KX-TDA

The advanced hybrid IP-PBX solution

Creating the intelligent communications environment

Telephony alone is no longer enough. As the way we do business changes, so the way we communicate with customers – and they communicate with us – is changing too.

IP enable your business

Nowadays, if your business is to be competitive, it needs an up-to-date business communications system that works seamlessly with IT, and combines voice and data in one low-cost, next-generation, hybrid solution.

Built on twenty years' experience of developing business communications technology, the new top-of-the-range hybrid IP PBX from Panasonic is the answer.

Not only does it make you more efficient, it can save you money too. Using the same wide area network (WAN) for voice and data means you can make considerable cost savings, by connecting the phone systems within your network.

A sophisticated combination of PBX reliability and IP technology, the IP-enabled KX-TDA cost-effectively bridges the gap between your telecom requirements today, and your demand for future integrated solutions.

Just what you would expect from one of the UK's most successful business communication solutions providers.

More handsets. More choice

Panasonic sell more telephone systems in the UK than any other manufacturer. And the KX-TDA range includes `four telephone systems and a wide choice of handsets, with sophisticated features for advanced communications and ease of use.

The range includes a fully-featured IP key phone

Complete communications solutions

The Panasonic KX-TDA can provide a complete communications solution for businesses of all kinds, helping to improve your productivity, save you money, and integrate your people, your phone system and your IT infrastructure. The KX-TDA can be installed inside a 19" rack and can be integrated with your existing IT network.

In addition to your telephone system, there is voice processing, Computer Telephony Integration, a Panasonic PC phone and PC operator console. With DECT we can increase the mobility of your workforce. With PanaStat call management software and call logging we can help you to be more efficient. And we offer software packages for a range of applications, from Messaging on Hold systems to solutions for call management and analysis.

So whatever your needs, whatever your business, Panasonic has the answer to bring your office into the digital communications age.

Features that mean business

The Panasonic Digital Proprietary Telephone comes in six stylish variations.
With features such as an easy-to-read large LCD and four tilt positions, it not only looks good but makes life easier for users too. The KX-TDA system also makes it easy to accommodate other telephones, fax machines or modems with a unique extension number.

Message lamp
● Large message/ ringer lamp

Multifunction LCD
Alpha numeric LCD providing simple key access to:
● Incoming callers name and number (CLI required)
● Call log – up to 100 incoming and 10 outgoing calls can be recalled and redialled (CLI required)
● Alpha tagging of exchange lines
● Call duration
● Message waiting, absent messages, feature set
● Calling extension name

Large display
● Up to 6-line display

Menu screen prompts
● System/personal speed dials/ user selected functions
● Extension lists
● Feature access
● System guidance

Ring tones
● 20 ring tones and 10 melodies

Headset jack
● Allows permanent handsfree for PC or paperwork

Handsfree speech/ speakerphone
● Integrated speaker for handsfree operation

Auto dial
● Maximum of 8000 pre-programmed system speed dial numbers

Line keys
● 24 line keys, with 12 extra (optional) keys available

Navigation key
● Fast and reliable operation
● Adjust handset, speaker and ringer volume
● Adjust LCD contrast
● Search through speed dial
● Access menu options

Flexibility
● 4-stage angle adjustment for more flexibility of location and use

Other handset features:

PC integration
● Optional USB port makes PC integration simple and seamless

Digital extra device port
● Connect another digital telephone device with a unique extension number
● Expand the extension capacity of your telephone system

Wall mountable

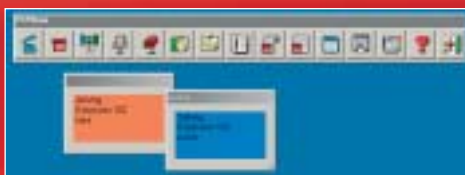# Information. The key to successful business

SYSTEM SPEED DIAL

FEATURE MENU

BACKLIT DISPLAY

PC OPERATOR CONSOLE

PC PHONE

Alphanumeric display
By providing visual feedback, the user-friendly display makes it easier to handle calls and perform other tasks. You can use the displays to view a variety of information or access the hybrid IP PBX system's many features. And you can also make calls by following the visual prompts shown on the display.

