

Panasonic Communications Solutions Group

Why Panasonic?



www.voicesonic.com

Phone 877-289-2829

Panasonic ideas for life

Panasonic—a Household Name

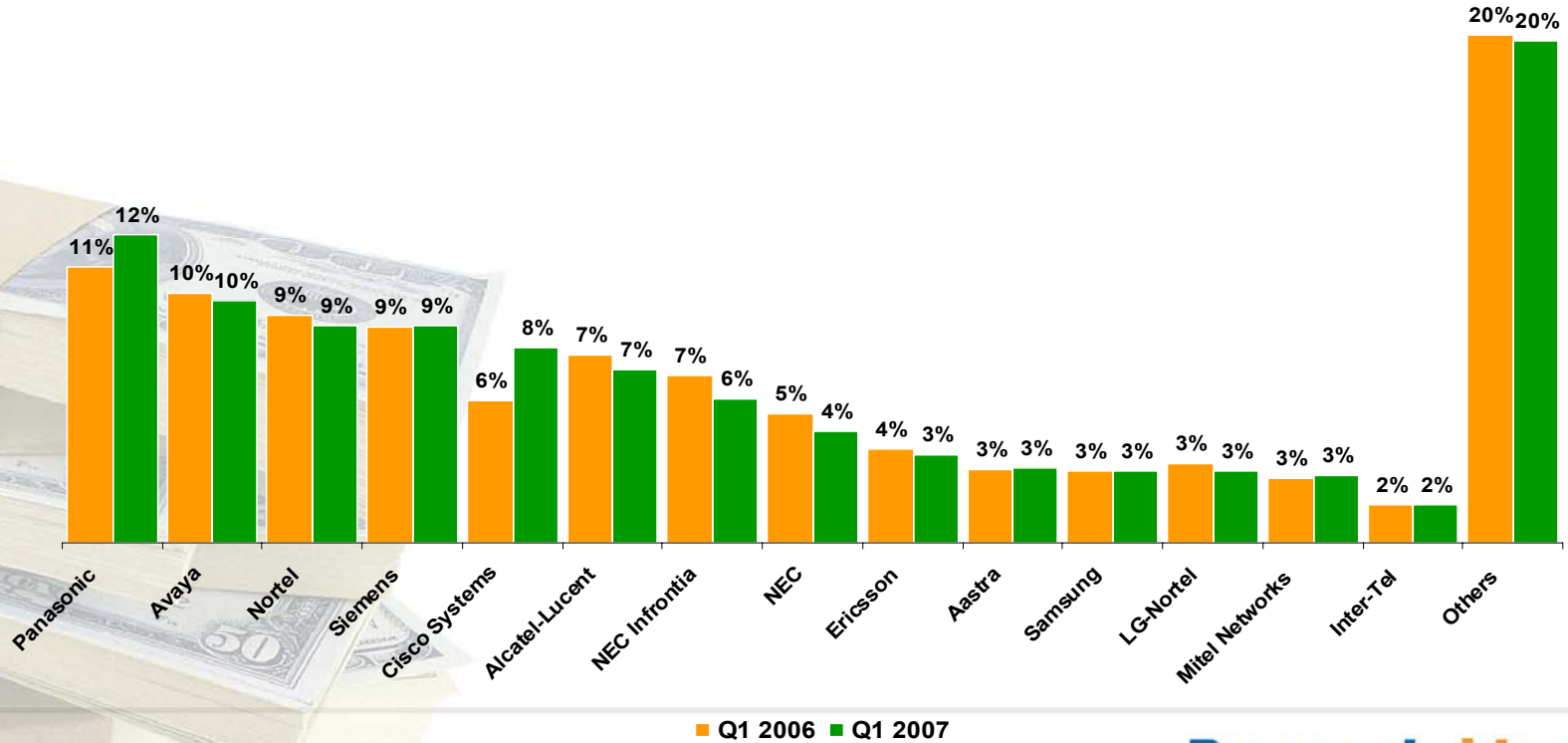
- **The 47th largest company in the world**
- **We spend \$5 billion annually on research and development**
- **We design, build and sell over 14,000 products worldwide**

Panasonic **ideas for life**

Panasonic – The Brand of Choice

Panasonic

TOTAL GLOBAL MARKET Corded PBX/IP PBX Market Shares





The World Intellectual Property Organization, which tracks the number of patent applications filed around the world, reported that Panasonic ranked Number 1, as the world's top filer for patent applications in 2007.

