

Phone Assistant P

Panasonic introduces Phone Assistant Software.

An array of highly intuitive, feature rich Computer Telephony Integration (CTI) software applications - designed to drastically improve your communication and get the most out of your Panasonic TDA Hybrid IP PBX.

Phone Assistant Provides Personal, Team, and Business Productivity

Phone Assistant productivity application suite blends the power of the Panasonic KX-TDA Hybrid IP PBX together with personal computers to provide a truly remarkable CTI software allowing intuitive point and click operation for personal, team, and business productivity.

Highly desirable features such as Presence, Chat (Instant Messaging), Real-time view of all phone activities for managers and team leads, wizards to help with most common telephony operations, and an intuitive web interface for easy TDA PBX configurations - all make the Phone Assistant applications an indispensable business productivity tool.

Panasonic Phone Assistant applications come in Express (included with your TDA PBX), 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 Managers and Team leaders

- Phone Assistant Manager (Free Web Interface) for IT Administrators

In addition, a Network Operator Console for centralised multi-site operation will be available in the future.

All applications - when used together can significantly enhance enterprise business productivity and help propel your business to the next level.



Phone Assistant applications help enhance business productivity

Phone Assistant - Express / Pro

By providing on-screen call related information like Caller ID, Calling Party's Name and allowing users to simply point-n-click or use keyboard shortcuts to quickly handle calls - users are able to do more in less time increasing personal productivity.

Availability and Presence is fully incorporated into the application and helps in determining who is available to handle calls before you decide to call them - greatly reducing the

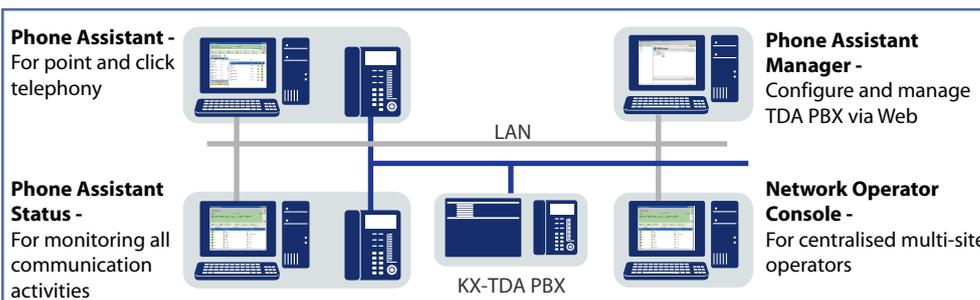
number of unanswered calls. A small system tray pop-up informs you of an incoming call without cluttering your desktop. Click a button on the pop-up and you can take the call on your mobile phone - very nice indeed.

Need to contact a colleague who is busy on the phone? With Phone Assistant - you can easily send a text message using the built-in Instant Messaging capability. Taking a message on behalf of someone? Simply use the built-in Notes facility and forward the notes to them.

The software informs you of the number of calls, instant message invitations, and unread notes - that you may have missed while away from your desk. Simply click on the links to find out who was trying to reach you - and you can respond accordingly.

Wizards appear as and when you need them - helping you with most common telephony features like Transfer, Forward, Do-Not-Disturb, Hold, Park, and Conference call set up. Panasonic IP Camera can also be integrated, allowing users to answer a doorphone and open the door after viewing the IP camera video feed on screen.

TDA PBX contact directory integration means you can throw away those paper phone extension lists as access to lookup and dial any phone extension, or system speed dial number is available at the touch of a button. Users can create their own business & private contacts showing

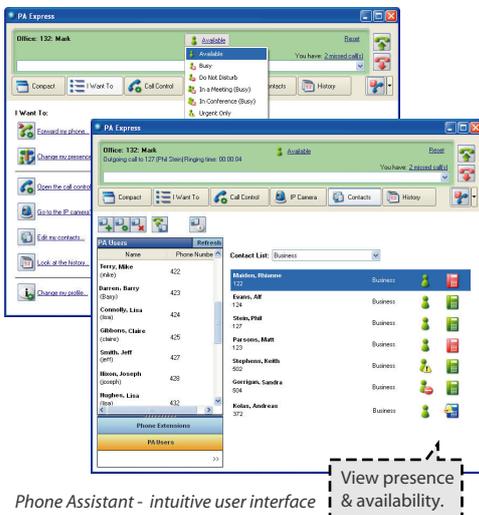


Phone Assistant addresses all business communication needs

Try it Free!
The Express Version is included as standard with TDA30 - TDA600 Hybrid IP PBXs

