

Panasonic NCP500X and NCP500V Competitive Guidance



NCP500X and NCP500V Comparison

Key Points	TEA308	TES824	TDA15	TDA30	NCP500	NCP500X/V
Basic Telephones	✓	✓	✓	✓	✓	✓
Digital Feature Telephones	x	x	✓	✓	✓	✓
Unified Messaging	x	x	x	x	✓	✓
Integral IP Telephone Support*	x	x	x	x	✓	✓
Integral IP Trunk Support*	x	x	x	x	✓	✓
SIP Telephone Support*	x	x	x	x	✓	✓
NT700 Conference support	x	x	x	x	✓	✓
Communication Assistant	x	x	x	x	✓	✓
Integration with Microsoft Outlook	x	x	x	x	✓	✓
Remote administration over IP	x	x	✓	✓	✓	✓

*Activation Key Required

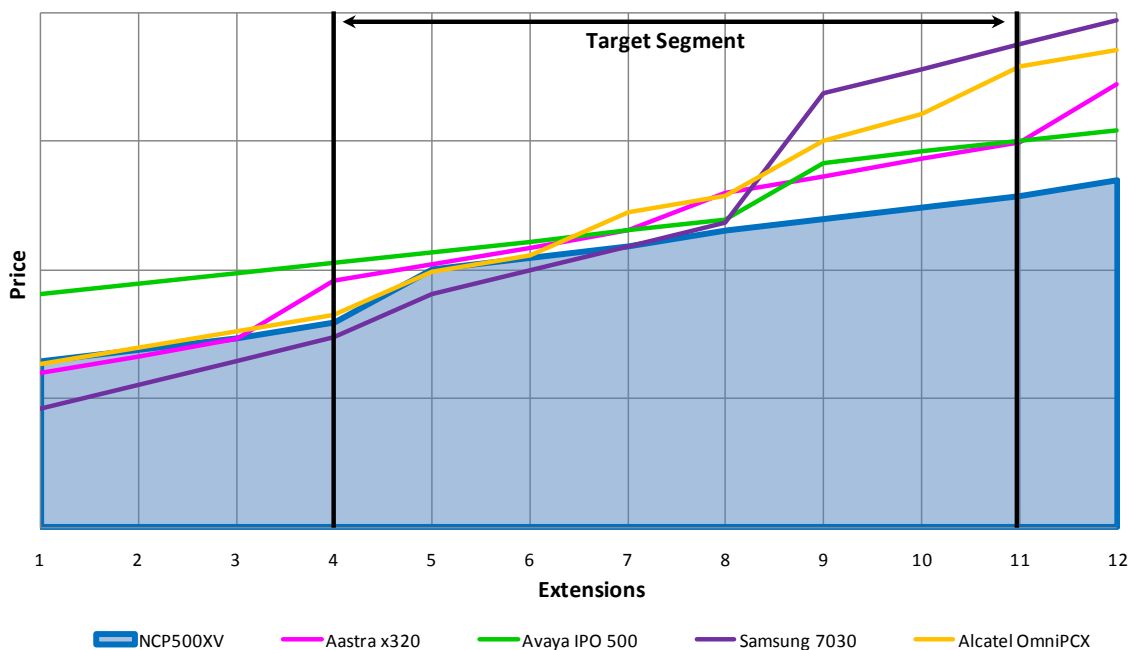
System Capacity

	TEA308	TES824	TDA15	TDA30	NCP500	NCP500X	NCP500V
Extension Ports							
Analogue SLT	8	24 (8)	12	24	20	4 (4)	4 (4)
Analogue Terminal	8 (8)	24 (8)	4	4	-	-	-
Digital Terminal	-	-	4	24	24	12 (8)	12 (8)
IP Terminal or IP SoftPhone	-	-	4	4	128	128	128 (8)
SIP Terminal	-	-	-	-	32	32	32
DECT Terminal			28	28	64	64	64
Trunks							
Trunk ports max.	-	-	8	12	72	72	72
Analogue	3 (3)	8 (3)	2	12	12	12	12
BRI channels	-	-	4	12	12	12(4)	12
PRI channels	-	-	-	-	60	60	60
H.323/SIP	-	-	4	4	8	8	8 (4)

Figures in (brackets) indicate the number of pre-installed items.

