



KX-TDA15/30 BROCHURE

EVERY  
**CALL**  
MATTERS



# IP ENABLED TELECOMMUNICATION PLATFORMS



Panasonic IP-enabled KX-TDA15 and KX-TDA30 business telephony solutions combine traditional telecommunications together with IP technology - offering maximum feature and flexibility for small businesses to handle all office communication needs.

## ▶ BUSINESS COMMUNICATIONS SIMPLIFIED

Investment in a telecommunication system requires business communication foresight. Businesses need to be able to effectively communicate today - yet want to make sure that they are properly equipped to handle the growing demands of their future communication needs.

Packed with a repertoire of advanced telephony solutions, the IP-enabled KX-TDA15 and TDA30 communication solutions bring a wide range of benefits to help solve your company's communication needs.

Solutions - such as Wireless Mobility allows companies to enable employees the freedom to roam without worrying about missing important calls from potential customers, while the Voice Messaging solution can easily improve customer service and extend your business operational hours.

Built-in call centre functionality can help businesses improve communication efficiency and allow you to serve customers more effectively. The IP-enabled KX-TDA15 and KX-TDA30 PBXs make it easy to distribute calls, manage agents handling calls, and controls office use of the phone system.

## ▶ COST-CUTTING PERFORMANCE

Panasonic has leveraged leading edge PSTN and IP technologies in the KX-TDA PBXs allowing customers to easily reap the business benefits of IP technologies. These IP enabled platforms allow businesses to achieve cost-effective, effortless and reliable single site or multi-site voice solutions.

The key benefits include:

- ▶ Lower Network Call Costs
- ▶ Remote/Home Workers as part of the corporate Network
- ▶ Remote maintenance, moves and changes
- ▶ Network Applications & Solutions

## ▶ RELIABILITY

The reliability of KX-TDA15 and TDA30 IP-enabled communication systems are assured by rigorous quality control and testing before the units leave the factory, guaranteeing you piece of mind. The systems are designed for quick and easy installation, with no maintenance required, to help keep any downtime to an absolute minimum. The Systems support "hot-swap" cards to allow changing most modules without bringing the system down, while advanced PC based programming tools help installers easily perform configuration changes on-site or remotely over the IP network.



EVERYTHING MATTERS



## ▶ BUILT-IN CALL CENTRE SOLUTIONS - FOR PERFECT CUSTOMER SERVICE

Whatever the size of your company, efficient and courteous handling of telephone calls is a major factor in a successful business. Panasonic provides multiple solutions for small to medium size Call Centres, enabling businesses to help control and make use of limited human resources that may be available. Call centre features are integrated in the communication platform and can be expanded to suit more sophisticated requirements by combining with optional CTI software solutions. Key integrated features are:

- ▶ Intelligent and Automatic Call Routing
- ▶ Flexible call routing to distribution groups
- ▶ VIP call routing
- ▶ Automated attendant
- ▶ Call queue with waiting message
- ▶ Walking extensions ('Hot Desking')
- ▶ Supervisor call queue monitoring
- ▶ Supervisor level monitoring and reporting
- ▶ Overflow extensions
- ▶ Agent Log-in / Log-out / Wrap-up

## ▶ FUTURE-READY DESIGN

The IP-enabled KX-TDA15 and KX-TDA30 PBXs are communication tools your business can grow with. The system can be expanded with IP Trunks, IP Phones, CTI productivity applications, and a whole family of business communication applications that can keep pace with your business growth.



KX-TDA15/30 PRODUCT LINE UP

# EXTREME FUNCTIONALITY ALWAYS



For effective communication - Panasonic communication systems allow businesses to have a wide range of services at their disposal. The KX-TDA15 and KX-TDA30 support a wide range of Digital, Wireless DECT and Analogue telephone terminals to suit all your business communication needs.

