

Samsung SMB Solutions Competitive Comparison Guide (Cisco Channel Partner Use Only)

Solution Overview

OfficeServ 7030



OfficeServ 7100



OfficeServ 7030 – a fully-featured SMB-focused one-box IP telephony solution with support for SIP trunking, integrated conferencing, wireless handsets, CTI, and optional voicemail/e-mail integration. 2-port voicemail is included with basic package - 4 ports requires an additional card. Voicemail licenses are required. VM to email requires additional gateway module.

OfficeServ 7100 – The entry-level switch in Samsung's OfficeServ 7000 converged IP telephony product range includes an integrated 4-port data switch and support for wireless handsets and softphones over WiFi connections. The basic 4x8 configuration grows in 4-port increments up to 24 or 32. Also included is a 1-8 channel media gateway for SIP trunking and integrated 2 or 4 port Voice Mail. Line cards and feature modules for the OfficeServ 7100 can be reused on other OfficeServ 7000 series switches.

Target Applications

- Small and medium businesses, either greenfield or as a key system replacement.

Insertion Strategy

- **Customers:** Key targets: Small offices and branches, which can be networked together over Samsung's SPNet protocol.
- **Channels:** Samsung resellers and partners.
- **Samsung Product Positioning:** Samsung is positioning as a value-for-money leader with advanced technology and feature support. In spite of obvious product qualities Samsung will need aggressive marketing and dealer incentives to make a mark in the crowded SMB market.

Samsung Weaknesses

- Samsung comes to the SMB market with functionally strong products, and aggressive pricing for which the company is known across the many segments in which it competes.
- Samsung's weaknesses, then, are linked more to its position as a tier-2 competitor in the telecom space than to any intrinsic product shortcomings.
- Cisco can use its stellar brand, wide distribution, and ecosystem support to compete effectively against Samsung in SMB sales opportunities.

Product Comparison (Samsung Solutions vs. Cisco UC300 Series, Model UC320W)

	OfficeServ 7030	OfficeServ 7100	UC320W
Maximum IP phones, analog station, and/or analog trunk.	Base unit capacity of 4-8 lines, 2-20 extensions. Supports up to 4 analog or 8 SIP or SPNet networking trunks	Base unit capacity of 4 lines and 8 users, up to 24 trunks and 32 users. Max. of 20 analog trunks	24 user licenses and 4 FXO lines included in base system, expandable to 12 lines with SPA8800. Max of 9 analog phones when used with SPA8800 IP Telephony Gateway
SIP Trunking Support	Requires additional MGI VoIP License - \$80/seat (street); SIP Trunk License - \$30/seat (street)	Requires additional MGI VoIP License - \$80/seat (street); SIP Trunk License - \$30/seat (street)	Included
Phone license included	No	No	Yes – all 24 user licenses are included
Inbuilt Ethernet Switch and IP Routing support	No	Integrated 4-port POE switch, router, firewall, IDS, VPN	Integrated 10/100/1000 routing; 4-port 10/100/1000 switch. Dual VLAN support
Voicemail to e-mail integration	Additional cost for optional voicemail to e-mail integration	Additional cost for optional voicemail to e-mail integration	Included
Wireless LAN Support	Supports Samsung wireless handsets and softphone access over WLAN; Wireless access point is a separate module (SMT-R200) - \$823 (street)	Supports Samsung wireless handsets and softphone access over WLAN; Wireless access point is a separate module (SMT-R200) - \$823 (street)	Yes, 802.11b/g/n wireless access point included with support for two SSID's

Samsung Solution Pricing

Base Units & Bundles

OfficeServ 7030 bundle: base cabinet + 10 IP phones: \$2,400 street (\$240/user); SIP Trunking adds \$110/user; Sample 12-user configuration pricing including SIP trunking: \$3,270 street (\$310/user)

OfficeServ 7100 base cabinet: \$750 list; OfficeServ 7100 bundle with SIP trunking support and Voicemail + 5 digital phones: \$1,800 list (\$360/user)

End Stations

IDCS 8D Digital phone: \$139 list

DS 5021D Digital displayphone: \$239 list

ITP-5121D IP displayphone: \$498 list

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Competitive Selling Strategies	
How to Beat the Competition	<p><u>Set the Agenda:</u> Although Samsung's OfficeServ 7030 lacks an integrated data switch, and the OfficeServ 7100 lacks an in-built WLAN access point, the OfficeServ line offers features and capabilities that are broadly equivalent to Cisco's UC300 series. Set the agenda against Samsung by showing that the same amount of investment gets the customer a small-business solution from the networking market leader, with all the advantages that will bring in terms of feature enhancements, ecosystem support, and continued innovation in the future. Many future features will be downloadable at no charge, providing another Cisco advantage.</p> <p><u>Challenge Samsung:</u> Samsung's OfficeServ technology and feature set are relatively robust so Cisco should position around the benefits that its wider ecosystem presence in the market will bring to customers. Samsung, meanwhile, is a relatively minor player, which could pose problems for SMBs if, for example, they were to move to a new area where Samsung is not represented. SMB accounts will be surprised by the price-competitiveness of the UC320 solution, which should swing the decision to Cisco over Samsung's lesser-known and less-supported brand.</p>
Strengths and Positioning	<p><u>Samsung's Positioning:</u> Samsung positions as a technology innovator. The OfficeServ line includes an integrated data switch and support for Wi-Fi wireless telephony, features not often found in solutions built for the 4-24 line segment. In addition, Samsung's reputation for price-competitiveness will be attractive to a number of SMB accounts who sense with the OfficeServ products an opportunity to procure a big-business solution at a small-business price. However, Cisco can position the UC300 series as price-competitive with the Samsung solutions.</p> <p><u>Key Strengths</u> Samsung includes a number of advanced features on its OfficeServ 7030 which are typically not found on an SMB voice platform. For example, the OfficeServ Connect application allows dual-homing (desk and mobile phone ring simultaneously), and the platform supports Wi-Fi telephony and SIP trunking out of the box. The platform also includes multi-site networking, a feature not supported on Cisco's UC300 Series.</p>
Samsung's Solution Weaknesses	<p>Samsung's OfficeServ 7030 does not include integrated data switch and the voice mail-to-e-mail notification gateway is an extra-cost option which is included on Cisco's UC320 . Samsung's OfficeServ 7100 does not include an integrated WLAN access point.</p> <p>Samsung's position in the lower tier of telecom and networking suppliers forces it to sell its solutions at aggressive price points, even though its technology and feature set are competitive with the leaders in the SMB telephony market.</p>
Countering Samsung FUD Sales Tactics	<p>Samsung's focus in the SMB space will be with accounts that are relatively tech-savvy and who are looking to deploy leading-edge communications solutions, and for a bargain price. These accounts are also likely to be attracted to the UC320. Cisco resellers can enter the expected pricing negotiation with competitive UC300 Series pricing. In addition, show how Cisco can be even more attractive to tech-savvy SMB's, than Samsung, as witnessed by Cisco's history of innovation in the networking and telephony space, and its R&D budget of over \$5 billion per year. Buying in to the UC300 Series today is a ticket to more and more sophisticated and user-friendly Unified Communications capabilities in the future.</p>