Extra Device Port (XDP) and Digital XDP
XDP allows you to add an analogue phone, cordless phone or other standard-line device to your system, without the cost of an additional line – so you can send a fax while talking to a customer. Or, by connecting a modem to the XDP, you can download data from your PC or access the Internet while talking. With version 1.1 software, the digital XDP allows you to increase the number of digital telephones without additional cards, so you can provide more multi-functional key phones to more of your staff to boost overall office productivity.

Computer Telephony Integration (CTI) enables telephone system and PC to act as one co-ordinated business tool. Those who use the PC and the telephone together can be more efficient and present a more professional image to callers. A PC Phone is available for KXT7633 and KXT7636 telephones allowing users to receive and make calls directly from their PC screen.

Similarly, busy operators will benefit from Panasonic's PC Operator Console giving them a view on their PC of activity happening on the telephone system. The screen can be organised to show which extensions are ringing, which are free, and which are on a call or diverted. The screen can also show which lines are ringing, busy or free. With all this information the operator can be fully informed when handling callers and provide a much better service.

PC Operator Console Features
● View extension, line and parked call status
● Incoming call queue display
● Drag and drop call transfer
● Sort by name, extension number or status
● Call recording to hard disk
● Graphical interface access to KXTDA features and speed dial list

PC Phone
● Integrates with MicroSoft Outlook
● Call recording to hard disk
● Graphical interface access to KXTDA features and speed dial list

Easy to use. Hard to choose

The KX-TDA system is available with a full range of telephones; IP handset, digital proprietary keyphones, single line telephones and a DSS console. If 24 keys are not enough, a simple 12-key add-on module provides the answer. Suitable for KX-T7636 and KX-T7633.

All proprietary handsets in the range (including DSS console, 12-key add-on module and USB port options) are available in black and white. DECT handsets are only available as shown.

KX-NT136 / KX-T7636   **KX-T7633**   **KX-T7630**   **KX-T7625**

KX-NT136 / KX-T7636   **KX-T7633**   **KX-T7630**   **KX-T7625**

KX-T7665   **KX-T7640**   **KX-T7603**   **KX-TCA155**   **KX-TCA255**

Panasonic has a range of headsets to prevent discomfort and fatigue, for use with these handsets (except KX-T7665). And if you already have a Panasonic KX-T, KX-TA or KX-TD telephone system, the KX-TDA will work with your existing handsets - making it an even lower cost solution to upgrading your business communications system.

Handsets

	KX-NT136	KX-T7636	KX-T7633	KX-T7630	KX-T7625	KX-T7665	KX-TCA155	KX-TCA255
LCD	6 Line	6 Line	3 Line	3 Line	None	1 Line	3 Line	3 Line
Line Keys	24	24	24	24	24	8	0	0
Speakerphone	Full Duplex	Full Duplex	Full Duplex	Full Duplex	Full Duplex	Yes	Full Duplex	Full Duplex
Headset Jack	Yes	Yes	Yes	Yes	Yes	No*	Yes	Yes
Back Light LCD	Yes	Yes	Yes	No	No	No	Yes	Yes
D-XDP (V1.1)	No	Yes	Yes	Yes	Yes	Yes	No	No
USB Interface	No	Option	Option	No	No	No	No	No
12 key add on module	No	Option	Option	No	No	No	No	No
NAVI Key	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Dual Colour LEDs	Yes	Yes	Yes	Yes	Yes	Yes	No	No

* No headset working

Keeping business moving with DECT cordless telephones

Integrating DECT cordless telephones with KX-TDA means the benefits of the system are not left behind when you leave your desk.

Digital Enhanced Cordless Telephony allows voice and data transmission via radio waves, within range of strategically placed base stations. A low cost and highly flexible solution, DECT keeps people in contact whether they are on the factory floor, in the warehouse, on the forecourt, in the showroom – in fact anywhere on site when they are not at their desk.