Answering the Call for the Business World

- **Total Solutions for the Small Office: Print, Fax, Phone, IP Camera, Digital Signage**
- **Best in Class Wireless Solution**
- **Dedicated to the development of core technologies**
- **Backwards-compatible technology provides businesses the flexibility to grow at their own pace**
- **Leading Provider In 60 and Under Extensions**

- Manufacturing products since 1972
- U.S.-based engineering team, plus in-house technical support
- Produced over 100 million phones
- Design, Engineer, and Manufacture 80% of Components

- Customer-driven product development
- Rapid response to engineering issues
- Problem resolution to the component level
- Guaranteed rollout schedules
- Long-term parts supply, product lifecycle and service and support
- One point of contact for quality and support



Best-in-Class Technical Support

Panasonic



- Access to Priority Technical Support from Qualified Support Specialists
- Priority Technical Support and placement in queue for Silver, Gold, Platinum & Diamond Dealers
- Priority support for Panasonic VoIP solutions (Configuration Support – Pre-installation)
- Troubleshooting Solution and Product Support for complex IT environments
- Access to Btsdealer.com for Online Diagnostic Tools, Software, Tech Notes, Manuals, Webinars and Product Information

1986-1991

3x8 / 6x16 / 12x32 /
336-port
Analogue PBX



1992-1996

16-port to 512-port
ISDN Digital PBX
and Voice Mail



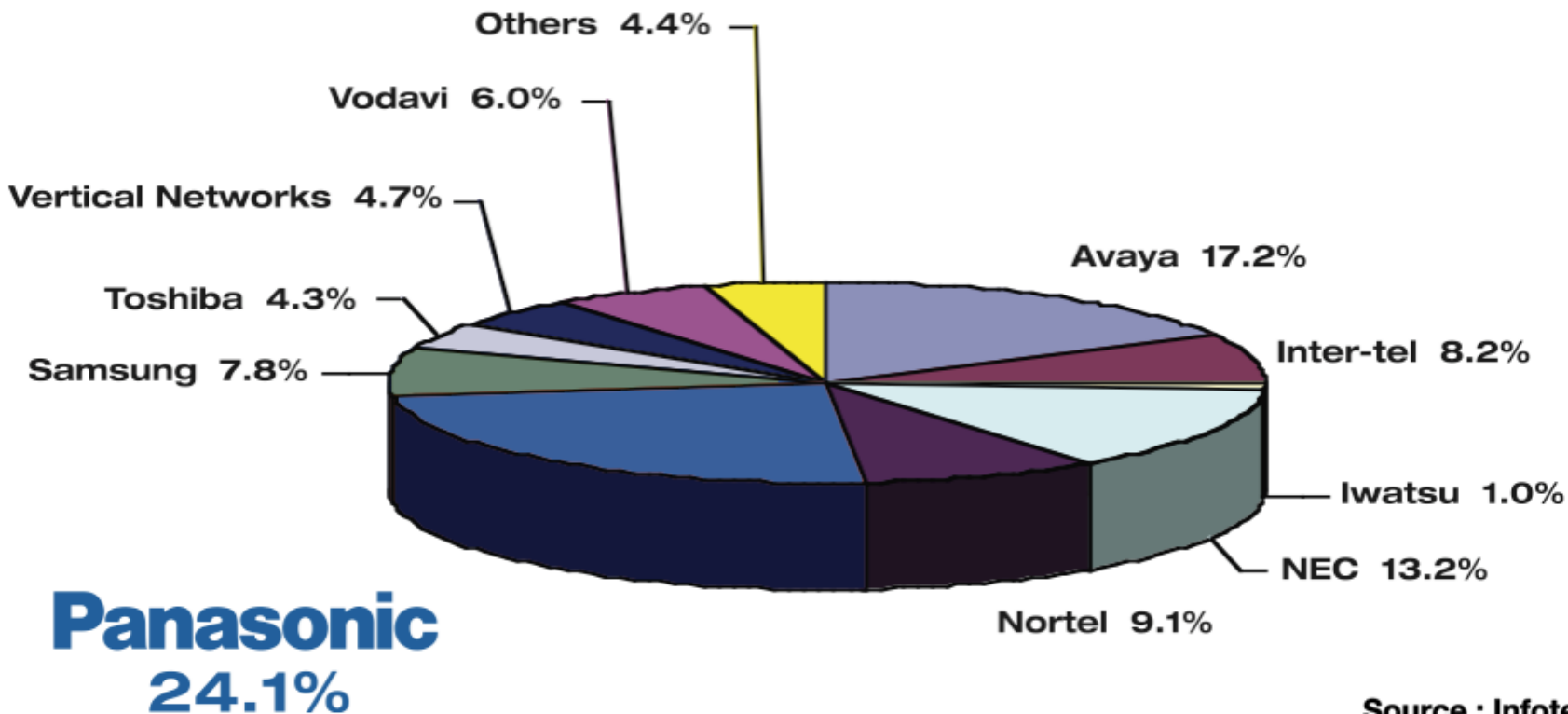
2003-2006

16-port to 1024-port
Hybrid IP PBX
and Voice Mail



The Business Solution of Choice


Panasonic



Source : [Infotech '06](#)

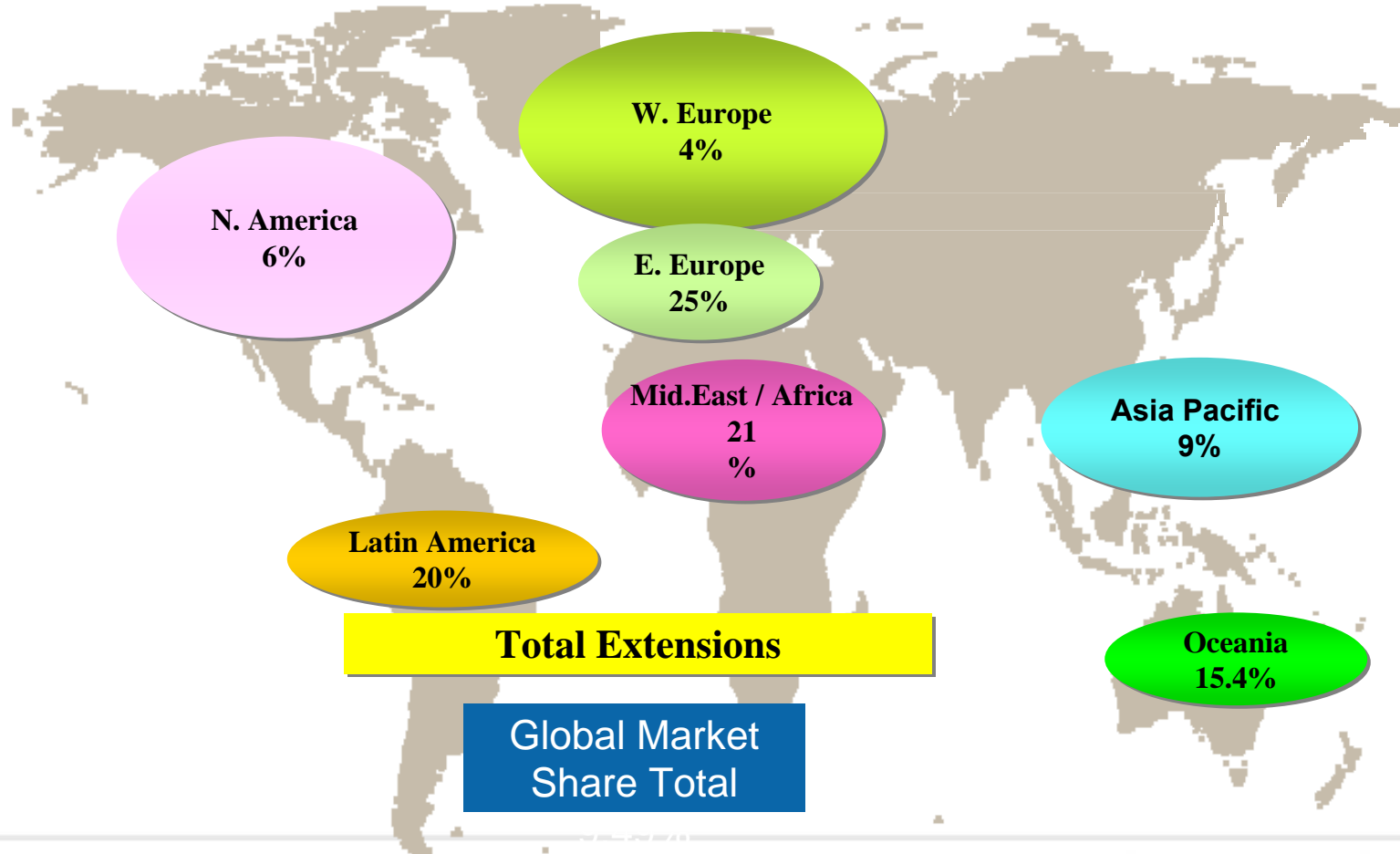
Panasonic – the Business Solution of Choice



