

## 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**





**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.**

A gold-colored award graphic with a globe in the background. The text "Global #1" is in large white letters, and "PBX\*" is in smaller white letters below it. The globe shows the Americas.

**Global #1**  
**PBX\***

**\*Resource: MZA Ltd., 2007 Unit Sales Figure** from  
2008 Market Share Analysis – Corded PBX/IP PBX

<http://www.mzaconsultants.com/>



# Market Share Analysis

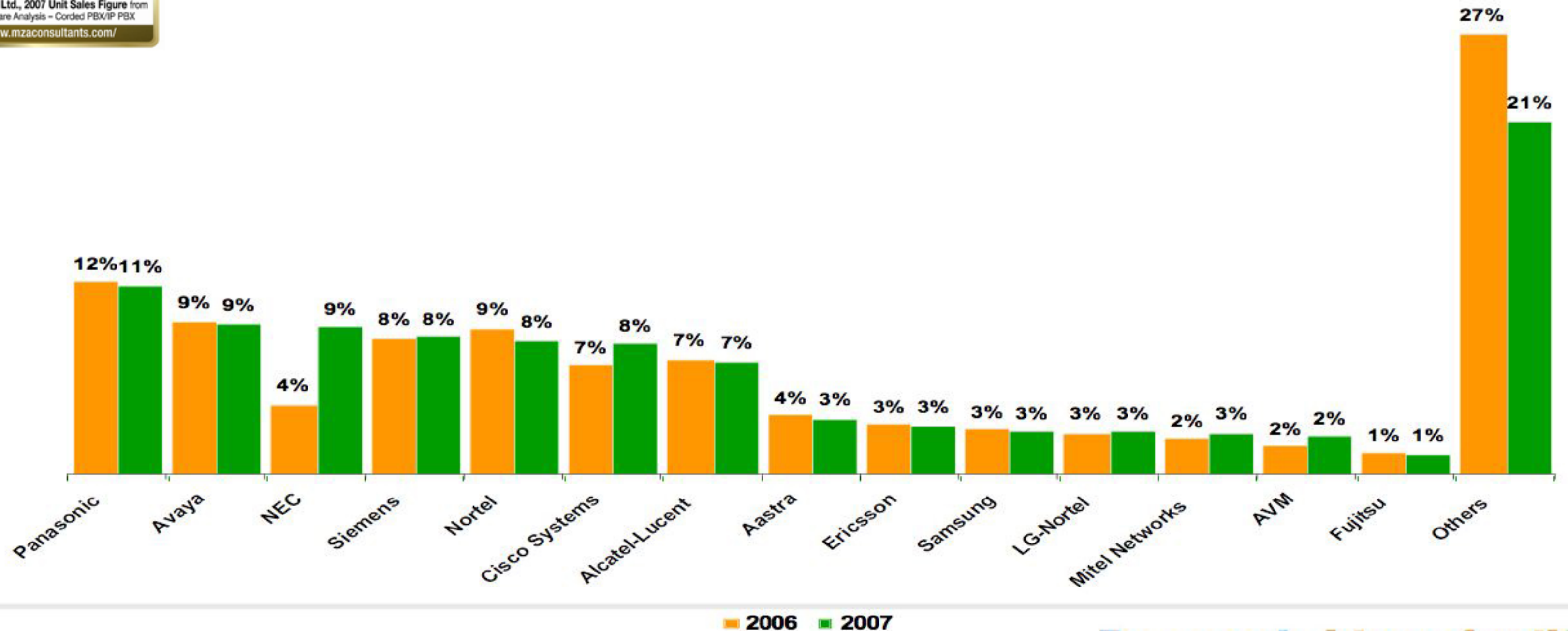
# Panasonic



## WORLD

### Corded PBX/IP PBX

Total Extensions Market, Manufacturer Shares, by Volume of Extensions Sold



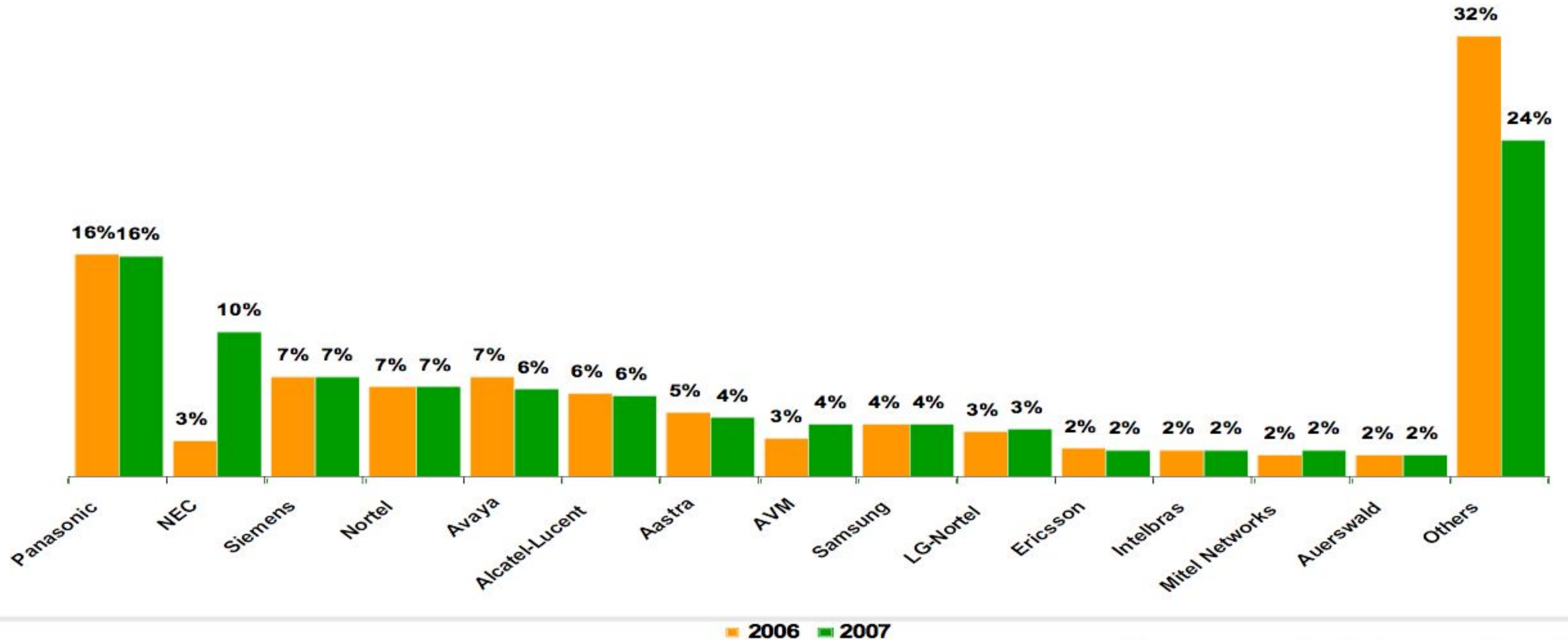
# Market Share Analysis

Panasonic

## WORLD

### Corded PBX/IP PBX

Below 100 Extensions Market, Manufacturer Shares, by Volume of Extensions Sold



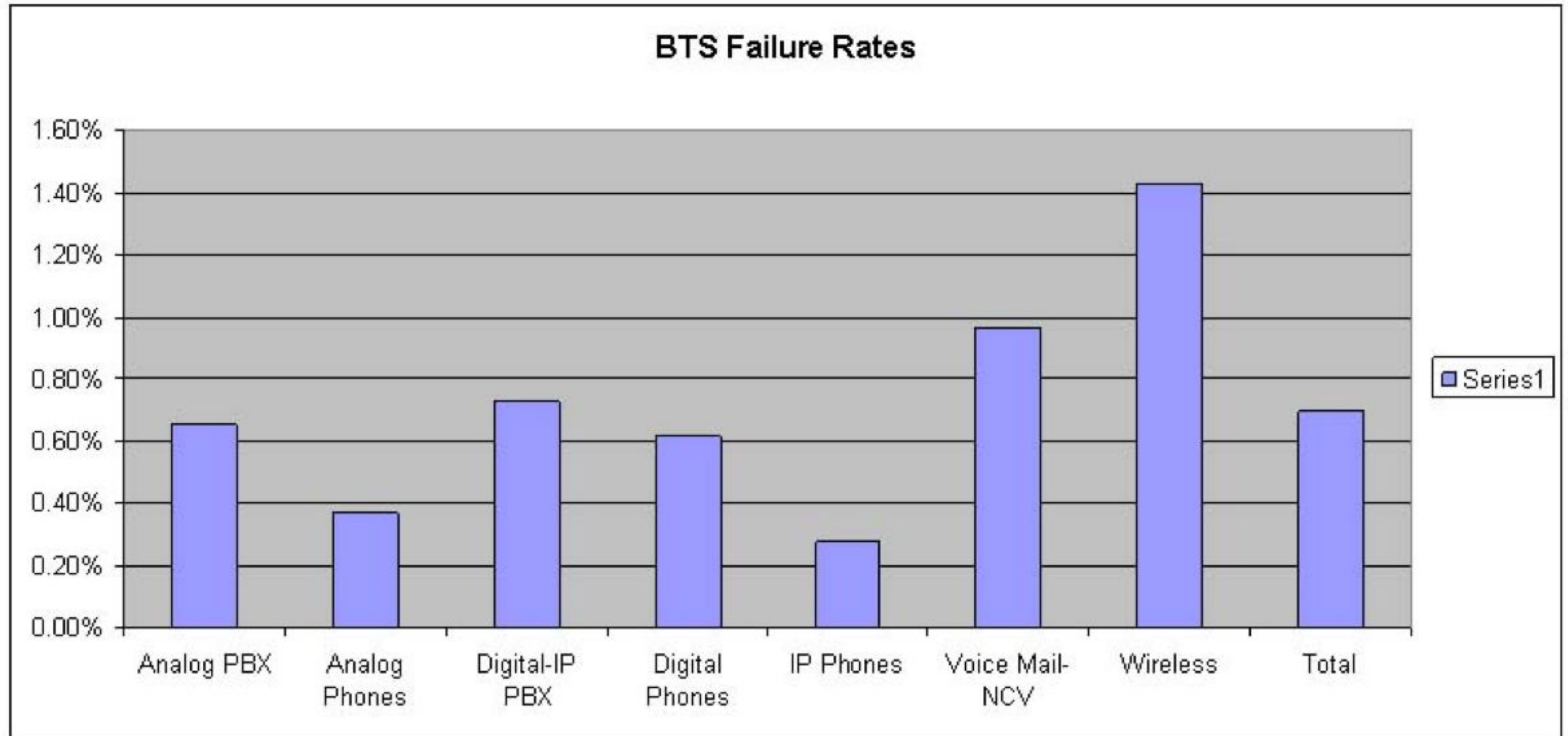


# Legacy of Enhanced Communications Solutions

- **Manufacturing communications products since 1986**
- **U.S.-based engineering team, plus in-house technical support**
- **Produced over 100 million phones**
- **Design, Engineer, and Manufacture 80% of Components**
- **ISO9001 Certified Factories**



## BTS Low Failure Rates – Comparison Chart





## **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)**



## **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 with the flexibility to grow at their own pace**
- **Leading Provider In 60 and Under Extensions**



- **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**





# Solutions Provider for some of the World's Most Successful Companies



VICTORIA'S SECRET

LUXOTTICA  
GROUP

SUBWAY



Raytheon



NORTH  
AMERICAN  
TITLE  
COMPANY

Burlington  
Not affiliated with Burlington Industries coat factory

Pier 1 imports®

Weichert,  
Realtors®

AMERICA'S  
URGENT CARE

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## **Panasonic – Best-in-Class Technical Support**

- 
- **Access to Priority Technical Support from Experienced and Professional Panasonic Qualified Support Specialists**
  - **Priority Technical Support and placement in queue for qualified Silver, Gold, Platinum & Diamond Dealers**
  - **Priority support for Panasonic VoIP solutions (Configuration Support – Pre-installation)**
  - **Troubleshooting Solution and Product Support for complex IT environments**



