



The use of smart phones in the workplace is more prevalent than ever. The smart phone has become an essential business tool with employees depending on them to stay in touch and be more productive; allowing access to emails and enterprise applications at all times. Traditionally used by remote employees, recent studies show that even for employees in the office, the mobile is the preferred device for voice communications due to the familiarity of the user experience and easily accessible contacts. The rise of BYOD (bring your own device) schemes and the consumerisation of IT are also contributing factors to the rise of smart phone usage in the workplace.

### True Fixed Mobile Convergence

Whilst there are obvious benefits of smart phone usage in the workplace, problems do occur as the voice quality of the call can be weak at times, the cost of a call is significantly higher and the user is not able to take advantage of the features of the office telephone system, e.g. Call Transfer, Call Recording etc.

That is why Samsung has created Samsung WE VoIP application which is a mobile client that handles all telecommunication functions with ease. It is equipped with clear voice quality and easy-to-use phone features for convenient and effective communication.

Samsung WE VoIP is designed for the mobile from the mobile user's point of view. The employee is not required to change the way they use their phone or mobile device as the user experience is the same. However, they can benefit from more functionality with higher voice quality. Samsung WE VoIP incorporates a 3G dialler, HD voice technology and Wi-Fi handover capabilities to bring professionals a simple, hassle-free user experience and provide a clear telecommunications

service. Compatible with both the OfficeServ and Samsung Communications Manager (SCM), this solution provides conference calling, transferring and hold functions.

### Key Features

- Receiving a call
  - One number, simultaneous ringing
  - Context aware delivery via Wi-Fi or public wireless
  - Calling line ID delivered
- Making a call
  - Smart routing of mobile and internal numbers
  - Optional fast routing through enterprise network
  - Control of calling line ID
  - Roaming from Wi-Fi to Mobile network during a call
- During a call
  - Seamless move to and from desk phone
  - Call recording
  - Call control– transfer, conference, etc.



### Combined Mobile and VoIP Dialling

Unlike other mobile telephony systems, the Samsung Mobile VoIP application is integrated with a basic 3G dialler, enabling it to operate just like a standard mobile phone. Convenient log management features let users distinguish between mobile and VoIP phone calls within a record list. Both modes are fully integrated, and it is possible to receive or reject incoming calls when in VoIP mode. For added convenience, VoIP contacts can be customised to enable direct connection from the select screen.

### Key Benefits

- Consistent high quality voice
- Enterprise communications for mobile devices
- Integration into the familiar mobile user experience
- Reduction in cost and complexity
- Integrated dialler



### HD Voice for Clearer Call Quality

Clear sound and high quality are provided via the tone tuning feature available with Samsung Voice Engine technology. This operates with wideband and super wideband codec such as AMR-WB and Silk to deliver business users a more reliable, uninterrupted service. Stable performance is further guaranteed by fast handover between access points (APs), minimising call interruptions or quality problems for better all-round call quality.

### Greater Flexibility with Call Control

Multiple options are available to offer a flexible communications experience. Users can elect to 'Receive' or 'Reject' incoming calls either via voicemail or via the saved contact.

Additionally, it is possible to carry out teleconferencing, and there are speakerphone and recording capabilities for further convenience.

For more information, please visit: [www.samcom.com.au](http://www.samcom.com.au)