



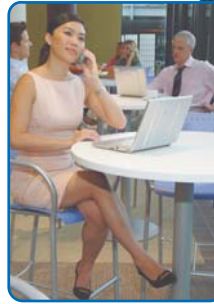
### Communication Assistant

### Productivity Applications

Panasonic Communication Assistant Unified Communications (UC) productivity application suite is a highly intuitive software suite that converges business telephony together with computer based presence, availability and a variety of collaboration tools to simplify and enhance real-time communications for business telephony users - anytime, anywhere.

EVERY  
CALL  
MATTERS

# ENHANCE TEAM COLLABORATION



Panasonic Communication Assistant advanced productivity applications provide businesses with the necessary communication tools that enable companies to be more nimble - improving business productivity and enhancing customer service. Communication Assistant is supported on both the KX-TDE and KX-NCP communication platforms - providing unified communication productivity applications to small and medium size businesses.

In today's fast pace business world that is forever evolving and continually focusing on improving service delivery and customer satisfaction, small to medium size businesses need to be more agile and provide better customer service - quickly and cost effectively.

More and more businesses are moving away from just 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 communicate easily and effectively - anytime, anywhere.

Panasonic Communication Assistant application suite provides Unified Communications that can help businesses stay in touch with customers, suppliers and work colleagues - wherever they may be, by adding value to business processes and allowing anytime, anywhere access to business communications.

Unified Communications is a solution that intelligently pulls together elements of various communication systems - creating business solutions that directly affect your bottom line. These elements include:

- Messaging (email, instant messaging, voice, video)
- Phone calls/conference calls
- Presence (online and telephony)
- Device awareness and status
- Information sharing

## KEY BENEFITS

### Easy & User-friendly Operation

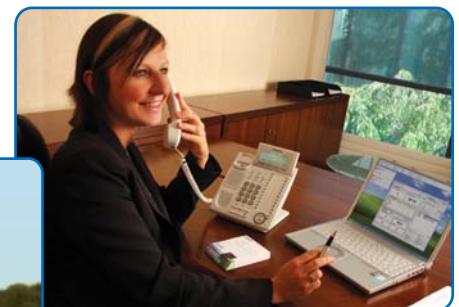
- Simple and intuitive GUI design
- Easy settings & customisation
- Quickly see who is available

### Effective Visualisation

- Automatic Presence and Availability display
- Call History at a glance

### Business Application Integration

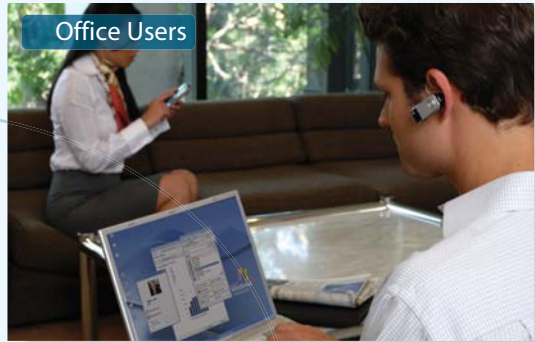
- Integration with Voice Messaging
- MS Outlook and Desktop CRM Integration
- Integration with IP Network Camera  
(Panasonic HX-HCM/BB-HCM/BL-C series cameras)





Administrators

**Communication Assistant Basic**  
Ideal for occasional users who require application integration.



Office Users

**Communication Assistant Pro (Agent)**  
Ideal for the professional user who requires real-time presence information.



Mobile Worker

**Mobile Communication Assistant**  
Ideal for the travelling team member who needs to keep in touch with team colleagues.



Executive Users

**Communication Assistant Supervisor**  
Ideal for a team leader to monitor and support colleagues in a small call centre or helpdesk.



An Office environment using Communication Assistant

## Manage and Monitor Teams with Communication Assistant Supervisor

Communication Assistant Supervisor application is an indispensable productivity tool for managers and supervisors. The software allows supervisors and team leaders an easy way to keep an eye on all their team members' telephony communication activities. Supervisors can easily monitor team member's phone status, call details, presence and availability - perfect for managing a team sitting together or distributed within the office building.

**Monitor Telephony Activities** - By selecting from the Group List drop down menu - assigned supervisors and team leaders can quickly select users to monitor telephony activity. Supervisors can have a quick overall real-time view of all the selected team members' communication activities.

**Call Monitoring** - Assigned supervisors and team leaders can visually select a call in progress and then silently listen in to the call\*. To handle difficult calls, the software allows supervisors the ability to either barge into an existing call or simply take-over a call from an agent.

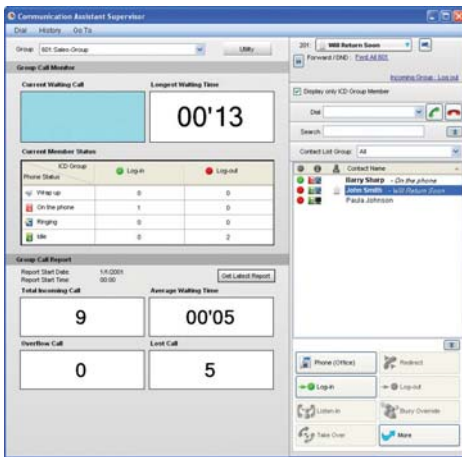
\*The use of Call Monitoring is subject to the approval within each country and best business practices

**Call Distribution ICD Group** - Supervisors can keep an eye on the status of incoming call distribution (ICD) groups and perform other supervisor functions.

**Manage Team members Calls** - Group supervisors and team leaders can take-over any team members' call, redirect a ringing call at an extension to another available agent as well as initiate Chat (instant messaging) with agents for quick communication.

