STORM® IN PARTNERSHIP WITH PANASONIC
THE PBX IN THE CLOUD
Panasonic, one of the world’s leading providers of PBX systems, brings you storm, its PBX and Contact Centre from the Cloud. Offering powerful enterprise-grade PBX, intelligent inbound number management and multi-channel Contact Centre, storm offers the brand and reliability of Panasonic with an unprecedented breadth of features and scalability.

Thanks to its highly scalable cloud model, storm can flex to meet the requirements of businesses of any type or size, from large enterprises down to small operations of a single user. Enterprise-grade solutions can be rapidly deployed without the need for lengthy setup processes, and with minimal capital investment.

Every deployment can be tailored to the individual requirements of the customer organisation. A single storm solution can be used to provide the complete telephony infrastructure of an entire multi-site organisation. Alternatively, storm can overlay existing systems to provide additional functionality, breathing new life into legacy investments.

Whatever your business, storm provides a complete future-proofed solution for your telephony services, that can adapt to your requirements as they evolve over time.
TRUE CLOUD CAPABILITIES

As storm is a cloud-based platform, all core hardware and software already exists in the network and is provided as a service.

Deployed over two secure data centres and built to ensure no single points of failure, the storm platform is designed to ensure 99.999% platform availability – even during peak times. With effectively unlimited capacity, storm is highly scalable, meaning users never run out of the critical communications power they need. Services can be rapidly expanded, with new users or functionality bolted on to existing services as and when required.

Upgrades to hardware and applications are regularly implemented and immediately become available to customers at no extra cost beyond the standard monthly licensing fees. These regular updates ensure that storm provides its users with a future-proofed solution, ensuring that the leading-edge functionality provided by storm always remains ahead of the curve.

From an architectural level upwards, the flexibility of the storm platform represents a strategic resource for your business which keeps on delivering value.

ENHANCE YOUR COMMUNICATIONS WITH STORM

High Performance, High Resilience
Built for 99.999% platform availability with one-click DR as standard to ensure business continuity

Optimum Flexibility at Controlled Costs
Converge multiple sites and mobile workers on a single telephony system. Bolt on additional capacity as and when required, only ever paying for the capacity you use

Keep Ahead of the Curve
Evergreen cloud technology – receive all of the latest and best PBX features as soon as they are available
storm PBX™ is a telecommunications system that delivers highly intelligent IP-PBX and voice over IP (VoIP) capabilities for any type or size of organisation. The system provides an advanced call handling platform in the cloud, capable of integrating with any third-party hardware and software infrastructure.

With a host of best-in-class PBX features in the cloud, storm PBX gives you and your workers the tools to tailor your communications infrastructure to the individual needs of your business.

Satisfy customers and clients by connecting them to the person or information they require quickly, using fully customisable intelligent IVR features. Unify your business by setting up call treatments and user groups that span geographically dispersed sites. Connect your mobile workers with powerful routing and flexible working capabilities.

**HIGHLIGHTS**

- All the features you would expect of a traditional PBX – from the cloud
- Intelligent Call Forwarding and IVR services
- Activate Disaster Recovery within seconds
- Complete mobility – log in and use PBX services from any location, on any device
- Integrated call recording on demand
- Drag and Drop Switchboard Facility
- Intuitive web-portal – log in and make system changes from any internet-enabled location
- Web-based Personal Portal for accessing user settings and voicemail
GET DOWN TO BUSINESS ANYWHERE, ANYTIME UNIFIED COMMUNICATIONS

storm PBX offers home and field workers the ability to use the same number wherever they are. With no boxes and no switches, storm PBX offers complete flexibility and mobility. Users can log in to the system from any internet-enabled location and have their calls forwarded automatically to them, whilst twinning features enable mobile workers to continue picking up calls – even when on the move.

UNIFY YOUR COMMUNICATIONS ESTATE ON ONE CENTRALISED PLATFORM

Centralise your entire telephony estate on a true cloud platform enabling you to manage all of your business communication tools in one place. Web-based portals allow administrators to make changes to any site, at any time, from any location, whilst ordinary users benefit from free on-net calls – even between geographically dispersed sites.

DISASTER RECOVERY SEAMLESS BUSINESS CONTINUITY

Guarantee the continuity of mission-critical services. Built-in Disaster Recovery with one-click activation ensures that, in the rare event of a PBX site going offline, calls and leads continue to be captured and routed to another service or location. storm’s multi-sited architecture is designed for 99.999% availability, giving you peace of mind that no calls will be left unanswered.

PBX THAT WORKS AROUND YOUR BUSINESS WITH FLEXIBLE LICENSING

storm PBX deployments can be scaled up rapidly as requirements change over time by bolting on additional capacity as needed. All the while, you only ever pay for what you use, helping you to keep control of costs. With the freedom to adapt services as circumstances change, storm PBX is the ideal solution for any organisation – small or large.
**STORM CONTACT**

**MULTI-CHANNEL CONTACT CENTRE**

**storm** Contact™ is a powerful cloud-based contact centre solution, capable of delivering automated contact distribution (ACD) and full computer telephony integration (CTI) functionality for any size of organisation.