The NCP500X/V capacities can be upgraded to those of the NCP500 via a software licence.

Panasonic NCP500 - Competitive Pricing



Panasonic Key Advantages

1. A complete and comprehensive product range for IP and TDM markets
2. Extensive and proven SMB feature set.
3. Small and Medium Business expert
4. Communications Assistant (CA) Basic Express for all users is included as standard in the system price.
5. All products are designed and developed by Panasonic - **not** via acquisitions or 3rd parties
6. Extensive international experienced dealer network.
7. Industry leading Quality and Reliability.
8. Number 1 world Telecoms manufacturer 2008 (MZA figures, less than 100 extensions).

Aastra - OpenCom

Aastra is a company still reforming after mergers and acquisitions. The continued strategy and support for all its product lines remains unclear.

Disadvantages versus Panasonic

Panasonic Value

Tenancing only available by additional cost license

Gives businesses the ability to share the PBX or to respond to customers with department services - standard in Panasonic

Auto Attendant only by additional cost license

Auto attendant is standard in Panasonic and provides easy user call routing reducing receptionist work load.

Hotel features only by additional cost license

Cost effective integrated package giving professional image for small hotel/guest house - standard in Panasonic

The 19" rack version is much more expensive than when wall mounted

Consolidation in 1 cabinet (192) increases security and saves space (limited floor/wall space on site).

No consistent standard terminal

Consistent user interface improves staff efficiency and flexibility – Panasonic has DT/NT321

Complex feature compatibility between DECT terminal ranges and DECT Cell station

Consistent user interface improves staff efficiency and flexibility use and maintenance.

Only Voice Mail light is included (15 Min)
- Panasonic offer a range of ESVM options

Panasonic VM is comprehensive - improves staff efficiency, saving time and money

Greeting message only by license

Panasonic VM offering is comprehensive and does not have hidden charges.

Server less CTI only for 32 User

Panasonic CTI can be internal for 128 users on NCP500/1000. Saves the cost and management issues of a separate external server – business simplicity

Potential challenges to Panasonic

Requires no IP Phones license

Licensing provides cost scalability and prevents adverse costs for small sites.

Web based maintenance console is very advanced

Powerful Panasonic console provides all functionality and ensures controlled use.

Web based server less CTI is delivered

CA fully integrated delivers better functionality

Router/Firewall included (x320 only)

Most businesses already have a router/firewall; the Panasonic solution avoids interactions and maintains flexibility.

Alcatel-Lucent - OmniPCX Office/BiCS

Alcatel is a company still reforming after mergers and acquisitions. The continued strategy and support for all its product lines remains unclear.

Disadvantages versus Panasonic	Panasonic Value
Alcatel needs 1 week of training for Technical Engineers - Panasonic offer 2 days training	Panasonic has been designed with maintenance and support in mind to minimize support costs
Alcatel charge for the following features (extra cost)	Beneficial features are included by Panasonic as standard!
Copy & Dial	Allows easy calls direct from web and text pages saving time for users
Outlook Integration	Fast dialing direct from Outlook improving efficiency
TAPI first party	Delivers Outlook and similar efficiencies
Voice mail assistance	Delivers improved customer support
Alcatel has no Tenant features - standard in Panasonic	Give businesses the ability to share the PBX or to respond to customers with department services.
Alcatel requires licenses for DECT extensions	The ability to handle calls anywhere is key business efficiency and not a premium licensed facility.
SIP Trunk is not 100% reliable	Poor call quality or downtime affects business profits and perception
Alcatel telephones do not show directly if the extension is busy	Time is wasted by users calling people who are not available
Only 26 Licenses free in PIMphony Basic	Important user efficiency tool - saves cost/time and eases use – business simplicity - CA Basic Express free for all users
Potential challenges to Panasonic	
Music on Hold has better storage	Panasonic provides a “cost effective” capacity
No Lotus Integration	Outlook is the clear SMB market leader. Lotus Notes is principally only used in large corporates - planned for future Panasonic CA version
XML Development Kit	Planned for NT400
3,000 entries for Speed Dial (Panasonic 1,000)	CA delivers dial from Outlook. 1,000 entries are satisfactory for the majority of users!
WiFi IP Phones	WiFi is expensive. DECT avoids in-air bandwidth and coverage issues, reliable, extensive handset options and special facilities (e.g. man down)
Alcatel has build in Voice Mail Assistant	Panasonic has good basic VM as standard. TVM is a very powerful optional addition
Stronger solution for Vertical Market (Hospitality, Contact Center, Elder Residences)	The functionality is delivered; narrow “vertical” presentation often obscures a customer perspectives

