

Panasonic
ideas for life



KX-TDA Hybrid IP Telecommunication Systems

The intelligent business solution.

The IP-Enabled KX-TDA Telecommunication Platform:



Investment in a telecommunication system requires business communication foresight. Businesses need to be able to effectively communicate today - yet want to make sure that they are properly equipped to handle the growing demands of their future communication needs. The Panasonic IP-Enabled TDA systems combine the advantages of traditional telecommunications with the convergence of IP technology offering maximum feature and functional flexibility to handle all your business communication needs - Today and in the Future.

Makes Communication Easy

Panasonic's digital telephones are stylish, efficient, intuitive and reliable.

The phones feature an LCD of up to 24 characters with easy-to-read 6-line back-lit display, an easy-to-view Message/Ringer Lamp, Navigator Keys for quick and easy operation, 4-step angle adjustment for easy accessibility, and an optional USB module that provides easy plug-n-play connection to a PC.

Future-Ready Design

The IP-Enabled TDA PBX is a communications tool your business can grow with. This highly upgradeable unit comes ready for use with IP Trunks, IP Phones, IP Cameras, IP based CTI, and other new devices coming to market in the near future.

Cost-Cutting Performance

Panasonic has leveraged leading edge PSTN and IP technologies in the IP-Enabled TDA PBX.

Customers can reap the business benefits of the following supported technologies to achieve cost-effective, effortless, and reliable inter-office multi-site voice solutions based on most inexpensive calling routes.

- QSIG*
- Voice over Internet Protocol (VoIP)
- Least Cost Routing (LCR)

* QSIG is an industry-standard digital networking protocol.





Efficiency You Can Appreciate

Packed with a repertoire of solutions, the IP-Enabled TDA PBX brings wide range of benefits to your company's communication needs. DECT Wireless equipment allows you freedom of mobility so you can initiate or respond to important calls from anywhere in your office, while the Voice Messaging solution adds value to virtually all your services.

Advanced call centre functions improve communication efficiency and allow you to serve customers more effectively. The IP-Enabled TDA PBX makes it easy to distribute calls, manage agents handling calls, and controls office use of the phone system. Compatible with Computer Telephony standard protocols, TAPI and CSTA, the IP-Enabled Panasonic TDA PBX can serve as the core of a powerful, high-value-added CTI solution Integrated with back-end CRM systems.

An Affordable System that Adds Value to Your Business

The new Messaging Features offer greater flexibility. If short of staff, you can handle calls with the Automated Attendant Service. You can upgrade to Unified Messaging using CTI technology that can combine e-mail, fax and voice mail, giving you multi-media communication capabilities. You can even customise the system to meet the needs of different callers. By combining the system with a Panasonic Voice Mail System, you can get additional features that are available only from Panasonic, such as Live Call Screening, Two-Way Recording, and Two-Way Transfer.

Reliability

The reliability of IP-Enabled Panasonic TDA PBX system is assured by rigorous quality control and testing before it leaves the factory, guaranteeing you piece of mind. The system is also designed for quick and easy maintenance to help keep any downtime to an absolute minimum. Supporting "hot-swap" - you can change or add most modules without even shutting down the system.



Extreme Functionality



For effective communication - Panasonic telecommunication systems allow you to have a wide range of services at your disposal. Panasonic communication systems allow businesses to choose from a range of user-friendly solutions allowing you to find the right solution at the right price to handle your business application needs.

Alphanumeric Display



Visual feedback on the user-friendly LCD display makes it easier to handle calls and perform other tasks. Use it to view a variety of information (see partial list below) or to access the IP-Enabled PBX system's many features. Users can also make calls by simply following the visual prompts shown on the display. The display can show items such as:

- Incoming caller's name and number (ISDN, Caller ID)
- Message waiting, absent messages, feature settings
- Log of incoming and outgoing calls (Call Log)
- System/personal speed dialling
- Extension lists
- Call Duration
- Menu of system features
- Time and date

Navigation Keys

The navigation keys allows fast, one touch, access to multiple system functions, available to Panasonic PBX users.



