



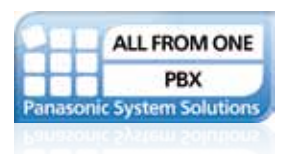
**Panasonic**  
ideas for life



ALWAYS MORE  
THAN YOU EXPECT

# PANASONIC NS1000 SIP BUSINESS COMMUNICATIONS SERVER

WITH **HD QUALITY**  
FULL TRANSPARENT **NETWORKING FEATURES**  
AND **ON-DEMAND CAPACITY ENHANCEMENTS**





## THE NS1000 AT A GLANCE

- SIP and IP Network Communications Server
- Built-in Unified messaging with up to 24 ports per unit
- Direct support for 1.000 SIP users
- Up to 256 SIP trunks
- Powerful applications support



## INTRODUCING THE PANASONIC KX-NS1000

In the current era Business Communications Servers should provide solutions to real world Business requirements, such as simplifying and improving communications, lowering costs and improving productivity, while flexibly adapting to the way the organisation works.

The NS1000 Network Communications Server by Panasonic is designed to deliver these solutions, integrating hardware and software components in a modular way, allowing you to tailor a communications system to your specific needs.

The NS1000 is built on SIP and IP technologies, with powerful built-in Unified Collaboration and Communication components including desktop tools, voice messaging and an interactive voice response system which, partnering with a comprehensive range of terminals, accessories and applications software, ensures that systems can adapt to meet all the communication requirements of your business to support revenue growth.

With best in class, high definition voice quality and on-demand capacity enhancements, the NS1000 is the core of a powerful VoIP communications solutions offering flexibility, simplicity and productivity.

## OPTIMISING BUSINESS COMMUNICATIONS

The NS1000 gives you a full suite of network telephony and communications features, with built-in advanced applications and an excellent and extensive choice of fixed and wireless terminals, headsets and softphones. System capabilities can be easily enhanced and expanded with software applications and licences, allowing it to meet the needs of single-site and multi-site organisations.

### Why choose the NS1000?

- Improve Customer Responsiveness**  
Integrated applications for call grouping and routing, ensuring the right person takes every call
- Enhance productivity**  
'Presence' - Know who is available, and how best to contact them at any time
- Mobility**  
Wireless DECT systems and mobile phone integration means you can stay in touch, even when you're on the move
- Desktop integration & application support**
- Scalability**  
Direct support for up to 1.000 users in a full transparent network and for integrated Q-SIG networks for up to 8.000 users.

A powerful Computer Telephony Interface allows the NS1000 to work with many customer relations tools, maximising access to hard-earned customer contact data.



## SIP BUSINESS ADVANTAGES

SIP and IP are the basis for modern business efficiency and growth. The NS1000 fully supports SIP (Session Initiation Protocol), an open signalling protocol for establishing real-time communication sessions. Using SIP effectively can result in compelling advantages such as improving user efficiency, lowering communication costs and increased flexibility. SIP based solutions are rapidly gaining in popularity among large businesses; now, the NS1000 brings all the advantages of SIP to small and medium sized enterprises.

A SIP communication session can involve voice, video, web, or instant messaging, and can take place on many different communication devices, such as laptop computers, IP phones, PDAs and mobile phones. The NS1000 helps businesses to leverage the advantages of SIP by enabling communications between devices in a variety of formats, ensuring your message gets through.



## SIP TRUNKING

Connecting to the world using the SIP trunking interface, organisations and businesses now have the ability to connect their Unified Communication Systems to the growing list of SIP based Internet Telephony Service Providers (ITSP) to achieve low-cost VoIP calls over managed broadband IP networks. ISDN basic and primary rate interfaces are also available, through an optional interface card, which can be plugged directly into the system.

## UNIFIED COMMUNICATIONS

The NS1000's powerful, built-in Unified Messaging and Interactive Voice Response (IVR) system means you can really optimise the way you interact with your customers. Flexibly programmable messaging and response system gives access to a full range of routing options and call groups. All required hardware is built-in, with licences to enhance capacity as required.

A well configured IVR system can make sure that your customers are quickly directed to the right person or team, improving customer satisfaction through reduced queue times and call durations. Route calls according to operator skills, call subject or department, and keep customer service levels high. 3rd party contact centre applications can be utilized through the available CSTA or TAPI interfaces to enrich your reporting and business intelligence

## MODULAR SOLUTIONS

Based on IP networking technologies, the NS1000 combines advanced telephony features with a scalable framework of applications that have been carefully chosen and optimised for a variety of business types, whether based on a single site or distributed globally. The NS1000 makes communications simple for office workers as well as mobile, remote and home based staff, in environments as diverse as call centres and distribution centres.

Built on open technologies, the NS1000 is developer friendly, offering CSTA, TAPI, and multiplexing interfaces, with SIP communications, producing an open development environment which encourages 3rd party applications development to further enhance capabilities.