- Deal with urgent calls as and when they are received – and save money by not having to return missed calls
- Compatible with ISDN (where connected) – allowing DDI calls to go directly to their chosen extension
- Multiple DECT handsets can be connected to one system
- Secure, high quality speech reproduction and excellent reliability
- Access to 8000 system and 200 personal speed dial numbers
- Speakerphone/handsfree speech

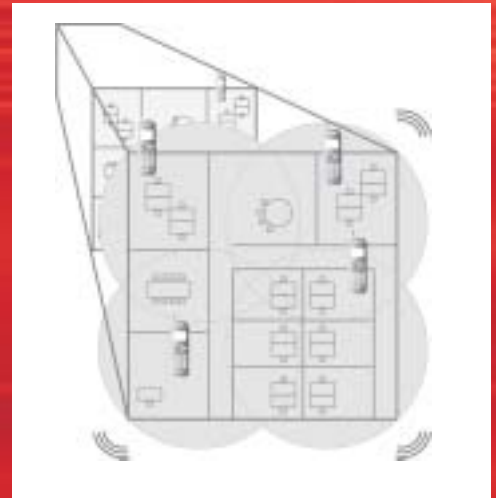**CLI**
- See who's calling before you take the call

Headset compatibility
- Enjoy handsfree operation

Vibrator ring (KX-TCA255)
- Essential in noisy industrial environments
- Silent alert to be discreet

Site survey

Shop floor

Hotel

Medical centre

KX-TCA155 130g
143x48x32mm
10 hours talktime
120 hours standby
KX-TCA255 112g, 120x45x22mm
17 hours talktime, 270 hours standby

System Speed Dial
Search by name
(up to 8000 can be stored)

Improve efficiency across the board with voice processing

Panasonic voice processing systems allow you to record, send and retrieve messages 24 hours a day, 7 days a week world-wide, and help to efficiently handle your telephone system traffic and internal communication needs.

The voice processing systems can improve the efficiency of your business, whether it be in sales, customer service, marketing or human resources.

- Field sales representatives can call in their sales reports at any time of the day
- Customer lines can publicise sales, special promotions and general information
- Orders can be placed 24 hours a day
- Product or service information is available 24 hours a day
- Database information can be easily gathered
- Calls may be screened prior to connection to an extension without overloading a busy operator
- Conversations can be recorded and transcribed later (KX-TDA/KX-TD/KX-TA only)

Flexible PBX integration
The systems can interface with most PBX systems that have a single-line telephone port capable of transmitting DTMF signals. The units have an RS-232C interface for PC connection used for programming, showing reports, usage etc. and system maintenance.

Quick set-up
This feature provides a quick way of setting up parameters that must be established with a host PBX. Using a computer terminal connected to the RS-232C port, you can easily edit programming items on the guidance screen.

Holiday setting capability
The systems can be programmed to handle calls differently (e.g. auto-attendant vs. voice mail) on official holidays, thereby providing suitable help to callers who call in during off-peak periods or holidays.

Automatic fax transfer
When you receive a fax call the system will automatically send the call to the designated fax extension – this eliminates the need to have a dedicated line for your fax. You can designate a second fax extension to handle overflow traffic from the first one.

Multilingual service
The systems can support up to three different languages. Callers may choose the language of their preference when they call in.

Enhanced integration
When integrating Panasonic voice processing systems to our KX-TDA or KX-TD/KX-TA telephone systems there are enhanced facilities available.

1. Auto configuration
When setting-up you don't have to type the extension number of each mailbox. The system will automatically forward all extension information to the voice mail, making installation a very simple procedure.

2. Live call screening
When this mode is activated, you can monitor incoming messages and decide whether or not to take the call.

3. Two-way recording
This feature allows an extension user to record a conversation in his or her mailbox by simply pressing the two-way record function key. A variation of this feature is 'two-way transfer' which permits the extension user to record a conversation in another person's mailbox.

4. Intercom paging
This facility allows the voice processing system to make a paging announcement through the proprietary telephones to alert an extension user that there is a call for them.

5. Caller ID intelligence
The KX-TVP50 and KX-TVP200 offer unique intelligent functionality caller ID Routing will route callers by telephone number to specified extensions or services. Caller ID Call Screening will announce callers by name (max 30) or number. Both require Caller ID from the PBX.

6. Remote access
The owner of a mailbox can access the system remotely (when out of the office) to record new greetings, listen to messages and divert calls to voicemail (or elsewhere).

