

## Panasonic Communications Solutions Group

Why Panasonic?

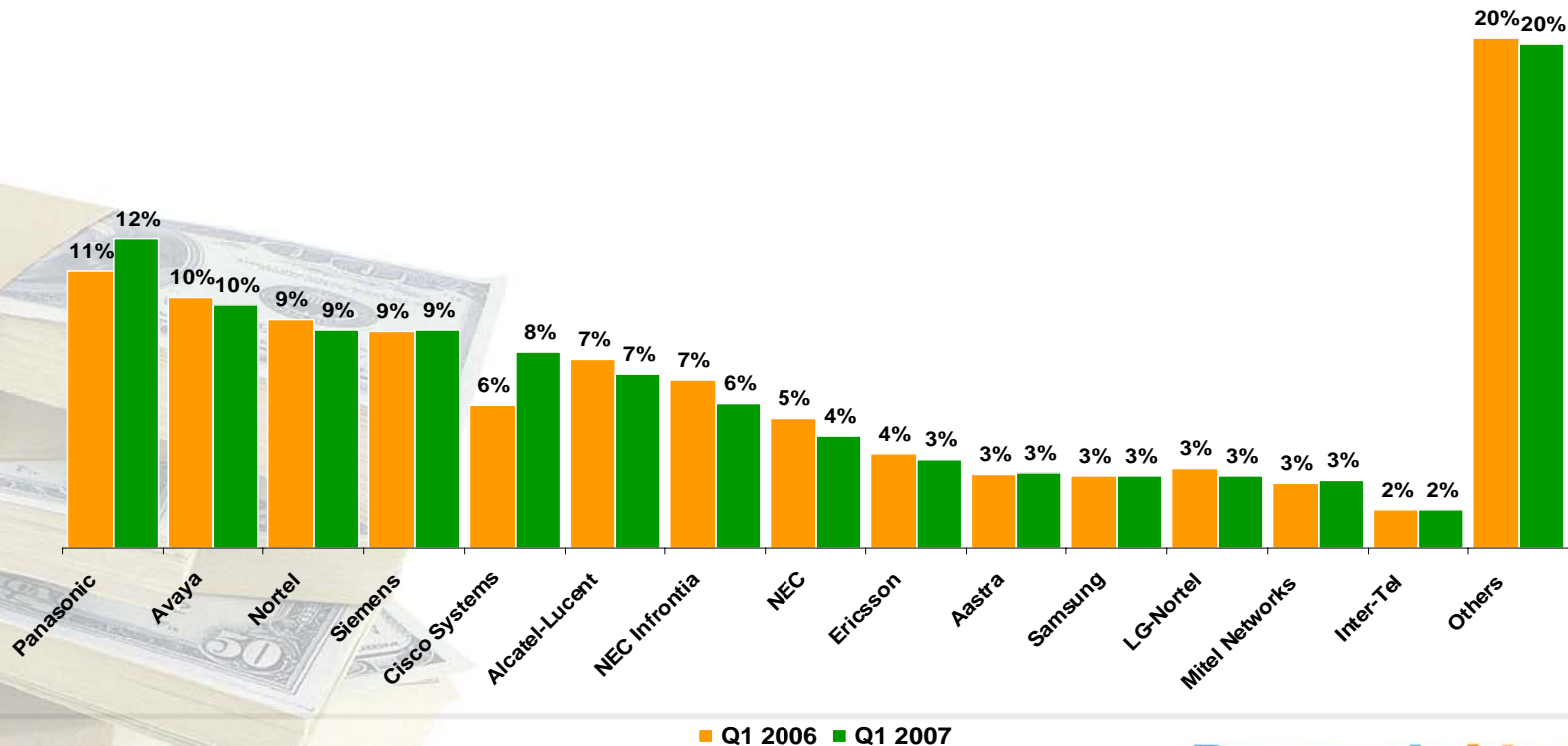


# Panasonic—a Household Name

- 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**

## 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**





- **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](http://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