Panasonic Share Ranking Q2 2006 Ranking
9.49% **No.1** 
(Source: MZA '06)
(By Volume of Extensions, Total PBX market)

<u>Ranking</u>	<u>Brand</u>	<u>Share</u>
No.1	Panasonic	9.49 %
No.2	Nortel Networks	8.34 %
No.3	Avaya	8.71 %

Panasonic – the Global Solutions Provider



A Commitment to Environmental Sustainability

- **ISO 14001 Certified**
- **Lead-Free Production Process**
- **Leaders in the eco movement since 2003**
- **RoHS Compliant (Restriction of Hazardous Substances)**

Solutions Provider for some of the World's Most Successful Companies

Panasonic



LUXOTTICA
GROUP

- 9,000 Cameras, IGW / 3,000 Stores

VICTORIA'S
SECRET

- TDA / 90 Stores

NAPA

- TDA / 250 Stores

at&t

- IP Cameras / 2,000 Business (Mkt. Pot. 18 million Homes)

Pier 1
imports

- TDA50

TEXAS
RESTAURANT

- TDA50 / 350 Restaurants

AMERICA'S
URGENT CARE

- TDA600 / 300 Urgent Care Facilities

NORTH
AMERICAN
TITLE
COMPANY
Liberty Clockwork

- TDA / TDE / 255 Locations

Weichert
Realtors

- TDA200 / 250 Locations

Raytheon

- TDA600 / 12 Locations (In Progress)

SUBWAY

- IGW / 2,000 Restaurants (In Progress)