Avaya - IP Office

Avaya is a company still reforming after mergers and acquisitions (e.g. Nortel). The continued strategy and support for all its product lines remains unclear.

Disadvantages versus Panasonic	Panasonic Value
DECT and WiFi phones are 3 rd party solutions and not fully integrated with the systems.	Panasonic DECT has a strong pedigree with an extensive range and comprehensive integrated PBX feature set delivering PBX feature effectiveness to mobile users
Avaya documentation only in English	Panasonic offer is in multiple languages enabling effective and efficient use of features by customers
Voice mail and DISA extra cost	Panasonic includes voicemail as standard. Properly used, voice mail delivers effective communications with customers and colleagues, saving time and preventing errors. DISA reduces the workload on receptionists permitting focus on more complex customers and calls
No Tenanting features	Gives businesses the ability to share the PBX or to respond to customers with department services.
No segmentation of Voice Mail	Panasonic offers a choice of solutions delivering the right functionality at the optimum price (don't pay for un-used features)
Reliability – Reputation of crashing	Loss of a communications service causes direct business losses and loss of reputation. Panasonic has offered reliable products for 23 years
No SIP Telephones	SIP delivers “standards based” hardware but with some potential loss of functionality (vs. PBX terminals). Panasonic does offer SIP phone HGT100 or 3rd party device. Customers should be free to choose their optimum
Power supply cable is not included.	Potential installation delay
Potential challenges to Panasonic	
Avaya Teleworker solution offers advanced presence and availability	CA offers this functionality for Panasonic systems. Avaya is a web application requiring additional server and expense (cost and maintenance)
Applications – Very powerful (but expensive) ACD option	Panasonic recognizes that some specialist services are best provided by 3 rd party experts. Panasonic provides appropriate ACD functionality internally for the majority of customers.

CISCO - Unified Communications Manager

Cisco has moved into the office voice communications market from a data background – not all the telephony features a customer expects are available. There is still product consolidation with Linksys.

Disadvantages versus Panasonic

Panasonic Value

Solution is not viable without expensive Cisco Network	Panasonic does not force any IP network change. Customer do not need to change network environment at considerable capital and maintenance expense
No release control (Door phone) feature	All basic telephony features are available on Panasonic. There is no need for customers to install expensive extra mechanisms adding complexity and changing working practice
Cisco is IP only (No Digital / No analogue)	No need for expensive “forklift” upgrades, customers can preserve their investment
No DECT Handsets	DECT avoids in-air bandwidth and coverage issues, DECT is secure, reliable, with extensive handset options and there are specialist handset facilities (e.g. man down) delivering practical applications at better prices to customers
No TDM Expandability	Panasonic’s pedigree and products deliver TDM and IP solutions retaining compatibility with legacy devices - retaining investment
Expensive certification & training programs	Panasonic’s training is proven, effective and short without unnecessary cost. Complex certification is not required
Solution is expensive for SMB market	SMB customers are very “value” sensitive, Panasonic is very price efficient and has the functionality driven by listening to and delivering SMB needs