## ▶ ALPHANUMERIC DISPLAY

Visual feedback on the user-friendly LCD display makes it easier to handle calls and perform other tasks. Use it to view a variety of information (see partial list below) or to access the IP-enabled communication system's many features. Users can also make calls by simply following the visual prompts shown on the display. The display can show items such as:

- ▶ Incoming caller's name and number
- ▶ Message waiting, absent messages, feature settings
- ▶ Log of incoming and outgoing calls (Call Log)
- ▶ System/personal speed dialling
- ▶ Extension lists
- ▶ Call Duration
- ▶ System features
- ▶ Time and date

## ▶ NAVIGATION KEYS

Easy to use navigation keys allow fast, one touch access to multiple phone system functions. The ergonomically designed navigation keys make it highly intuitive to go through phone system feature menus.

## ▶ PROGRAMMABLE KEYS

One-touch function access programmable keys save time and effort. These keys can be used to store telephone numbers, or access frequently used phone system features. The dual colour Red/Green LEDs give visual indication of accessed feature status as well as the status of colleagues (Idle, Busy).

## ▶ MULTI STEP TILT ANGLE

The IP and digital telephones have multiple points of adjustment for maximum visibility at any angle.

## ▶ HANDS FREE CONVENIENCE

Optional Bluetooth module for the KX-DT346 and KX-DT343 digital telephones as well as the KX-NT300 series IP telephones provide wireless headset support. In addition, the built-in headset jack, with headset (optional), allows busy users to keep their hands free while taking important telephone calls, giving users the freedom and flexibility to work on PC or take notes.

## ▶ INTEGRATION WITH DATA NETWORK

The NT300 Series IP terminals connect directly into your data network, and provides IP-Telephony features with enhanced levels of functionality and comfort. Users can easily connect their PCs and laptops to the company Local Area Network (LAN) using the built-in 2-Port Ethernet switch on the back of the IP telephones - reducing desktop cable clutter.





## ▶ DIGITAL TELEPHONES

Developed specifically to meet the needs of businesses of all types, the Panasonic digital telephones incorporate sleek design, improved ergonomics, flexibility and superb voice quality.



**KX-DT346**



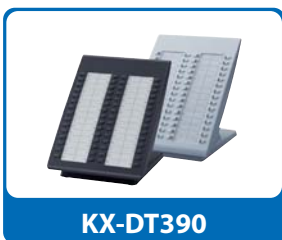
**KX-DT343**



**KX-DT333**



**KX-DT321**



**KX-DT390**



**KX-NT303**



**KX-T7710**

## ▶ IP TELEPHONES

The KX-TDA15 and KX-TDA30 support the KX-NT300 Series IP telephones that are stylish, intuitive, user friendly and comfortable to use.

The NT300 series IP telephones take you to a new dimension in communications productivity, broadband network connectivity and customer care. The sleek, ultra-modern design, available in both black and white works well with any work environment and office decor.

Note: IP telephones require optional IP-EXT4 line card.



**KX-NT346**



**KX-NT343**



**KX-NT321**



**KX-NT303**

# WIRELESS MOBILITY SOLUTIONS



Have an important customer call and need to walk away from your desk? Panasonic Wireless Mobility Solution is here to help. The Panasonic KX-TDA15 and KX-TDA30 Hybrid IP PBX systems let you simply continue your current conversation over a lightweight, business-smart wireless DECT telephone while you are away from your desk or moving around the office. Mobile telephones can also be integrated as office extensions - receiving and making calls using just one number - for anytime anywhere connectivity.

Easily see Incoming Calls and Messages



Easily to Dial in Dark Conditions



Easy To Read Colour LCD Display



Headset Jack for Hands-Free Access



Splash and Dust Resistant



## ▶ MOBILE/GSM INTEGRATION FOR ANYTIME ANYWHERE MOBILITY

Mobile phones are a compelling way for doing business outside of the office. The KX-TDA15 and KX-TDA30 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 then also be transferred back to a colleague's office extension or even back to the office voice mail system for graceful handling.

