

### Panasonic Solution Developer Network

Panasonic is offering a PBX partner program (Panasonic Solution Developer Network for Communication Products) to offer integration between Panasonic PBX and 3rd party vendor applications. For the software vendors registered in the program, Panasonic provides the latest technical specification and support to our partners interoperability testing. The 3rd party vendor successfully tested the software product stated in this solution leaflet, in accordance with the 'self-test' specification provided by Panasonic.



## Integration with CRM Systems / Databases

### ► Type of Business and Merit

- CRM integration add-on module for Panasonic UT IP phones
- Looks up contact details in CRM databases
- Displays screen pop with contact details of the caller
- Enables additional ways to dial phone numbers

### ► Application Name - Partner

iLink CRM Extensions for Panasonic UT IP phones - iLink GmbH

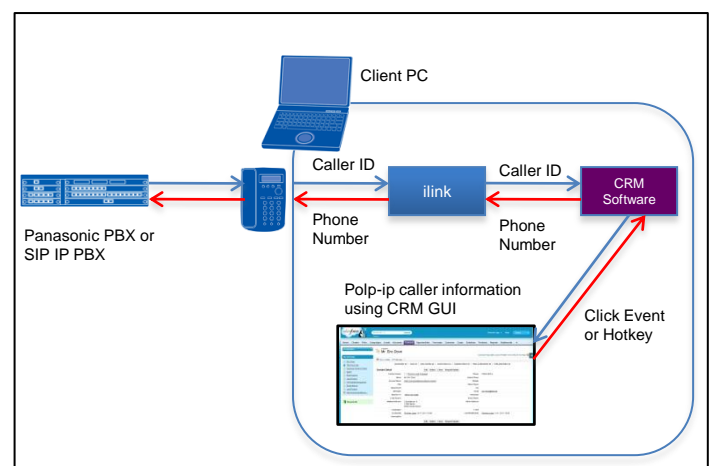
### ► Overview

iLink CRM Extensions for Panasonic UT IP phones accesses various CRM and database applications to display caller information during inbound telephone calls. It also adds additional functions to dial telephone numbers.

### ► Main Feature

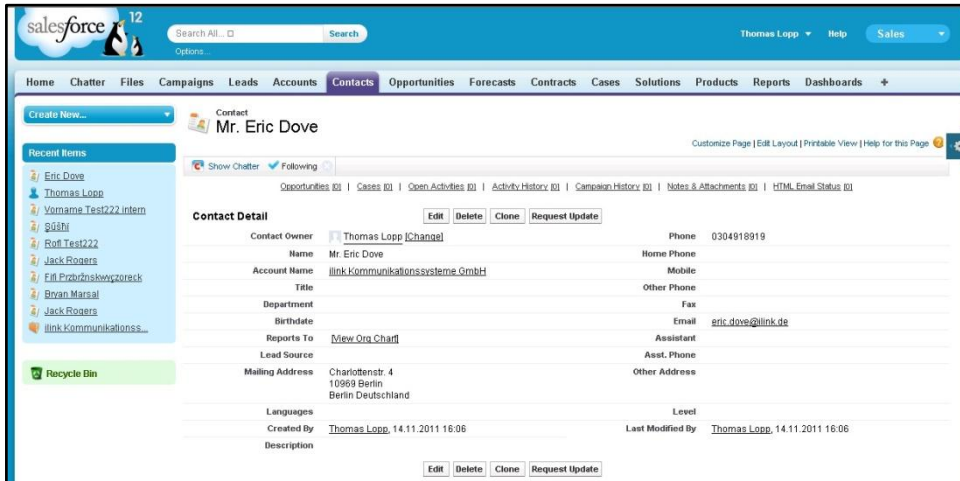
- Looks up contact details of incoming calls in major CRM systems, including: Act!, Sage, Salesforce.com, IBM Lotus Notes, IBM Connections, Microsoft Dynamics CRM, Goldmine, SugarCRM, Netsuite, Maximizer, Tigerpaw, Outlook / Exchange (Public Folder), VCard, X-INTEGRATE, Web Phone Books, ODBC, more
- Screen pop displays the name of the contact when found in the CRM system
- Gives additional dialing options using drag-and-drop, copy & paste and keyboard hotkey

### ► System Configuration



## ▶ Features

- Integrates on-premises and cloud based CRM systems with UP IP phones
- Displays contact information of the caller that is stored in the CRM database
- Custom ODBC databases can be integrated
- Additional CRM systems support can be added on demand
- Adds additional mechanisms to dial phone numbers



A contact record in Salesforce.com



Popup window showing information from a contact in Salesforce.com

## ▶ System Requirement

### PBX

Supported PBX	Panasonic KX-TDE100/200/600, KX-NCP500/1000, KX-NS1000
Supported UT IP phones	KX-UT1xx KX-UT248

### Partner Application

OS	Microsoft® Windows® XP Microsoft® Windows Vista® Microsoft® Windows® 7 Professional Microsoft® Windows® 8 Pro
CPU	Pentium® 2GHz
RAM	2 GB
HDD	5 GB

## ▶ Application Partner Information



Panasonic  
Solution  
Developer  
Network

**Silver  
Partner**

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