

### JAGZ HITS THE RIGHT NOTE WITH THE KX-TDA

Jagz is a European-style café, with bars, a supper club and a night club. The whole venue is dedicated to jazz with cool sounds as background in the café, top live acts in the supper club and the widest range of modern and classic dance music in the night club. The venue is conveniently located right next to Ascot railway station which means that as well as attracting jazz lovers, it is also packed with race goers who spill over from the nearby racecourse.

Jagz has recently upgraded its phone system to a Panasonic KX-TDA30 - a digital hybrid IP PBX solution. Miles Gripton, General Manager at Jagz, says, "It was time for a change." He wanted something that was more flexible and

had more features than the existing system and the KX-TDA30 met his requirements. Not only can this system be configured to meet present needs but it also has plenty of scope for expansion in the future as those requirements grow or change.

operator," explained Miles.

Jagz is very pleased with the new system, which, as you might expect from a premier jazz venue, helps to keep communications running smoothly.

**"We have set up some DECT extensions on the system and these enable me to get straight through to my managers, who are rarely sat at a desk."**

"We've also taken advantage of the auto-attendant feature on the new system and this helps direct callers to the correct extension without the need for us to have a permanent switchboard

"We have set up some DECT extensions on the system and these enable me to get straight through to my managers, who are rarely sat at a desk." Miles Gripton, General Manager at Jagz.



### ROYAL THAI EMBASSY - PERSISTENCE PAYS OFF

Sawadee the traditional Thai greeting for 'hello' is the first word you hear when you call the Royal Thai Embassy's Commercial Attaché Section. The auto-attendant then prompts you to direct dial to the extension you require or dial 1 for other enquiries or 2 for visa enquiries. "Believe it or not, this is a vast improvement on our previous system," says Garry Winstone in the Royal Thai Embassy's Marketing Department. "The Commercial Attaché Section is quite separate from the visa issuing section and we were getting dozens of calls each day that were being wrongly directed, which was frustrating both for us and for our customers."

Although the auto-attendant feature was not the main reason for the Royal

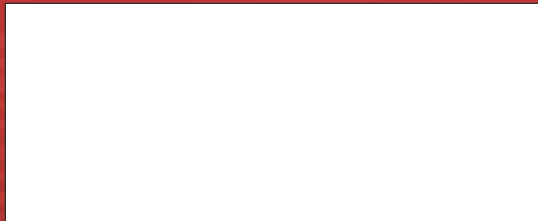
Thai Embassy's purchase of their Panasonic KX-TDA30 hybrid telephone system, it was certainly high on their list of priorities. The Embassy needed to invest in a new phone system because their previous

**"Believe it or not, this is a vast improvement on our previous system."**

system had come to the end of its lease and they wanted to take the opportunity to replace it with something that was reliable, flexible and expandable. In addition to the KX-TDA30, the Embassy were supplied with several keyphones, a DECT phone and a Panasonic voicemail system.



For full KX-TDA written specification, please contact your local Panasonic dealer, or visit our website.



Panasonic recommend a site survey for DECT applications. The design and specification of the products is constantly changing in the interest of improvement. Whilst every care is taken in preparing this brochure some changes may occur after publication. Please check with your Panasonic dealer for details.

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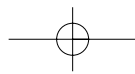
# Panasonic

ideas for life



# KX-TDA

## THE COMPLETE COMMUNICATIONS SOLUTION



## BRITISH EMBASSIES WORLDWIDE CHOOSE PANASONIC

The Foreign and Commonwealth Office (FCO) aims to promote a strong world community. To help them achieve this, they rely on Panasonic's range of telephone systems to unite communities through the power of communication. The telephony and technical departments of the FCO purchase Panasonic systems such as the KX-TDA, where possible, and then install and maintain them themselves. Panasonic's latest range of telephone systems are built on twenty years' experience of developing business communications technology. By linking the telecom network to the customers' IT infrastructure, this hybrid IP-PBX platform provides a complete communications solution.

Panasonic prides itself on offering products at a competitive price, which is an important consideration for the FCO, who purchase the systems on behalf of their missions. More importantly though for the FCO, price and functionality are fundamental requirements – and this effective

efficiency. The FCO often work to tight deadlines and at short notice.

One of their telephony spokespersons says, "Panasonic delivers the goods when we need them. The service is marvelous."

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combination can be found in Panasonic's KX-TDA range. The KX-TDA range has been designed for the needs of small to medium sized businesses, such as some of the British missions overseas that want a modern communication solution to improve



## HAVANT MOTOR FACTORS IN AN ADVANTAGE

Havant Motor Factors (HMF) is one of the largest suppliers of car accessories and parts on the south coast. The company decided to upgrade their

centre facility; the ability to identify incoming callers' numbers (CLI) and the flexibility for the new system to expand with their business. Most crucially

cleared the major hurdle of integrating with the existing software thanks to its powerful yet simple macro scripting feature.

Paul Gibbs, the Manager at Havant Motor Factors commented, "The DTA has seamlessly integrated with our existing AutoPart software allowing us to automatically retrieve existing customer details, therefore enabling us to process their orders more efficiently. We are so pleased with the results that the DTA has delivered and have no hesitation in recommending this to any of our business associates."

though, the new system had to integrate with an existing software application.