Mobile telephones can be integrated which allow incoming calls to ring both the desk phone and the mobile handset simultaneously, allowing businesses to publish "one-number" access while providing users with the added flexibility to pick-up calls from either their desk phone or mobile phone.

## ▶ MULTI-CELL DECT WIRELESS FOR 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 is an integrated wireless mobility solution providing automatic hand-over between installed wireless cells - enhancing coverage and giving you true communication mobility even within large premises.



**KX-TCA175**  
Standard Model



**KX-TCA275**  
Compact Business Model



**KX-TCA364**  
Tough Type Model

- Colour LCD Display \*1
- Illuminated Keypad
- Multiple Language Display
- Speakerphone
- Programmable Soft Keys
- PBX functionality support
- 200 Entry Phonebook
- Headset Compatible
- 10 Ringer Melodies \*1
- 10 Programmable Hot Key Dialling
- Vibrate Alert\*2
- Meeting Mode\*2
- IP64 Dust and Splash resistant\*3

\*1 KX-TCA175 and KX-TCA275 only

\*2 KX-TCA364 and KX-TCA275 only

\*3 KX-TCA364 only

## ▶ BUSINESS MOBILITY TERMINALS

With standard, compact 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-TCA275 DECT handset combines small size, light weight and durability, with a host of powerful business telephony features, while the KX-TCA175 is a perfect choice for users who want good performance in a standard size handset. In addition, to handle tough environments - the KX-TCA364 ruggedised handset meets strict dust and splash resistant IP64 standards.



## ▶ EXTENDING OFFICE MOBILITY WIRELESS COMMUNICATION

The KX-TDA15 and KX-TDA30 allows wireless communications over an extended range by using multiple and High Density cell stations that boost the flexibility and mobility of your wireless handsets.

The system provides automatic hand-over between installed wireless cells - enhancing coverage and giving you true communication mobility even within large premises.



**KX-A272**  
Repeater



**KX-TDA0155**  
2ch Cell Station



**KX-TDA0158**  
8ch Cell Station

# COMPUTER TELEPHONY APPLICATIONS

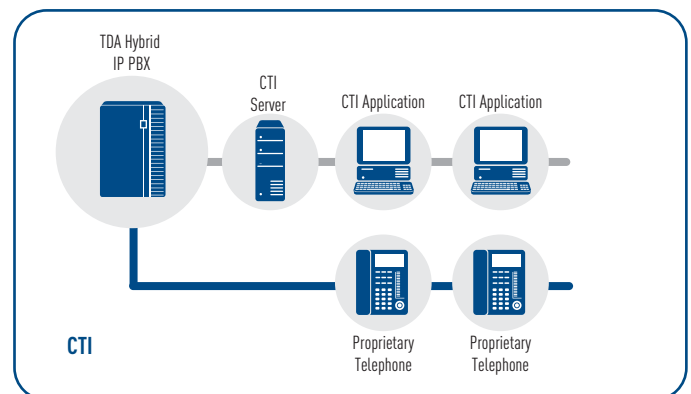


Supporting industry Standard CTI interfaces - Panasonic IP-enabled KX-TDA15 and KX-TDA30 platforms support a large number of software applications ranging from standard "Screen Pops" to desktop Customer Relationship Management (CRM) systems and many more - all designed to enhance employee efficiency and improve business productivity.

## ▶ COMPUTER TELEPHONY INTEGRATION (CTI)

Computer Telephony Integration (CTI) is the technology that brings the best of telephony and computers together - providing powerful and simple productivity enhancements. Panasonic KX-TDA15 and KX-TDA30 PBX's support CTI integration via the two mature industry standards:

- ▶ Telephony Application Programming Interface (TAPI),
- ▶ Computer Supported Telecommunications Applications (CSTA).



