



KX-NCP1000AL

UNIFIED COMMUNICATIONS SYSTEM

the voice of business

Panasonic
ideas for life

PANASONIC UNIFIED COMMUNICATIONS

Panasonic's Network Communication Platform (KX-NCP) is an advanced communication solution designed to enable businesses to achieve unified communications by enhancing and streamlining office communications with presence-enriched productivity applications.

Facilitating more effective ways of communicating with both your employees and customers – the KX-NCP allows easy access to a whole host of business communication applications with a choice of fixed, mobile and advanced touch screen IP terminals.

These include advanced digital phones, softphones, DECT wireless portable stations, as well as standard analogue extensions. In addition, integration with mobile phones allows, mobile users and remote workers to stay connected even while on the move.

Convergence ready – the KX-NCP provides innovative IP telephony features and functionality over both local office and broadband

networks and supports cost effective SIP telephony services, helping businesses to reduce communication costs.



PANASONIC UNIFIED COMMUNICATIONS SOLUTION



KX-NCP1000 - Key Business Benefits

Highly modular and designed to improve your business communications workflow - the new KX-NCP1000 enables businesses to effectively reach, serve and retain their customers.

Key benefits include:

- **Improve Business and Team Productivity** – do more using Communication Assistant productivity applications integrated with your communications solution.
- **Reduce Communications Cost**
 - Use integrated SIP telephony service to converge

communications for voice and data.

- **Improve Staff Mobility:**
 - Take advantage of common business tools in the office, working at home or on the road.
 - Empower your sales and support staff by using mobile phones as office extensions.
 - Empower remote workers with IP phones and softphones for Laptops, PDAs and Mobile Phones.
- **Improve Customer Service:**
 - Use integrated applications to speed up and monitor your customer service levels.
 - Improve customer service with

Built-in Voice Messaging and DISA functionality.

- Benefit from Unified messaging using optional KX-TVM50 and KX-TVM200 voice processing system.
- **Optimise Business Processes:**
 - Improve business processes by leveraging business tools for individuals, teams and Group Supervisors.
- **Expand Cost Effectively and Efficiently**
 - Quickly set up wireless branch locations using latest DECT over IP technology.

ANYTIME, ANYWHERE COMMUNICATIONS

Panasonic KX-NCP1000 Unified Communications system is more than just a smart wireless phone and personal computer, it's about being connected and having access to the same resources you would if you were in the office.

