

**Panasonic**

**THE SOLUTION  
THAT GROWS  
WITH YOUR  
BUSINESS**

**KX-NS700 UNIFIED COMMUNICATIONS PLATFORM**  
GREATER FLEXIBILITY, HIGHER QUALITY COMMUNICATION



**CONNECTING YOUR FUTURE**

REDUCE  
COSTS

INCREASE  
SATISFACTION

IMPROVE  
EFFICIENCY





## CHOOSE THE SMART HYBRID PBX SYSTEM THAT CAN GROW THE WAY YOU WANT

Looking to reduce your operational and capital costs through high-quality, flexible communications? Want technology that can increase the return on your investment and the mobility of even the smallest of workforces? The new smart hybrid IP PBX KX-NS700 from Panasonic delivers all of this – and much more.

Designed specifically for small or medium-sized businesses looking to take advantage of Panasonic's reputation for quality technology, without needing a huge budget, the KX-NS700 unified communications solution is a small system with the ability to manage big future growth.

Easy to install and maintain, it is a cost-effective legacy and IP communication system for companies with up to 250 users in a single site that can be flexibly configured and expanded, making it the ideal alternative to cloud-based solutions.

# ONE FLEXIBLE SYSTEM MULTIPLE COMMUNICATIONS CAPABILITIES

## SMART HYBRID SYSTEM

The system has sufficient capacity for legacy and IP ports, and Expansion Cabinets can be used to expand the system when you want. It can even connect to the Panasonic KX-NS1000 system to create a small, medium and enterprise solution.

## ADVANCED, RICH FEATURES

The system starts from only 6 extensions, up to 288 extensions with Expansion Units. It is also a unified communications system which has rich IP features, such as mobile linking, integrated voicemail and e-mail, instant messaging (chat), and presence information.

## CALL CENTRE SOLUTION

The KX-NS700 can support the needs of supervisors in call centres, such as queue announcements, live status monitoring, activity reports, automatic conversation recording and Network Attached Storage (NAS).

## SIMPLIFIED INSTALLATION AND MAINTENANCE

The installer can easily programme everything related to functions such as PBX and VM, thanks to a built-in web server. Programming can even be carried out remotely.

## THE BUSINESS BENEFITS TO YOU

### CUT COSTS AND INCREASE ROI

- Expandability to grow with your business
- Backwards compatibility for low-cost integration
- IP networking for cost-effective communications

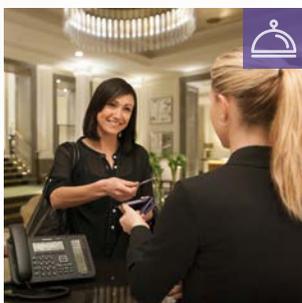
### INCREASE CUSTOMER SATISFACTION

- Wireless solution to answer calls anywhere on your premises
- Mobile phone integration to receive customer calls anywhere
- Voicemail solution to ensure no call is missed

### IMPROVE EFFICIENCY

- Built-in DISA to transfer calls without an operator
- Call centre solution for streamlined professional operations
- Communication Assistant for intelligent contact

# PROVEN SOLUTIONS FOR A RANGE OF INDUSTRIES



## HOSPITALITY

To deliver outstanding customer service in the hospitality sector, your staff need the support of effective and always-available communications technology. The KX-NS700 offers both. Comprehensive system management, PC integration and the flexibility to provide mobile communications throughout your business mean you're able to work more efficiently than ever before and your customers enjoy the most convenient, comfortable experience possible.



## HEALTHCARE

In healthcare environments, consistent, clear communications are critical. The KX-NS700 is a solution that allows your staff to access easy-to-use technology and remain in constant contact with other team members and patients or residents, wherever they are. Equally valuable is its ability to integrate with your existing care applications, such as emergency call systems.



## OFFICE ENVIRONMENTS

Perfect for supporting office functions across your business, the KX-NS700 incorporates mobile telephony, desk-based phones and highly configurable voicemail systems to ensure that staff stay connected, wherever they're working. Combined, they improve functionality, reduce costs, simplify administration and enhance customer service.