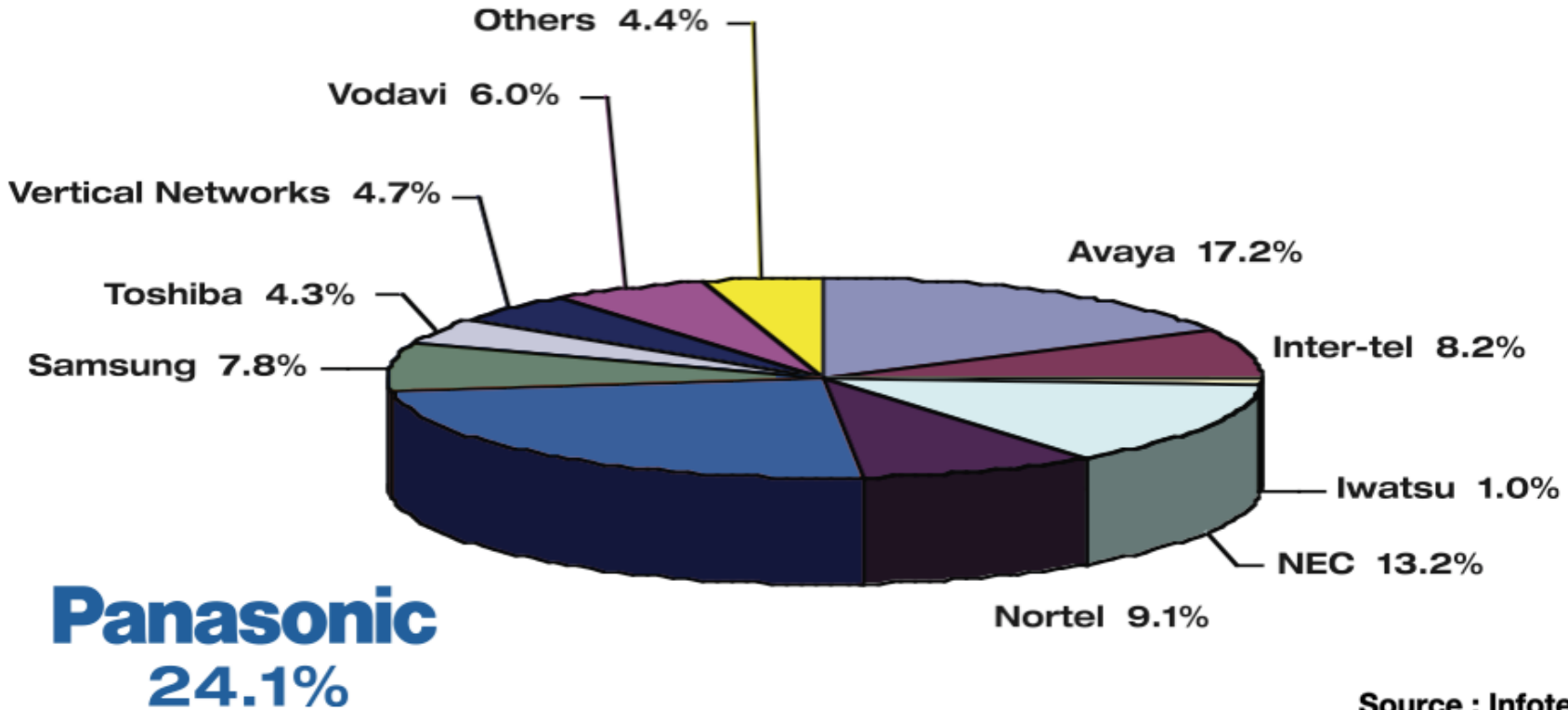
## 2003-2006

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



# The Business Solution of Choice

# Panasonic

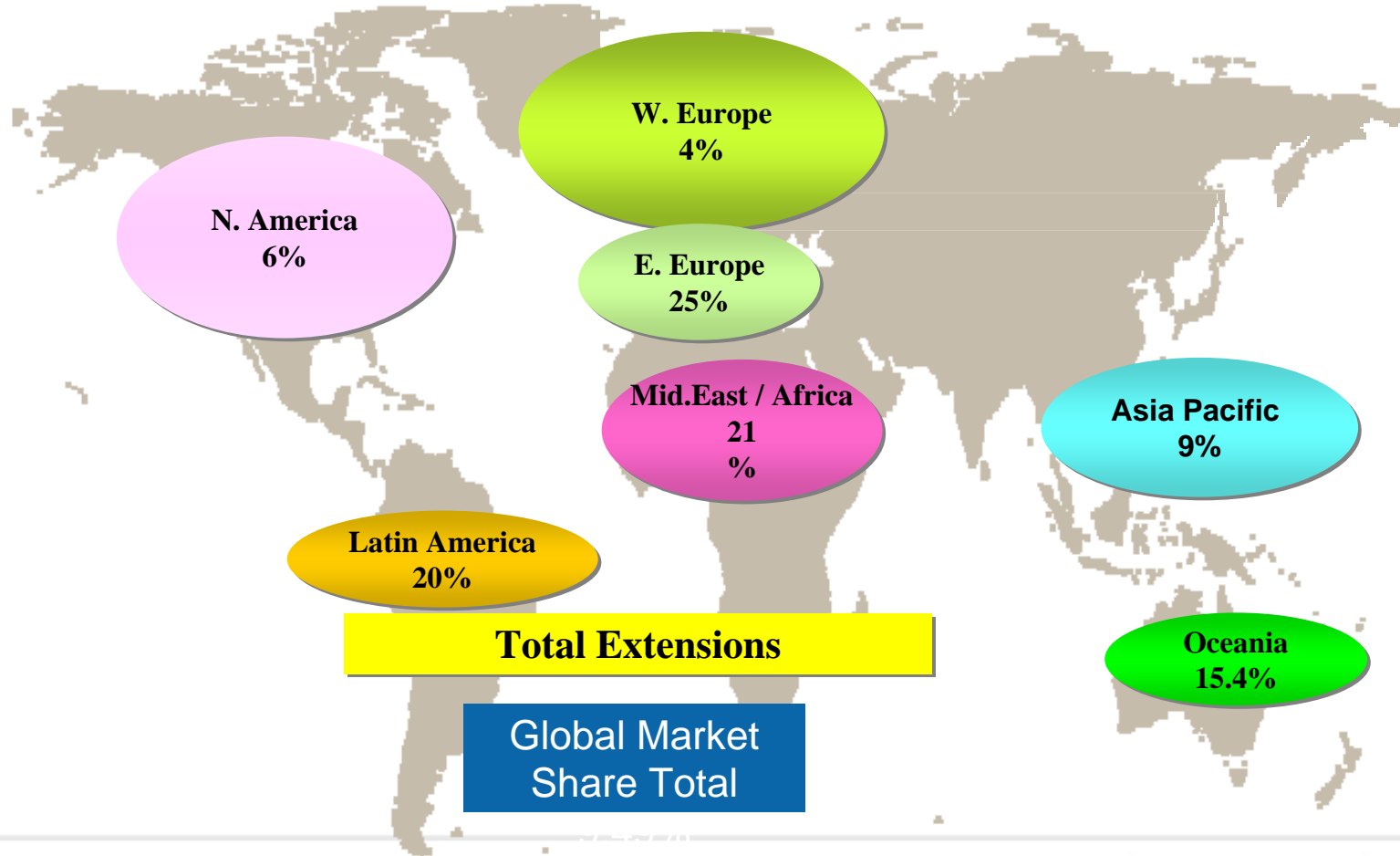


Source : Infotech '06

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



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



## 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

- TDA / TDE / 255 Locations

**Weichert**  
Realtors

- TDA200 / 250 Locations

**Raytheon**

- TDA600 / 12 Locations (In Progress)

**SUBWAY**

- IGW / 2,000 Restaurants (In Progress)

