

## Panasonic SIP Trunk Certified for Connection with Novum Networks.

Novum Networks, an Australian based telecommunications provider of Cloud-based Telephony and SIP Trunking services has been given the green light for the Panasonic KX-NS/NSX to be SIP Trunk certified for connection.

From today, the Panasonic KX-NS/NSX Smart Hybrid PBX System will be able to accept Novum Networks' SIP Trunking Service. Our SIP Trunking service is ideal for all businesses to access IP Telephony features, for today's employee demand without needing a huge budget.

Nigel Keswick, Managing Director of Novum Networks says, "We are delighted to work with Panasonic to certify their KX-NS/NSX Series Smart PBX systems. It was great to see that Panasonic have the same rigorous testing requirements for certification as Novum Networks, giving us peace of mind that all features of the trunks will work as expected."

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*With ISDN retiring, Panasonic is interested with telecom-providers that could provide reliable SIP Trunk technology that complements our reputable brand. Novum Networks have proven their ability to deliver this service through the certification process. VOIP SIP trunks now allow our channel partner network to confidently sell Novum Networks SIP trunks knowing that they have both Panasonic and Novum Networks support.*

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Sam Fahmy, National Channel Manager (Panasonic)

Sam explains that the KX-NS/NSX series is very easy to install and maintain. "It's a cost-effective hybrid communication system for companies with up to 2000 users in a single or multi-site implementation that can be flexibly configured and expanded, making it the ideal alternative to cloud-based solutions."

Nigel Keswick explains, "At Novum Networks, we are always committed to delivering superior SIP Trunking services to our partners and their end customers. As owners of our Cisco-BroadSoft platform and the integration of Novum's SIP Trunking to the KS-NS/NSX series demonstrates our ability to provide superior IP Telephony services to our channel partner network and their end customers.

Sam Fahmy, National Channel Manager says, "Our customers can enjoy a reliable technology from communication servers and desktop phones to cordless calling. We offer feature-rich products with a complete unified communication solution tailored for any business, delivered through a local Australian owned value-added distributor. All our platforms are future proof (NBN ready) certified with major carriers. We are happy to add Novum Networks to our list of authorised SIP trunk providers."

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*Our strategy is simple, we are about creating exceptional customer experiences to improve our competitiveness, whilst expanding revenue opportunities. The decision for Panasonic to certify the KS-NS/NSX Smart Hybrid PBX System will help us to grow our go-to-market strategy, allowing us to be a formidable player within the Australian Telecommunications market and to successfully compete against the larger providers here in Australia.*

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Nigel Keswick, **Managing Director (Novum Networks)**

For more information about our SIP Trunking service, get in touch with the sales team on **1300 725 127** or email us at [sales@novumnetworks.com.au](mailto:sales@novumnetworks.com.au).

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### About Novum Networks

Novum Networks is an Australian company specialising in the delivery of secure Business Cloud PBX and Cloud Telephony solutions that enables our partners and customers to compete in today's digital connected economy. We provide a fully integrated portfolio of enterprise-ready communication services that are architected on our platform, using the latest technologies that are available on the market.

We foster an agile and innovative culture that allows us to fast-track development and provide our telecommunications and managed service channel partners, an alternative to the top 3 Australian carriers that utilise the Cisco Broadworks Platform.

### About Panasonic

For over a century, Panasonic globally has been focused on product innovation and improving business productivity and people's lives. The Panasonic Business suite of products continues to grow, with a Unified Communications line up designed to enhance the workplace.

For more information on Panasonic Communication Solutions visit <https://business.panasonic.com.au/communication-solutions/>

#### Media contact:

Manisha Kaur  
[manisha.kaur@novumnetworks.com.au](mailto:manisha.kaur@novumnetworks.com.au)  
+61 (0)7 3638 1803