# THE COST-SAVING SOLUTION

THE ABILITY TO REDUCE YOUR COSTS AND INCREASE THE ROI ON YOUR COMMUNICATIONS TECHNOLOGY ARE TWO REASONS WHY THE KX-NS700 IS IDEAL FOR A BUSINESS LIKE YOURS. AND THOSE COST ADVANTAGES ARE DELIVERED IN A NUMBER OF WAYS.

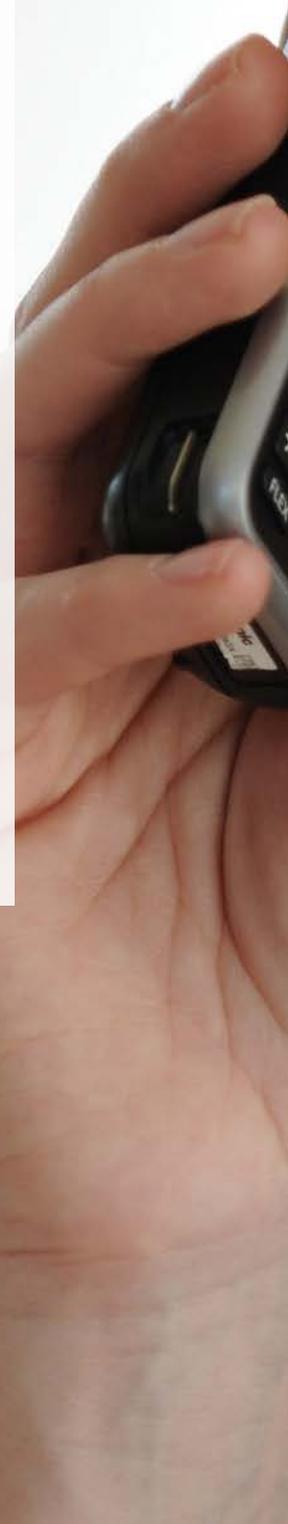
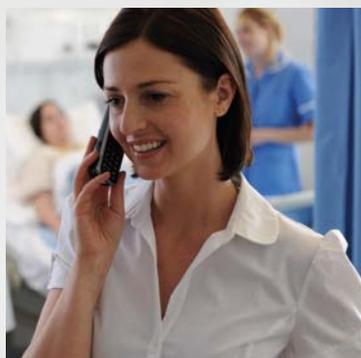
## EXPANDABILITY AND BACKWARDS COMPATIBILITY

The system is expandable, with optional cards and expansion cabinets. Equally, you can continue to use existing Panasonic Digital Proprietary Phones (DPT), Panasonic Analogue Proprietary Phones (APT) and Single Line Telephones (SLTs)\*. So your initial investment costs only involve the purchase of the system and you can retain your KX-NS700 in the future when you're looking to increase capacity.

## IP NETWORKING

You're able to construct a hybrid system that combines IP and legacy lines, and can connect to IP phones in a remote office, further reducing your costs. Equally, VoIP capabilities mean you can talk to remote offices, wherever they might be, without incurring telephone charges.

\* Please check compatibility in the relevant spec sheet.







# INCREASING CUSTOMER SATISFACTION

A SMARTER COMMUNICATION SYSTEM ALLOWS A BUSINESS TO DELIVER BETTER CUSTOMER SERVICE – LEADING TO INCREASED CUSTOMER SATISFACTION. THE KX-NS700 HAS A RANGE OF FEATURES TO DO EXACTLY THAT.

## WIRELESS SOLUTION

Multi-zone wireless connectivity means you can receive calls wherever you are on your premises. So waiting times are reduced and customers speak to the right person at the right time. You can also switch easily between desk phones and portable devices during conversations. Finally, DECT paging allows conversations to be shared among multiple participants.