**Dashboard Reports** - Reporting allows group supervisors and team leaders to see the group's "Total Incoming Calls," "Average Waiting Time," "Overflow Call" and "Lost Call"

Communication Assistant Supervisor application is an indispensable productivity tool for managers and supervisors.





## Enhance Productivity and Collaboration with Communication Assistant

**Availability and Presence** - Availability and Presence is fully incorporated into the application allowing you to instantly see other contacts' status (e.g. *Available, In a Meeting, Out to Lunch, etc*) and helps in determining who is available to handle calls before you decide to call them.

**Visually Dial Contacts** - To call someone, visually check to see if they are available and simply click on their contact to dial.

**Incoming Call Pop-up** - A user can select between two types of incoming call pop-up window. Either a standard pop-up window with ability to answer or redirect a call, or a small pop-up window near the system tray that politely informs users of incoming calls.

**Chat** - With Communication Assistant - you can start a chat (instant messaging) session – for quick communication. If needed, users can escalate from chat to a phone call with just one click. Users can now even initiate "Chat call back" - when someone is not available.

**Searchable History** - A fully searchable call history allows you to easily check any missed or dialled calls. Check for any missed calls when you return to your desk - and visually know if you missed any calls. A text memo added during a call - is also available through call history.

**IP Softphone Option** - An optional Softphone module allows remote users, remote call centre agents and other roaming employees to connect and access corporate telephony applications over managed broadband IP connection.

**Desktop CRM Integration** - Integration with TAPI enabled popular desktop CRM software – allows users to be more productive by directly handling telephony from within company CRM applications.

**Easy Access to Common Phone Functions** - Common telephony functions such as transferring a call, setting up call forwarding and Do Not Disturb, parking a call or creating a "multi-party" conference call are all greatly simplified. A 12 button dockable toolbar is also available for quick feature access.

**Voice Mail Assistant (VMA)** - Companies using the optional advanced KX-TVM Voice Messaging solution - can allow Communication Assistant users to visually manage their voice mails using the built-in Voice Mail Assistant module. (note: Optional TVM50 or TVM200 required).

**Microsoft Outlook Integration** - Communication Assistant seamlessly integrates with Microsoft® Outlook® via a small dockable toolbar - allowing users to easily dial contact phone numbers, answer calls from within Outlook and receive incoming call pop-up alerts.

**Support LDAP (Lightweight Directory Access Protocol)** - Easily access a directory server by selecting LDAP in Contact list Group. Users can call selected contacts using a central company wide directory - such as the Microsoft Active Directory.

**ThinClient** - Communication Assistant can be used in ThinClient environments when deployed with Communication Assistant CTI Server. The following ThinClient environments are supported:

- Microsoft Terminal Services
- Citrix XenApp

Exception : IP Softphone is not supported under Thin Client environment.

## Empower Mobile Workers with Mobile Communication Assistant

Panasonic Mobile Communication Assistant enables mobile workers and road warriors to have anytime anywhere access to comprehensive and powerful business telephony on their Windows enabled smart mobile devices.

Mobile Communication Assistant (Mobile CA) allows companies to provide "one number" access to customers - improving availability of key staff members while enabling mobile workers to use business telephony features - wherever they may be.

Once configured, the mobile phone is paired with the user's desk phone and provides easy and transparent access to real time voice communications via an intuitive Graphical User Interface (GUI). Features such as point-and-click dialing from local contact or system speed dial list, transferring calls to colleagues back in the office, initiating multiparty conference calls – are all available using Mobile CA. The software also allows the user to easily view colleagues' phone and presence status, chat with colleagues, as well as set their own presence and call forwarding status.

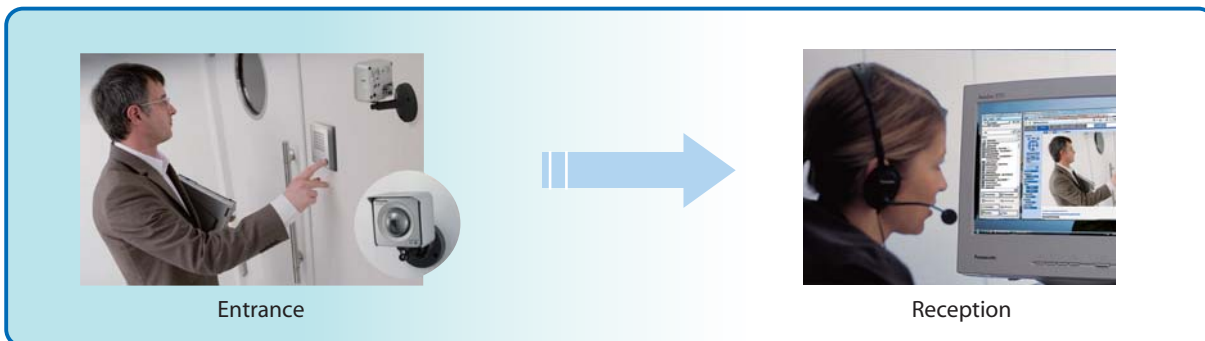


## IP Camera Integration with Communication Assistant

Panasonic IP cameras can also be easily integrated, allowing users to monitor and control door access while reviewing the IP camera video feed on screen.

### Case 1 : Door phone Integration with IP Camera

Office member can check a visitor via IP camera when the visitor presses the door phone button.



### Case 2 : Remotely monitor places such as a warehouse, car park or shop.

Business owner or manager can remotely monitor activities in areas such as warehouse, or shop from the convenience of their desk.



# ADD VALUE TO BUSINESS PROCESSES



**Panasonic**  
ideas for life