Voice mail specifications

	KX-TVP50E	KX-TVP200E
Total recording time	2hrs (standard) 4hrs (option)	64 hrs
Recording time per mailbox	5-100 mins	5-100 mins
Number of ports	Max. 2	Max. 12
Number of mailboxes	Max. 32	Max. 1024
Number of messages (per mailbox)	Max. 100	Max. 100
Personal greeting length (programmable)	8-60 secs	8-60 secs
Message retention (programmable)	1-30 days or unlimited	1-30 day or unlimited
Extension numbering (programmable)	2-5 digits	2-5 digits
Message waiting lamp (programmable)	DTMF sequence	DTMF sequence
Maximum message length (programmable)	1-6 mins	1-6 mins
Activity reporting – Mailbox List, Class of Service List, System Service Report, Call Account Report, Mailbox Usage Report, Memory Usage Report, Fax Call Report, Custom Service Report (not with KX-TVP50E)		

The Call Centre on your desktop

Call centres are no longer the prerogative of telephone sales companies. And you do not have to be a big business to have one. More and more businesses are making the most of the possibilities of call centres, whether with full-scale telephone sales teams or with advice and support hotlines on a smaller scale.

With the integration of voice and data that KX-TDA makes possible, you can have all the features and functionality of call centre working, built-in, whatever your business and whatever its size. For example: calls can be queued while a call centre team is busy on the telephone; pre-recorded messages can be played to reassure callers while they wait for their call to be answered; messages can be part of uniform call distribution (UCD); if there is no reply or if the phones are all busy, music or pre-recorded promotional messages can be played on hold.

The KX-TDA offers call centre functionality for operators and supervisors.

Group features
● VIP call (Priority answer)
● CLIP distribution
● Queuing table
● Remote Agents

Agent features
● Log-in/Log-out
● Ready/Not ready
● Wrap up
● Auto answer by headset

Supervisor features
● Monitoring group activity in real time, with real time display viewer
● Historical analysis
● Agent management with DSS
● Agent status monitor
● Remote agent log-in/out by DSS

Call transfer
Calls can be transferred to any other extension in a personal or global directory, selected by name or number.

Multiple sites. One system

If your business is based at a number of locations, the networking capabilities of KX-TDA means you can cut costs and increase efficiency by creating your own network.

The network can be local, regional or global. So you and your customers only see the benefits, not the network.

Voice over IP
Calls can be made between extensions, including remote home workers, or to other sites via a data network, thereby reducing traffic on telephone lines. The cost savings come from acheiving greater use of fixed cost infrastructure, less use of viable cost telephone lines and management of a single network.

Q-SIG
The Q-SIG protocol is the most flexible platform available for future development. Supported by international standards organisations (ITU-T and ETSI) it ensures that the KX-TDA will connect seamlessly with other vendors' systems and non-Panasonic networks.

Network BLF
Monitor extensions at your other locations on the operators phone, DSS console at your head office.

Virtual private networking
A lower-cost option than a fixed link, the KX-TDA supports closed number dialling and digit translation to create a digital private network. Connection to primary and basic rate ISDN is available down to the desktop.

Automatic route selection
Voice calls, video, internet use and data communications can all benefit from automatic route selection. The KX-TDA will automatically use the cheapest route to the public network, by routing through the internal network to the most cost-efficient pre-configured option or using the cheapest carrier.
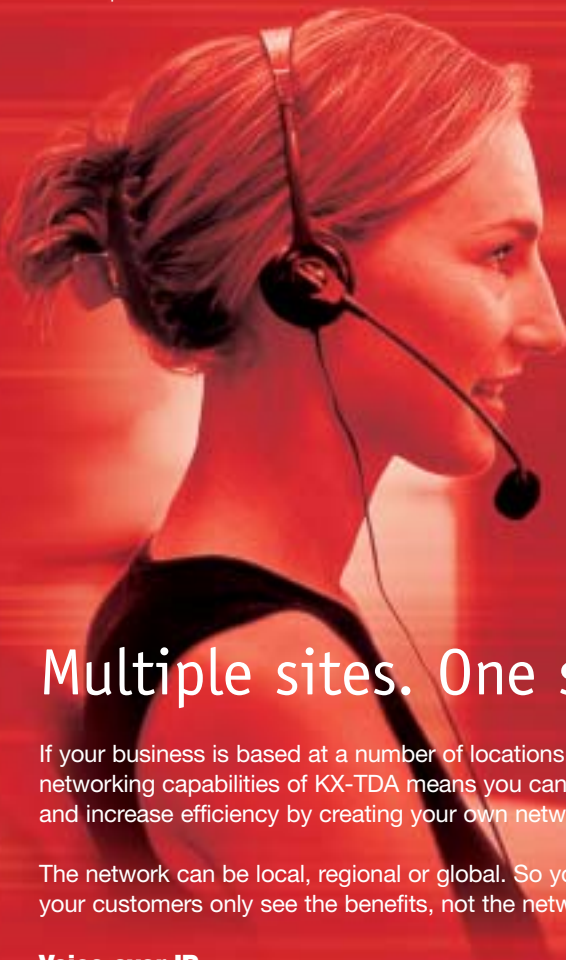
Computer Telephony Integration (CTI)