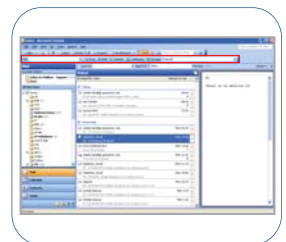
## ▶ BENEFITS OF CTI

Multiple telephony applications can be implemented to augment business communication capabilities and provide software productivity applications for your businesses. The KX-TDA15 and KX-TDA30 PBX's can support a myriad of productivity applications that cover all aspects of business requirements. These include among others:

- ▶ Offices - Incoming call display (Screen Pop), Busy caller display, Dial from MS Outlook, Call accounting etc.
- ▶ Contact Centre - Incoming call display, CRM database integration, Agent Log-in/Log out, ACD reporting etc.
- ▶ Hotels - Room availability, check-in/check out, Billing etc.

## ▶ PC PHONE SOFTWARE ADD-IN FOR MICROSOFT OUTLOOK®

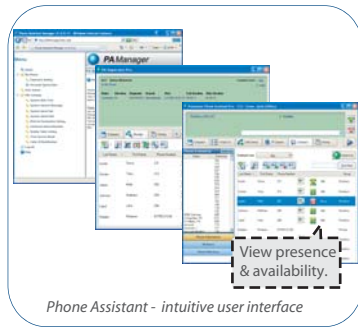
An easy to use CTI application for customers using Microsoft® Outlook®. The software allows users to easily dial contact phone numbers and receive incoming call pop-up alerts.





## ▶ PHONE ASSISTANT PRODUCTIVITY APPLICATION SUITE

The Panasonic Phone Assistant productivity software suite is a highly intuitive PC based application suite 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(e.g. ACT, Goldmine, TwiXtel), and a variety of collaboration tools to simplify and enhance real-time communications for business telephony users.



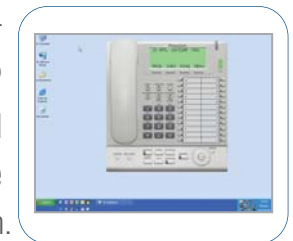
## ▶ PC CONSOLE

PC Console provides company operators with a powerful tool for improving call-handling, efficiency, and customer service. PC 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 see which extensions are busy and which are free, and can transfer calls and perform other duties using simple drag-and-drop and point-and-click operations.



## ▶ EMPOWER REMOTE WORKERS USING IP SOFTPHONE

The Panasonic KX-NCS810X IP Softphone allows road warriors, sales and support staff, or any other power user to use their computer as an IP Phone for access to anytime, anywhere enterprise IP telephony. The user simply needs to connect to the corporate IP network over a managed broadband connection to enable the IP Softphone. All employees can now be centrally connected to the corporate KX-TDA15 or KX-TDA30 Hybrid IP PBX's - providing simple yet highly cost effective VoIP communication.



## ▶ TARGETING ALL AREAS FOR ENHANCEMENT - PHONE ASSISTANT PRODUCTIVITY SUITE INCLUDES:-

Products	Targeted Solution	Benefits
Phone Assistant Pro	Point and click telephony for desk based or remote workers	Helps you visually control all your communications from your PC. Remote telephony is possible via optional Softphone module.
Phone Assistant Status Pro	Team supervisors to monitor employees' call activities, or Operators to handle call traffic	Helps you to visually manage all your team member's telephony activities or for operators to handle business call traffic.
Phone Assistant Manager	Web based system administration	Helps quickly administer your PBX from any networked PC with a web browser.

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

# FLEXIBLE MESSAGING SOLUTIONS



Advanced voice messaging applications provide enhanced call handling flexibility. Voice guidance provides a user friendly interface to simplify and streamline business communications by efficiently routing customer calls to the proper department or agents. Further, voice mail storage facility can be used for graceful offline call handling during busy hours - increasing overall productivity and providing better customer service.