## Panasonic – Best-in-Class Technical Support (Continued)

- Significant Technology Investment for Online Knowledge Base and Call Logging and Tracking Systems
- Streamlined support processes being implemented, improved service levels
- Access to Btsdealer.com for Online Diagnostic Tools, Software, Tech Notes, Manuals, Webinars and Product Information
- Average # Calls Taken by Metal & Diamond Dealers: 590 per month YTD 2008
- Average Wait Time for Metal & Diamond Dealers: 13 mins YTD 2008



**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.**



# Panasonic Business Solutions – A History of Innovation

## 1986-1991

3x8 / 6x16 / 12x32 /  
336-port  
Analog PBX



## 1992-1996

16-port to 512-port  
ISDN Digital PBX  
and Voice Mail



## 2003-2008

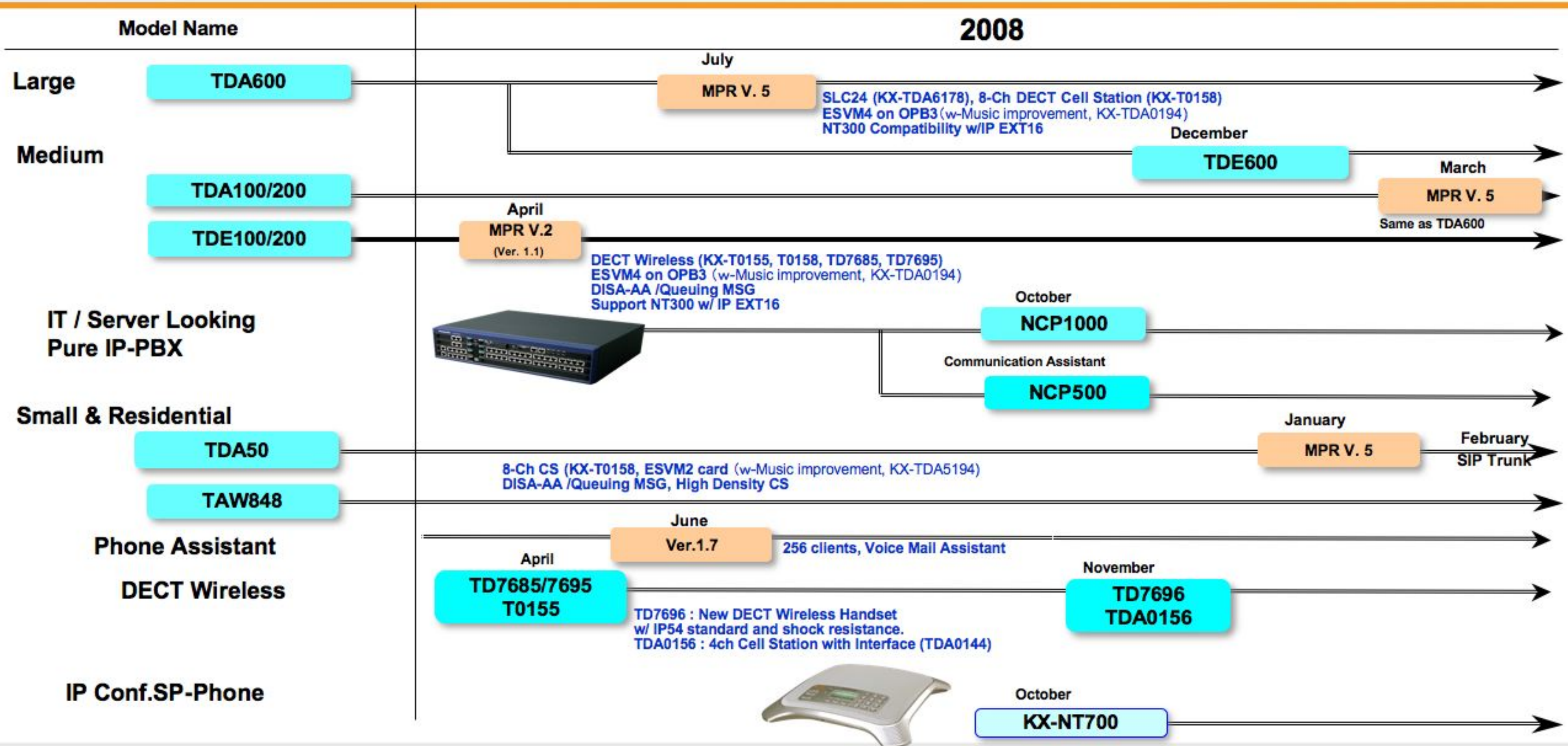
16-port to 1024-port  
Converged IP PBX  
and Voice Mail