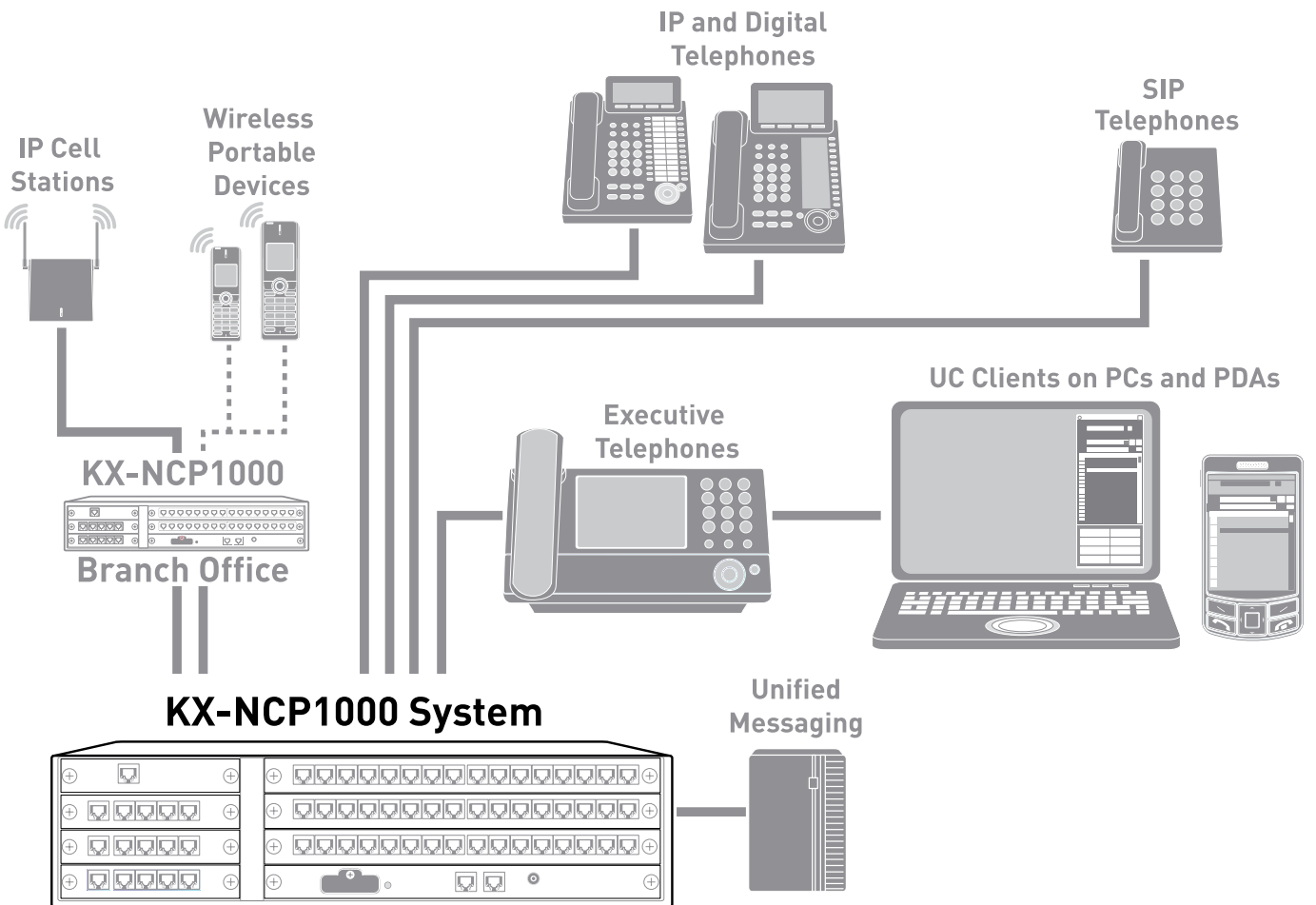
Enable your staff to spend more time to grow your business, by being available to communicate everywhere.

ANYTIME, ANYWHERE COMMUNICATION

More and more businesses are moving away from just the traditional desk top working environment, as more employees go mobile - working

on the move, from home, moving between various offices/branches or travelling anywhere around the globe. In such dynamic work environments it is essential that businesses communicate effectively - anytime, anywhere.

Panasonic KX-NCP1000 helps businesses stay in touch with everyone - wherever they may be, by adding value to business processes and allowing anytime, anywhere access to business communications.



KX-NCP1000 Enabling Anytime, Anywhere Communications

QUALITY RELIABLE TELEPHONY

INCREASED OFFICE PRODUCTIVITY

Multisite Networking for Flexible Communications

KX-NCP1000 systems leverage the latest digital networking, Voice over IP (VoIP) and SIP technologies to cost effectively handle intra-office, multi-site and long distance communications over converged voice and data networks.

SIP Trunking

Using the built-in SIP trunking interface, businesses now have the ability to connect the KX-NCP1000 systems to the growing list of SIP based Internet Telephony Service Providers (ITSP) to achieve low-cost VoIP calls over managed broadband IP networks.

Remote Administration from Anywhere

with KX-NCP1000 systems, administrators can remotely manage any deployment scenario – from stand-alone systems to a network of multi-site systems connected over an IP network. Administrators can access & manage systems from virtually across the globe for quick adds/moves and changes.



