Panasonic SMB Solutions Competitive Comparison Guide

Cisco Small Business

(Cisco Channel Partner Use Only)

Solution Overview

KX-TA824

KX-TA824 – SOHO/Small Business hybrid phone system supporting up to 8 lines and 24 phones with basic business voice communications. Supports cordless extension phones with optional wireless kit. Other optional modules provide Voicemail , Auto Attendant, Caller ID, and video camera / office surveillance.

KX-TDA50G

KX-TDA50G – The TDA-50G is Panasonic's feature-rich (though still voice-centric) entry in the SMB communications race. With support for SIP trunking, cellular and cordless mobility, and unified messaging, this is the strongest competitor to Cisco's UC320 W in Panasonic's product range. Optional modules provide Voicemail , Auto Attendant, Caller ID, and video camera / office surveillance.

Target Applications

- Small and medium businesses, either greenfield or as an upgrade from a previous key system.

Insertion Strategy

- **Customers**: Key targets: Small offices, and branch offices, especially Law, Real Estate, Hotel/Motel, Medical, and other small businesses.
- **Channels**: Panasonic resellers and partners.
- **Panasonic Product Positioning**: Hybrid key systems with strong focus on SOHO and SMB and focusing on reliability, affordability, and flexibility as key value points. Panasonic is traditionally the #1 volume seller in the small key and hybrid systems segment in the US.

Panasonic Weaknesses

- Cisco can point to Panasonic's lack of support for data switching and routing and WLAN in its offerings for very small businesses. These are capabilities built into every UC320.
- Further, customers must pay for an extra outboard module in order to add voicemail and auto attendant, also built-in features on UC320.
- Key system technology, a stronghold for Panasonic, is being eclipsed by Unified Communications solutions. Panasonic customers have little to no migration options to transition to this important new technology.

Product Comparison (Panasonic solutions vs. Cisco UC300 Series, Model UC320W)

	KX-TA824	KX-TDA50G	UC320W
Maximum IP phones, analog station, and/or analog trunk.	Base configuration includes 3 lines and 8 stations. Extra cost line cards can support up to a maximum of 8 lines/24 stations.	Base configuration with 4 lines and 8 extensions. Extra cost line cards support up to 12 CO lines and 24 extensions (48 with optional external power supply	24 user licenses and 4 FXO lines included in base system, expandable to 12 lines with SPA8800. Max of 9 analog phones when used with SPA8800 IP Telephony Gateway
SIP Trunking Support	None	Yes. Requires optional SIP trunking card - KX-TDA5450 ($750 street)	Included
Phone license included	Yes (soft phones require additional user licenses)	Yes (soft phones require additional user licenses)	Yes – all 24 user licenses are included
Inbuilt Ethernet Switch and IP Routing support	No	No	Integrated 10/100/1000 routing; 4-port 10/100/1000 switch. Dual VLAN support
Voicemail to e-mail integration	Voicemail requires additional 2 port / 60 minute card KX-TA82492 ($250 street) or KX-TVA50 module ($375 street)	Voicemail not included; requires additional KX-TVA50 module ($375 street) providing voicemail and voicemail to email integration	Included
Wireless LAN Support	No	No	Yes, 802.11b/g/n wireless access point included with support for two SSID's

Panasonic Solution Pricing

Base Units

KX-TA824 3x8 bundle with 3 digital phones: $510 street ($170/user); 6x16 bundle with 6 digital phones and TVA50 voicemail module: $1500 list ($251/user)

KX-TVA50 Voice Processing module: $475 list; $375 street

KX-TDA50G: sample 12-user price with voicemail, phones, and SIP trunking: $3908 ($326/user)

End Stations

KX-T7720 Digital phone: $125 list; $100 street

KX-T7736 Display phone: $200 list; $160 street

KX-TD7895 Cordless handset: $399 list

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Competitive Selling Strategies	
How to Beat the Competition	<u>Set the Agenda:</u> Show that key system technology – virtually synonymous with the Panasonic brand – is no longer the only choice for very small businesses. For an equivalent price Cisco offers the UC 320 solution, with integrated voice mail, auto attendant, data switching and routing, and Wireless LAN. Highlight the advantages that the Cisco brand brings to the sub-20 line segment, notably in terms of compatibility with telco SIP services and associated voice and data equipment as the customer's business grows. Many future features will be downloadable at no charge, providing another Cisco advantage. <u>Challenge Panasonic:</u> Show how the Panasonic KX-TA824 product range falls far short of UC320 capabilities, for about the same price, with no support for Wireless LAN or data switching and routing. Show how even Panasonic's KD-TDA50G falls short of UC320's capabilities, even in a two-box solution when the TVA voice processing module is added, and for more money. Panasonic has a reputation for reliability, affordability, and flexibility – but only for old, voice-centric systems. Show that Cisco UC320 delivers all of that and more – but with a true IP-based Cisco Unified Communications system.
Strengths and Positioning	<u>Panasonic's Positioning:</u> Panasonic's KX-TDA50G features a number of advanced calling features for small businesses, such as support for cordless extensions, call transfer to wireless phones, and unified messaging. Panasonic's presence in the SMB market and channel will ensure that Cisco resellers will come up against the KX-TDA50G in no shortage of sales situations. Its appeal will be strongest in professional services accounts, where Panasonic VARs have developed specific call-handling applications. For very small voice-only opportunities Panasonic resellers will likely choose the no-frills KX-TA824, which requires an additional extra-cost module to provide even simple voicemail. <u>Key Strengths</u> Panasonic has a strong reputation in the SMB space, where it is consistently a market share leader. With support for analog, digital, IP and softphones, as well as cordless/wireless endpoints, the flagship KX-TDA50G offers more endpoint choices than the low-end KX-TA824. Panasonic's extensive installed base is an attractive target for vertical-market developers; Panasonic VARs have developed industry-vertical solutions in retail, hospitality, call center, and other industries. Panasonic makes basic phone systems that highlight simplicity of operation – a strong feature in the small business market, but also in the residential market where Panasonic markets a version of the KX-TA824 specifically for home use.
Panasonic's Solution Weaknesses	Panasonic's small-business systems line can be attacked for its lack of even basic data communications support, which makes these solutions increasingly isolated in the market as converged voice systems gain momentum among SMB accounts. Cisco should argue that there's no reason to settle for a key system when you can have a Cisco IP PBX solution for about the same price. End-users will feel the difference with new levels of user comfort and feature-richness to the small-business space, translating to higher productivity and employee satisfaction, even while opening new possibilities for the business, such as Unified Communications. Tactically, Cisco should focus on articulating reasons why the integrated single-box voice/data concept of the UC320 makes sense even for SMBs that were not in the market for a converged system. Among the advantages it can cite for this approach are cost savings from SIP trunking support, a feature not available on Panasonic's low-end KX-TA824, and reduced office footprint and power requirements.
Countering Panasonic FUD Sales Tactics	Panasonic will say the Cisco UC320 is more expensive. → Perhaps when compared to the no-frills KX-TA824. But on a like for like basis, the UC320 is comparable in cost with the fuller-featured KX-TDA50G, which even with a two-box solution including the TVA voice processing module, does not include all the capabilities of the UC320. Plus, at this price UC320 offers capabilities such as switching and WLAN that are absent from the Panasonic solution. Finally, the UC320 provides a secure foundation for future Unified Communications applications.