

## Samsung Networks VoIP

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From [Internet Video & Voice](#)

Samsung Networks was established in 1987 as the telecommunication division of Samsung Electronics. It is a leading IP communication service provider in Korea, offering services mainly to business customers. The operator offers Network Services, Voice over IP, IDC (Internet Data Centre), EDI, Samsung Mobile, IP Contact Centre, and broadcasting services.

In 2000, Samsung launched a VoIP service, 'Wyz070, for business customers.

On 15 October 2009, Samsung Networks and Samsung SDS merged their operations to form Samsung SDS.

<b>Service operator:</b> Samsung Networks	<b>Service brand:</b> VoIP
	<a href="https://www.samsung070.com/">https://www.samsung070.com/</a>
<b>Date updated</b>	7 Mar 2012
<b>Sources</b>	[U 3366] [U 3367]

Samsung Networks DSL as a whole			
Service offered		Launch date	Network type
Total users and revenues			
Date	Total no. of users	Total ARPU	Notes
Target total users and revenues			
Date	Target no. of users	Target ARPU	Notes

Samsung Networks VoIP service users and revenues			
Service offered		Launch date	Main features
VoIP		2000	
Actual users and revenues			
Date	No. of VoIP users	VoIP ARPU	Notes
June 2003	500		Total business VoIP users
May 2004	1000		Total business VoIP users

April 2005	1,200		Total business VoIP users
October 2006	4,533		Total business VoIP users
December 2006	90,000		Total VoIP users
December 2007	200,000		Total VoIP users
<b>Target VoIP users and revenues</b>			
<b>Date</b>	<b>Target no. of VoIP users</b>	<b>Target VoIP ARPU</b>	<b>Notes</b>

<b>Samsung Networks Wyz070 service features</b>	
<b>Name</b>	<b>Features</b>
Samsung Wyz070	<ul style="list-style-type: none"> <li>- Local, long distance, mobile, and international calls (free of charge for business customers)</li> <li>- Option of getting internet access and VPN services</li> <li>- More than 200 add-on services available</li> <li>- Multiple calls can be received simultaneously</li> <li>- Multiple phone numbers can be used by one phone only</li> <li>- Linking other phones with a single phone number</li> <li>- Short message service</li> <li>- 'Ring Mate' (business colouring), Internet fax and audio response system</li> <li>- Voice message recording services</li> <li>- Electronic telephone directory service</li> </ul>
Wyz070 Biz IP-Centrex	VoIP Service aimed at small, medium and large business customers. Features include call forwarding, call back and extension, etc.
Wyz070 Biz IP-Link	VoIP Service aimed at large business customers. Connecting existing PBX system to the VoIP network.

<b>Samsung Networks Wyz070 service architecture</b>	
<b>Topic</b>	<b>Description</b>
<b>Technical architecture</b>	VoIP calls are routed through an ISP .If the person receiving the call uses a PSTN connection then the call is routed by the ISP to the telephone station which in turn will connect to the PSTN phone.
<b>User delivery</b>	Samsung delivers its VoIP service through a connection equipment (VoIP CPE G/W) which can be purchased or leased
<b>Geographical coverage</b>	Korea

<b>Samsung Networks Wyz070 tariffs and charges</b>				
<b>Tariffs</b>	In Korean Won (US\$1 = 1,121.83 KRW – exchange rate correct as on 7 Mar 2012)			
<b>Service Offerings</b>	<b>Initial Charges</b>	<b>Monthly rental</b>	<b>Content charges (a); (c)</b>	<b>Others</b>
Wyz070	Initial charges – 60,000 IP Phones – 100,000 to 300,000	5,200	(d)	
Wyz070 Biz IP-Centrex	Initial charges – 10,000 IP Phones – 100,000 to 300,000	5,000/ number	(b)	
Wyz070 Biz IP-Link	Initial charges – 10,000 IP Phones – 100,000 to 300,000	5,000/ port	(b)	
SMS		15/ SMS		
<b>Structure</b>				
<b>Special offers</b>	300 free SMS allowed.			
<b>Other notes</b>	(a) Service charge – KRW 39 per 3 min for local and KRW 36 per 3 min for long distance.  (b) Call charges from IP phone to mobile phone – KRW 11.9 per 10 seconds.  (c) KRW 49/min for USA and China; KRW 55/ min for Japan; international calls to 7 areas at KRW 55/minute.			
<b>Tax status</b>				

<b>Samsung Networks Wyz070 marketing and partnerships</b>	
<b>Equipment suppliers</b>	
Adaptor	
CPE	In March 2006, Samsung launched its new internet phone H415S for its VoIP users
<b>Business partners</b>	
Sungkyunkwan University	On 30 April 2008, Samsung Networks completed the build of its Internet phone system within the Sungkyunkwan University campus. Users will now be able to make free calls, SMS and use some other features between the 2 campuses of the University.
Interpark CS	On 11 June 2008, Samsung Networks was awarded the contract for building a 420 seat IP Contact Center in Chengdu, China for Interpark CS. Samsung will provide end to end services for this project.