Unify skilled workers distributed across multiple dispersed sites within a virtual contact centre in the cloud. Connect customers and clients first time to the best agent to answer their query, regardless of their geographic location. Add a personal touch to your customer interactions by automatically feeding relevant customer data to your agents through CRM integration.

**RIGHT AGENT, FIRST TIME**

**EASY-TO-MANAGE ACD GROUPS**

With storm Contact’s highly intelligent ACD queuing capabilities, you can rapidly route your contacts to the best available agent from across your entire estate. Agent skill level, experience, availability, and cost are among the extensive range of criteria that can be defined in detail, helping to ensure that each call you receive is routed to the right destination, first time, every time. Intuitive portals and step-by-step wizards allow services to be adapted quickly, giving flexibility to your contact centre operations.

**MASS PERSONALISATION**

**WITH CRM INTEGRATION**

**storm** Contact provides full integration with leading Customer Relationship Management (CRM) systems such as Salesforce.com and Rightnow, giving your business a competitive edge. Empower your agents to deliver personalised service by connecting them to relevant customer data via screen-pop, whilst effortlessly tracking the interaction history of each individual customer. This means that callers never repeat information, allowing you to deliver joined-up service and an improved customer experience.

**AT A GLANCE**

- Route calls to skilled agents across multiple sites, and even home workers
- Automatic Call Distribution (ACD) groups can be set up and managed easily
- Route customers to the right place first time using skills-based routing
- Rapidly update Contact Centre routing rules yourself as requirements change
- Deliver more personalised service by integrating your CRM systems with storm
STORM INBOUND
INTUITIVE NUMBER MANAGEMENT

**storm Inbound™** is a powerful and comprehensive solution for cloud-based number management and intelligent call routing, providing a one-stop-shop for managing all your numbers – geographic, non-geographic and international.

Gain complete control over all of your inbound traffic with Inbound’s intuitive number management interfaces. Rather than being tied down to a location, storm’s simple Service Portal enables you to reassign your inbound numbers across your organisation and group them as required.

**BOOST CALL EFFICIENCY WITH INTELLIGENT IVR SERVICES**

Optimise business productivity with storm Inbound’s Interactive Voice Response (IVR) services to ensure that calls are filtered through to the right destination quickly and efficiently. Auto-Attendant functionality gives callers the ability to choose the information they wish to access, minimising the burden on front-line staff and freeing them up for more high-value tasks. Inbound enables you to adapt services rapidly, in real time, giving your business the agility to respond to events as they unfold.

**NEVER MISS A CALL WITH EMERGENCY CALL RE-ROUTING PLANS**

In an unexpected emergency such as a power outage or office flooding, business continuity is imperative. storm Inbound allows you to create flexible, easy-to-define call routing plans to alternative sites and mobiles, ensuring uninterrupted customer service and enabling business to continue as usual. With storm’s simple interfaces, activating Disaster Recovery is as simple as clicking a button or dialling in via PIN-protected IVR.

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**AT A GLANCE**

- Intuitive point-and-click interface for simple number management
- Quick and easy IVR menu creation with optional auto attendant templates
- Instant flexibility – make changes to routing plans and make them live instantly
- Protect your business with one-click Disaster Recovery routing
- Improve efficiency by enabling customers to easily access information via self-service

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**Key Features**

- Intuitive interface for easy number management
- Quick IVR menu creation with optional templates
- Instant flexibility to make changes to routing plans
- One-click Disaster Recovery for business continuity
- Improved efficiency through self-service access to information

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**Technical Highlights**

- Cloud-based architecture for scalability and flexibility
- Customizable IVR menus to meet specific business needs
- Real-time data analytics to optimize call routing
- Secure PIN-protected IVR for disaster recovery
- Integration with various enterprise systems for seamless operation

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**Conclusion**

storm Inbound™ offers a comprehensive solution for managing your business’s inbound numbers, ensuring call efficiency and business continuity in times of emergency.
**STORM DASHBOARD**

**REAL-TIME & HISTORICAL REPORTING**

*storm* Dashboard™ is a powerful statistical reporting and data analysis package that can be used to present management information, real-time and historical, and to monitor system performance and activity at a glance. Information is presented using multiple ‘tabs’, which you can set up yourself to show exactly the information you need to see (and share with other users).

The real-time feedback provided allows you to monitor performance issues such as current service levels and keep track of resources; while historical reporting capabilities allow you to track service performance over a defined period and help you identify performance trends.

**STORM SERVICE BUILDER**

**DRAG & DROP SERVICE CREATION**

*storm* Service Builder™ provides an intuitive drag & drop tool for the creation of advanced IVR call treatments. The application’s user-friendly web-based interface provides a secure, easy-to-use environment for the design, testing and implementation of custom services.