## ▶ AN AFFORDABLE SYSTEM THAT ADDS VALUE TO YOUR BUSINESS

KX-TDA15 and KX-TDA30 PBX systems offers two types of messaging solutions:

**Optional Solution:** Installing a KX-TDA3192 Simplified Voice Message (SVM) card into a Panasonic KX-TDA15 or KX-TDA30 Hybrid IP PBX provides extension users with a simplified voicemail solution. Companies looking to provide a cost-effective voicemail solution to enhance customer service and provide employees with a private voicemail can benefit greatly from this solution.

Each extension user can have a personal Voice Mailbox which can both play outgoing greeting messages as well as record incoming voice messages irrespective of the type of extension used, e.g. Proprietary Telephones (PT), Single Line Telephones (SLT), or Portable Stations (PS). The recording storage space on each voicemail box is shared between outgoing greeting messages and received voicemail messages.

Extension users can record, listen to or clear their own greeting messages - as well as playback and clear voice messages left by outside callers.

**External Solution:** Companies requiring enhanced voice messaging capabilities beyond the functions found on the optional ESVM cards can upgrade to the external KX-TVM50 or KX-TVM200 messaging solutions providing enhanced message applications and customer service. These external optional voice processing systems come fully packed with business class voice messaging features, designed to help businesses handle every call in a courteous and efficient manner.



## ▶ KX-TVM KEY FEATURES:

The KX-TVM50/TVM200 offer a host of voice messaging based features such as:

- Voice Messaging Service
- Automated Attendant Service
- E-Messaging (email notification with voice message attachment)
- Interview Service
- Voice Mail Menu on LCD of system phones for Easier Operation
- Caller Name Announcement
- Caller ID / CLIP based Greetings
- Call Screening
- Call Recording
- Holiday Service
- Multi-Lingual Voice Prompts
- Fax Detection / Routing

## ▶ AN AFFORDABLE SYSTEM THAT ADDS VALUE TO YOUR BUSINESS

The new Messaging Features offer greater flexibility. If short of staff, you can handle calls with the Automated Attendant Service. By combining the system with a Panasonic Voice Mail System, you can upgrade to Unified Messaging: combining e-mail and voice mail, and giving you multi-media communication capabilities. You can even customise the system to meet the needs of different callers and get additional features that are available only from Panasonic, such as Live Call Screening, Two-Way Recording, and Two-Way Transfer.

## ▶ QUEUE HANDLING WITH MESSAGING

If a call cannot be answered it can be sent to a call queue and greeted with a friendly welcoming message. The messages are pre-recorded and can inform the caller that their call will be handled in the order it has been received by an agent as soon as one becomes available, or the messages can be used as a way to generate additional business opportunities by alerting the caller of a service the company offers, or a forthcoming sales promotion.



With the KX-TVM50 and KX-TVM200 - Panasonic delivers new levels of communication ease and efficiency that can help any business achieve higher productivity.

## ▶ VOICE MAIL AND ADVANCED MESSAGING

Using the advanced TVM Messaging solution - each extension can be assigned its own personal mailbox that can be contacted any time of day or night. If a caller leaves a voice message for a user, the extension user is notified by a message-waiting lamp available on proprietary telephones or can be additionally notified via an e-mail with voice message attached. Incoming call information is also recorded with the message and is displayed on a Proprietary telephone. This includes Caller's telephone number, time of call, and length of call.

## ▶ CENTRALISED VOICE MAIL

For networked multi-site deployments – centralised voice mail is possible for up to 8 networked KX-TDA15 or KX-TDA30 systems. Extension users from each branch site can set their phone terminals to forward calls when in busy or no-answer state to the central voice messaging system and access messages using VM access codes.

# INTEGRATING VOICE & DATA NETWORKS



Corporate IP Network infrastructures can now carry both voice along with data. Designed to support Convergence via modular architecture, the IP-Enabled Panasonic KX-TDA15 and KX-TDA30 Hybrid IP PBX systems allow harmonious migration towards Voice over Internet Protocol (VoIP), allowing voice and data communication to work within the same network - increasing network utilisation and reducing infrastructure cost.