Linking your database with your telephone system creates a powerful business tool for enhanced Customer Relationship Management (CRM). However, for truly effective CRM, it is essential that – even as your organisation grows – customer information is kept up to date and accessible, and that it gets to members of staff quickly while they're on the telephone.

Panasonic's Computer Telephony Integration (CTI) solution and Desktop Telephony Assistant (DTA) make it easy to combine voice and data resources, to manage customer information and to make use of it effectively, providing real CRM benefits. With the KX-TDA and DTA working together PC and telephone work as one device.
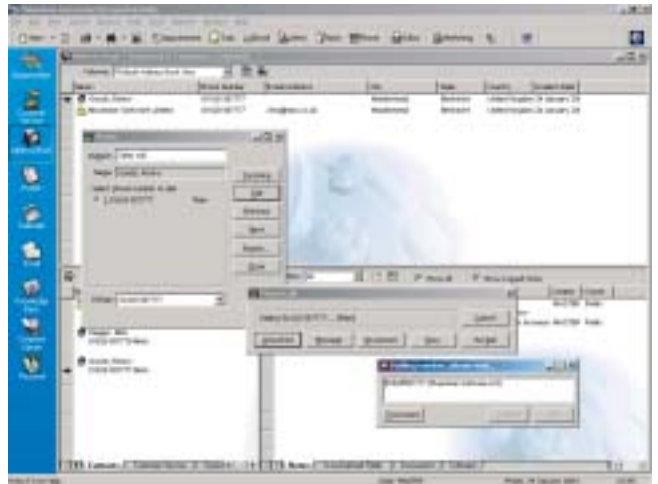
Real-time display viewer
The whole system, including extension and line status, can be monitored live in real time, to ensure the system and staff are operating at their most efficient at all times.

Macros
Can be written, edited and associated with a DDI or CLI. For example, a special message can be triggered if a customers calling have exceeded their credit limit.

Empowering more employees
The multiple CTI interface of the KX-TDA means that any employee receiving a call from a customer can have the capability of viewing customer details on screen before answering. Combined with the Panasonic DTA, which connects the KX-TDA to your company network. Multiple users can have the information they need from the company's IT infrastructure to deal with telephone calls both more professionally and more efficiently.

All resources are controlled by CTI, for complete efficiency and effective organisation.

Screen popping
Relevant information displayed on screen at the same time as the incoming call.

Auto-dial
Numbers can be selected by name or number from a personal or global directory and auto-dialled. Auto-dialling can also be carried out directly from Maximizer® and other TAPI applications.

Call logging
All calls made or received on extensions running DTA can be logged.
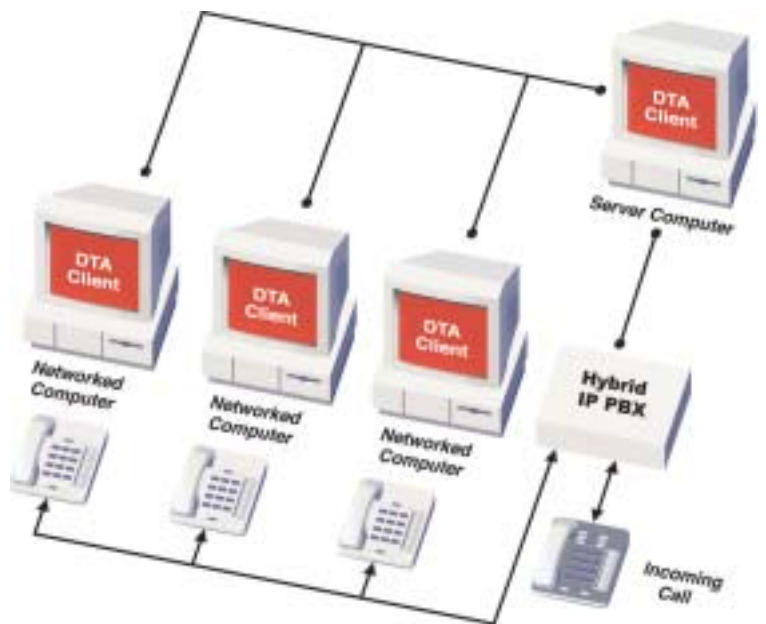
Better performance – monitored