Custom services produced in service builder can be revised and redeployed instantly, in real time, delivering true business agility. For businesses of all sizes, Service Builder provides real flexibility, enabling them to adapt their services to new events and circumstances as they unfold.
storm Recorder™ is a flexible, cloud-hosted application which provides storm users with always-on or on-demand call recording with integrated call archiving and assessment capabilities. Recordings are stored on resilient parallel servers with effectively unlimited capacity for round-the-clock availability.

Compliant with all industry regulatory requirements, including those of the FSA (Financial Services Authority), PCI-DSS (Payment Card Industry Data Security Standard) and Ofcom, Recorder is designed to address the needs of business across a wide range of sectors.

If you have your own on-site TDM PBX, storm SIP provides a means for you to take advantage of IP without having to replace your existing system. A SIP gateway connects to legacy PBX equipment that would not otherwise support an IP voice connection. Using this option, your organisation can gain all the benefits of cloud-hosted voice services without the need to replace existing hardware. Through the storm Service Portal, intuitive interfaces enable you to self-manage your SIP Trunking settings, giving you full control.
SIP TERMINALS

Combine the benefits of cloud-based telephony with the latest Panasonic technology.
KX-UT670
- Large 7-inch touchscreen display
- High-quality wideband voice transmission
- Eco mode
- Plantronics EHS-compatible
- Integrated Bluetooth®
- 2x 1 Gb Ethernet ports, PoE
- USB-Port, SD-Card-Slot

KX-UT248
- HD Voice
- 4.4 inch monochrome LCD
- Built-in Bluetooth® for headsets
- Paper label free keys
- XML Customisation Support
- Full Duplex Speakerphone
- Available in black or white

KX-UT136
- HD Voice
- Full Duplex Speakerphone
- Dual 10/100 Ethernet Ports
- PoE and XML support
- 24 function keys included
- 6-line Backlit display
- Electronic Hook Switch
- Available in black or white

KX-UT133
- HD Voice
- Full Duplex Speakerphone
- Dual 10/100 Ethernet Ports
- PoE and XML support
- 24 function keys included
- 3-line Backlit display
- Electronic Hook Switch
- Available in black or white

KX-UT123
- HD Voice
- Full Duplex Speakerphone
- Dual 10/100 Ethernet Ports
- PoE and XML support
- LCD backlight
- 2 Ethernet ports
- Available in black or white
MULTI-CELL-DECT

USE STORM SERVICES ANYWHERE – PANASONIC OFFERS A RANGE OF DECT HANDSETS FOR EVERY SITUATION

KX-UDS124
- 4-channel base station with excellent voice quality
- DECT encryption
- Air synchronisation
- 100 Base TX Ethernet port
- Seamless handover and roaming between cellular networks

KX-UDT111
- 1.8 inch colour LCD display
- Vibration alert for calls
- 200 hours on standby, up to 14 hours talk time
- 100 Base TX Ethernet port
- Directory with space for 500 numbers
- 100 Base TX Ethernet port
- Dustproof and splashproof in accordance with IP65
- Full-duplex wideband
- Noise suppression feature

KX-UDT121
- 1.8 inch colour LCD display
- Vibration alert for calls
- 200 hours on standby, up to 14 hours talk time
- 100 Base TX Ethernet port
- Directory with space for 500 numbers
- 2.5-mm headset connection
- Bluetooth®

KX-UDT131
- 1.8 inch colour LCD display
- Vibration alert for calls
- 200 hours on standby, up to 14 hours talk time
- 100 Base TX Ethernet port
- Directory with space for 500 numbers
- 2.5-mm headset connection
- Bluetooth®
- Dustproof and splashproof in accordance with IP65
- Full-duplex wideband
- Noise suppression feature
THE PERFECT SOLUTION FOR EVERY REQUIREMENT

SALES
When a lead comes in, you need to be sure that your sales teams can pick it up, wherever they happen to be. *storm* Inbound’s flexible number management provides your staff with the tools to work anywhere and generate leads on the go. Twinning features ensure that calls are forwarded to your sales teams, wherever they are, whilst UC features, such as voicemail to email, help to ensure that missed calls are picked up quickly.

FINANCIAL SERVICES
As financial services process thousands of customers enquiries and payments everyday, security is paramount. *storm* offers Level 1 PCI DSS compliance, the highest industry standard, helping you to ensure that customer data is secure. *storm* technology is accessed through cloud-hosted web-based interfaces for ease of use, enabling you to manage multiple systems and process big data securely.

RETAIL
In a world where consumers are becoming increasingly accustomed to always-on interactions, high-touch personalisation gives retailers a competitive edge in engaging with their customers. The communications integration capabilities of *storm* deliver all that you need to determine relevant information from masses of customer data to keep in touch with your customers, for a truly personalised retail experience.

PUBLIC SECTOR
Government organisations need to do more with less. Citizen expectations are rising, and increasingly they are coming to demand the same quality of service from public bodies as they receive from multinational corporations. *storm* PBX’s highly intelligent IVR capabilities provide a mechanism to meet this demand, boosting service efficiency by giving citizens instant access to the information they need.