Programmable Keys

With one-touch function access, programmable soft keys save time and effort. These keys can be used to store telephone numbers, or frequently used feature access. The dual colour Red/Green LED's give visual indication of feature accessed as well as the status of colleagues whether they are available or busy on their phone.



Four Step Tilt Angle

The display screen can be adjusted to four different viewing angles for optimum readability.



Hands Free Convenience

The built-in headset jack allows you to keep your hands free while taking important telephone calls, giving you the freedom and flexibility to work on your PC or take notes etc.



eXtra Device Port (XDP) and Digital XDP (DXDP)

Use the XDP port to add an analogue phone, cordless phone, or other single-line device to your extension without the cost of an additional line. This lets you send a fax while talking to a customer. Or, by connecting a modem to the XDP port, you can access the Internet while you continue to use the telephone conversing with a client. The DXDP port allows you to add a second digital telephone to your extension allowing you to increase your system capacity without the need for additional optional extension cards and wiring.



KX-NT136

- IP Proprietary Telephone
- 6-Line Back-lit Display
- 24-Programmable Keys
- Full Duplex Speakerphone
- 2 Ethernet Ports (100Base-T)
- Power Over Ethernet (PoE)



KX-NT265

- IP Proprietary Telephone
- 1-Line Display
- 8-Programmable Keys
- Half Duplex Speakerphone
- 1 Ethernet Port (100Base-T)
- Power Over Ethernet (PoE)



KX-T7636 with KX-T7603

- Digital Proprietary Telephone
- 6-Line Back-lit Display
- 24-Programmable Keys
- Full Duplex Speakerphone
- USB Connection (optional)
- 12 additional programmable keys (KX-T7603)



KX-T7633

- Digital Proprietary Telephone
- 3-Line Back-lit Display
- 24-Programmable Keys
- Full Duplex Speakerphone
- USB Connection (optional)



KX-T7630

- Digital Proprietary Telephone
- 3-Line Display
- 24-Programmable Keys
- Full Duplex Speakerphone



KX-T7668

- 1-Line Display
- 8-Programmable Keys
- Headset Jack
- Half Duplex Speakerphone



KX-T7710

- Analogue Proprietary Telephone
- 8-Programmable Keys
- Modem Data Port
- Message Waiting LED



KX-T7640

- Digital DSS Console (60 DSS Keys)



More Freedom, Greater Clarity

Have an important customer on the phone and need to walk away from your desk? Panasonic Wireless DECT connectivity is here to help. The Panasonic Hybrid IP PBX system lets you simply continue your current conversation over a lightweight, business-smart wireless telephone while you are away from your desk or moving around the office. Because the system is digital, the voice comes through loud and clear.





DECT Mobility

The IP-Enabled TDA PBX system allows wireless communication over an extended range by using multiple cell stations that boost the flexibility and mobility of your wireless handset. Using Wireless XDP, you can set your wireless telephones to have the same extension as your desk phone, and then receive calls even when away from the desk. You are always there, ready to receive your customers' calls, and make the most of every business opportunity that comes along.



KX-TCA155 and KX-TCA256 - Features

- 6-line, Blue, backlit LCD display
- Illuminated Keypad
- Multiple Language Display
- Speakerphone
- Programmable Soft Keys
- PBX functionality support
- 200 entry Phonebook
- Headset Compatible
- 9 Ringer Melodies
- 10 Programmable Hot Key Dialling
- Vibrate Alert*
- Meeting Mode*

* KX-TCA256 Only

Computer Telephony Integration



With its support for Industry Standard CTI interfaces - the IP-Enabled Panasonic TDA PBX can support a large number of software applications ranging from the standard "Screen Pops" to integrating Customer Relationship Management (CRM) systems and many more - all designed to intelligently and efficiently handle your business calls.