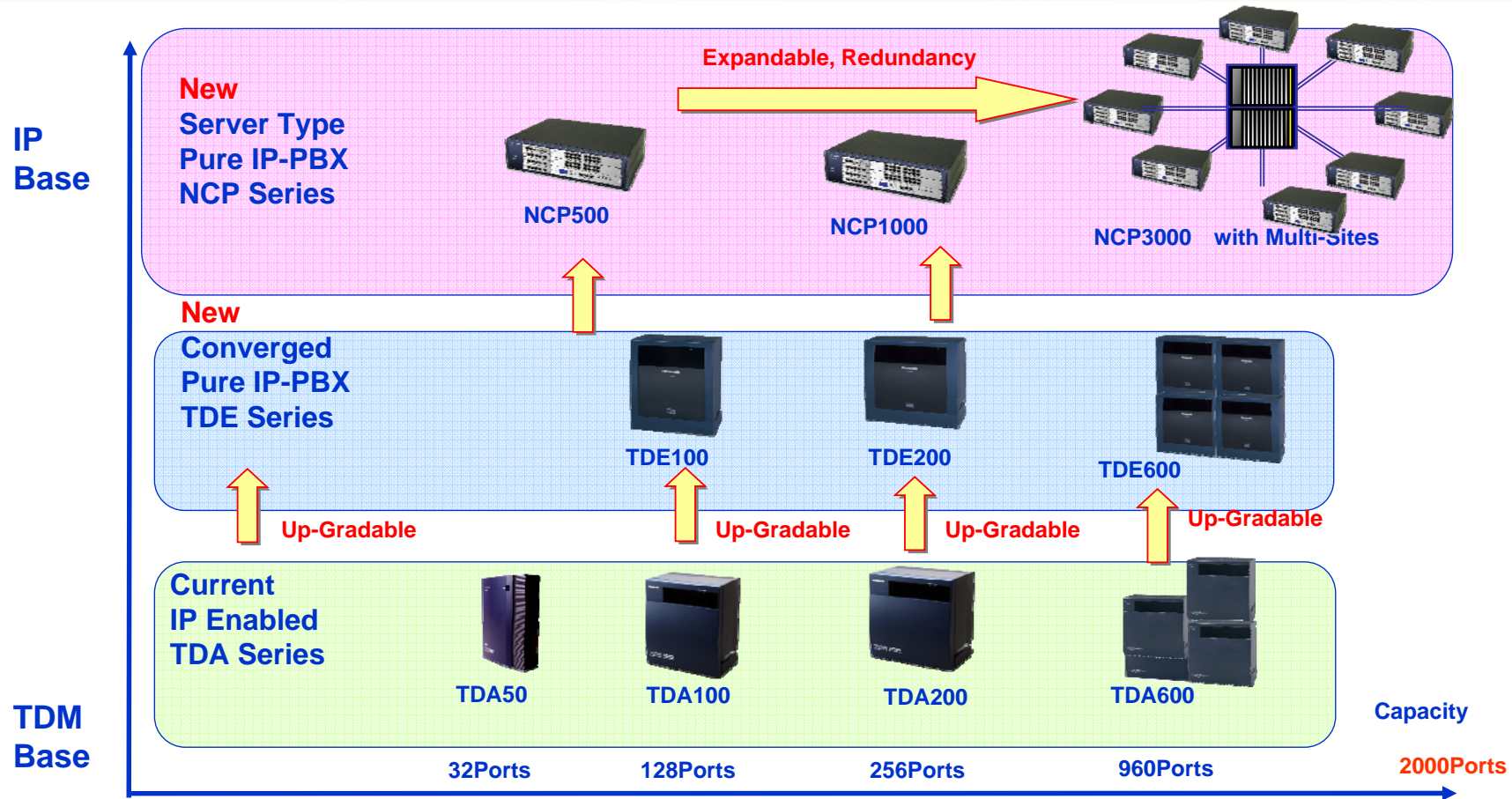
**Panasonic ideas for life**

Dedicated to providing the Best Customer Experience

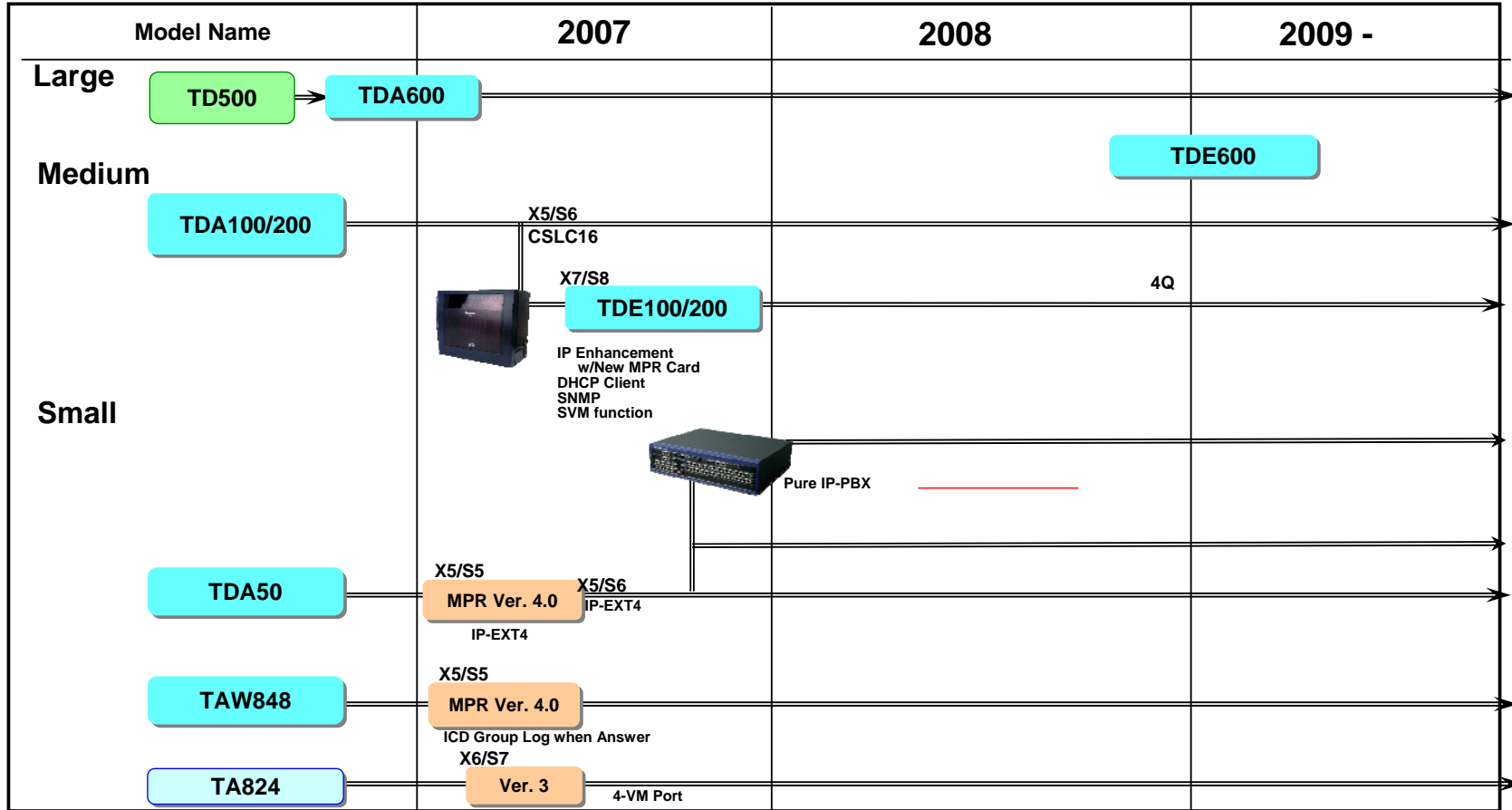


- **Product Is Sold Through Distribution.**
- **Master Distributors and Systems Integration**
- **300 Contract Integrators and Over 2000 Certified Dealers**
- **Sales Engineering Supports Field Sales. Problems Are Escalated to Headquarters Engineering Team or Factory Engineers.**