By monitoring and measuring how your telephone system is being used, you can make sure you get maximum performance and efficiency from every element.

PanaStat call management software has advanced call management features to give you the information you need, whether for the whole company, by department or by individual extension.

Based on the Windows® interface, PanaStat is easy to use, and offers clear and simple real time information and daily, weekly, monthly or annual reports.

Cutting call costs

With the information at your fingertips, you cannot only identify costly and problem areas, but also manage the calls and allocate resources more cost-effectively.

- Locate the most expensive calls
- Monitor incoming and outgoing call levels
- Check speed of answering
- Identify misuse or abuse of telephones
- Identify and implement upgrading opportunities before your business suffers or unnecessary costs are incurred
- Set up cost centres
- Manage call centre teams/personnel
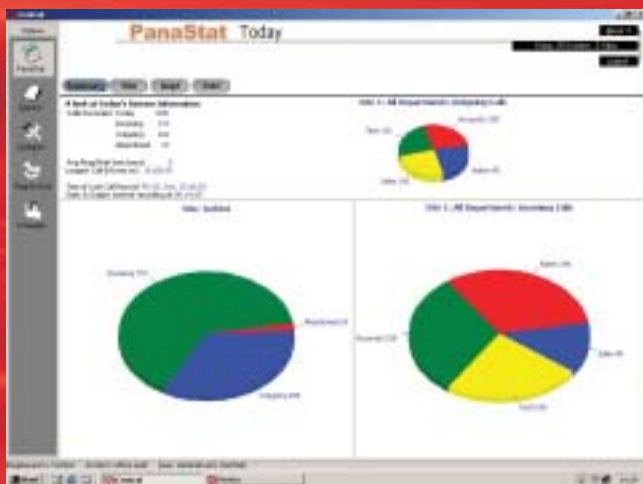
Be our guest for a better hotel solution

A hotel, whatever its size, makes its own specific demands on its telephone system.

Our specifically designed Hotel Application Interface offers the flexibility to integrate hotel management packages with the features and functions of our KX-TDA systems.

The complete hotel service

All the functions you would expect of a hotel system can be integrated, including:

- Un-bar/bar on check-in/check-out
- Automatic billing
- Do not disturb
- Wake-up calls
- Courtesy phone

Call centre functionality

A guest's reservation can be located from incoming CLI before the call is answered.

