time from your installed base. (Mobility, Auto Attendant, Voice Mail, OfficeServ Connect, Executive MOBEX)
- f. **Common Telephone Terminal Family:** The telephones used in the OS7200-S are common to our other OS7000 platforms. Your customers with multiple OfficeServ sites can easily manage their station users' needs for user training and support.

4. How do you find buyers?

- a. **Within Your Current Pipeline:** Undoubtedly you will assess your current prospects to position the OS7200-S by examining the issues of cost versus capacity with adequate growth factored in.
- b. **Within Your Former Pipeline:** Go back through your past proposals where your prospects delayed a decision to purchase. Come back with a new proposal that is still ideally suited for their needs but now more cost effective. With a common feature set and terminals there should be no problems demonstrating the power of the OS7200-S for less.



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- c. **Familiar Markets:** No secret here as to the markets ripe for sales opportunities. We've identified several markets where our channel has success such as:
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|------------------|--------------------------------|
| Manufacturing | Education |
| Finance | Healthcare |
| General Business | Networking / Convergence Apps. |

5. How to qualify buyers?

- Size Matters:** Plan for initial capacity and possible growth of your opportunities. The targeted market for the OS7200-S is 16 through 35 stations.
- SIP Trunking:** Are your prospects interested in saving on monthly recurring charges? Then they may be able to utilize SIP trunking.
- Product Brochure:** Use the OS7200-S customizable brochure. The customizable brochure allows you to include your company's contact information so they know who to call. (Posting soon on GSBN)
- Small Branch Office Requirements:** Ideal solution for branch offices that also would benefit from 911 access and local trunks offering survivability. Tie in the benefits of SPNet to make it a seamless network solution.

6. How do you select or configure the product?

- Please see related product bulletins for more detailed information.

7. How to advocate the product?

- "All-in-One:"** Position the all-in-one aspect of the solution. Be the communications expert you are and use a consultative approach to selling. Speak to the application strengths and the solutions you provide (installation, service, training).
- Leverage the Brand:** Samsung brand is widely known because of the work you do. Use this awareness to position your offer. Show them the potential with years of sophistication to follow.

8. What is the price?

- Please refer to GSBN or contact your authorized Samsung Distributor.

9. What is the general availability date?

- General availability is December 14, 2009.

10. Where may I find other sources of information on the product?

- You may find product information on GSBN.
- For support selling and or application questions contact your Inside Channel Account Manager or Regional Account Manager.



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