## ▶ BENEFITS OF VOICE-OVER IP (VoIP)

- Reduce Call Costs
- Integrate remote users as part of a team
- Reduce cabling and running costs

VoIP is an ideal solution for site-to-site communications between multi-site offices and retail chains - as well as for networking branch office and remote office employees, small office/home office (SOHO) workers, and home sales personnel, allowing for flexible working environment and lowering cost.

## ▶ REMOTE ADMINISTRATION OVER IP NETWORK

With KX-TDA15 and KX-TDA30 Hybrid IP systems, installers and administrators can remotely manage any deployment scenario – whether a stand-alone system or a networked multi-site system connected via an IP network. All they need is a networked PC with the necessary PC Maintenance Console application and they can access and administer systems from any location reducing extra administration overhead and resulting in quick system handling.

## ▶ MULTI SITE NETWORKING

Using IP, multi-site networking becomes far easier and cheaper to deploy. By utilising your inter-office IP network you can extend your VoIP network, system features and functions, or even call centre groups. By using Incoming Call Distribution (ICD) groups across multiple, networked sites you can provide better call handling resilience or simply make better use of the available resources within your organisation.

## ▶ NETWORK BUSY LAMP FIELD

Network Busy Lamp Field (Network - BLF) or Network Direct Station Selection (NDSS), allows unique extensions across networked KX-TDA15 and KX-TDA30 Hybrid IP PBX systems to be monitored by a single centralised Network Operator. These extensions can be part of a global PBX QSIG network connected over both ISDN or Voice-over-IP (H.323).

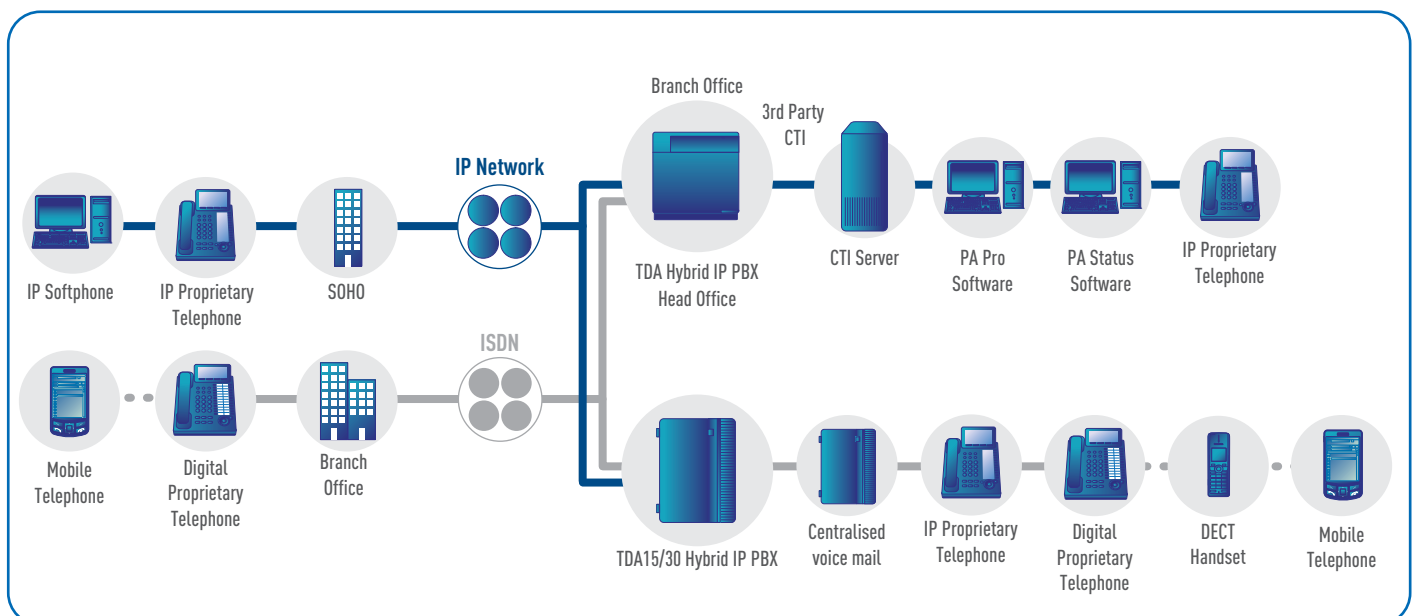
If any of the pre-programmed extensions are busy, receiving an incoming call (ringing) or in 'Do not Disturb' (DND) mode, the operator's DSS key for that extension will illuminate, showing the operator the status of that particular extension providing instant - across the network status visibility.



