



# Time on your side for Panasonic's long goodbye

## The surprise...

Panasonic surprised the market at the end of 2020 when it announced a withdrawal from the Phone System, SIP and Document Scanning markets on a global basis.

The move followed a strategic review which recognised that despite being a global leader for on-site telecoms for more than 25 years, the rapid shift to cloud and the shift to new types of demand (Collaborate, Teams, Zoom etc) accelerated by Covid-19 has made the future of traditional telephony too unpredictable for Panasonic.

## Take a breath...

Despite what rivals are saying, this is a slow and phased process:

- Panasonic has confirmed the manufacture and supply of product and licences will continue as normal **until December 2022**.
- Panasonic will continue to support technical escalations in software **until December 2024**.
- Panasonic will ensure a level of market capacity to ensure spare parts and additional new licences **until December 2029**.
- Lister Unified Communications will supply, maintain and support our Panasonic customers by continuing to maintain Panasonic stock and retaining Panasonic specific skills and knowledge within our Engineering, Sales and Support teams **throughout this transition**.

## Relax...

There is no urgency to make any changes to Panasonic systems based on these timescales.

Your investment in Panasonic is still appropriate with options to add and to expand while fully supported.

As market leaders, Panasonic has been the first to respond to the shift away from traditional on-site phone systems and has announced a structured, phased withdrawal from the market.

This is almost certainly a sign of things to come from other traditional on-site phone system manufacturers as cloud and video-led environments gain in popularity and market share.

Panasonic has confirmed there is a clear road map for its plans and support commitments which ensures service and support is available.

As your local partner, Lister Unified Communications is fully committed to supporting you and your Panasonic investments

When the time is right for you to replace your Panasonic systems, our team will work with you to transition your telecoms to a SIP or cloud solution that is right for you.



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