Simple Set up

Simple to deploy, administer and maintain – the Panasonic KX-NCP1000 is a highly reliable, expandable and feature-rich business platform that sits comfortably within your converged voice and data network - providing you with improved business productivity.

Reliable

The reliability of Panasonic KX-NCP1000 systems is assured by rigorous quality control and testing of the systems before they leave the factory, guaranteeing you peace of mind. The KX-NCP1000 is also designed for quick and easy maintenance to help keep any potential downtime to an absolute minimum.

Eco-Friendly

From manufacturing process to

power consumption - the Panasonic KX-NCP1000 is designed to be environmentally friendly, helping you reduce your energy consumption. Mobile integration, multi-site networking and collaboration tools can potentially further assist your company to reduce your overall carbon footprint by helping to reduce travel costs.

Your Investment - Protected

The Panasonic KX-NCP1000 is designed to be modular and flexible in both technology and the business application solutions it provides. Convergence ready - the system can even leverage existing investments in digital extensions and ISDN trunks. Designed with network based communication applications that - when enabled - provide quick return on investment and peace of

mind. Future proof design and open standards based architecture means that customers can be assured that their investments are protected now and well into the future.

Affordable with Business Value

The Panasonic KX-NCP1000 is extremely cost effective. As an example - SIP trunking can help businesses reduce ISDN or analogue trunk hardware costs when implementing converged communications for voice and data, thereby reducing telephony costs. Unified Messaging can improve customer service while enhancing your business' and employees' productivity. Mobile integration can further help your business by improving your employees' accessibility wherever they may be thanks to "one number" access.

SOLUTIONS FOR ALL INDUSTRIES

The business telephone system is at the heart of all communications - no matter how the communication is conveyed: via IP, by traditional telephony or by employing wireless technology. What businesses require is a platform that provides quality, reliable and flexible communications. The KX-NCP1000 provides applications and solutions that address all these crucial business needs.

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. Panasonic KX-NCP1000 systems are perfectly equipped with all these necessary hospitality features and solutions.

Medical and Health service

To be able to work effectively and comfortably in a medical environment, it is necessary that the communication platform has a high level of reliability

Their services must be carried out in spite of the increasing pressure of cost management for government, council and municipal authorities. KX-NCP1000 provides these establishments with unified communication solutions that can help maintain and keep their costs in check.

Sales

In today's competitive world, personal contact becomes ever more important to the customer. Customer satisfaction, flexibility and accessibility provide the crucial lead in this sector. With solutions such as CRM integration with desktop applications, everything

points have been meticulously followed - so customers can be proud to own a Panasonic system.

Legal

The legal industry, consisting of law firms, notaries, attorneys and solicitors, has 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 Panasonic KX-NCP1000 addresses all these unique communication needs of the legal industry - yet provides all these solutions in a cost effective way.



Hospitality



Medical & Health Services



Sales



Retail



Legal



Logistics

and can adapt perfectly to fit the needs of the health industry. With safe wireless mobility, advanced call distribution and flexible CTI - the KX-NCP1000 provides an effective solution and allows easy integration with life saving technologies.

Administration

Public administrators see themselves today more than ever as service providers.

that you need is already built in to the KX-NCP1000 as standard.

Retail

Customers like to only invest in well built products, displaying them attractively and placing them within their work environment. These same guidelines should also be followed by your telecommunication systems.

When it comes from Panasonic - you are sure that all these important

Logistics

Logistics requires smooth and reliable delivery of information.

This is why logistics companies have particular requirements when it comes to communication systems.

With possibility for integration into CRM solutions and mobile accessibility, the KX-NCP1000 system can become the driving force of your business.

INCREASE USER SATISFACTION

The KX-NCP1000 supports a whole range of terminal devices - from the high-end Communication Assistant enabled touch screen IP telephone to stylish and intuitive IP telephones with Bluetooth headset support, digital system phones, SIP phones and DECT wireless portable stations

The system also supports tough type wireless DECT handsets for those work environments that call for a ruggedised splash and dust resistant handset.