# Launch Schedule – BTS

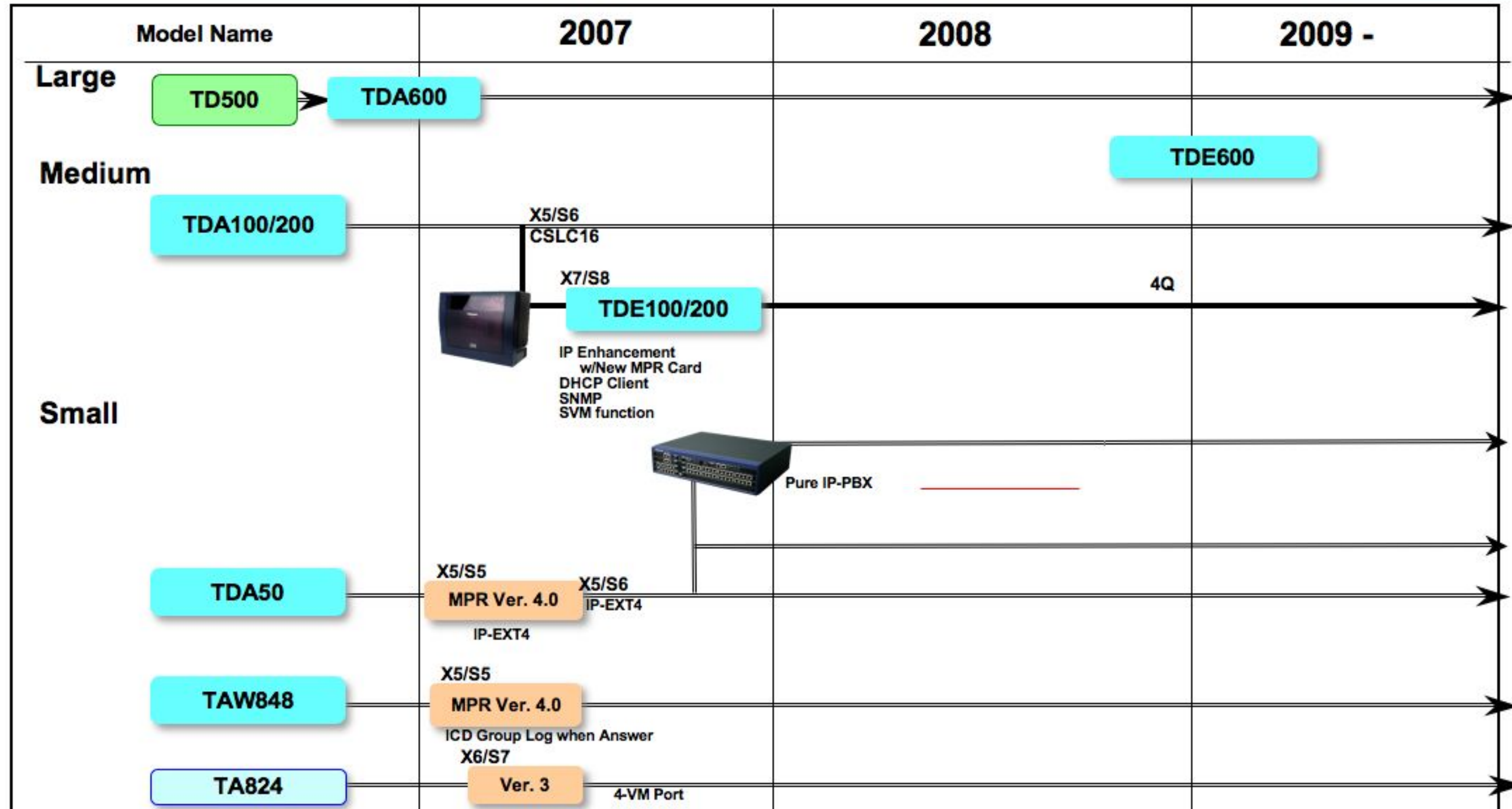
Panasonic



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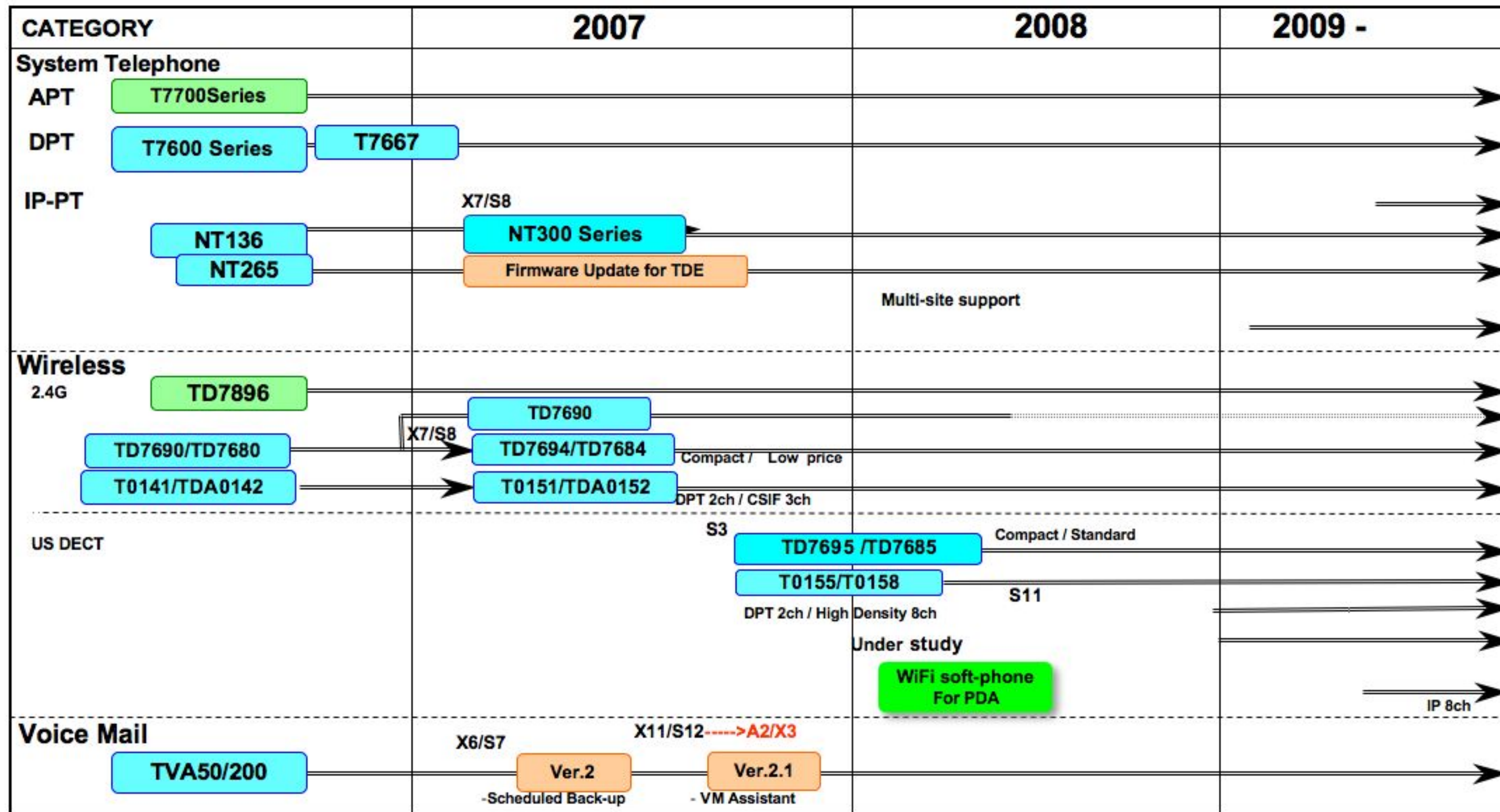
# Panasonic PBX Portfolio – a Winning Strategy





