

Panasonic SIP Phone Systems for Business

Panasonic on your desk, on your mobile, in the Cloud.

Freestyle connecting you to the Cloud, securely and safely.



A SMARTER COMMUNICATION SYSTEM ALLOWS A BUSINESS TO DELIVER BETTER CUSTOMER SERVICE – LEADING TO INCREASED CUSTOMER SATISFACTION. THE HOSTED PANASONIC HAS A RANGE OF FEATURES TO DO EXACTLY THAT

Freestyle's Hosted (HPBX) solution and Panasonic SIP Phone Systems

Freedom to choose the way your communications system grows

Business never stands still. Your needs change frequently – that's why Panasonic provides such a broad range of communication systems for multiple business applications. From SIP phone systems onsite that let you scale up or down easily, depending on your needs, to be invisible hosted cloud-based communication solutions that free up valuable space. And all complemented by a range of rigorously tested handsets or desktop phones.

Panasonic make some of the most reliable communication systems in the world. Just one of the reasons we've been a market leader in the business telephone systems industry for a quarter of a century.

Freestyle provide the ideal managed solution for you utilising Panasonic's communications systems.

Who are Freestyle?

With over 25 years' experience of the UK telephony market, Freestyle are specialist providers of communication solutions for business, offering on-site and managed hosted telephony, VoIP and SIP services with business class broadband connections.

Hosted / SIP systems for every size of company

Panasonic SIP-phone devices are flexible, easy to deploy, compatible with leading soft-switch technology suppliers and capable of growing with your business. Not only does this ensure you can communicate effectively with you staff and customers, it helps to keep costs down too.

Panasonic is also about freedom of choice. A wide range of system options, handset and phone options mean we can help you create a system exactly suited to your needs – and the demands of different working environments. Whether you want a small office phone system capable of providing High Definition VoIP calls for a few users through wired or wireless handsets, or a multi-site system that can facilitate working and communicating from mobile devices across the world (all controlled by the latest communication platforms). Panasonic have the expert advice to help you build a SIP system that will support you and your business effectively.

Hosted / SIP systems – the business benefits

Reduced call costs, improved functionality and simplicity of administration are all benefits that enable you to adopt an IP based system that delivers low total cost of ownership, fast turnaround times for system changes – and improve your customer service levels at the same time.

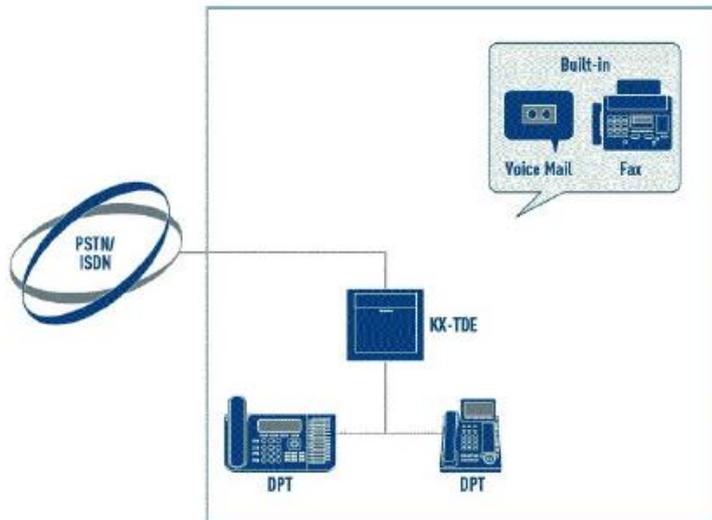
Panasonic's range of Business IP telephone systems includes SIP cordless systems, SIP DECT based units, SIP DECT multi cell systems and our SIP desktop terminals.

Since the days of manually operated switchboards, the private branch exchange (PBX) has been an essential part of business communications. These days, internet-based PBX solutions are the preferred option for streamlining communication with customers and among internal teams.

The two most common setups are cloud-based hosted PBX (HPBX) services and session-initiated protocol (SIP) trunking.

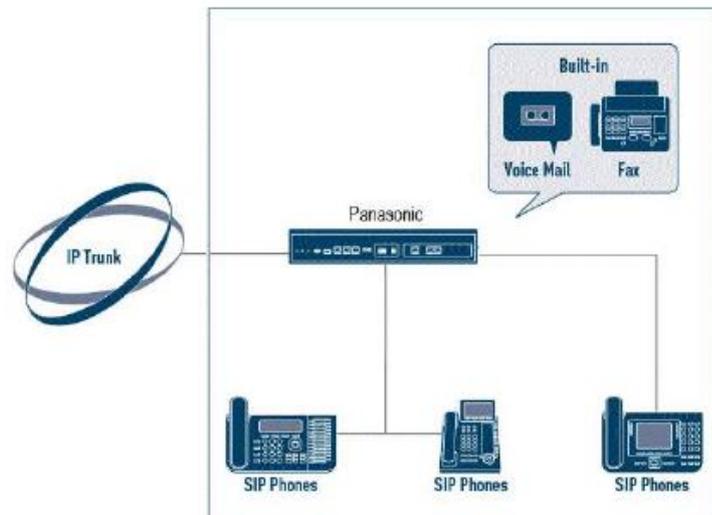
- What is hosted PBX? This setup provides business phone functions by connecting through the internet to a PBX hosted in a service provider's facilities. Technical matters are handled by the service provider, so setup and use are much simpler.
- What is SIP trunking? In this method, an IP-enabled PBX is hosted on a business's premises. It functions as a normal PBX, except that it connects to the public switched telephone network (PSTN) through the internet, instead of through phone lines.