WHICH PANASONIC TELEPHONE TERMINAL SOLUTION IS BEST FOR YOUR BUSINESS?

Digital Telephony

Digital telephony is a well established and highly reliable technology. It is a technological progression from the traditional analogue telephony system and it provides a wide range of features.

IP Telephony

IP telephony allows you to break away from working in a fixed location, reducing cabling costs and allowing team members to be located locally or remotely over VPN or broadband connections.

Session Initiation Protocol (SIP) Telephony

SIP Telephones are ideal for remote offices or home workers.

SIP allows remote workers to connect back to the office over high-speed broadband IP network from virtually anywhere geographically, and because most VoIP providers don't charge anything for voice traffic that remains within the internet, there are significant cost savings for your business.

IP Softphones

An IP Softphone allows a user to make calls from a PC or mobile device.

Calls can be made in places where traditional phone are not available, whilst keeping down call costs, e.g. Airports, customer offices or even your home broadband network.

Digital Enhanced Cordless Telephones (DECT)

DECT are portable advanced telephone devices. They have many of the same features as a desktop, so no compromise. Selecting a model for the office or warehouse is a simple choice with a wide range of models.

User Type	Digital	IP	Softphone	Mobile
Basic Office User	✓	✓		
Advanced Officer User	✓	✓	✓	
Home Worker		✓	✓	
Travelling Worker		✓	✓	✓
Office Team Leader/Manager	✓	✓	✓	✓
Network Office User		✓	✓	

WIDE CHOICE OF PANASONIC STYLISH TELEPHONE TERMINALS

Digital Telephone Terminals



KX-DT346AL

- 6-Line Backlit LCD Display
- 24 Programmable CO Keys
- Digital Speakerphone
- Bluetooth® Module (Option : KX-NT307X)
- Add-On 12-Key Module (Option : KX-NT303X)
- 60-DSS Console (Option : KX-DT390AL)
- USB Module (Option : KX-DT301X)



KX-DT333AL

- 3-Line LCD Display
- 24 Programmable CO Keys
- Digital Speakerphone
- 60-DSS Console (Option : KX-DT390AL)



KX-T7667AL

- 1-Line LCD Display
- 12 Programmable CO Keys
- Digital Speakerphone
- 60-DSS Console (Option : KX-DT390AL)

KX-NT300X IP PROPRIETARY TELEPHONES

Panasonic KX-NT300X Series advanced desk top phones are designed for business users who require a range of feature-rich telephony devices to match their constantly changing business needs. They provide a wide range of features to support the right solution for all your business applications including contact centre agents, hotel rooms and advanced desk top applications with support for Bluetooth headsets.



Optional Bluetooth Module



Programmable Keys



Back-lit LCD Display



Easy To Navigate



Multi-tilt Angle Adjustment



Advanced IP Proprietary Terminals

These telephones offer superb voice quality thanks to handsfree speakerphone and integrated headset port.

The sleek, ultra-modern design, available in both black and white colour options, works well with any office decor.

Ergonomically designed with features and functions to enhance users daily productivity, they are ideal for many applications including contact centre agents and hotel rooms, to advanced desk top applications supporting a range of wired and Bluetooth headsets.

Simple Integration

This advanced range integrates with KX-NCP1000 as well as Panasonic KX-TDA and KX-TDE - allowing quick access to the entire spectrum of phone system features and applications.

Main Features

Hands-free Communication with a Bluetooth Headset

- High-visibility white backlight
- Double-Tilt Design
- Large Alphanumeric Displays
- Easy Navigation Key
- Programmable Keys





*1 Optional: KX-NT366X & KX-NT343X only.

*2 Optional: KX-NT343X only.

Image: Model KX-NT366X. Other models may vary.