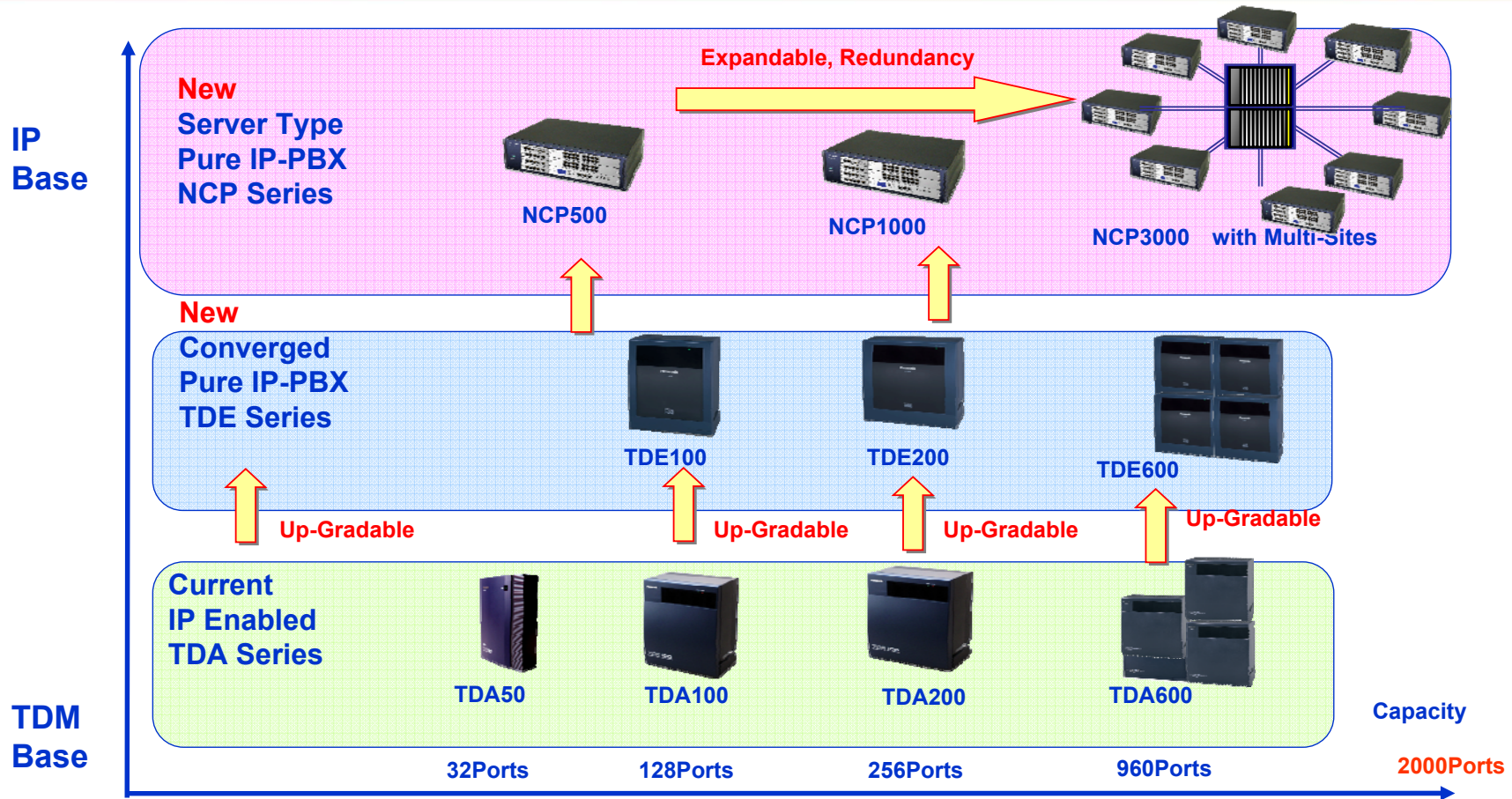
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Dedicated to providing the Best Customer Experience