## MOBILE PHONE INTEGRATION

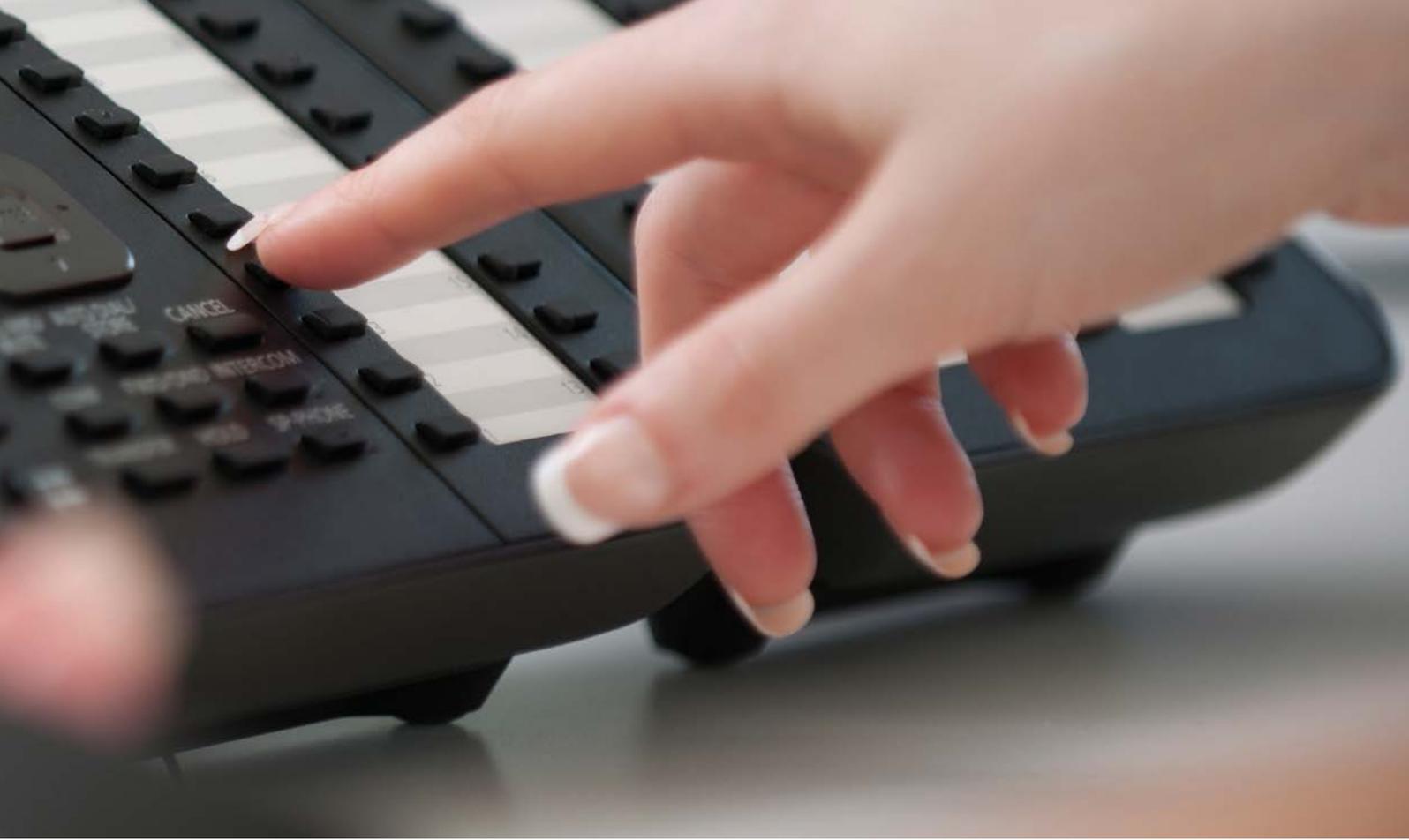
There's no need for you to have multiple contact numbers for people who also use a cellular phone. The KX-NS700 includes features for integrating cellular phones and smartphones with your office communications network, allowing mobile terminals (including smartphones and softphones) to be used just like office extensions – making and receiving calls and using system short-dialling codes from mobile devices.

## SIMULTANEOUSLY RECEIVING CALLS WITH GROUPED PHONES

Up to four cellular phones can be assigned as members of an Incoming Call Distribution (ICD) group, and receive calls to the group. Calls to the extension in the office can be received simultaneously on cellular phones. This enables a member of the group to handle calls when the main contact person is away.

## VOICEMAIL SOLUTION

The KX-NS7000 allows you to record up to 400 hours of voicemail, and receive email notifications whenever a call is missed or voicemail left. Also, thanks to a Microsoft Outlook plug-in, users can access the contents of their mailboxes in the same way they do for email.