IP Telephone Terminals



KX-NT366X

- 6-line Backlit LCD Display
- 4 x 12 Self-Labeling Programmable CO Keys
- Digital Speakerphone
- 2 Ethernet Ports (100Base-T)
- Power over Ethernet (PoE)
- Bluetooth® Module (Option: KX-NT307X)



KX-NT343X

- 3-Line Backlit LCD Display
- 24 Programmable CO Keys
- Digital Speakerphone
- 2 Ethernet Ports (100Base-T)
- Power over Ethernet (PoE)
- Add-on 12-Key Module (Option: KX-NT303X)
- Add-on 60-Key Module (Option: KX-NT305X)
- Bluetooth® Module (Option: KX-NT307X)



KX-NT321X

- 1-Line LCD Display
- 8 Programmable CO Keys
- Digital Speakerphone
- 2 Ethernet Ports (100Base-T)
- 60-DSS Console (Option: KX-DT390AL)
- Power over Ethernet (PoE)



KX-NT305X

- Add-On 60-Key Module (Option: KX-NT343X only)



KX-NT303X

- Add-On 12-Key Module (Option: KX-NT343X and KX-DT346AL only)



KX-NT307X

- Bluetooth® Module (Option: KX-NT366X, KX-NT343X and KX-DT346AL only)

WORKFORCE MOBILITY AND FLEXIBILITY SOLUTIONS

whether you work in an office or another large facility, the Multi-Cell DECT system keeps you in constant touch with colleagues and customers even when you are untethered and moving within the work environment. Communication can easily be further extended outside the office by enabling mobile integration functionality. Enjoy the freedom to communicate - wirelessly with crystal clear voice quality.

Mobile/GSM Integration for Anytime Anywhere Mobility

Mobile phones are a compelling way of doing business outside of the office. The KX-NCP1000 supports the latest mobile phone integration technology - enabling calls directed to an office extension to be redirected to a Mobile telephone at a lower, fixed cost. Calls can also be transferred back to an office extension or office voice mail system.

Employees with mobile phones can also initiate calls to their customer from their mobile phones that appear to the external customers as coming from the company rather than the mobile phone - centralising all business communications.

Mobile telephones can even be integrated into ICD groups which allow incoming calls to ring both the

desk phone and the mobile handset simultaneously. This allows users to pick-up their calls on either their desk phone or mobile phone thereby providing "one number" access - increasing contactability.

Multi-Cell DECT Wireless Office Mobility Solution

The Panasonic Office Mobility Solution lets you carry on your conversation over lightweight, business-smart wireless DECT terminals while you are away from your desk or moving around the office. Using wireless XDP (eXtra Device Port), users can set their DECT wireless handsets to have the same extension as their desk phone, and then receive calls even when away from their desk.

The Multi-Cell DECT System provides automatic hand-over between installed wireless cells - enhancing

coverage and giving you true communication mobility even within large premises.

Elegant, Smart and Sturdy - Business Mobility Terminals

with basic, business or tough-type DECT that is able to handle harsh environments - you can be assured that no matter what your needs - with Panasonic, you have the DECT Business mobility solution of your choice.

The KX-TCA256AL DECT handset combines small size, light weight and durability, with a host of powerful business telephony features, while the KX-TCA155AL is a good choice for users who want good basic performance at a lower cost. In addition, to handle tough environments - the KX-TCA355 ruggedised handset meets strict dust and splash resistant IP54 standards.



KX-TCA355
Tough Type Model

KX-TCA256AL
Compact Business Model

KX-TCA155AL
Standard Model

- 6-line, Blue, Backlit LCD display
- Illuminated Keypad
- Multiple Language Display
- Speakerphone
- Programmable Soft Keys
- PBX Functionality Support
- 200 Entry Phonebook
- Headset Compatible
- 9 Ringing Melodies
- 9 Programmable Hot Key Dialling
- Vibrate Alert¹
- Meeting Mode¹
- IP54 Dust and Splash resistant²

¹ KX-TCA355 and KX-TCA256 only

² KX-TCA355 only

PANASONIC PRODUCTIVITY APPLICATIONS

Communication Assistant Productivity Application Suite

The Panasonic Communication Assistant productivity software suite is a highly intuitive PC based application that blends powerful point and click telephony together with screen based presence, availability,

integration with Microsoft Outlook®, integration with popular TAPI enabled CRM desktop tools, and a variety of collaboration tools to simplify and enhance real-time communications for business telephony users.