## ▶ NETWORK DISTRIBUTION GROUPS

Incoming Call Distribution (ICD) groups can be set-up across multiple networked TDA PBX systems. Extensions can be grouped together from different PBX systems, creating globally diverse departments with the same ICD group number - e.g. in distributed call centres.

Simultaneous or delayed ringing can be programmed for all Network ICD (NICD) groups for efficient call handling.



# SOLUTIONS FOR ALL INDUSTRIES



Personal contact with the customer is a significant factor for success. The telephone system is at the heart of all communications - without any concern as to how the communication is conveyed: via IP, by traditional telephony or by employing wireless technology. What is crucial for businesses is quality and reliability. Panasonic 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-TDA15 and KX-TDA30 PBX Systems are perfectly equipped with all these necessary hospitality features and solutions.

## ▶ HEALTH SERVICE

A telecommunication system in nursing facilities and resident housing must have a high level of reliability to meet the requirements of staff. Panasonic KX-TDA15 and KX-TDA30 PBX systems meet these requirements and offers custom-made solutions that can be integrated with computers to support administrative tools and emergency call systems. The investment ensures security by flexible, future-safe technology.

## ▶ CONSTRUCTION

Speed and flexibility are an essential way of working in the construction industry, and Panasonic KX-TDA15 and KX-TDA30 PBX's can adapt quickly to your changing business requirements. Need to add conferencing solutions or wireless capability? KX-TDA15 and KX-TDA30 PBX's provides all the solutions you need to keep pace with easy setup of new devices and applications. Customers can be proud to own a Panasonic system.

## ▶ LEGAL

The legal industry of law firms, notaries, attorneys, solicitors etc have 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. Panasonic KX-TDA15 and KX-TDA30 PBX's address all these unique communication needs of the legal industry - yet provides all these and more solutions in a cost effective manner.



## ▶ CUSTOMER SERVICES

We all would like to offer our customers the best service we possibly can, and while you might be the best today, what about tomorrow? Panasonic Telecommunication systems offer service-orientated solutions, which can be expanded to meet your customer's needs now and for days to come.

## ▶ SALES

In today's competitive world, personal contact becomes ever more important to the customer. Customer satisfaction, maximum flexibility and accessibility provide the crucial lead in this sector. With a solution from Panasonic, everything that you need is already built in as standard.



## ▶ ADMINISTRATION

Public administrations see themselves today more than ever as service providers. Their services must be carried out in spite of the increasing pressure of cost management for government, council and municipal authorities. Panasonic offers a telecommunications solution which helps them maintain and keep their costs in check.

## ▶ LOGISTICS

Logistics requires smooth and reliable transport of information. This is why logistic companies have particular requirements when it comes to telecommunications systems. With possibility for integration into modern EDP systems and mobile accessibility, Panasonic systems can become the driving force for your business today, tomorrow and in the future.

## ▶ PRODUCTION ENTERPRISES

High flexibility, economy and maximum reliability as well as adjustment to individual needs are important criteria, which telecommunication systems must fulfil. Panasonic KX-TDA15 and KX-TDA30 PBX's outshine here as it was developed with manufacturing plants and production departments in mind. With its ultramodern design and future ready solutions, experience a new dimension of efficient communication.



[www.panasonic.co.uk](http://www.panasonic.co.uk)

EVERYTHING MATTERS