Productivity Suite

presence & availability of all co-workers or can simply dial external business contacts by double clicking. The software is fully integrated with Microsoft Outlook allowing users to easily dial from Outlook address book. Integration with standard 3rd party CRM software packages is also supported.



Phone Assistant - intuitive user interface

Phone Assistant Status Pro users can monitor all configured Incoming Call Distribution (ICD) groups in the TDA PBX - showing all group call statistics like:

- Number of Calls waiting in queue
- Maximum wait time
- Average wait time
- Lost Calls / Total calls (percentage)

Monitoring allows Status users to see not only all telephony activities but also settings of the monitored users - e.g. Call forwarding, absent messages etc.

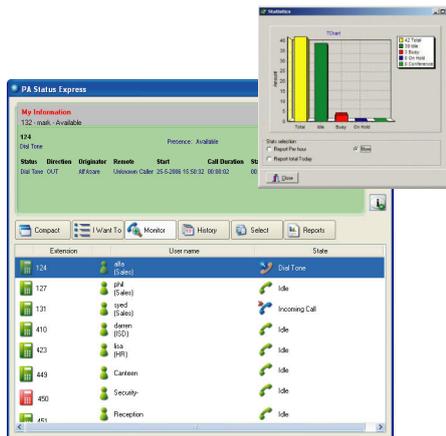
The software supports extensive reporting capability with built-in reports as well as ability to customise reports to keep track of all company telephony communications activities. Users can also output the data in standard CVS format for processing in 3rd party applications like Microsoft Excel.

Combined together with Phone Assistant - the Status Pro users can communicate with members of their team using Instant Messaging as well as send broadcast text messages to all members of their team.

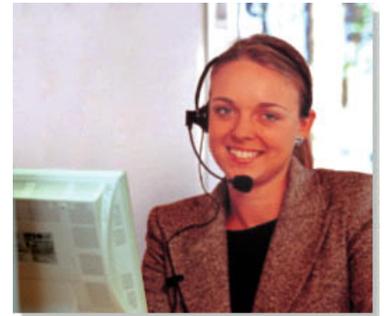
Phone Assistant Status - Express / Pro

Business managers, supervisors, and team leaders can benefit from real-time monitoring of all team member telephony communication activities. The Phone Assistant Status application allows monitoring of up to 128 users - (combination of phone assistant users or normal phone extensions) with complete presence and availability information - perfect for any informal call centre.

Status users can pick up any ringing call being monitored, as well as silently Listen-in, Barge-in, or Take over a call. In addition - supervisors can even record a selected call - if required. Monitored extensions can also be flagged for easy identification - e.g. when monitoring a new employee or an agent in training.



Phone Assistant Status - monitoring and reporting



Phone Assistant Manager

IT departments can use any networked PC with a standard web browser to use the Phone Assistant Manager to create and set Phone Assistant users as well as make typical Adds/Moves and configuration changes to their TDA Hybrid IP PBX. Using this tool, customers can use self help to modify simple system and extension settings like:

- Modify System Date/Time and Holidays
- Add/Modify PBX speed dial numbers
- Set system wide absent messages
- Change extension Name, Class of Service, etc
- Set Call Forwarding, Do-Not-Disturb, Call Waiting etc, and
- Assign flexible programmable keys

With a properly configured office IP network, authorised IT department personnel can even remotely access and configure basic TDA PBX settings from anywhere in the world they have access to the office network.

To benefit from all the excellent functionalities and increase personal, team, and business productivity across your entire organisation - get your hands on the new Panasonic Phone Assistant CTI applications today!

Panasonic ideas for life

If you would like to receive more telephone system updates from Panasonic, or you would like one of your clients and your dealership featured in future application case studies please e-mail your details to: mark.iven@eu.panasonic.com