Computer Telephony Integration (CTI)

Computer Telephony Integration (CTI) is the technology that brings the best of telephony and computers together - providing powerful and simple productivity enhancements. The combination of the two systems requires a programming link between the phone system and computers that allows data and instructions to be exchanged between the two systems. Panasonic KX-TDA PBXs support CTI integration via the two mature industry standards:

- Telephony Application Programming Interface (TAPI), and
- Computer Supported Telecommunications Applications (CSTA)

Leveraging these standard CTI interfaces, CTI applications help users get the most out of their phone system. Users can initiate calls via their PC, view Incoming call notification (Screen-pop), integrate with Customer Relationship Management (CRM) databases, and much more. There are two types of CTI configurations possible

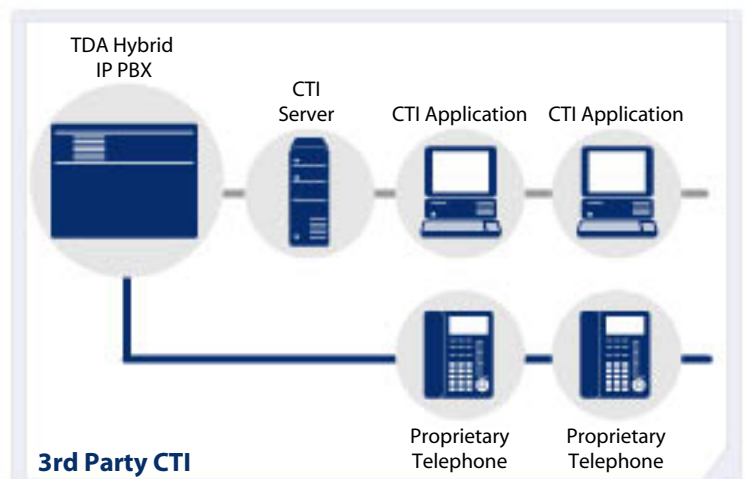
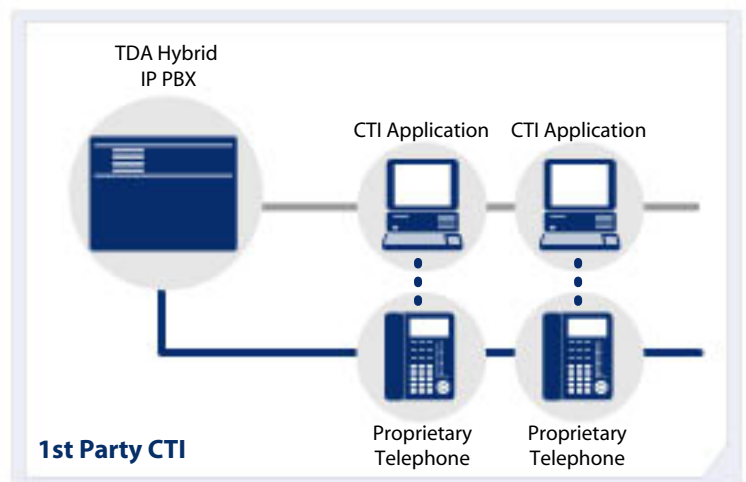
- 1st Party involves direct connection between a Telephone (e.g. Panasonic KX-T7636/T7633) and PC (using optional KX-T7601 USB interface). Basic CTI applications such as Microsoft Dialler, Outlook and others readily available can be used. Panasonic KX-TDA0350 PC Phone and KX-TDA0300 PC Console are examples of advanced 1st Party CTI applications supporting "Screen Pop", CRM, and Call Recording features.
- 3rd Party requires direct connection between a PBX and a PC running CTI server software. The CTI server communicates directly with the PBX on behalf of the client applications while client CTI applications work in concert with the CTI server resulting in more feature rich applications providing advanced telephony features, using simple mouse 'clicks'. The new Panasonic Phone Assistant software series is based on this 3rd Party CTI technology leveraging CSTA interface.

Benefits of CTI

Depending on the type of CTI software that is installed, multiple telephony applications can be implemented to augment business communication capabilities. These include:

- Offices - Incoming call display (Screen Pop), Busy caller display, Call accounting using SMDR* etc.
- Contact Centre - Incoming call display, CRM database integration, Agent Log-in/Log out etc.
- Hotels - Room availability, check-in/check out, Billing etc.

* SMDR: Station Message Detail Recording



Phone Assistant Application Suite

An exciting array of intuitive PC-based software applications that converges telephony with wizard driven point-n-click operation, presence, availability, and a variety of collaboration tools to simplify and enhance real-time communications for business users.