Potential challenges to Panasonic

WiFi built in	WiFi introduces potential security issues. For voice WiFi is expensive. DECT avoids in-air bandwidth and coverage issues, has reliable, extensive handset options and special facilities (e.g. man down)
Desktop phones support XML (programming Language)	XML is planned for the NT400 where it can deliver value
Switch POE and Router built in	POE is supported by Panasonic phones. Panasonic is data network “agnostic” and preserves full customer choice and investment protection

Mitel - 3300 CX

Mitel's strength is in direct sales to Medium / Large enterprises. It is strong in NA and UK. The acquisition of InterTel is still to produce a consistent product range for SMB.

Disadvantages versus Panasonic

Panasonic Value

No Digital Extension on 3300CX range

No need for expensive "forklift" upgrades, customers can preserve their investment in digital terminals

DECT and WiFi phones are 3rd party solutions and not fully integrated with the systems

Panasonic DECT has a strong pedigree - an extensive range and comprehensive integrated PBX feature set delivering effective PBX features to mobile users.
3rd party solutions deliver less functionality/value

3300CX has 'perceived' reliability issues

Loss of communications service causes direct business losses and a loss of reputation. Panasonic has offered reliable products for 23 years

Difficult to install out of box, wizard is slow - browser based

Protracted installation times lead to higher installation and maintenance expenses for customers.

Expandability of TDM is not possible on 3300CX range

Panasonic TDM and IP retaining legacy devices protecting investment

System is hard Disk based (reliability concern)

Mechanical systems have increased failure potential (lower mtbf). Panasonic system is flash based (SD card backup). Loss of communications service causes direct business losses and a loss of reputation. Panasonic has offered reliable products for 23 years

System is slow to startup (7 minutes)

Panasonic systems start within 1 minute. Loss of service causes direct business losses and a loss of reputation

Potential challenges to Panasonic

WiFi desktop phones and XML support

DECT avoids in-air bandwidth and coverage issues, is secure, reliable, extensive handset options and specialist handset facilities (e.g. man down) delivering practical applications at better prices to customers

Switch POE built-in in the 3300CXi

POE is supported by Panasonic phones. Panasonic is data network "agnostic" and delivers full customer choice and investment protection

Partners HP, Sun and Microsoft

Panasonic works with international standards, specific Mitel partnerships are of little practical benefit to SMBs

Integration with OCS

OCS is of little relevance to SMBs. Panasonic integration via a 3rd party solution is available

Remote telephone connects automatically via a VPN, so no VPN programming required

Panasonic permits customer choice of VPN solution and works with standard VPN routers.

GSM mobile extension twinning.

Panasonic Mobisma provides practical cost effective service to users.

NEC - Univerge SVP8100

Disadvantages versus Panasonic

To grow with the business the NEC SVP8100 has to swap the card frame and be re-installed causing disruption, installation time and lost investment

Terminals are modular (plug-in keypads, line keys, displays etc.) – vulnerable to breakage if dropped

Panasonic Value

Panasonic NCP500 preserves the customer's and installer's investment as the site grows

Panasonic terminals are robust and functionally designed resisting damage saving cost and disruption to customers

Potential challenges to Panasonic

Integration of Outlook Calendar task status with presence in MyCalls desktop suite

NEC Outlook calendar integration is complex with limited practical use

Samsung - 7030

Disadvantages versus Panasonic

Restricted to a maximum of 16 extensions

No common system components with larger systems

Panasonic Value

Business growth is prevented or staff efficiency adversely impacted raising cost and impacting service

Panasonic NCP500 preserves the customer's and installer's investment as the business/site grows

Potential challenges to Panasonic

Small price advantage at very small line sizes.

Panasonic NCP500 supports business growth without a cost penalty for expansion

Siemens - HiPath OpenOffice ME

Multiple platforms are still consolidating, continuance of specific models in doubt.