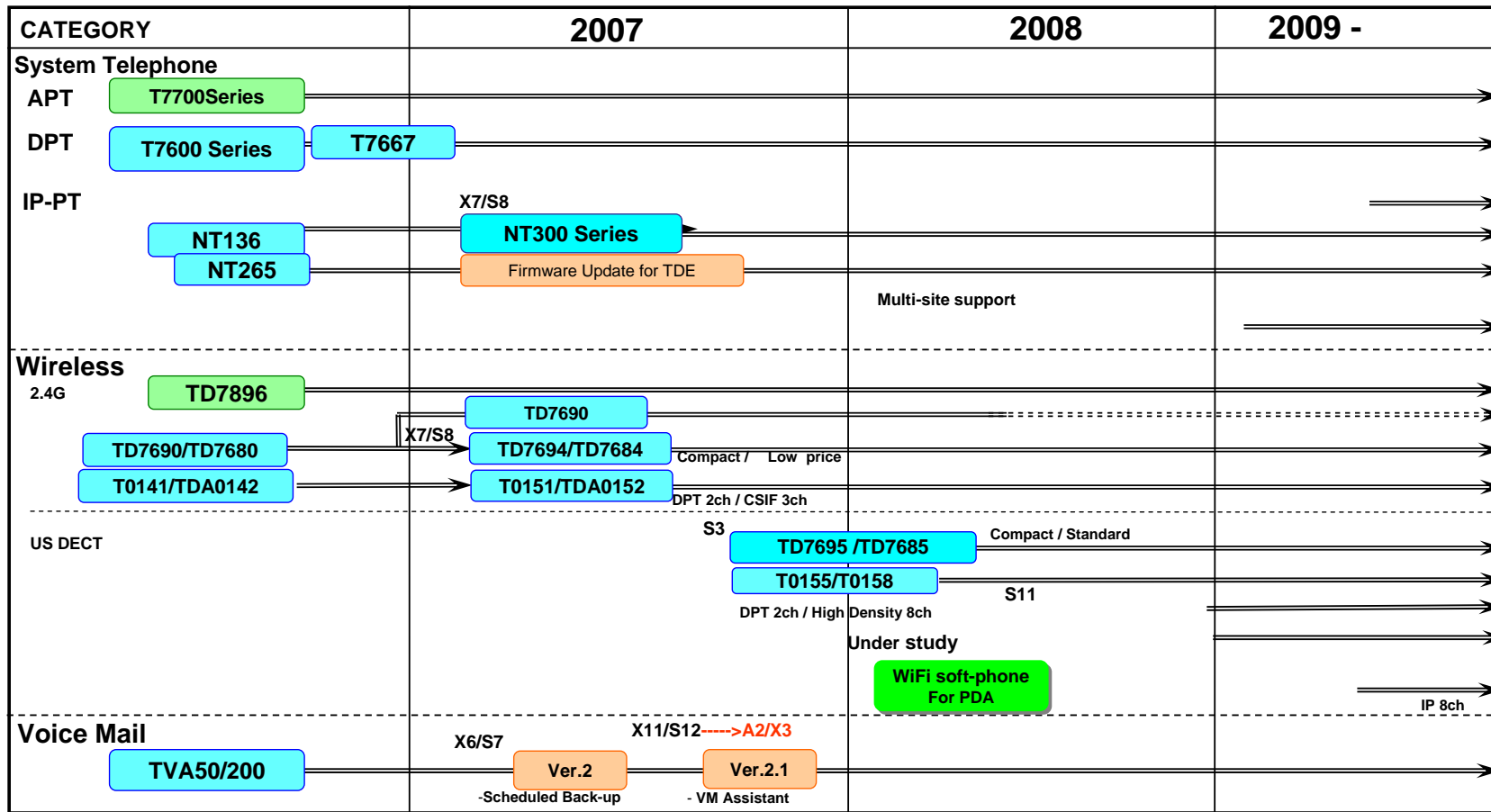
# Unified Communications Solutions



# Panasonic PBX Portfolio – a Winning Strategy



# Desk Phone and Voicemail Portfolio



(summary)

# Panasonic



**Panasonic ideas for life**