Higher Productivity,

Phone Assistant productivity application suite blends the power of the Panasonic KX-TDA Hybrid IP PBX together with personal computers leveraging your office IP network to provide a truly remarkable Computer Telephony Integration (CTI) software allowing intuitive point-n-click operation to significantly enhance your company's personal, team, and business productivity.

Panasonic Phone Assistant applications come in Express (free), and Pro (Licensed - full feature) versions. The software targets three key aspects of business telephony communication needs:

- Phone Assistant (Express/Pro) for Personal productivity.
- Phone Assistant Status (Express/Pro) for Manager/Supervisors.
- Phone Assistant Manager (Bundled Web Interface) for IT Administrators

Personal Productivity

Highly desirable features such as Presence, Availability, Wizards that automatically appear as and when needed to help with most common telephony operations, missed call reminders, detailed call history, and integration with IP camera make up the built-in features in Phone Assistant Express and Pro version applications. The pro version also integrates with Microsoft Outlook™ and has an optional IP Softphone plug-in module for anytime anywhere business IP telephony.

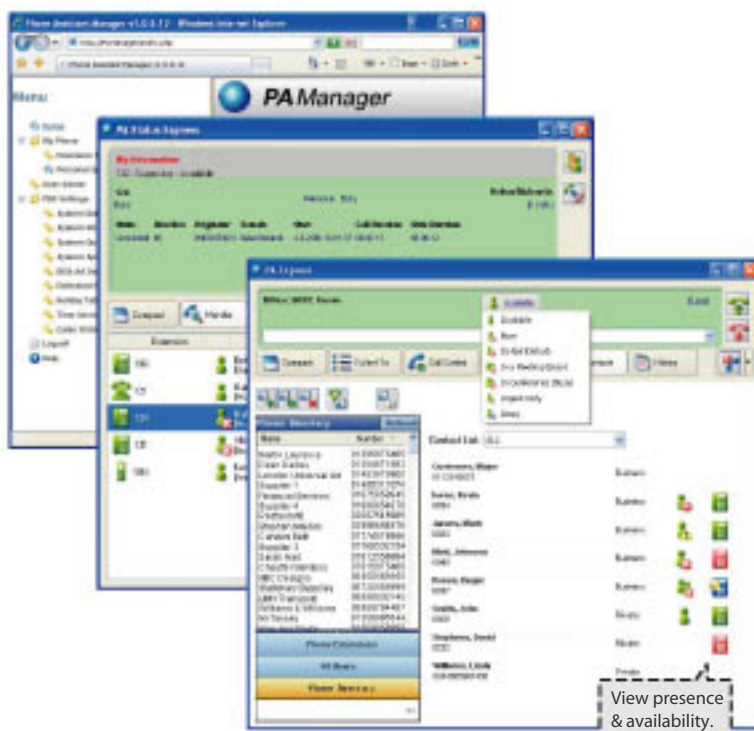
Business Productivity

Business managers and supervisors can use the Phone Assistant Status to benefit from real-time monitoring of all team members. Managers can also decide to listen-in, barge-in, or take-over a monitored call in progress - helping new or distressed customers - perfect for any informal call centre.

PBX Productivity

With web based Phone Assistant Manager - IT administrators and power users can perform common Adds/Moves and Configuration changes using a standard Web Browser on any networked PC, or access remotely from across the IP cloud. Users can modify common settings like System Date/Time, set speed dial numbers, set extension settings and assign flexible programmable keys - all using web-based point and click operation.

Phone Assistant applications - when used together - can enhance business productivity and help propel your business communications to the next level.



Phone Assistant - intuitive user interface

Flexible Access

The human voice remains the most effective mode of communication. We all know how frustrating it can be when trying to contact someone and the line is always busy or not answered. Panasonic has combined its knowledge of Call handling with their Intelligent PBX systems to ensure that calls from your customers can always be answered by someone, or voice messages can be left to request a follow-up call.