Sungkyunkwan University	On 30 April 2008, Samsung Networks signed an agreement with Sungkyunkwan University to deploy a 6,000 circuit IP system for the latter. The IP system is capable of offering various voice services connecting two campuses of the university.
Softbank BB	On 14 February 2008, Samsung Networks teamed up with Softbank BB to offer free VoIP services between Japan and South Korea. Samsung will offer its IP telephony services supported by Softbank BB's VoIP instrument to the customers.
Korea International Cooperation Agency (KOICA)	On 13 June 2007, Samsung Networks signed a deal with Korea International Cooperation Agency (KOICA) to deploy its state of art information and communication technology (ICT) towards building an education centre for National University of Peru. The contract includes deployment of equipments, network set-up and its maintenance for the next two years.
Into Franchise	On 4 July 2007, Samsung deployed its IP telephony service to Into Franchise, connecting the latter's 230 retail outlets. The initial phase of the service deployment will include Into's headquarters and 15 major stores and later it will be extended to other stores nationwide. The operator aims to help the franchise businesses in cost cutting while offering seamless communication facility.
MC Donald	In March 2007, Samsung Networks partnered with MC Donald to offer its IP telephony service to the latter across all its stores nationwide.
Broadsoft	In June 2005, Samsung Networks signed an agreement with Broadsoft to deploy BroadSoft's BroadWorks® platform to support its VoIP business service.
Korea Aerospace Industries	In June 2007, Samsung Networks won a deal with the Korea Aerospace Industries, Ltd. to provide "Samsung Wyz070" Internet telephony service for the aerospace system company. Under the arrangement, the provider will build 3,000 lines of IP-PBX and Internet telephony to replace the existing PBX and traditional phones installed in the head office and the annexed facilities in Sacheon, South Gyeongsang Province and in Seoul office.
Workick English	In March 2007, Samsung Networks formed a strategic partnership with education provider Workick English to provide infrastructure used for videophone-based English lecture service. Under the arrangement, the two companies plan to introduce "Premium English Education Service," which enables after-school English practice and monitoring, by using Samsung Wyz070. The service is aimed at providing a one-to-one dialogue service between students and native-speaker teachers over videophone that comes with a wide range of Samsung Wyz070's cutting-edge 'Multi Tutoring System' add-on features, including SMS transmission used for evaluation, capture images over 65,000-colour LCD screen and free calls to designated numbers set for parents' communities.
Internet cafes	At the end of March 2007, the operator formed a partnership with five Internet cafe businesses - publisher Com Information and game distributors World Tips Net, K-Net, K-Net, Korea i-Net and IT Online - to deploy Internet telephony at some 30,000 PC Internet cafes in major cities including Seoul, Daejeon and Busan.
<b>Marketing programmes</b>	
CC certificate	On 20 June 2008, Samsung Networks was awarded the CC certificate for eXshield, an integrated security solution developed by the operator. It will

	now be able to provide the benefits of top rated security to its customers.
Free calls	On 7 December 2007, Samsung Networks offered free calls amongst its subscribers on its IP telephony service.
'To call is to believe' Campaign	In August 2005, Samsung selected 100 business users, who had registered during 16th August to the 31st August, for its "To call is to believe" campaign. They were provided with the latest handset, add on services and free internet telephony calls for a duration of 1 month.
<b>Future developments</b>	Samsung announced its plans to increase its subscriber base to 500,000 users by the end of 2006.

<b>Samsung Networks profile and history</b>	
<b>Operator profile</b>	<p>Samsung Networks was established in 1987 as the telecommunication division of Samsung Electronics. It is a leading IP communication service provider in Korea, offering services mainly to business customers. The operator offers Network Services, Voice over IP, IDC (Internet Data Centre), EDI, Samsung Mobile, IP Contact Centre, and Broadcasting Services to its enterprise customers.</p> <p>Samsung Networks has been targeting specialized markets, including franchise businesses such as restaurants. The company promotes lower cost or free calls between sites.</p>
<b>Past developments</b>	<p>Continuing its efforts to offer better IP phone service, on 2 July 2008, Samsung launched its IP based DECT phone for its Wyz070 Internet phone service subscribers. This will use the 1.7 GHz frequency to provide better voice clarity, less call drops and a wider service area.</p> <p>On 26 March 2008, Samsung Networks planned to strengthen its webbiz activities thereby expanding its business operations and entering the mobile webs market. The webbiz activities would expand the online reach of the company globally.</p> <p>On 24 January 2008, Samsung Networks launched 'Samsung Wyz 070' VoIP service over mobile phones. The service is delivered using the Wi-Fi Internet network of the operator and is free of charge within Samsung's network.</p> <p>On 2 October 2007, Samsung Networks launched a trial service offering convergence of both Internet telephony and WCDMA over one phone handset - Samsung Wyz One-phone. In partnership with SK Telecom, the phone can easily switch between the Wi-Fi and mobile network, enabling both the services. This is beneficial to both the operator as well as the customers since it brings cost benefits and operational efficiencies for both.</p> <p>In September 2005, Samsung offered up to 40% reduction on Internet call rates</p> <p>In June 2005, Samsung planned to launch a wide range of VoIP handsets for its enterprise customers.</p>

	<p>In 2004, Samsung announced its plans to offer as video conference/call service, e-mail, Short Message Service (SMS) and Multimedia Message Service (MMS) over its IP telephony.</p> <p>In 2004, Samsung planned to invest heavily in VoIP, VPNs, contact centers, optical networking service, Internet data centres and mobile services. The service provider was also awarded Internet telephony service quality certification by The Korea Telecommunications Technology Association.</p>
<b>Additional numbers</b>	<p>In December 2006, the operator received additional 100,000 numbers for Internet telephony service from the Ministry of Information and Communication.</p>