A Panasonic digital hybrid system was proposed together with Panasonic's new Desktop Telephony Assistant (DTA). The new DTA software easily

existing Panasonic analogue telephone system to the new generation digital hybrid switch with ISDN and turned to a local dealer for advice. HMF had a comprehensive 'wish-list'. They wanted an ISDN system for its digital clarity and speed of connection; an informal call



## FIVE STAR SUCCESS AT PENTAGON

However you compare it, Pentagon Personnel is a highly successful

between five of us," said Richard Hall, Operations Director. "Now, it's a very

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business. Formed just five years ago, the Hampshire-based company, which specialises in technical and engineering recruitment, has already opened a second office, doubled its number of employees, seen more than 10,000 jobseekers and increased its turnover on average by £1million each year.

different story. We have two offices in the Portsmouth area and both are equipped with state-of-the-art systems." It was the opening of the second office that prompted Pentagon to invest in a new Panasonic telephone system. They have two Panasonic KX-TDA30 hybrid telephone systems configured with eight channels using six ISDN lines. Pentagon has an ISDN S bus as a back-up for data which is a fail-safe just in case the link

"Back in 2000, when the company started up, we just had one telephone



between the two sites goes down. The Panasonic KX-TDA30 is a flexible modular system which is easily expandable so it should stand Pentagon Personnel in good stead as it launches on the next phase of its expansion. Richard continued, "The new system enables us to seamlessly patch through calls from one office to another, so that outsiders assume they are talking to someone at the next desk, when in reality they are four or five miles away."

"Good communication, both external and internal, is a very important feature for us," commented Richard.

## FIVE STAR PERFORMANCE FOR STAR REFRIGERATION

Star Refrigeration is the leading independent provider of industrial refrigeration plant and after-service in the UK. Operating from a corporate, design and manufacturing centre in Glasgow and supporting 10 offices throughout the UK, the company's markets encompass food production and cold storage, brewing and distilling, building services, the petrochemical and pharmaceutical industries as well as leisure and ice-themed activities. Essentially, if there is a need for industrial refrigeration, Star can supply and service it.

To provide fast, reliable access to the company's central knowledge base and systems, Star Refrigeration took a strategic decision to establish a company intranet. This involved major investment

in IT hardware and software as well as a more defined telecom strategy.

Star was introduced to the concept of VoIP (Voice over Internet Protocol) and the company immediately saw the long-term benefits. The VoIP card is an

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excellent and cost-effective means of linking remote sites whilst providing a seamless operation with true desk-to-desk dialling. Star decided to upgrade its branch telephone system using equipment which was scaleable according to the size of any branch. The company selected the Panasonic KX-TDA system. To date, this has been

installed in five of Star's 10 branches, a further branch is awaiting installation and the company expects all branches to be completed by the end of this year.

Graham Stuart, Operations Director at Star Refrigeration commented that,

"The experience we have seen of installation, staff training and reliability has been first class." Star is particularly pleased with the VoIP, DDI and scaleability features of the new system.



## TPS IS AT HOME WITH THE RANGE

TPS Healthcare was established in 1985, and currently employs 80 people, they specialise in the installation and service of conventional and digital medical x-ray equipment and IT solutions for the healthcare sector. TPS have global partners in Radiology, Pharmacy, Digital Solutions and Medical Supplies and work closely with their partners to supply and deliver a wide range of essential pharmaceuticals and medical surgical products to Hospitals and private practices all over the UK.

Accompanying the growth in the company has been the upgrading of its Panasonic phone system. TPS started with a Panasonic DBS switch, then upgraded this to an ICX system and now has a

state-of-the-art Panasonic KX-TDA. The latest system, the KX-TDA100 incorporates a Voice over IP (VoIP) trunk card. This provides a reduced-cost method of providing voice communication between TPS's two sites. It's an ideal integrated solution for businesses with

**"It's a very feature-rich piece of equipment which has expanded to meet our ever-increasing needs."**

remote branch offices as just one card will connect to many destinations. Prior to the introduction of the VoIP card, companies had to have separate links for voice and for data, or else use third party equipment. This method was expensive, difficult to manage and introduced more potential points of failure. The VoIP card provides a much simpler and more

elegant solution.

Eric Davies concluded, "We are very happy with the Panasonic phone system and we look forward to continued further expansion together."

"We've been impressed with the total flexibility of the Panasonic system. It's a very feature-rich piece of equipment which has expanded to meet our ever-increasing needs."

## PANASONIC PUTS HANN TUCKER ON A SOUND FOOTING

Based in Woking, Surrey, Hann Tucker Associates is one of the largest independent acoustic consultancy organisations in the UK. Formed in 1971, the company has undertaken consultancy briefs throughout the country for architects, developers, consulting engineers, government agencies and industrialists. While the company is more than 30 years old, its antiquated telephone system wasn't far behind and it's fair to say it was very much creaking at the seams. Theresa Roads, Accounts Administrator at Hann Tucker, decided that it was high time the phone system was improved and upgraded.

It took just three days from initial contact to precursors works and then the whole system was up and running within a month.

The Panasonic KX-TDA 100 system was selected on the recommendation of a local reseller and the features that Hann Tucker particularly likes are its flexibility combined with its capability for expansion, its low cost display phones, the relatively easy learning curve and the clarity gained from digital equipment. "As acoustic consultants, we value clear communication," concluded Theresa.

"I was also impressed with the speedy turnaround once we had taken the decision to purchase the Panasonic system" Theresa Roads, Accounts Administrator, Hann Tucker.

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