What is Unified Communications?

Unified Communications can be defined as "Communications integrated to optimise business processes". Unified Communication is not a single product; but a solution made up of a variety of components and elements, including: messaging (email, instant messaging, voice, video), phone calls, conferencing, rich presence (online and telephony), device awareness and status, and information sharing, all tied together with a common user interface.

Who is Unified Communications for?

In today's fast pace business world, businesses need to be more nimble and provide better customer service - quickly and cost effectively. More and more businesses are moving away from the traditional desktop working environment, as more employees go mobile - working on the move, from home, moving between various offices/branches or travelling anywhere around the globe. In such dynamic work environments it is essential that businesses can effectively communicate internally or with customers anytime, anywhere.

Unified Communication can help any business that needs to stay in touch, by presence enabling business processes and allowing anytime, anywhere access to business communications.

Why use Unified Communications?

There are numerous benefits to be gained from integrating UC with existing business processes and applications, such as:

• Streamline Communications:

Get in contact with colleagues who have the specific skills/knowledge to help reduce or eliminate human latency.

• Increase Productivity:

Leverage Rich Presence, Unified Messaging, PC based Point-n-click operation, Voice-over-IP, and many more to perform more functions than is possible with just desktop phones.

• Team Management:

Quickly view team member's communication activities and access reports.

### • Mobility:

Leverage DECT, Wi-Fi and IP to provide anytime, anywhere access to business communications giving users the ability to roam near desks, within the office building or outside the office.

• Enhance Customer Service:

Integration with common office desktop applications - e.g. Microsoft Outlook, Exchange, LDAP, as well as integration with tools such as Doorphone, IP Camera and Web – provide the necessary tools to enhance customer service.

All these benefits can allow businesses to manage time more effectively through faster interaction, hence improving customer satisfaction by making employees more productive and responsive to customer requests.
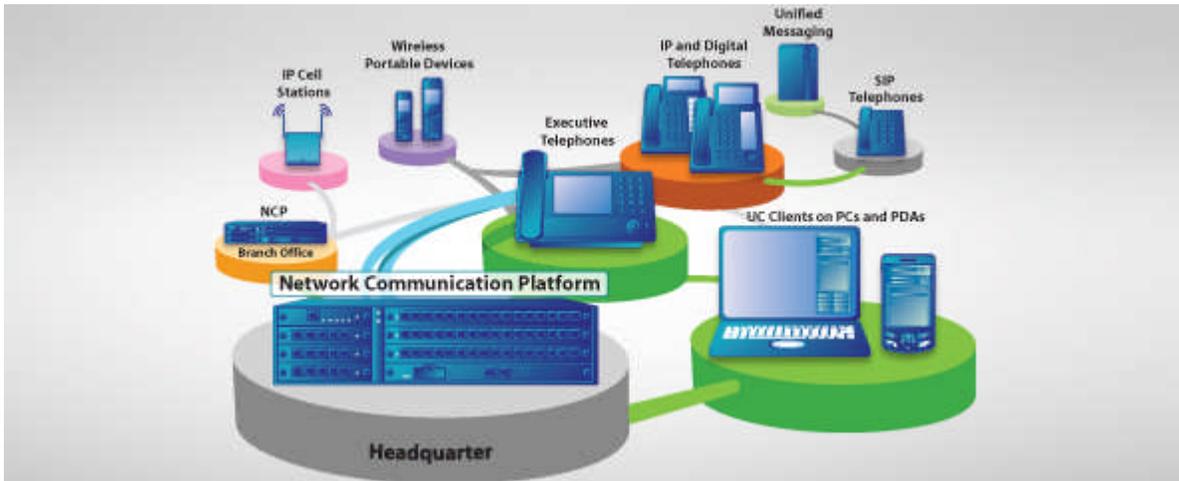
Unified Communications for SMBs?

Panasonic provides the answer with its advanced Network Communication Platforms (KX-NCP500 and KX-NCP1000) and Communication Assistant productivity software to help businesses gain the true benefit of Unified Communications.

Network Communication Platforms (NCP)

Panasonics Network Communication Platforms (KX-NCP) are advanced communication solutions designed to enable businesses to achieve Unified Communications by enhancing and streamlining office communications with presence enriched productivity applications.

Facilitating more effective ways of communications with both employees and customers - the NCP platforms allow anytime anywhere access to a whole host of business communication applications via a range of smart and intuitive wired and wireless devices. Further, integration with mobile phones allow mobile users and remote workers to stay connected even while on the move.

Communication Assistant Series (CA)

Communication Assistant Series productivity software suite, is a highly intuitive PC based application. Working together with Panasonics NCP Platforms - the application enables businesses to implement unified communication by blending powerful point and click telephony together with rich presence, availability, integration with Microsoft Outlook® and integration with a variety of collaboration tools, all to help simplify and enhance real-time communications for business telephony users.

Designed for easy installation and maintenance - Communication Assistant can be deployed without the need of any additional server - making it an ideal solution for small to medium size businesses with limited IT knowledge and staff.

The Future

The message is clear that Unified Communications is the way forward for organisations looking to optimise business processes. As the evolution from the traditional desktop only environment to an increasingly mobile workforce continues, Panasonic provides all the necessary communication tools to help businesses communicate effectively – anytime, anywhere!