

**Panasonic**  
ideas for life

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**IP** **ALLIANCE  
PARTNER**  
Panasonic Connect Program |



> Working with your Alliance Partner

**connect**  
PARTNER PROGRAM

## General Information

- > Panasonic Corporation is one of the world's largest electronic product manufacturers, comprising over 680 companies. It manufactures and markets a wide range of products under the Panasonic brand to enhance and enrich lifestyles all around the globe. The current Panasonic product portfolio includes over 15,000 product lines, and the company employs almost 400,000 people worldwide.

Panasonic has developed a series of advanced Unified Communication platforms that are designed to enhance businesses by fully utilising existing IP Networks, protecting your existing technology investment, while being easy to use. Targeting single or multi-site, small, medium and large businesses, these systems provide a complete set of tools and components to build the solutions to meet your business needs.

Through its global, comprehensive sales and support network, Panasonic is committed to listening to local customer requirements and providing the support to meet customer needs, wherever and whenever they need it.

### The Connect Partner Program from Panasonic

We unify our European channel partners under one program that is tailored to their expertise, skills, technological understanding and industry focus, to deliver the best results for you. This way, we can all be sure that you are working with a technology partner that has the skills and experience to assist you in every way possible.

## IP Alliance Partners

- > Panasonic IP Alliance Partners have obtained the highest level of Panasonic partnership accreditation. They are solutions providers with the expertise and experience to integrate a wide range of Panasonic network communications products and solutions.

By choosing an IP Alliance Partner to help build your business solution, you will benefit from their knowledge and capabilities in creating and implementing Panasonic custom solutions which may also include tools and solutions from 3rd party development partners.

IP Alliance partners are ideal for customers who require the widest portfolio of support solutions and services.

Working with an IP Alliance partner will mean that you can benefit from their access to a wide range of tools and personnel including Panasonic experts for Sales and Technical information, along with a complete set of Panasonic Marketing Tools such as system configuration tools and a large library of reference materials including our Extranet, marketing portal and e-learning systems.

Your Panasonic IP Alliance Partner will also have enhanced product knowledge, gained through these exclusive channels:

- Invitation and attendance to Round Table events, covering both Technical and Sales
- First level of Field Test Partner so they will have in-depth, firsthand experience of our solutions and will know what is best for you

Selecting a Panasonic IP Alliance Partner to design your business solution means you can be sure that your supplier has access to all the latest Panasonic product data, and most of all that you have the best chance of building the ideal solution for your business.



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