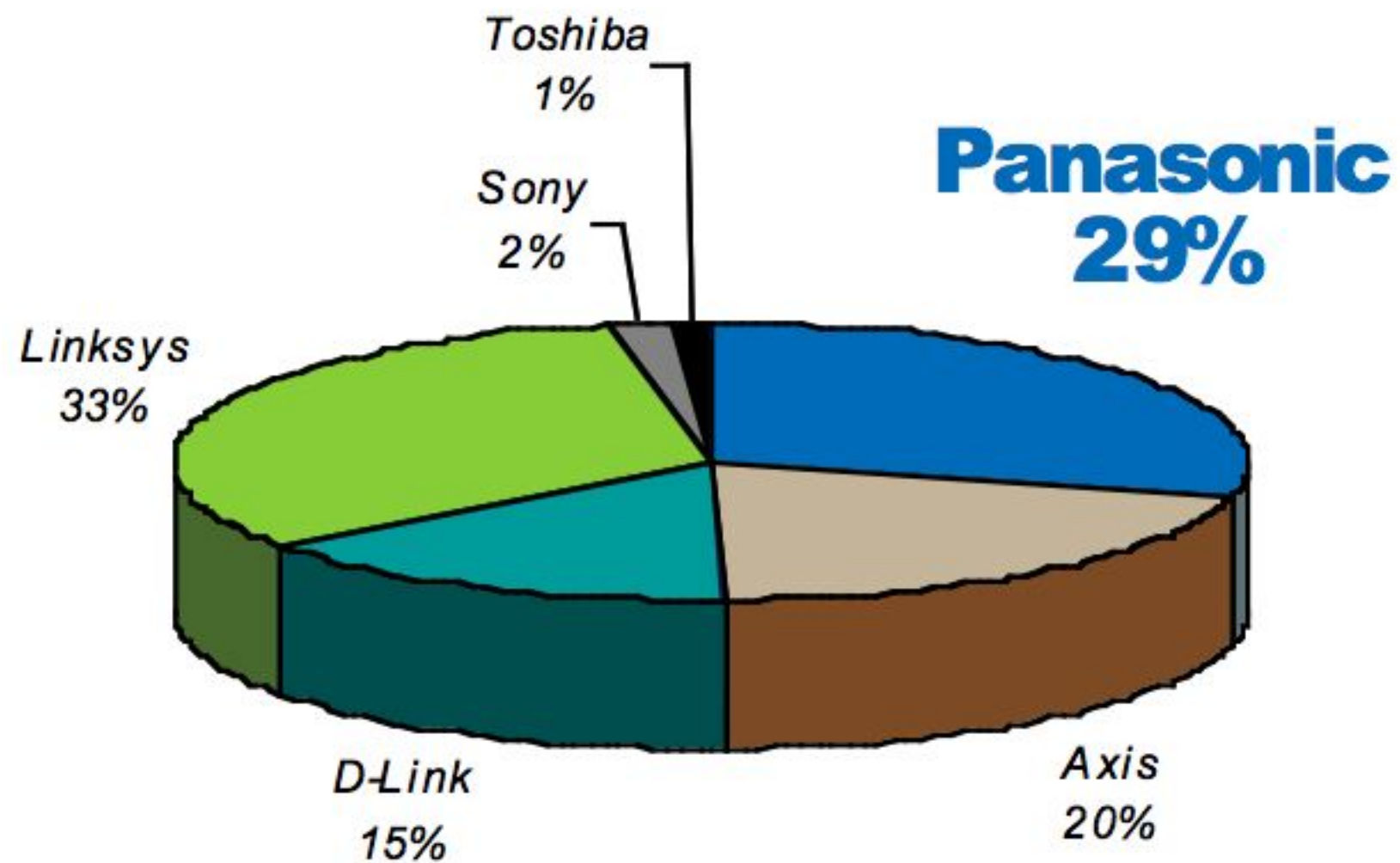
# Desk Phone and Voicemail Portfolio

Panasonic

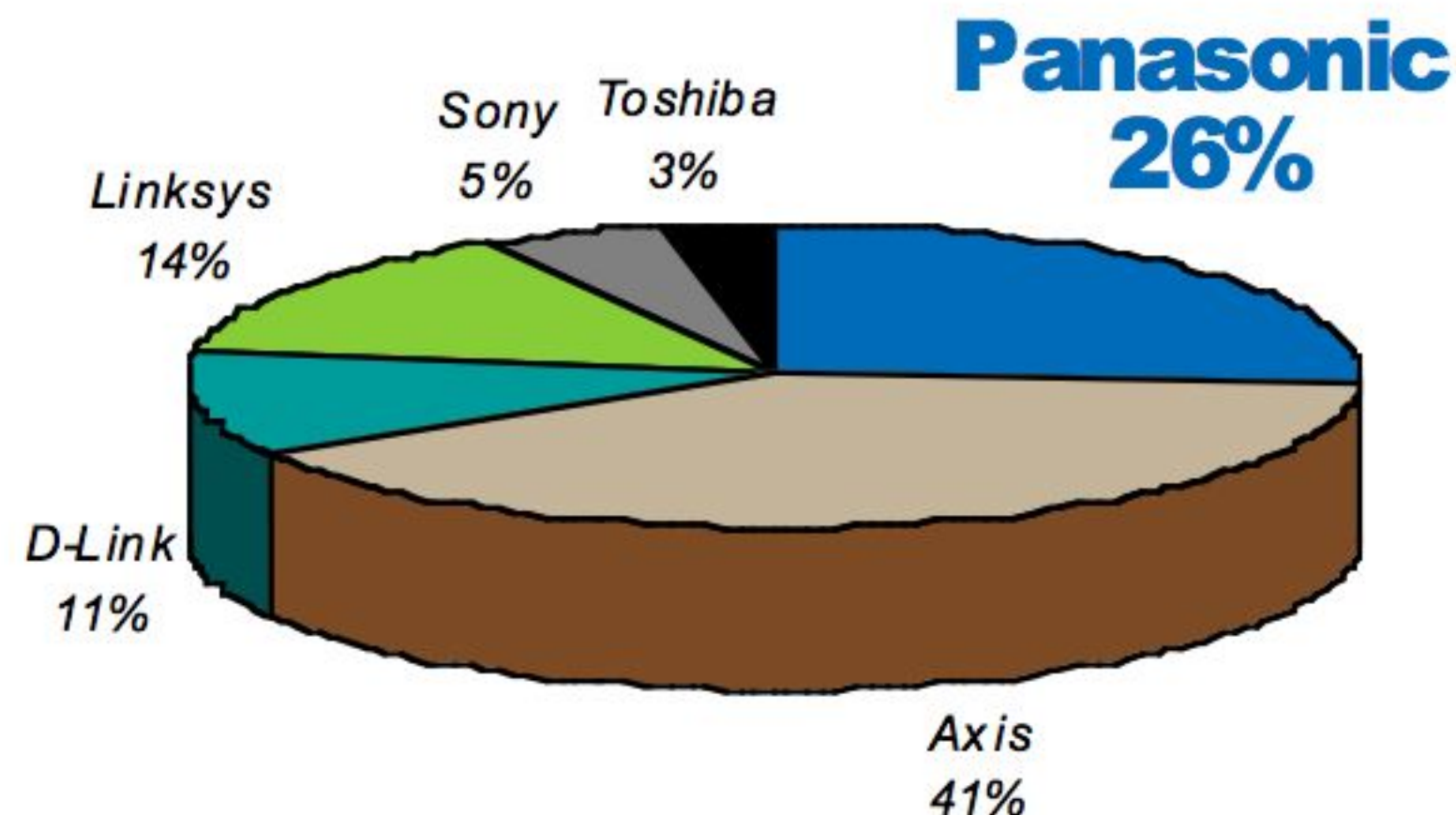