Disadvantages versus Panasonic

Panasonic Value

Out Going Message from 3rd Party is at Extra Cost	Panasonic includes voicemail as standard. Properly used voice mail delivers effective communications with customers and colleagues, saving time and preventing errors
Extra License needed for the Soft phone +	Panasonic has the same user license for SoftPhone and IP terminals, simplifying maintenance, reducing installation time hence reduced charges to customers
Many Different platforms (HP 3000 / 4000 / 2000 / Office ME / EE) for Programming & Installation cause support issues.	Panasonic has a common maintenance interface - cutting maintenance/installation time/errors; reducing charges
18 Maximum flexible button	Panasonic terminals with 24 flexible keys provided greater flexibility and work efficiency for users
Digital "twin" port only with phone adapter	Reduced cost as standard for customers with Panasonic DXDP. Simplifies maintenance reducing costs
CSTA is not included as standard	Panasonic delivers customer application integration at no extra charge - maximizing customer investment and choice in applications
Siemens telephones are not wall mountable as standard.	All the Panasonic terminals are wall mountable as standard at no additional cost. They can be located where it fits business processes best - improving efficiency and saving space.
No H.323 compatibility	Panasonic delivers freedom of choice in IP trunk interfaces (SIP and H.323) giving customer choice and potential savings in service provision
Outlook Integration - extra cost	Panasonic CA provides Outlook integration in CA Basic Express for all users free of charge – improving work processes saving money and increasing effectiveness.
Minimum pack is 20 IP Licenses	Panasonic offer flexible license packs (1 to 16) delivering cost effective telephony that is scalable to the users need

Potential challenges to Panasonic

Pack of 20 IP PT Licenses included in base package	NCP500V includes IP licenses and is very cost competitive (less than Siemens)
Unified Communication software is built in with IP Licenses	Panasonic CA Basic Express is free of charge for all users
Outlook integration is more advanced	Outlook calendar integration has limited practical use
Gigabit Ethernet ports	Limited real customer need for Gigabit Ethernet. Most sites have mixed Ethernet speeds which limits Gigabit's practical use

OKI – IPStage

Limited sales in Europe, product strategy unclear; long term support unclear.

Disadvantages versus Panasonic

Panasonic Value

Difficult to configure & program	Panasonic has a common easy to use maintenance interface - cutting maintenance/installation time/errors; reducing charges
Maintenance console is only in English	Panasonic has a common easy to use maintenance interface - cutting maintenance/installation time/errors; reducing charges
Old fashion desktop phones	Panasonic's modern design delivers end user ease of use and hence business efficiency
Has no wireless solution	The ability to take calls anywhere in a business, and on the move, delivers business effectiveness and efficiency

Potential challenges to Panasonic

Licenses IP – you can license all the PBX with IP (38)	NCP500 can have 128 IP extensions
Com@ includes Video conference	NT400 and NT700 deliver practical cost effective video solutions

LG-Nortel - IPECS 50

Value of Nortel brand and the future is unclear.

Disadvantages versus Panasonic

Panasonic Value

ISDN 'S0' interface is not "complete implementation"	Complete ISDN service delivery (as Panasonic) is key to business efficiency and effectiveness
Hardware reliability issues	Loss of communications service causes direct business losses and a loss of reputation. Panasonic reputation for reliability
Maintenance console is not easy to use	Panasonic has a common easy to use maintenance interface - cutting maintenance/installation time/errors; reducing charges
Feature lists are not so advanced	Business efficiency is key to success – Panasonic has a strong proven feature pedigree

Potential challenges to Panasonic

WiFi terminals available	DECT avoids in-air bandwidth issues, is secure, reliable, extensive handset options and specialist handset facilities (e.g. man down) delivering practical applications at better prices to customers
PBX can be distributed - each module can connect via IP	The IP infrastructure provides flexibility of location
CPU with 100/300/600 IP extensions	TDE600 or optionally provide networked NCP1000s
NAT for IP Terminals (without VPN)	Not a practical business issue