The SCM: An Easy-to-Manage Solution for Enterprise Communications

Samsung Telecommunications America Enables Enterprise SMART Communications While Reducing Costs

About Samsung Telecommunications America

Established by Samsung Electronics, Ltd. in 1992, Samsung Telecommunications America (STA) researches, develops and markets a variety of personal and business communications products throughout North America including hand-held wireless phones, wireless communications infrastructure systems and enterprise communication systems.

Today, STA's Mobile Handset division remains the fastest growing business segment in the history of its parent company. The division has been recognized as the number one mobile phone manufacturer by Brand Keys, Inc. for five consecutive years, and it is the driving force that has allowed Samsung Electronics to become the fastest growing brand in the world. Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US $143.1 billion.

Summary

Samsung Telecommunications America successfully deployed a new phone system infrastructure — **Samsung Communication Manager** (SCM) — to centralize its communication system's management, reduce costs, and provide high availability and reliability in all its sites across the United States.

With the SCM, Samsung's headquarters and its nine remote offices are enabled to gain the economic and business benefits of Samsung's all-in-one solution platform.

- Simplified installation and setup
- Secure, simple and easy management
- High availability and scalability
- Savings with built-in applications
- Real-time administration and remote support
- Energy efficiency and noise reduction

Background

As Samsung continues to expand its dominance in the wireless handset market and sees record profits, the company also looks into finding innovative ways to control costs and managing its communication infrastructure more efficiently. The main objective of the IT group was to centralize and standardize its telephony environment across all locations and provide consistent performance levels, regardless of size or location.

> "We expected to have frequent relocations and additions, coupled with an increase in IT support requests. We needed a solution that could help us do more with less time and resources."
>
> – Donghyun Kim, Samsung IT Manager

Components

IP-PBX
SCME (up to 3,000 users)
Ubigate iES Series PoE Switch
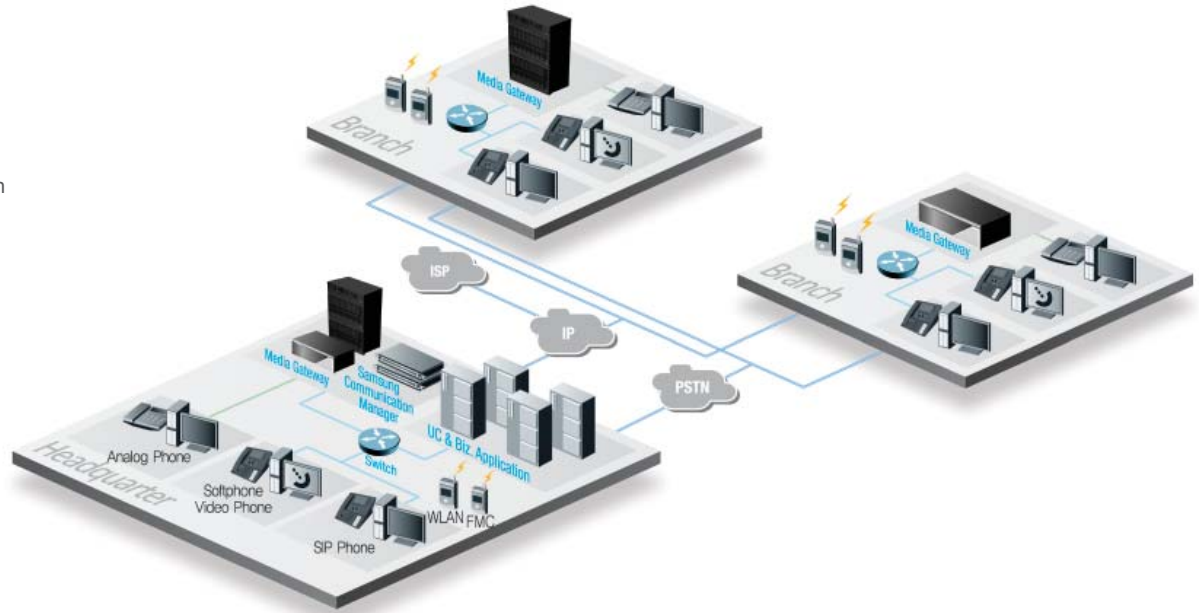Ubigate iBG Series Gateways

Phone
IP Phones: SMT-iSeries
(SMT-i5243 and SMT-i5230)

Built-In Applications
Samsung Communicator,
Conference Bridge, Unified
Messaging, Call Manager,
Mobile Extension

Other Equipment
SIP Trunk with PRI as
backup services

The Samsung Solution

To efficiently support Samsung's rapidly changing needs and expansion while remaining cost-effective, Samsung adopted the SCM. This IP-based, all-in-one solution includes call control and other built-in applications –such as Conference Bridge, Samsung Communicator and Mobility –on a single server with a 3,000-user capacity. The SCM integrates all administrative functionalities for the system DB, Applications and troubleshooting through the SCM Administrator, so the system can be effectively and efficiently managed.

A second SCM System was also deployed and configured with a full active-standby, so only one platform takes active calls at any particular time while the other platform is in warm standby mode to be activated upon a failure of the primary platform. Additionally, the Ubigate iES Series PoE switch and a total of eight Ubigate iBG Series Gateways were installed.

> "Business continuity is paramount for Samsung. We now have
> the backup system in place and the ability to support all employees
> with one centralized system."
>
> – Donghyun Kim, Samsung IT Manager

Samsung also deployed approximately 1,747 Samsung IP phones (SMT-iSeries), which feature call handling directories, contact list integration and a hot desking capability, allowing users to transfer extensions and personal settings to any phone on the network. All analog phone lines on the Samsung campus are also supported.

Results

The SCM enables Samsung's employees to work smarter while providing the reliability, flexibility and scalability that Samsung needs to grow. Since its adoption, the project has already yielded the following results:

- Call cost reduction of 47% average within first 3 months
- Reduced management and maintenance cost by 42%
- Cost savings on setting up other servers and applications
- Simplified MAC and licensing process

- Seamless integration among all devices
- Savings on IT power consumption
- More responsive, flexible and efficient employees
- Ensured Business Continuity at all times

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