# IMPROVING WORK EFFICIENCY

BY STREAMLINING YOUR OPERATIONS AND MAKING COMMUNICATIONS MORE STRAIGHTFORWARD, YOU IMPROVE THE EFFICIENCY OF YOUR BUSINESS IN EVERY ASPECT OF THE WORKING DAY. THE KX-NS700 HAS A NUMBER OF FEATURES DESIGNED TO DRIVE EFFICIENCY AND ENHANCE THE WAY YOU OPERATE.

## CALL CENTRE SOLUTION

Whatever the size of your business, using a call centre of similar size can increase the efficiency of your operations. The KX-NS700 includes a call routing function that allows you to connect to a call centre without the need for an external CTI server.

## AUTOMATIC VOICE GUIDANCE

By letting callers know where they are in a queue through voice guidance, they can decide whether to wait, leave a message or hang up. This improves their experience of your business and maintains satisfaction at the service they're receiving.

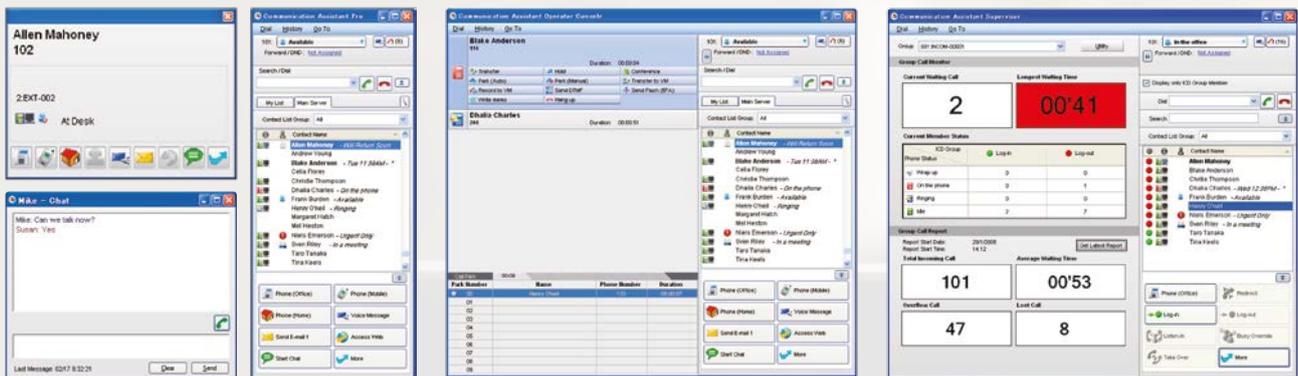
## MONITORING CALLERS AND CALL HISTORY REPORTS

To ensure better customer management, your supervisors can monitor the status of live callers, agents and other group members. In this way, they can better understand any on-site problems and improve the operations of your call centre.



# COMMUNICATION ASSISTANT (CA)

THIS INTUITIVE PC-BASED APPLICATION SUITE OFFERS A TOOLKIT OF POINT-AND-CLICK FEATURES THAT CAN BE USED WITH OR WITHOUT A SERVER TO IMPROVE THE WAY YOUR COMMUNICATIONS WORK.



## CA BASIC-EXPRESS/CA PRO FOR PERSONAL PRODUCTIVITY

You can easily make calls by simply searching for a desired contact from a customisable contact list. You can also see the phone status and PC status of employees in remote rooms or branches from the PC on your desk.

## CA OPERATOR CONSOLE FOR OPERATORS OR RECEPTIONISTS

You can perform call parking and call transferring with simple drag-and-drop operations in the graphical interface. Multi-site support is also available when using one-look networking.

## CA SUPERVISOR FOR TEAMS OR EXECUTIVE USERS

Supervisors can monitor the performance of set extension groups in real-time with simple mouse operations and manage operators by listening in on telephone conversations and taking over calls.

## MICROSOFT EXCHANGE SERVER INTEGRATION

If a CA server is installed on your network, you can integrate a Microsoft Exchange calendar with CA Client. When Microsoft Exchange Server is integrated with the CA Client, your presence will automatically change according to the contents of your Exchange calendar.