Intelligent Call Handling Capabilities

Panasonic understands that if a call is not answered, it is bad for business. That is why Panasonic PBX systems are integrated with multiple call handling features as standard.



Queuing

If a call cannot be answered it can be sent to a call queue and greeted with a friendly welcoming message. The messages are pre-recorded and can inform the caller that their call will be handled in the order it has been received by an agent as soon as one becomes available, or the messages can be used as a way to generate additional business opportunities by alerting the caller of a service the company offers, or a forthcoming sales promotion.

Automatic Call Routing

Panasonic intelligent call routing allows incoming calls to be distributed directly to the desired destinations. This is made possible by using the CLIP information that is sent with the call. Calls can be distributed to a single extension, or group of extensions. Extension groups can also carry VIP status, so that calls that are distributed to these groups are automatically pushed to the front of the call queue regardless of when they enter the queue.

Personal Mailboxes and email notification.

Using the advanced TVM Messaging solution - each Extension can be assigned its own personal mailbox that can be contacted any time of day or night. If a caller leaves a voice message for a user, the extension user is notified by a message-waiting lamp available on proprietary telephones or can be additionally notified via an e-mail with voice message attached sent to the user's personal computer.

Incoming call information is also recorded with the message and is displayed on a Proprietary telephone. This information includes Callers telephone number, time of call, and length of call.

The perfect service for your customers

Whatever the size of your company, efficient and courteous handling of telephone calls is a major factor in a successful business. Panasonic provides multiple solutions for large and small Call Centres, to help control and make use of the limited resources that may be available. The following call centre features are integrated into the PBX and can be expanded to suit more sophisticated call centres in combination with CTI software solutions available in the market:

- Intelligent and Automatic Call Routing
- Flexible Routing to distribution groups
- VIP call routing
- Automated Attendant
- Call Queue with waiting message
- Walking Extensions ('Hot Desking')
- Supervisor call queue monitoring
- Supervisor level monitoring and reporting
- Overflow Extensions



Integrating Voice and Data networks



IP Network infrastructures, which already exist in the majority of companies, can now carry voice along with data. Designed to support Convergence via modular structure, IP-Enabled Panasonic TDA PBX systems allow a harmonious migration towards VoIP, allowing voice and data communication to work within the same network.

IP Telephony

Customers interested in gradually evolving their business communication towards IP telephony can benefit from the optional IP Extension card that supports the KX-NT136 and the KX-NT265 IP telephones.

The KX-NT136 is based on the familiar KX-T7636 high-end digital proprietary telephone - and includes all the familiar one touch feature access keys - such as:

- Call Hold
 - Conference Call
 - Call Transfer
 - Call Forward
- and many more...

The KX-NT265 is a cost effective IP telephone based on the low-end KX-T7668 digital proprietary telephone and provides one-touch features via eight (8) programmable keys. Leveraging standard data-network cabling - and supporting Power-over-Ethernet (PoE), IP telephony can reduce your installation cost as well as make telephony available wherever there is a data network available.