Designed for easy installation and maintenance - Communication

Assistant can be deployed without the need of any additional CTI server - making it an ideal solution for small to medium size businesses with limited IT knowledge and staff while multi-site or enterprise businesses requiring scalability to support large deployments - can choose CTI server based deployments.

MODE	TARGETED SOLUTION	BENEFITS
Communication Assistant Pro	Point and click unified communications for desk based or remote workers. Provides users with real-time presence information.	Helps you visually control all your communications from your PC. Stay informed of users' availability in real-time.
Communication Assistant Supervisor	Team supervisors to monitor employees' call activities.	Helps you to visually manage all your group members telephone activities.
Communication Assistant Operator Console	Company operator to easily manage all calls.	Helps company receptionists view and manage all calls and quickly communicate with colleagues and customers - improving customer service.

In addition to the four modes - selectable during installation, application functionality can be further enhanced by selecting various options - as listed in the table below.

Options	License	Benefits
Softphone	YES	Allows remote workers to use laptops as full office phone extensions.
Networking Support	YES	Allows users to view network wide presence and communicate with colleagues across multi-sites
ICD Group Agent Features	YES	Allows informal call centre agents and supervisors to have agent features such as login/logout, wrap-up, etc.
Thin Client support	YES	Allows IT departments to deploy Communication Assistant in a Thin Client Environment ¹

¹ Windows Terminal Server and Citrix environment supported.

Panasonic Communication Assistant together with KX-NCP1000 enables businesses to implement Unified Communications - enhancing business productivity.

PANASONIC PRODUCTIVITY APPLICATIONS

Panasonic Communication Assistant Solutions enhance the productivity of your workforce by streamlining their business communications.

Communication Assistant Operator Console

PC based Operator Console application provides company receptionists with a powerful tool for easy call-handling, improving efficiency and customer service.



Operator Console displays information about a caller on the PC screen even before the operator takes the call making it easier for operators to prioritise incoming calls, so important customers are never kept waiting. Operators can quickly view presence and availability of all work colleagues - either in a list or in a department view - allowing them to decide how best to transfer or process calls.

with PC based Operator Console, receptionists for both single site or multi-site businesses have access to many advanced powerful features using simple drag-and-drop and point-and-click operations.

Integrating with Business Applications

The KX-NCP1000 supports Computer Telephony Integration (CTI) which enables telephony and computers to work in sync and provide powerful PC based productivity tools. The system supports IP based CTI integration via

the two mature industry standards:

1. Telephony Application Programming Interface (TAPI)
2. Computer Supported Telecommunications Applications (CSTA)

Leveraging TAPI and CSTA interfaces to augment business communication capabilities - businesses can integrate with leading third party application solutions available in the market to provide software productivity applications that cover all aspects of their business requirements.

Communication Assistant IP Softphone

The Panasonic Communication Assistant IP Softphone option allows road warriors, sales and support staff, or any other power user to use their computer as an IP Phone for anytime, anywhere access to unified communications.



The user simply needs to connect to the corporate IP network over a secure managed broadband connection to enable the IP Softphone.

Communication Assistant Voice Mail Assistant Module

Companies using the optional advanced KX-TVM Voice Messaging

solution - can allow Communication Assistant users to visually manage their voice mails with Voice Mail (VM) Assistant.

VM Assistant module allows Unified Messaging functionality - allowing users to access and retrieve any voice messages left for them in any order.