## LINKING CA WITH YOUR PHONES CA INTEGRATE (FOLLOW ME)

You can call customers by registering your number and customer numbers in CA. You can then use your mobile phone and home phone as extensions to have conversations with customers. This enables you to communicate with customers both inside and outside of the office without purchasing new phones, as long as you have an environment that supports CA.

## CA MOBILE FOR MOBILE WORKERS

This mobile client provides unified communications functionality – voice call, chat, presence-sharing and desktop integration – with just one application.

Panasonic CA Mobile Client is available online at the Apple Store and Google Play™.



# TERMINAL LINE-UP

THE KX-NS700 UNIFIED COMMUNICATIONS PLATFORM IS COMPATIBLE WITH A WIDE SELECTION OF PANASONIC'S LATEST GENERATION OF DESKTOP AND DECT PHONES.



# IP HANDSETS



## KX-NT560

### Executive IP phone

- 4.4" LCD display with backlighting
- 32 (8x4) freely programmable function keys
- High-quality wideband voice transmission
- Integrated Bluetooth®
- 2x 1Gb Ethernet ports
- Power-over-Ethernet (PoE)
- Eco Mode



## KX-NT556/KX-NT553

### Executive IP phone

- 6-line backlit LCD display (3 lines for KX-NT553)
- 36 (12x3) KX-NT556/24 (12x2) KX-NT553 self-labelling, flexible CO buttons
- 2x 1Gb Ethernet ports
- Power-over-Ethernet (PoE)
- Eco Mode
- Available in black or white



## KX-NT546/KX-NT543

### Standard IP phone

- 6-line display with backlighting (3 lines for KX-NT543)
- 24 freely programmable function keys
- High-quality wideband voice transmission
- Plantronics wireless headset Electronic Hook Switch (EHS)-compatible
- 2x 100Mb Ethernet ports
- Power-over-Ethernet (PoE)
- Eco Mode
- Available in black or white



## KX-NT551

### Standard IP phone

- 1-line backlit LCD display
- 8 flexible CO buttons
- 2x 1Gb Ethernet ports
- Power-over-Ethernet (PoE)
- Eco Mode
- Available in black or white



Elizabeth Johnson

# DIGITAL HANDSETS



## KX-DT546/KX-DT543

Premium digital proprietary telephone

- 6-line backlit LCD display (3 lines for KX-DT543)
- 24 freely programmable function keys
- Electronic Hook Switch (EHS)
- Speaker phone, handset and headset with full duplex
- Available in black or white



## KX-DT521

Standard digital proprietary telephone

- 1-line graphical LCD with backlighting
- 8 freely programmable function keys
- Speaker phone, handset and headset with full duplex
- Available in black or white

# DECT CORDLESS HANDSETS



## KX-TCA185

Professional DECT handset for efficient performance

- 1.8" colour LCD
- Noise reduction
- DECT paging
- Vibration



## KX-TCA285

Slim and light DECT handset for highly active environments

- 1.8" colour LCD
- Noise reduction
- DECT paging
- Vibration
- Built-in Bluetooth®



## KX-TCA385

Tough and durable DECT handset for every environment

- 1.8" colour LCD
- IP65 compliant dust protection and splash resistance
- Noise reduction
- DECT paging
- Vibration
- Built-in Bluetooth®

business.panasonic.eu

## KX-NS700 UNIFIED COMMUNICATIONS PLATFORM. CONNECTING YOUR FUTURE.

Ready to take your communications to the next level? Talk to Panasonic today.  
For more information on the KX-NS700 business communication solution,  
or for a discussion about your communications requirements,  
please get in touch using the details below.

We reserve the right to make reasonable changes to models, dimensions and colours, as well as to make modifications that bring our products in line with state-of-the-art technology and production.

**Trademarks and registered trademarks**

Apple, the Apple logo, iPad, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.  
Google Play is a trademark of Google Inc.

Panasonic System Communications Company Europe (PSCEU)  
Communication Systems Business Unit  
Panasonic House, Willoughby Road  
Bracknell, Berkshire RG12 8FP  
United Kingdom  
+44 (0)207 022 6530