



# The Panasonic Approach to Unified Communications

## Maximize value. Minimize risk.

Whether you want to go slowly or jump to the cloud tomorrow, we can help you transition the right way for your business situation.

## Take the time to be strategic

### Technological change is the only constant

A decade ago, VoIP promised massive savings and breakthrough features. Panasonic communications servers, phones and handsets helped make those promises a reality and overcame more than a few of VoIP's shortcomings.

Today, cloud-based phone services promise a similar revolution, one that removes the cost of building and managing local servers in exchange for a monthly subscription to a hosted service. Of course, leaving behind today's proven technologies comes with risks — risks that we can help mitigate.

### Stay focused on the big picture

### Work with a partner that can help you maximize value

Whether you're starting from a blank slate or working with legacy communications systems at multiple locations, we understand the entire spectrum of business communications. We can help chart the right path for your operation and make the most of every option, from the phones on your desks to the right mix of local servers and hosted services.



### Leverage your current communications infrastructure

### Don't rip out systems that still perform

If you have Panasonic communications servers on-site that are getting the job done, make the most of that investment: keep them running!

NSv Connect is designed to work with your current hardware, so you can use the cloud to add advanced features or provision a new office without sacrificing what you already have.



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## Use hosted PBX services to make things easier

**If your cloud phone system makes life harder, something is wrong.**

A hosted phone system should simplify your business communications by taking on all the IT admin, hardware and security. But some services have confusing interfaces, complex back-end management and poor audio quality that frustrate users, devour time and create long-term costs.

## Support your business at every step

**Our world-class tech support is in the cloud, too**

Panasonic is built on innovation, reliability and support at every step, from system design to the day you retire and recycle your hardware. NSv Connect brings all that and more to hosted phone services.

Every NSv Connect subscription comes with free training sessions that get your people up to speed, plus unlimited support from certified product specialists.

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## Talk to Panasonic

We can help you understand your options and create the best communications plan for your business.