

Case Study - KXTDA

British Embassies Worldwide Choose Panasonic



'Panasonic deliver the goods when we need them. The service is marvellous'.

FCO Telephony Department

'Easy to use, flexible and value for money' are the words that the Foreign and Commonwealth Office (FCO) use to describe Panasonic's KX-TDA business telephone system range. Offering a wide choice of products and solutions at a competitive price, it is easy to see how Panasonic Telephone Systems is one of the UK's most successful business communication solutions providers.

Panasonics' latest range of telephone systems – the KX-TDA is built on twenty years' experience of developing business communications technology. Through the convergence of technology by linking the telecom network to the customers' IT infrastructure, this hybrid IP-PBX solution provides a complete communications solution; helping to improve productivity, save money, and integrate colleagues, phone systems and IT infrastructure.

The FCO have been enjoying the benefits of Panasonic's telephone systems for nearly a decade. The telephony and technical departments of the FCO purchase Panasonic telephone systems where possible although not exclusively for the British missions worldwide, and then install and maintain them themselves. The FCO aims to promote a strong world community. Panasonic Telephone Systems help them to achieve this aim by uniting communities in great proximity through the power of communication.

The FCO uses Panasonics' functional, reliable and comprehensive approach to providing a complete communications solution.

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 efficiency and combines multiple applications. The KX-TDA range is compact and particularly apt for smaller offices where space is a premium. The phones can be cleverly wall-mounted, ensuring that the valuable desk space is left clear.

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 combination is aptly found in Panasonic's KX-TDA range. Offering a wide range of practical features, the KX-TDA range is extremely functional and beneficial to working practices.

The KX-TDA can provide a complete communications solution for businesses of all kinds, catering for a variety of individual needs and requirements. The FCO often work to tight deadlines at short notice, especially when they need to react to emergencies that leave missions' without communications. Panasonic have been ready to go at short notice, and a spokesperson for their telephony department asserts; 'Panasonic deliver the goods when we need them. The service is marvellous'.

The FCO have now developed a 'contingency kit' comprised of a Panasonic system built into a flight case, ready to put on an aeroplane at short notice. This 'contingency kit' is a safeguard for the FCO to ensure that communication is always possible, even throughout unexpected disasters. Panasonic is the FCO's first choice for this important role, and demonstrates the functional and reliable nature of both Panasonic's products and the service that Panasonic provide.

Said James Frame, Sales Manager of Panasonic Telephone Systems, 'We are pleased to provide the British missions with a complete communications solution that is relevant and specific to their individual needs'.

For further information visit

www.panasonic.co.uk/telecom

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