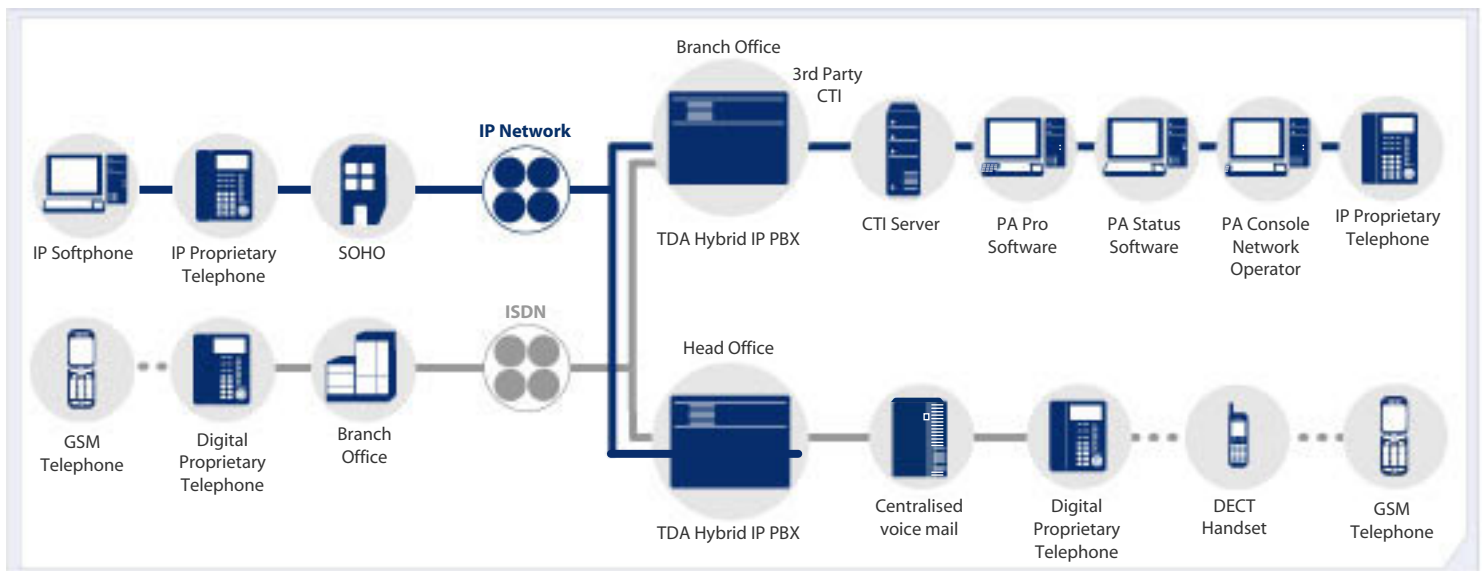
The Panasonic IP telephones are a perfect solution whether for employees in an office or remote workers/home workers connected over high-speed IP network.

Voice-over Internet Protocol (VoIP)

VoIP is the latest proven technology for voice communications where packets of digitally compressed voice are sent over IP data networks, which gets converted back to voice once it reaches the destination. By leveraging existing data networks, VoIP can bypass PSTN and therefore avoid all costs associated with PSTN calls no matter how far the distance and how long the conversation. In addition, VoIP also allows for more advanced telephony solutions and applications. VoIP is an ideal solution for site-to-site communications between multi-site offices and retail chains - as well as for networking branch office and remote office employees, small office/home office (SOHO) workers, and home sales personnel, allowing for flexible working environment and lowering cost.

IP Softphone

In addition to IP Telephones, Panasonic also offers IP Softphone. The Panasonic KX-NCS8100 IP softphone allows road warriors, sales and support staff, or any other power user to use their computer as a powerful IP Phone for access to anytime, anywhere enterprise IP telephony. Businesses can easily connect all of their remote employees - whether in branch offices, remote sites, or travelling and accessing the corporate IP network from across the globe. All employees can be centrally connected to a single Panasonic KX-TDA Hybrid IP-PBX over an IP network - providing simple yet highly cost effective VoIP communication.



■ QSIG Networking

Supporting the industry standard ISDN QSIG protocol, the IP-Enabled TDA PBX allows you to interconnect multiple PBX locations to help modularly build a large, effectively seamless, virtual telephone system resulting in creating a Voice Virtual Private Network (Voice VPN), as well as giving businesses access to more advanced networking features like direct extension to extension dialling between PBX's, CID of PSTN calls and ICD group call handling across the QSIG network.

For companies with large legacy PBX in the Head-office, customers can add the KX-TDA PBX's in all the branch offices while still maintaining links back to the legacy PBX via QSIG connection to the Main Office.

■ Network Busy Lamp Field

Network Busy Lamp Field (BLF) or Network Direct Station Selection (NDSS), allows unique extensions across networked TDA PBX systems to be monitored by a single centralised Network Operator using DSS keys. These extensions can be part of a global PBX QSIG network connected over both ISDN or Voice-over-IP. If any of the pre-programmed extensions are busy, receiving an incoming call (ringing) or in 'Do not Disturb' (DND) mode, the operator's DSS key for that extension will illuminate, showing the operator the status of that particular extension.