This ultimately minimizes the additional investment of new software applications. In most cases your available application can be integrated with the NS1000.

## NETWORKING

The NS1000 is a fully network aware server, with a variety of options for single and multi site expansion. Units can be combined to scale up to 1000 direct users with full transparency for both users and administrators. (up to 8,000 users across a QSIG network)

With the NS1000 system, customers can manage stand-alone and networked systems connected via an IP network from any location. The system supports both SIP and H.323 based inter-networking in addition to the traditional ISDN QSIG connectivity. For multi-site organisations, this brings the benefit of lower cost branch-to-branch communication, either by leveraging existing corporate IP Wide-Area-Networks (WANs), or using Managed VPN services from network service providers.

Create virtual teams across multiple networked sites and share resources more efficiently, through key enhancements in features such as Call Distribution, Centralised messaging, Conferencing and Mobile Integration.

## UNIFIED MESSAGING

The NS1000 gives users great flexibility for managing messaging services. Voice and fax messages can be received using the built in Unified Messaging system in a number of ways – as email attachments, through the NS1000 IMAP4 server, or using the Communication Assistant Outlook Toolbar. This means users can listen to voice messages using their phone or PC, for maximum flexibility.

## COMMUNICATION ASSISTANT

Computer meets telephone: the Panasonic Communication Assistant productivity suite is a highly intuitive Unified Communications and collaboration (UCC) software solution for MS Windows, that brings together many features. Simple 'point and click' telephony, presence, availability, MS Outlook integration, visual voice messaging, CRM database integration and much more are combined in a single application – enhancing and simplifying communications for business telephony users.

### HIGHLIGHTS:

- Easy to use Microsoft Windows GUI offering access to many PBX features
- Team management and collaboration features
- Integrated presence and availability, with MS Outlook calendar integration
- IP camera integration
- Drag and drop multi-party conferencing
- Enhanced task specific versions optimised for specialist work types.

The Panasonic Communication Assistant productivity suite is available in four versions, each offering powerful features for desktop integration and telephone system management.

**CA Basic Express** - The NS1000 includes CA Basic Express for all users, so right from the start users can dial, pick up calls, dial from the included MS Outlook toolbar and check presence status for up to 10 colleagues (through a single click) from their Windows Desktop. For more advanced features there are options to upgrade to three other, more fully featured versions.





**CA Pro** – Offers an enhanced contacts list, call history, real time presence indication and access to Unified Messaging, all from the desktop. CA Pro also includes an Outlook toolbar, allowing call control from within MS Outlook, along with Exchange Calendar integration which updates presence settings automatically, even changing voicemail greetings according to Scheduler settings. CA includes support for extensive Customer Relations Managements database integration.

CRM integration means caller information is displayed during inbound calls, while outbound calling is enhanced through the ability to dial from selected text using a keyboard hotkey, from the Windows clipboard, or by dragging and dropping text from a document (e.g. MS Word or Internet Explorer) onto the module's tray icon.

**Support includes the following popular CRM systems:**

- Lotus Notes
- Microsoft Dynamics CRM
- ACT! 2011 (Professional / Premium)
- Goldmine
- Maximizer
- SalesForce.com
- Tigerpaw CRM
- Netsuite
- Sage CRM
- SugarCRM

\*If your current CRM application is not listed, please contact one of our sales people on how best to integrate with your application.

**CA Operator Console** – Powerful tools for telephone system operators, allowing fast, accurate 'drag and drop' call handling, with context sensitive menus and multi-site transparent control for up to 16 sites using "One Look",.

**CA Supervisor** – For extensive User configurable ACD reporting with filtering and formatting wizards, ICD group management, call recording and real time monitoring, CA Supervisor offers powerful tools for managing and optimising your communications network.

CA can be configured with or without a server, depending on numbers of users and requirements. Using a CA server brings enhancements in maximum user numbers from 240 to over 1000, and allows missed call logs to be kept for users who are not logged in, ensuring complete audit trails.

## VERSATILITY

Business communications takes place through a variety of media – such as speech, messaging, email and text based chat. The NS1000 allows all these technologies to be managed as a single system, so you'll know how best to reach a contact at any time, based on presence information that is constantly updated within the system. The result is that you bring together your main communication channels into a single integrated system, saving time and improving productivity.



## APPLICATIONS

Partnering your NS1000 unit with applications from Panasonic Software Partners is the ideal way to tailor your communication system to meet your specific business needs, improving productivity by integrating your phone system with the business software systems you already use.

Partner applications offer many ways to simplify business workflows – by accessing both desk phones and mobiles using a single number; sharing CRM database information with the phone system; controlling calls from your Microsoft Windows™ desktop and much more.

