

## Why Panasonic?

# Panasonic

ideas for life

### Global Electronic Systems Power House:

Founded in 1918, Panasonic is today a Global Fortune 100 company, a Top 100 Global Brand (source Interbrand 2009) and one of the world's largest electronic systems companies.



### Financial Muscle & Longevity:

With revenues during our 2009/10 financial year of over £55 billion and assets in excess of £61 billion Panasonic is a sound financial proposition and a dependable business partner that will be with you for the long-term.

### Market Diversity:

Panasonic maintains a significant product portfolio designing developing and marketing over 15,000 product lines and employing almost 400,000 people worldwide. We are anything but a single product organisation and as such far more robust and less vulnerable to market nuances.

### Market Strength and Leadership:

In the majority of markets in which Panasonic operates we tend to be both a technological and market share leader. For example in the business telecommunications market, according to the industry analysts MZA, Panasonic, have dominated both the Global and UK markets for over 10 years.



### Trusted Brand:

Having a worldwide foot print and deep local knowledge Panasonic continually strives to offer quality and value to all our customers and from this has established a hallmark brand synonymous with trust and reliability. There are satisfied phone systems customers in the UK who are still relying on their voice solution purchased from Panasonic over 20 years ago!

### Local Knowledge:

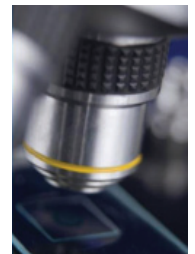
In Europe Panasonic's presence is enhanced by our UK-based Telecommunications Centre of Excellence & Manufacturing Plant in Newport, South Wales. From here we have been delivering professional voice communication systems and solutions to the UK and Europe for over 25 years. It is our closeness to our customers and our ability to incorporate their ideas and requirements into our systems that differentiates Panasonic from our competitors.

### Innovation:

Research and Development is fundamental to the long terms success of any company and at Panasonic we take this extremely seriously. The company currently holds over 91,539 patents worldwide, spends almost 6.5% of revenue on R&D and are ranked #1 in the world of international patent filings under the Patent Cooperation Treaty (PCT).

### Collaborative Technology:

There are many common and parallel technology product development tracks running through Panasonic. We design systems and solutions at a consumer, business, professional and expert market level. We utilise key electronic components and sub-systems across multiple related product groups. This enables us to apply greater research and development resources across our product ranges and apportion development costs across multiple segments. Ultimately this is reflected, in highly reliable products, developed at a lower cost point. For our customers the benefit is great solutions and great value.



### A Real ECO Company:

In October 2007, Panasonic announced its "Eco Ideas" strategy with 3 key areas of focus. "Eco Ideas for Products", designing and delivering consumer and business products that consume less energy and emit less CO<sup>2</sup>. "Eco ideas' for Manufacturing", reducing emissions through improved productivity in all manufacturing processes, our target is to reduce total emissions to the FY 2001 levels by 2011. "Eco Ideas for Everybody, Everywhere", working with local communities around the world in support of ECO initiatives. At Panasonic we take "Greening" seriously it's not just corporate rhetoric it's fundamental to everything we do.



## Why Panasonic Voice Systems

# Panasonic ideas for life

### The Bigger Picture:

Panasonic's business telephony solutions are an integral part of Panasonic's Systems Network Division. A division which also includes Video Surveillance Systems, Documentation and Imaging Systems as well as specialist solutions for the Education, Retail, Medical and Industrial markets. As applications such as voice and video increasingly converge onto IP data networks Panasonic is in a unique position to deliver a whole host of IP-centric solutions. Our expertise is not limited to a single network discipline at Panasonic we see the bigger picture.



### Broad Set of Voice Systems Platforms:

Whether you are looking for a Pure-IP, Digital, Hybrid IP-Digital, or even an Analogue solution Panasonic has an affordable, intelligent, flexible system to fit your requirements, covering everything from just a single site with a couple of extensions to a multi-site network with well over a thousand extensions.

### Embedded Applications:

Our flagship NCP and TDE ranges feature a host of applications designed into the voice switch. For example, the online presence and availability of colleagues coupled with instant text based messaging add a new communications dimension to Panasonic's market leading systems. We even extend this functionality to certain mobile devices as well. Increasing an enterprise's productivity and customer response time.

### Comprehensive Range of Handsets:

All Panasonic systems handsets feature exceptional design which is both pleasing on the eye and ergonomically practical and naturally they all feature the crystal clear audio characteristics you would expect from Panasonic. Our easy to use, intuitive, handset range extends from entry level to fully featured, executive, colour touch-screen models. It includes terminal solutions for IP Systems, Digital Systems, Hybrid Systems, hard wired solutions, wireless (DECT) solutions and Softphones. Our handset range is also complimented by Conferencing solutions and remote SIP extensions. Whatever you are looking for in a system phone you can be certain that Panasonic has an affordable solution.

### A Total Solution:

Many of Panasonic's voice switches feature built in voicemail but for more demanding requirements we also have a range of advanced voice messaging appliances featuring single or multi-site voice messaging, automated attendant service, call recording, call screening, visual voice mail and voice mail delivery via email.

The flexible and adaptable nature of our systems architecture also allows for the integration of third party applications such as CRM integration, call accounting, call reporting, call billing, voice switch firewalling and specialist applications such as Front of House systems for the hospitality industry.

### Why Panasonic?

At Panasonic we appreciate that, when it comes to business telephony systems, there is an ample choice of vendors and platforms available. We seek to differentiate ourselves from others by offering affordable, intelligent solutions. Solutions built on end users requirements and underpinned by an unparalleled quality and reliability from a company that specialises in all aspects of audio and video technologies.



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