■ Network Distribution Groups

Incoming Call Distribution (ICD) groups can be set-up across multiple networked TDA PBX systems. Extensions can be grouped together from different PBX systems, creating globally diverse departments with the same ICD group number.

Simultaneous or delayed ringing can be programmed for all Network ICD (NICD) groups.

■ Centralised Voice Mail

Up to 8 networked TDA PBX systems can share a single Voice Mail system. Extension users can forward calls to voice mail and access messages using VM access codes. These codes can be pre-programmed on system phone DSS keys for ease of use.

■ GSM Integration

Mobile Telephones are a compelling way for doing business outside of the office. The KX-TDA PBX supports the latest Mobile Telephone integration technology - Enabling calls directed to an office extension to be redirected to a Mobile telephone through the TDA PBX at a lower, fixed cost. Calls can then be transferred back to a PBX extension or even to an office Voice Mail system.

Mobile telephones can even be integrated into ICD groups which will simultaneously ring when a call comes in, allowing users to pick-up their calls on either their Desk phone or Mobile phone.

With digital communication...



For the majority of businesses, personal contact with the customer is a significant factor for success. The telephone system is at the heart of all communications - without any concern as to how the communication is conveyed: via IP, by traditional telephony or by employing wireless technology. What is crucial for businesses is quality and reliability. Panasonic provides applications and solutions that address all these crucial business needs.

Health service



A telecommunication system in nursing facilities and resident housing must be consistent above all to the requirements of people in need. Panasonic offers custom-made solutions that can be integrated with computers to support administrative tools and emergency call systems. The investment ensures security by flexible, future-safe technology.

Hospitality

The Hospitality market requires the communications system to be flexible, economical, and easy to use, with maximum reliability and adaptability for the individual needs. The possibility of PC integration to allow guest room billing and system management has also become a requirement of this sector. IP-Enabled Panasonic TDA PBX Systems are perfectly equipped with all these necessary hospitality features and solutions.



Customer Services

We all would like to offer our customers the best service we possibly can, and while you might be the best today, what about tomorrow? Panasonic Telecommunication systems offer service-orientated solutions, which can be expanded to meet your customer's needs now and for days to come.



Medical

To be able to work effectively and comfortably in a medical environment, it is necessary that the telecommunication system is adapted perfectly to fit the needs of this type of activity. In the field of health, Panasonic alleviates the continual increase in costs and allows easy integration with life saving technologies.



Administration

Public administrations see themselves today more than ever as service providers. Their services must be carried out in spite of the increasing pressure of cost management for government, council and municipal authorities. Panasonic offers such establishments a telecommunications solution which helps them maintain and keep their costs in check.



...the possibilities are endless



Sales

In today's competitive world, personal contact becomes ever more important to the customer. Customer satisfaction, maximum flexibility and accessibility provide the crucial lead in this sector. With a solution from Panasonic, everything that you need is already built in as standard.



Construction

Customers like to only invest in well built products, displaying them attractively and place them within a delightful environment. These same guidelines should also be followed by your telecommunication systems. When it comes from Panasonic - you are sure that all these important points have been meticulously followed - so customers can be proud to own a Panasonic system.



Production enterprises

High flexibility, economy and maximum reliability as well as adjustment to individual needs are important criteria, which telecommunication systems must fulfil. The Panasonic IP-Enabled TDA PBX outshines here as it was developed with manufacturing plants and production departments in mind. With its ultramodern design and future ready solutions, experience a new dimension of efficient communication.



Logistics

Logistics requires smooth and reliable transport of information. This is why logistics companies have particular requirements when it comes to telecommunications systems. With possibility for integration into modern EDP systems and mobile accessibility, Panasonic IP-Enabled systems can become the driving force for your business today, tomorrow and in the future.



Legal

The legal industry of law firms, notaries, attorneys, solicitors etc have specific requirements when it comes to business communication.

Attorney client conversation may need to be recorded - or clients may need to be billed for calls. Law firms may prefer to have secure entrances monitored via IP cameras. The IP-Enabled Panasonic TDA PBX addresses all these unique communication needs of the legal industry - yet provides all these and more solutions in a cost effective manner.

With Panasonic the possibilities are endless.



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