## Network Camera Market Share (Units)



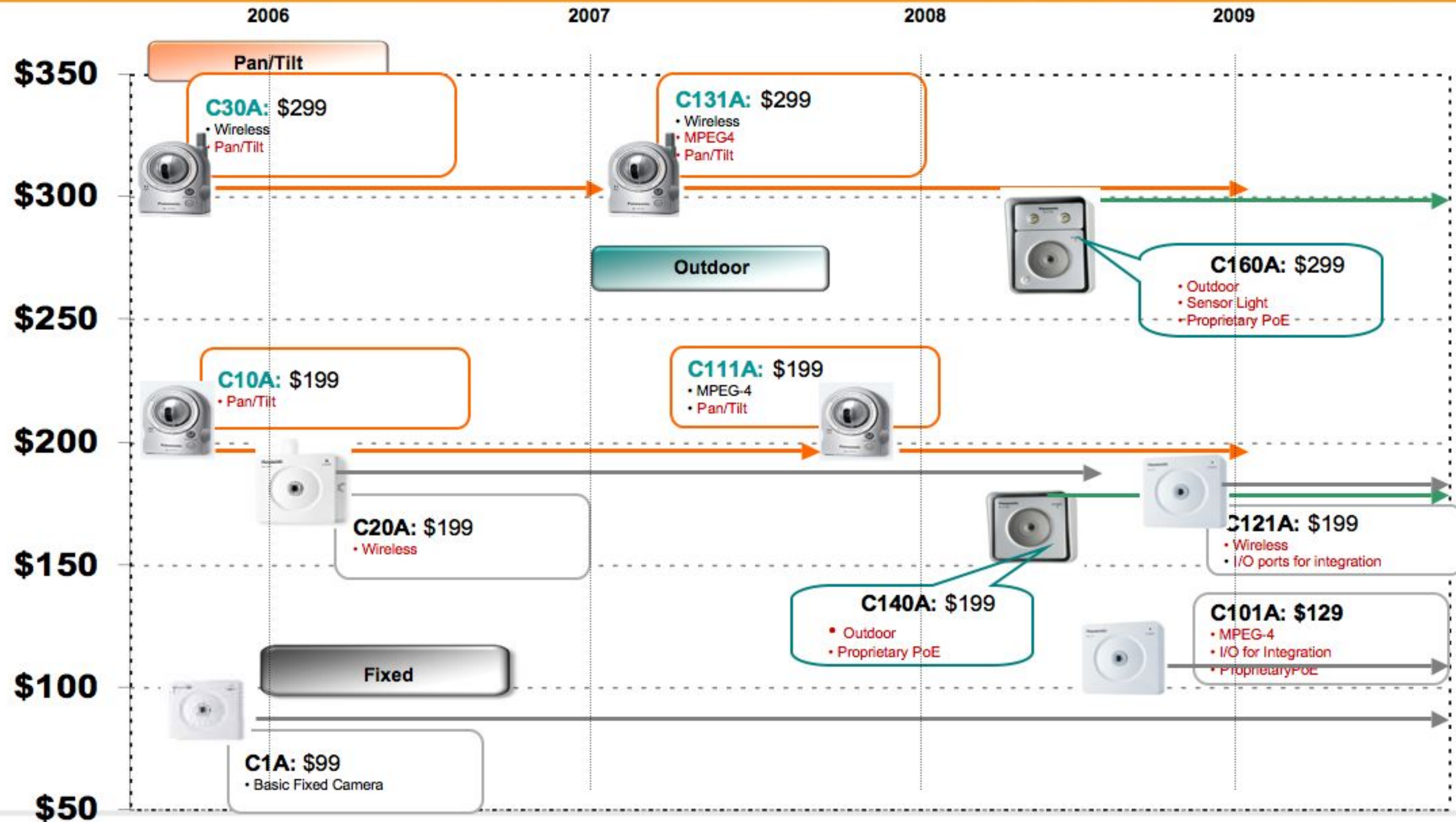
## Network Camera Market Share (Dollars)