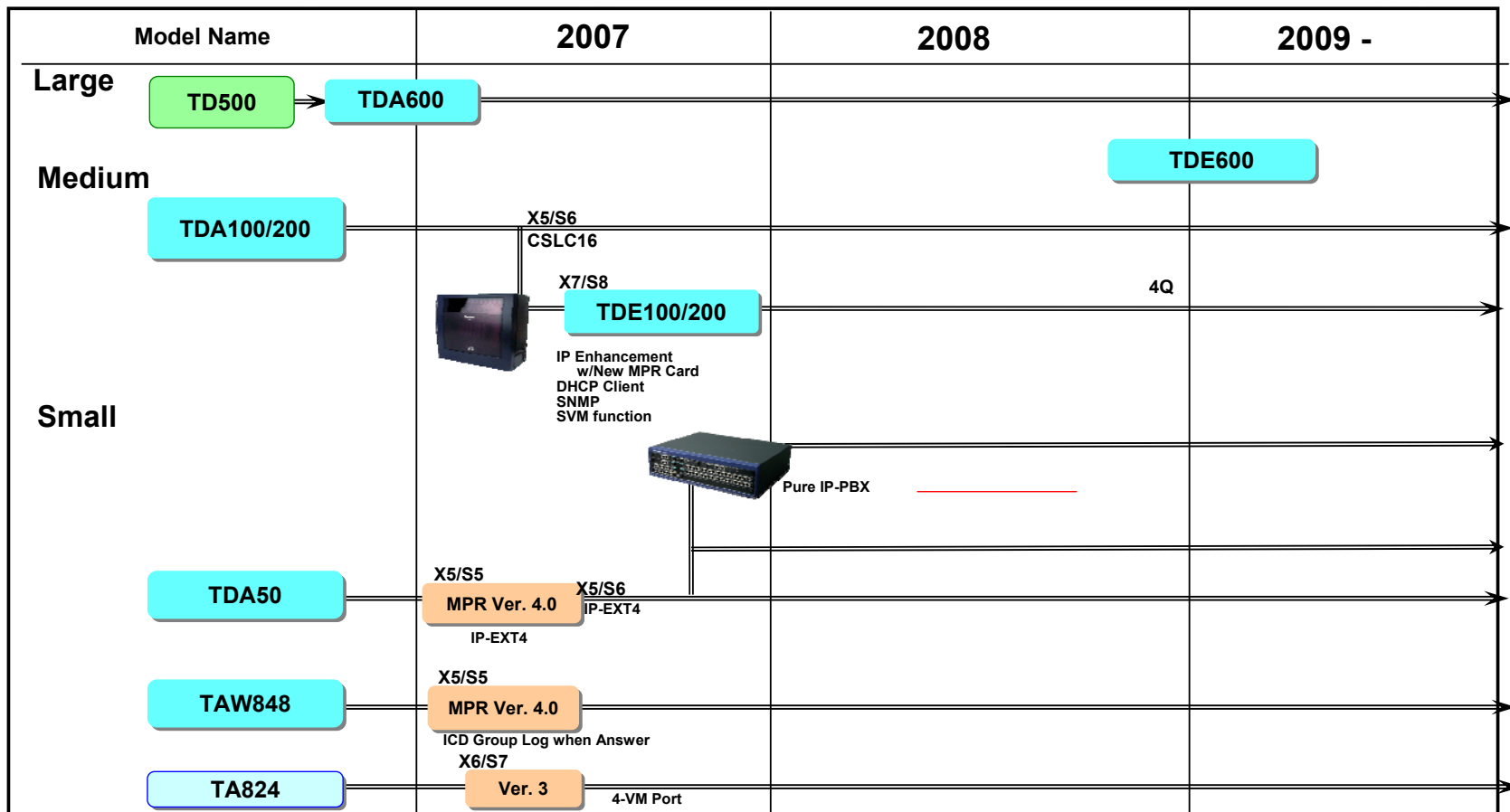


- **Product Is Sold Through Distribution.**
- **Master Distributors and Systems Integration**
- **300 Contract Integrators and Over 2000 Certified Dealers**
- **Sales Engineering Supports Field Sales. Problems Are Escalated to Headquarters Engineering Team or Factory Engineers.**