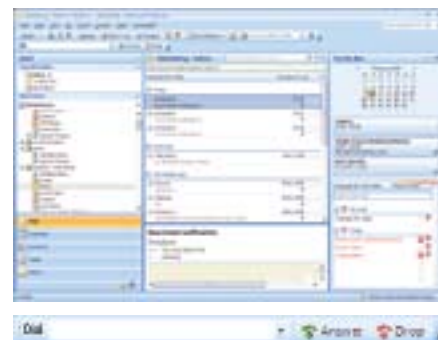


Users can listen to the messages - on either their desk phone or on their PC and even download messages to their PC for forwarding to any work colleague via email.

Integration with Microsoft® Outlook®

Communication Assistant seamlessly integrates with Microsoft Outlook® allowing users to easily dial contact phone numbers and receive incoming call pop-up alerts.

This feature enhances the productivity of your employees who use Microsoft Outlook® as their primary communications tool by streamlining their business communications.



IMPROVED CUSTOMER SERVICE

Voice guidance provides a user friendly interface to simplify and streamline business communications by efficiently routing customer calls to the correct department or agents. Further, messaging facility can be used for graceful offline call handling during busy hours - increasing overall productivity and improving customer service.

IMPROVE YOUR CUSTOMER SERVICE WITH PANASONIC MESSAGING SOLUTION

The KX-NCP1000 systems offer three types of messaging solutions:

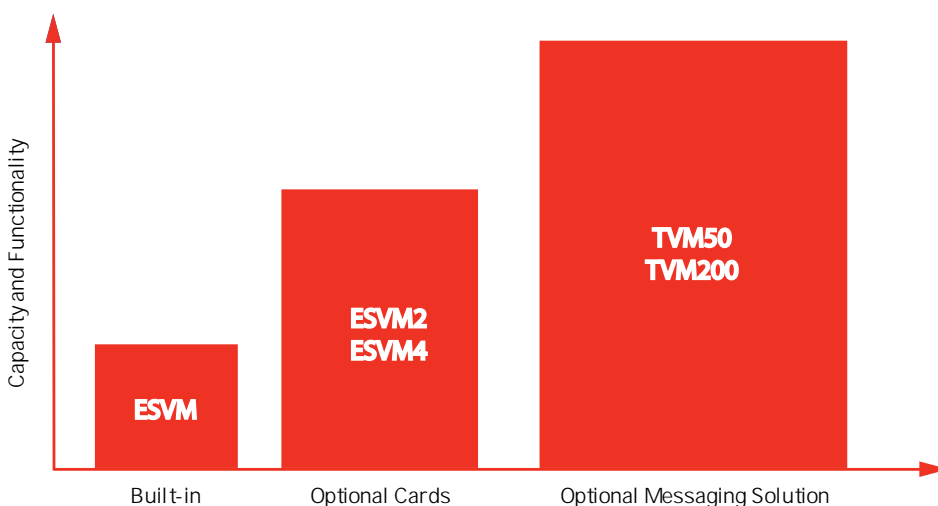
- 1. Built-In Solution:** Built-in 2 channel Enhanced Simple Voice Messaging (ESVM) solution.
- 2. Optional Solution:** ESVM2 (Option: KX-TDA0192) or ESVM4 (Option: KX-TDA0194) Enhanced Messaging cards provide added message recording and outgoing message handling capabilities that help ensure calls from your customers are routed properly and are always answered or processed gracefully. These optional cards can be

configured to run in three modes for complete flexibility:

- a) SVM Mode: For Voice Mail only features.
- b) MSG Mode: For DISA functionality leveraging Outgoing Message recordings. The MSG mode can also support mobile telephone extension integration allowing for mobile telephones to be used as office extensions.
- c) SVM + MSG Mode: Allowing customers to have both a simple

voice mail as well as DISA functionality. Companies can even upload from PC high-quality sound files (8kHz, 16 bit .wav file) that can be played as OGM recordings - for various outgoing message applications.