## TERMINALS

The NS1000 allows you to choose from a superb range of terminal devices, including SIP desk phones, NT300 series proprietary IP phones, IP softphone and headsets. Add integration for mobile phones (with e.g. the solution provided by Mobisma) and you are sure to find the ideal solution for all types of user.

### UT Series SIP Terminals

The ideal partner to the NS1000, the UT series SIP terminals offer 'best in class' HD quality audio, advanced configuration and setup options, and large, clear LCD displays for ease of use.

These terminals enhance personal communications using excellent HD quality audio on all models through the range, combined with low power consumption and easy access to powerful supporting features and applications.

**The terminal range** - from standard phones, SIP DECT units, executive terminals and touch-screen Smart Desk application phones - addresses all requirements for the user specific needs.

Panasonic's reputation for design, quality, reliability and care for the environment, ensures an exceptional user experience wherever the terminals are deployed.

\* For more information please refer to our SIP Terminal brochure and specification sheet.

## CONFERENCING SOLUTIONS – NT700

The NT700 Desktop SIP Conference terminal provides a solution to meet the needs of those that keep in touch regularly with colleagues in multiple locations, providing a high quality audio conferencing system that can integrate with your daily business applications.

The NT700 brings with it as standard an application for IP Camera Video Conferencing and desktop sharing for up to three parties.

For further information on Panasonic's flexible range of high-quality terminals, please consult our Terminals Brochure and our SIP Brochure.



## MOBILITY (MOBILE PHONE & WIRELESS DECT)

The Multi-Cell DECT System is an integrated wireless mobility solution designed specifically for use with the Panasonic NS1000. This system provides automatic hand-over between installed cell stations – enhancing coverage and giving you true communication mobility even within large premises.

\* For full mobility Panasonic offers a range of handsets with full system features supported, from standard to compact to even a IP64 ruggedized handset. Please refer to our terminal brochure for more information

## MOBILE PHONE INTEGRATION

Now, there is no need for customers to have multiple contact numbers for users who also use a mobile phone. The NS1000 includes all that is required to integrate mobile phones and mobile devices with your office communications network, allowing mobiles to be used just like office extensions – making and receiving calls, using PBX short dialling codes, and even managing LCD groups is possible from mobile devices.

For improved ease of use, mobile client applications are available to configure and manage PBX features from the mobile, ensuring quick and simple setup.



## MARKETS



### EDUCATION

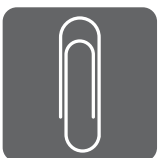
Colleges and Tertiary education establishments often span multiple sites, with staff and students moving frequently between rooms and departments. NS1000 SIP capabilities enable easy terminal deployment over campus sites. DECT and mobile phone integration means that staff remains accessible regardless of where they are located on campus. Using Panasonic's application interface the integration with the on campus (or site) available Alarm Servers or Time Systems can be easily integrated.



### HEALTHCARE

Working effectively in a healthcare environment requires high levels of reliability and versatility. The NS1000 offers safe wireless mobile communications, advanced call distribution and flexible computer integration, providing an effective solution that can be easily integrated with database technologies and health systems, such as the PanaMed Nurse Call System.

\* For more information on the PanaMed Nurse Call system, please refer to our Application brochure.



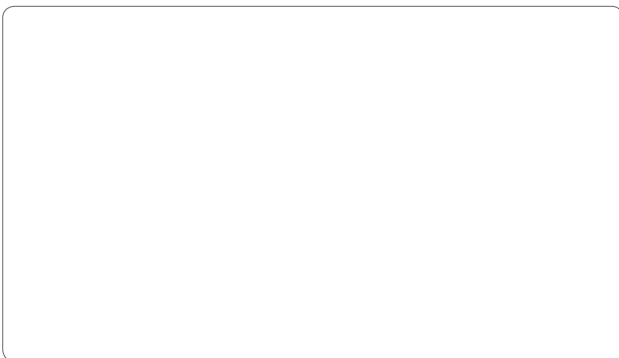
### GOVERNMENT AND ADMINISTRATION

Public bodies can be large and complex, with a need to route incoming calls correctly, while ensuring that accurate call logs and reports are maintained. The powerful IVR and unified messaging features of the NS1000 offer easy to configure tools for routing calls and logging call details, keeping call times and administration down. For the management reporting availability Panasonic's application interface provides full integration to many of the existing and even new reporting applications.



### SALES

To compete successfully, and ensure customer satisfaction, personal contact is of prime importance to the customer. Flexibility and accessibility provide crucial differentiators in this competitive market sector. With mature, powerful solutions such as integration with a wide range of Customer Relations Management databases, the NS1000 gives you all you need to contact & manage sales prospects and existing customers.



# Panasonic

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We expressly reserve the right to make reasonable changes to models, dimensions, colours as well as to make modifications that bring our products in line with state-of-the-art technology.