

# Samsung Communication Manager (SCM) brings efficiency to multiple healthcare offices



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## Overview

### Business Need

USMD's IT team needed a phone system that could support all of their locations and allow centralized management from a single server. Scalability and easy management were also key requirements for the group due to the recent exponential growth of affiliated offices.

### Solution

The Samsung Communication Manager (SCM), a SIP based all-in-one communications solution that provides enterprise-grade call control and other built-in applications. iBG Series Gateways with PRI trunks, and full-featured enterprise SMT Series IP phones.

### Results

USMD is able to significantly reduce overhead costs, streamline operations and establish a more efficient and collaborative work environment. Additionally, thanks to the SCM's embedded Unified Messaging System (UMS), physicians can also enjoy integrated voice mail and auto attendant, making staff more responsive, flexible and efficient.

## About the Customer

USMD Holdings, Inc. (NASDAQ:USMD) is an innovative, integrated health system led by physicians rather than third-party entities. Each clinic has from 5 to 100 people, depending on the number of physicians at one location. USMD has about 1,800 employees in total and is experiencing exponential growth since conception. It currently serves the DFW metroplex with 240 physicians and associate practitioners, and provides healthcare services to patients across 18 different specialties.

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“We needed a phone system that could cover all of our locations and would allow us to centralize our phone system's management.”

Michael Wester,  
Director of IT  
USMD Practice Management

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## Challenge

USMD group had an urgent need to streamline operations throughout its affiliated practices as each had its own phone system. Every office would typically have one live operator that receives calls from each center's auto-attendant, directing the calls to the respective physician/practitioner. Because each member practitioner had different phone systems in place, software, licenses, and legacy desk phones, the support of all sites was extremely time-consuming and also generated unnecessary cost inefficiencies.

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“Scalability and easy management was also key requirements, as USMD centers are exponentially growing.”

Michael Wester  
Director of IT  
USMD Practice Management

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# The perfect environment for seamless, secure, and optimized communications among devices

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## Solution

Based on USMD group previous experience with standard Samsung TDM PBXs and after seeing the functionality and capabilities of the SCM platform, the IT group decided it was the platform of choice and began the upgrade of its phone system. The Samsung Communication Manager (SCM) S500, a SIP-based IP-PBX, was installed and deployed at a datacenter connected via dedicated MPLS links to various remote locations throughout Dallas-Fort Worth metroplex. The project also involved the installation of Samsung Gateways at this remote site to provide additional layer of survivability with PRI trunks.

The SCM's single server architecture helped manage the entire voice ecosystem in one interface. Additionally, to help practices to become more efficient, the group installed full-featured IP phones SMT-i5243 and SMT-i5210, which provided the functionality doctors and clinic staff need to enhance productivity and efficiency. The SCM's embedded applications and excellent integration for mobile phones into the voice network allowed physicians and staff to be more responsive, flexible and efficient.

For system administrators, the SCM means the all-in-one solution that allows USMD to efficiently and effectively cover all of their locations as well as establishing a centralized management that integrates all administrative functionality for the system's database, applications and troubleshooting.

To ensure business continuity, the SCM was installed in a full active-standby redundancy mode. And Samsung Gateways were deployed at each remote site to provide local PRI connectivity, allowing inbound/outbound calls from USMD's respective clinics.

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“We are currently evaluating a Samsung Call Center Solution to help us further improve our Call Center capabilities”

Michael Wester, Director of IT  
USMD Practice Management

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## Components

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### IP-PBX



Samsung Communication Manager



iBG Series Gateways with PRI trunks

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### IP Phones

SMT-i5210



SMT-i5243



# Reduce costs, streamline operations and establish more efficient and collaborative work environment

## Benefits

The consolidation of USMD's communications infrastructure brought many benefits not only to the staff, physicians, and patients, but also kept them true to their vision of seeking innovations to ensure long-term success, and commitment of providing superior patient-focused healthcare. The group is now able to utilize their resources more responsibly, helping them stay focused on patient care.

Key benefits include:

- Improved quality of patient service and care
- More productive, collaborative and agile employees
- Hardware, software and management cost reduction
- Convenience and easy management of the system
- Scalability that allows seamless growth and cost-efficiency

The group has now their key resources devoted to carry on its community-centered service and its network operations are aligned to create more affordable care. USMD has now a true integrated health system that provides the highest value to all its stakeholders.

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“We want to make the most of our investment and capitalize on the quality and reliability of this all-in-one solution.”

Michael Wester, Director of IT,  
USMD Practice Management

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## Samsung Communication Manager (SCM)

The SCM is an easy-to-use and reliable system that helps businesses transform the way they communicate. The combination of the SCM, Samsung IP Phones, Gateways, Switches, and its SAFE mobile devices provides the most complete, optimized, secure and seamless communications solution for enterprises. With Samsung's complete communications product line, your business is set to enjoy the most innovative solutions that bring maximum value, performance and award-winning design.

## What are the system's capacity and specs?

System Capacity	Users	Maximum 3,000
	Gateway	Maximum 512
	CPS	50
	Concurrent Call	1,000
	Conference Channel	128
	UMS Channel	64
Hardware Specifications	Rack Unit	1 RU
	CPU	1 Quad Core Processor
	RAM	4 GB
Redundancy	System	Active-Standby Active-Active

## Embedded Applications

**Automatic Call Distribution (ACD LITE):** useful when there are more calls than people available to answer them.

- Queuing and routing control
- Maximum queuing count
- Agent status and real-time monitoring conference
- Pre-defined and progressive conference
- Meet-Me Conference and conference control
- Add-on conference

**Voice Mail/Auto Attendant (VM/AA):** provides voice mail, automated attendant, access manager, e-mail server interface and outlook integration.

## Legal and additional information

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### About Samsung Telecommunications America

Samsung Telecommunications America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops and markets wireless handsets, wireless infrastructure and other telecommunications products throughout North America. For more information, please visit [www.samsung.com](http://www.samsung.com).

### About Samsung Electronics Co., Ltd.

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. Employing approximately 206,000 people in 197 offices across 72 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LED. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit [www.samsung.com](http://www.samsung.com).

### About Samsung Wireless Enterprise

Samsung Wireless Enterprise™ offers communication solutions specially designed to help businesses transform their traditional fixed communications infrastructure into a mobile-ready wireless network. From optimized WLAN infrastructure, enterprise-grade applications, and robust phone systems to full-featured IP phones, gateways and routers; Samsung Wireless Enterprise™ portfolio provides a dynamic system architecture that scales to accommodate growth and meets a variety of business communications needs. Samsung Wireless Enterprise™ enables businesses to provide efficient work environments anywhere, anytime with optimized, secure and seamless mobile voice and data experience. For more information, please visit [www.samsung.com/us/business](http://www.samsung.com/us/business).



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