Source: NPD, Retail & DMR Channels, Dec 2007

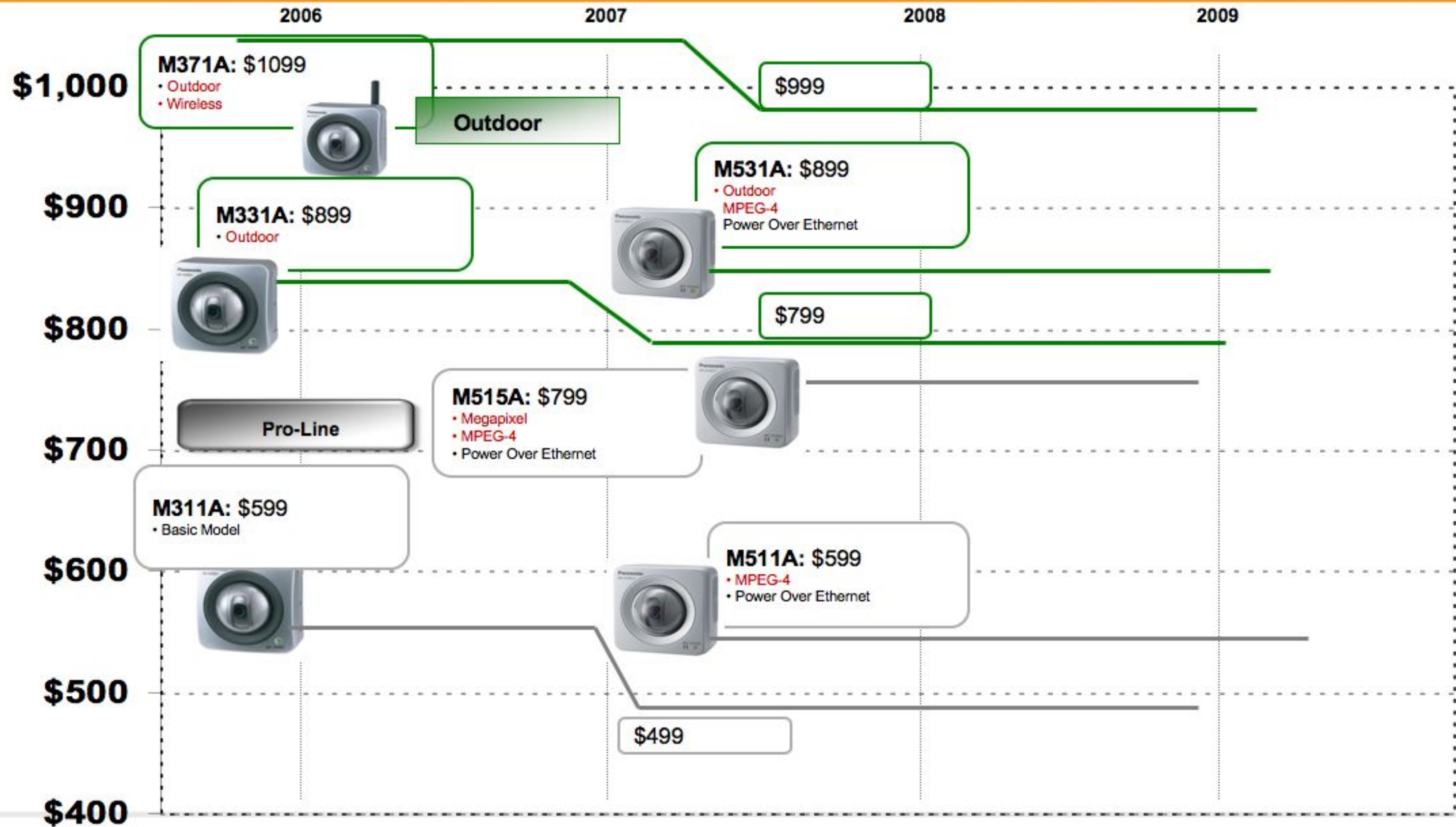


# Panasonic – NetCam Transition (Residential)



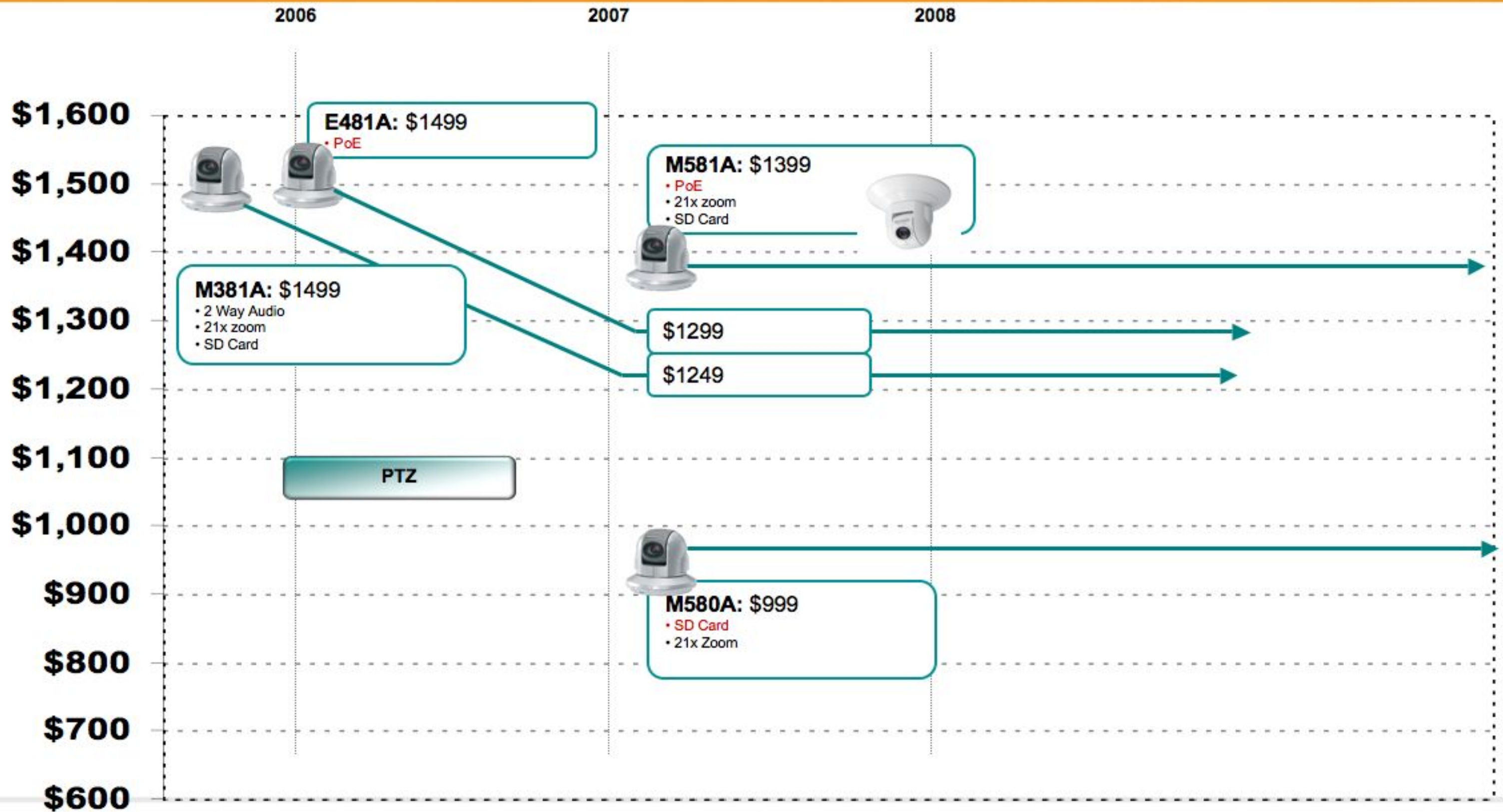


# Panasonic – NetCam Transition (Box Commercial)



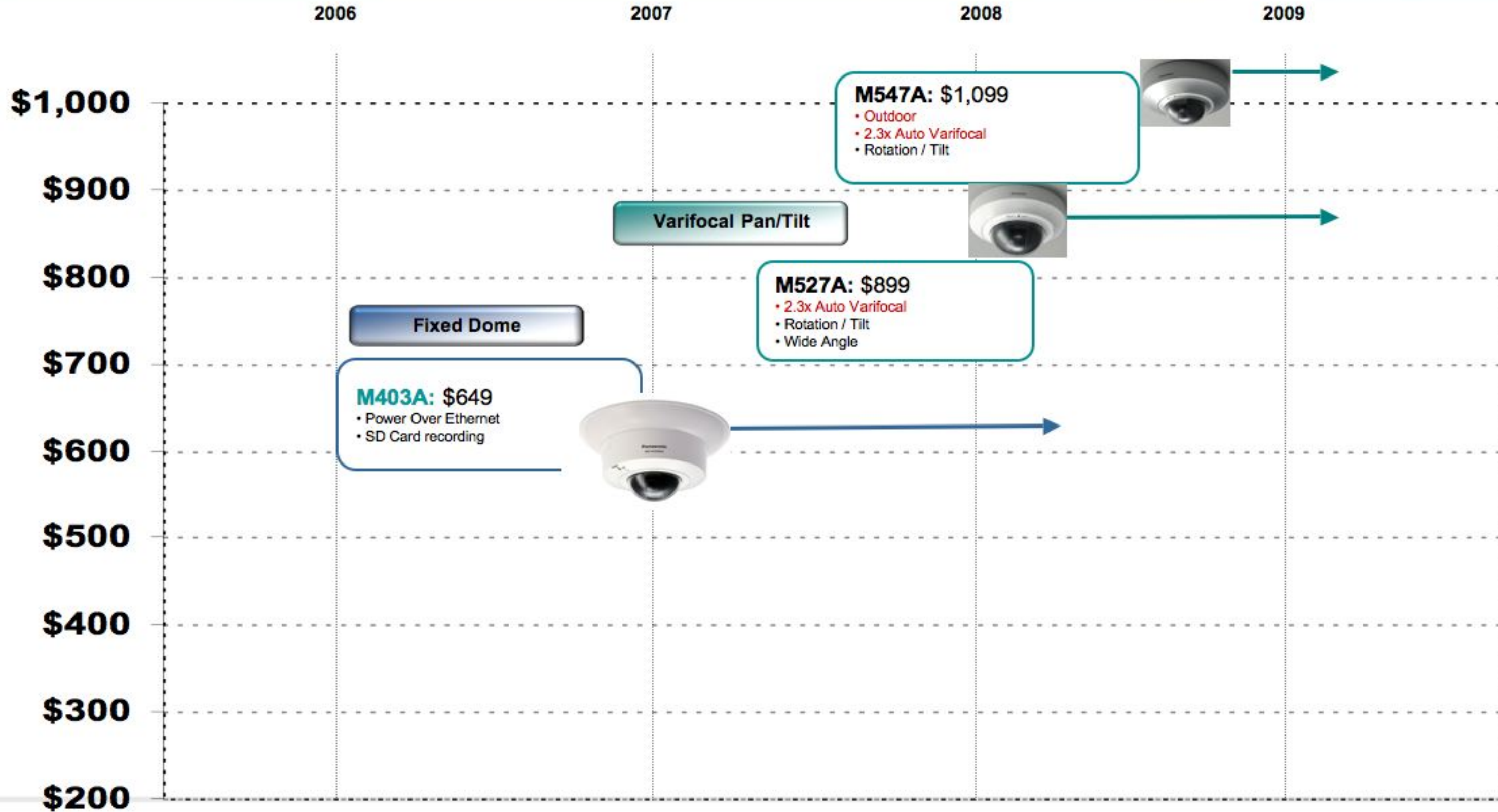


# Panasonic – NetCam Transition (PTZ Commercial)





# Panasonic – NetCam Transition (Dome Commercial)





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## Thank You

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