The Journey to the Cloud



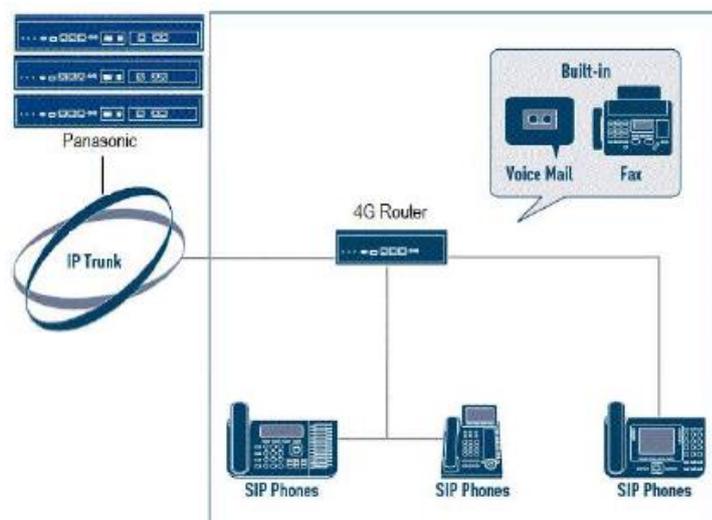
Stage 1: Onsite

A typical customer site setup before installing Freestyle's solution options for VoIP / SIP



Stage 2: Onsite/Cloud

Install Panasonic IP system with VoIP / SIP trunking capabilities. This can be upgraded in the future to Full hosted as in Stage 3.



Stage 3: Cloud

Move the Panasonic into the cloud for a full Freestyle hosted solution with Panasonic experience and optional 4G failover. This can be reversed to Stage 2 should customer requirements change.

Where do I go from here?

Deciding which method to use can be tricky, especially if your business doesn't have a telecoms expert on-board (hint: in that case, you would probably want to go with HPBX). Here are a few questions you can ask yourself to make the decision easier.

1. What are you starting with?

One major difference between HPBX and SIP trunking is set up and installation costs. HPBX usually only requires new IP-phones (sometimes included in the subscription), while SIP trunking requires a large investment in an IP-enabled PBX system – unless you already have one.

If your company already has PBX capable of SIP trunking, your installation expenses will be significantly reduced. There are some finer points to PBX compatibility, so be sure to ask potential SIP trunking providers if your equipment would work.

2. Who will manage it?

Maintaining a PBX using SIP trunking takes a degree of telephony expertise – especially when it comes to customisation and upgrades. If you have in-house telephone systems experts, you can handle this yourself and possibly save costs in the long run.

If your business lacks the technical expertise, however, you'd be better off with an HPBX service. These services are easy to customise and integrate with other services, while maintenance and upgrades are all handled by the hosted PBX provider.

3. Where will you use it?

One strength of HPBX is its ease of access: you can use its features anywhere you can connect to the internet. If you or your staff travel often or do a lot of legwork, they can use the HPBX features from their mobile phones or through other devices, using softphones and similar apps.

SIP trunking service is limited to the premises in which it is installed.

4. How do you plan to develop it?

True to form, scaling HPBX service is simple. Activating additional phones can usually be done through an internet browser. Beyond this simple step, equipment is mostly plug-and-play. Additional costs depend on your plan, which might be charged per phone, per user or per minute.

Scaling a SIP trunking system is easy within certain limits. However, if you are making a significant expansion, you may need additional servers; this can be quite costly. An on-premises PBX allows for more control and customisation, however – so if your business's operations can justify the larger initial investment, you may see greater benefits, including long-term savings, farther down the line.

When you are ready, please contact Freestyle – 01245 259955

Hosted Panasonic Handsets KX-NT630 IP



Key Features

Large LCD with Backlight

Flexible Function Keys of 6 items x 4 pages with Self Labelling

Headset port

Supported SRTP for secure communication

Intuitive monochrome LCD screen

With Panasonic's new KX-NT630 IP phone, you benefit from a comprehensive, at-a-glance view of your business communications, thanks to an easy-to-understand, intuitive display. And thanks to embedded centralised management capabilities, integrating it into your organisation could not be easier.

- Information is always available at a glance, thanks to highly intuitive display
- Deploy corporate branding and information via the display throughout your organisation
- Reduce the risk of security attacks with SRTP support
- Enjoy easy set up with embedded centralised management and remote administration settings
- Register up to 24 flexible function keys, giving more support for frequently used numbers

Hosted Panasonic Handsets KX-NT680

Key Features

Large Color LCD with 480 x 272 pixel

Flexible Function Keys of 12 items x 4 pages with Self Labeling

Built-in Bluetooth

Supported SRTP for secure communication

Any image data can be displayed on LCD



To prepare for the future of your business, you need a clear vision of its performance today. Panasonic's new KX-NT680 IP phone gives you just that, displaying all communications information in one crystal-clear display.

- Information is always available at a glance, thanks to highly intuitive display
- Integrate corporate branding and information into the display throughout your organisation
- Reduce the risk of security attacks with SRTP support
- Enjoy easy set up with embedded centralised management and remote administration settings
- Register up to 48 flexible function keys, giving more support for frequently used numbers