- 3. External Solution:** Companies requiring further enhanced voice messaging based business applications can upgrade to Panasonic KX-TVM50 or KX-TVM200 messaging solutions. These provide enhanced business class message applications.



TYPE	VOICE MESSAGING	CAPACITY
Built-in	ESVM	125 messages, 120 minutes
Optional	ESVM2 (KX-TDA0192)	250 messages, 120 minutes
Optional	ESVM4 (KX-TDA0194)	2 x 250 messages, 120 minutes
External	KX-TVM50	4 hours - 8 hours
External	KX-TVM200	1000 hours

with its intelligent call-handling functions the Panasonic KX-NCP1000 can serve as the core of an efficient contact centre that provides outstanding customer service.

The KX-NCP1000 comes with a built-in sophisticated Call Centre solution flexible enough for most customer needs. It allows businesses to increase agent productivity, improve communication visibility, efficiently route customer calls to appropriate departments and help desks or sales teams.

Furthermore, an optional external ACD reporting server can be used to generate detailed call reporting.



Packed with Call Centre Features

Whatever the size of your company, efficient and courteous handling of telephone calls is a major factor to successful business. Panasonic provides multiple solutions for small to medium 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 KX-NCP1000 so that, together with built-in Communication Assistant desktop productivity applications, it can solve most informal call centre business needs.

- Built-in Call Centre Features
- Intelligent and Automated Call Routing
- Flexible Routing to Distribution Groups
- VIP Call Routing
- Automated Attendant
- Call Queue with waiting Messages

- walking Extensions ("Hot Desking")
- Supervisor Call Queue Monitoring
- Supervisor Level Monitoring and Reporting

Furthermore, the solutions can be expanded to suit more sophisticated call centres in combination with CTI software solutions available in the market.

Intelligent Call Distribution

The KX-NCP1000 supports Incoming Call Distribution (ICD) Groups, the basic building blocks of a call centre solution. Incoming calls received by an ICD group can be distributed to call centre agents using supported call distribution methods, and when a pre-programmed number of agents in the group are busy, additional incoming calls can be put in a queue. Agents can also be assigned to multiple ICD groups, which allows a smaller number of agents to handle calls from multiple ICD groups. This feature enables you to operate a more efficient and flexible call centre.

Agent Features

The system supports extensive standard call centre agent features. Agents can work more efficiently using the built-in features together with Communication Assistant desktop productivity applications. The following advanced features help increase agent productivity as well as overall business productivity:

- Agent Log-in/Log-Out/wrap-up
- Call Park/Retrieve with Team Members
- Customer Record Launch (CRM Integration)

Virtual 24 Hour Receptionist Automated Attendant

Using the Message Card, you can easily set up an auto attendant to

professionally handle all incoming customer calls to your business. An Auto Attendant can drastically reduce the amount of call traffic handled by the operator allowing more time to be spent with your new or important customers.

The Auto Attendant can also answer multiple calls simultaneously, providing different greetings for different departments.

Supervisor Features with Communication Assistant Supervisor

The KX-NCP1000 supports built-in Call Centre Supervisor features which provides the supervisor with a real-time view of calls in queue and agent call handling. The supervisor can monitor each agent's phone status and also remotely log-in a currently logged out agent's extension or log out an agent phone with a few mouse clicks using Communication Assistant for Supervisor. In addition, the supervisor extension can also use a 6-line system display telephone to monitor various important call centre statistics such as:

- Total Calls Handled
- Average wait Time
- Lost Calls

Supervisor features include:

- Group Call Monitor
- Group Call Reporting
- Remote Agent Log-in
- Silent Listen-in
- Remote Take-over call
- Longest waiting Time



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HYBRID IP-PBX SYSTEM

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KX-TDE200/600AL
PURE IP-PBX SYSTEM

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MULTI CELL DECT SYSTEM

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VOICE PROCESSING SYSTEM
KX-TW650AL
KX-TW600AL

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