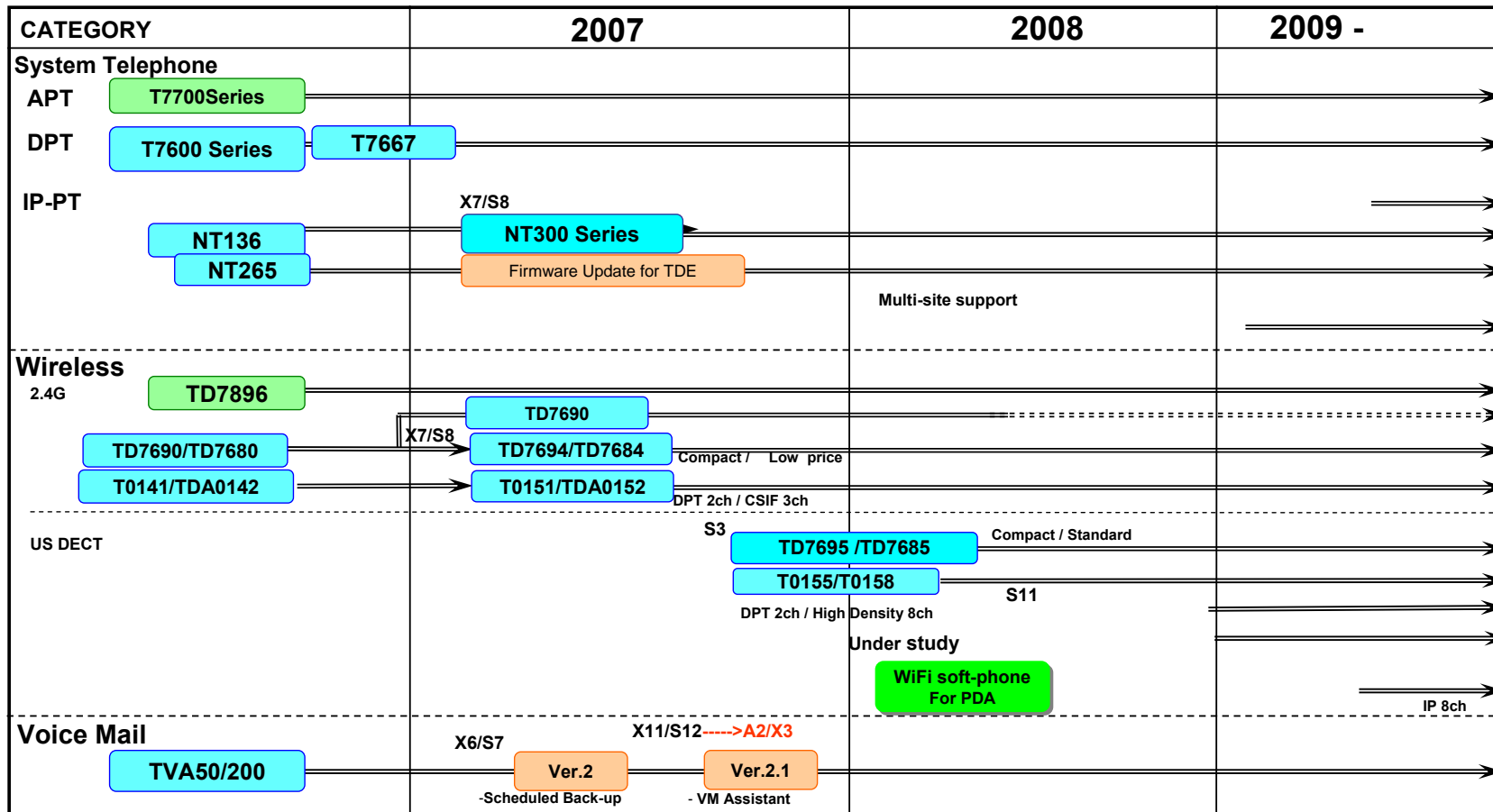
Unified Communications Solutions



Panasonic PBX Portfolio – a Winning Strategy



Desk Phone and Voicemail Portfolio



(summary)

Panasonic

Panasonic Telephone Systems



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See More
Panasonic Manuals

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