Call logging

All calls can be logged and reported for accurate billing and analysis.
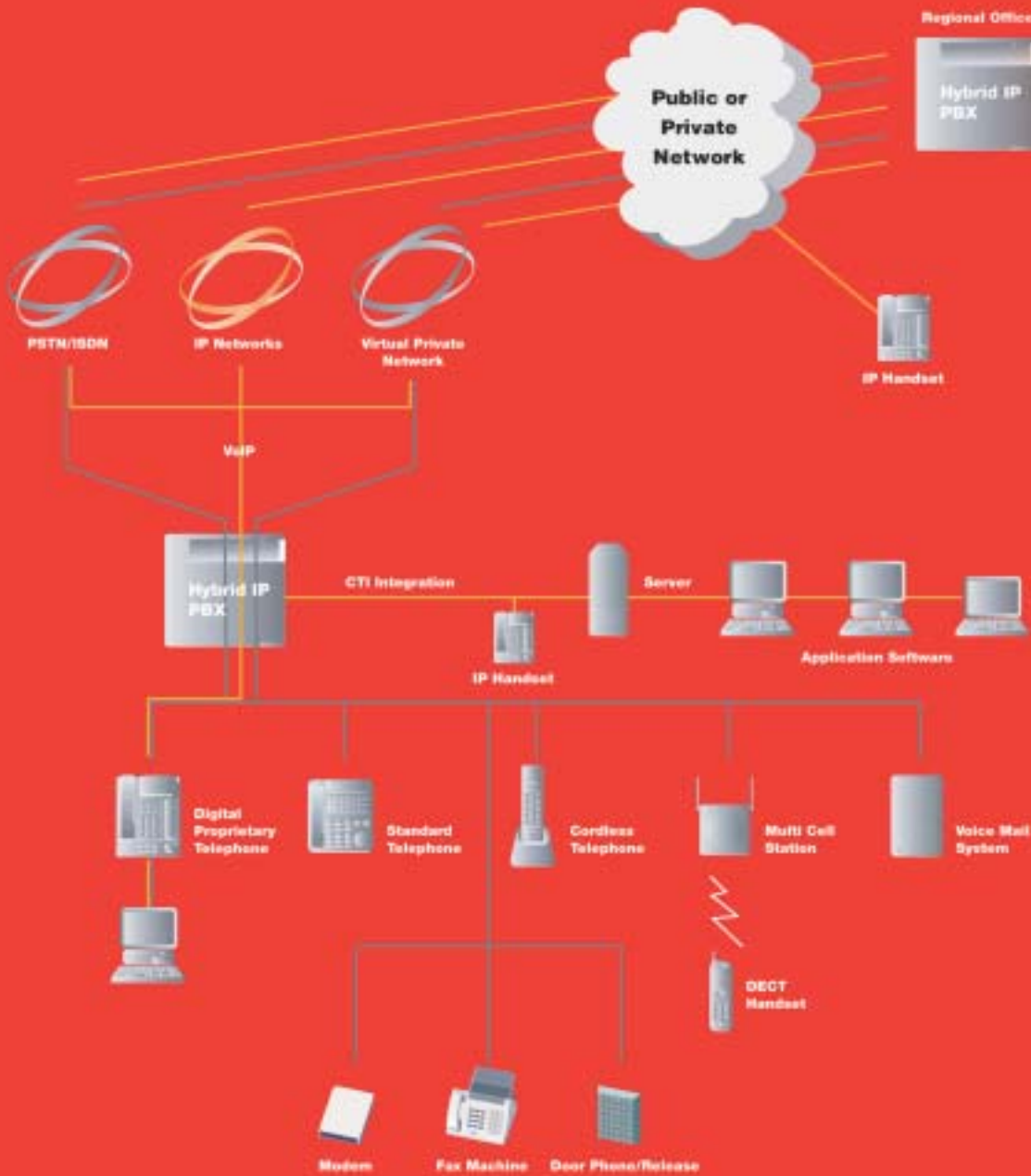
Hotel Application Integration

For hotels, a telephone system and our Hotel Application Integration software are just the beginning of a Panasonic solution. For a restaurant, bar or shop, Panasonic's EPOS products enable automatic billing to a guest's hotel account. Plasma display screens, projectors and electronic white boards are ideal for those hotels providing conference facilities, and our CCTV systems will provide security and peace of mind for owners, staff and guests alike.

What to Buy for Business

Both the KX-TDA30 &
KX-TDA100 received
recommendations from
What to Buy for Business,
February 2004.

KX-TDA connection diagram

Diagram labels:
- Public or Private Network
- Regional Office
- Hybrid IP PBX
- PSTN/ISDN
- IP Networks
- Virtual Private Network
- IP Handset
- VoIP
- Hybrid IP PBX
- CTI Integration
- Server
- Application Software
- IP Handset
- Digital Proprietary Telephone
- Standard Telephone
- Cordless Telephone
- Multi Cell Station
- Voice Mail System
- DECT Handset
- Modem
- Fax Machine
- Door Phone/Release

For full KX-TDA written specification, please contact your local Panasonic dealer, or visit our website.

Microsoft Windows is a registered trademark of the Microsoft Corporation.
Panasonic recommend that a site survey is considered for DECT applications.
The design and specification of the products is constantly changing in the interest of improvement.
Whilst every care is taken in preparing this brochure some changes may occur after publication.
Please check with your Panasonic dealer for details.

Panasonic

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KX-TDA Application
Ask for a brochure and/or quotation

IP Networking

PanaStat
(Call Management Software)

Desktop Telephony Assistant
(3rd Party CTI solution)

Integrated Headsets

Message on Hold
(Comfort and Promotional Messages)