Yeastar

YEASTAR SALES ENABLEMENT KIT:

SELL YOUR CUSTOMERS BESPOKE SOLUTIONS

Use this guide to kick-start your sales strategy of Yeastar PBX System

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1. Why Yeastar

For nearly 14 years, Yeastar has served more than 200,000 customers in over 100 countries with reliable, robust and flexible VoIP solutions. Yeastar has the right combination of products that work seamlessly to provide a complete solution, from pure IP to IP integrated with legacy phone systems, from VoIP gateway to full-fledged IP PBX.

Yeastar PBX System, as part of an advanced unified communications solution, makes enterprise-grade business communication capabilities available to small and medium-sized businesses across a wide variety of industries. With different product models, the modular design and the cloud-based solution, Yeastar PBX System has the capacity and scalability to serve the entire SMB market instead of just a portion of it. With both service providers and business users in mind, we have developed the PBX system easy to use, implement, and manage.
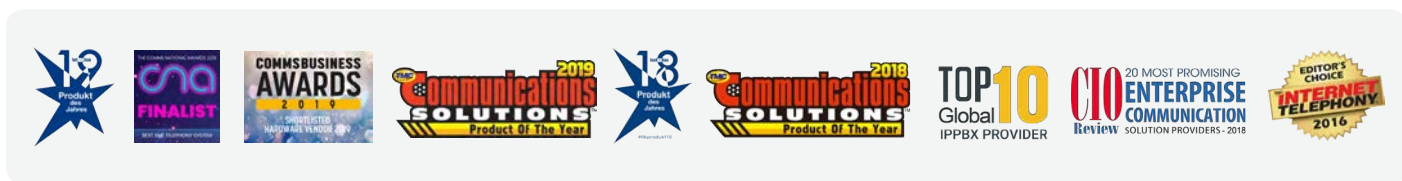
S-Series VoIP PBX

Cloud PBX

K2 IP PBX

**Linkus
UC Softphone**

"I would say that Yeastar PBX is one of the best systems available and provide all of the tools and features needed to run a successful VoIP PBX business.

— Chris Spicer, Vocaltel

"Yeastar manufactures powerful Industry standard IP PBX and communication applications that allow you to easily install, secure and integrate IP Telephony into your ecosystem. And, on a sales perspective, this is the key point that turns every opportunity into a win-win success."

— Ing. Giovanni Salvo, FIORE SRL

2. Solution Selling

Targeting Niche Markets and Various Needs

Use Solution Selling to Close More Sales

With the rapid development in business communications in recent years, customer demands are far too varied to approach with a one-size-fits-all solution. The market is vast, but how many industry players are fully capable of matching up customers' pain points with appropriate solutions?

Customers are not merely buying the business communication system; they are buying the solution. Solution selling is a sales methodology that aims to identify a customer's pain points and tailor a complete solution with a set of products and services that addresses the underlying problems. Instead of just demonstrating the products or listing the feature set, solution selling focuses on the specific issues and challenges that customers are facing and how a customized solution works to solve them. A tailored solution helps shift customers' attention from the price to the value.

The key to solution selling is to identify the pain points that lead to the purchasing decision. The majority of your prospects may not be as up-to-date on technology as you are. However, all too often in the IT industry, we get wrapped up in our own jargon, hype, and the fancy features and forget the simple fact that the prospects do not care unless it makes a difference to them. Focusing too much on the technology and not what problems the technology can solve will make it unclear for your customers to find out the real values you can deliver to their businesses.

To target a certain group of customers, some service providers package specific products and services into bundles, while some optimize their offerings for specific verticals, such as hospitality, education, and healthcare. Look for similarities in your potential customers and existing ones, and bring alone relevant case studies or success stories to demonstrate your solutions in action.

Rather than finding customers for your solution, find solutions for your customers.

Putting Yourself in the Shoes

of Your Potential Customers

1 | Convince your customers with signs that they need a new business phone system.

Your customer's phone system is becoming obsolete.

It could be a detriment to business to operate a phone system that has been discontinued by the manufacturer. A legacy phone system is now outdated for that it is relatively expensive to maintain, cannot deliver modern communications features, and relies on traditional phone lines. The longer a company continues to invest in obsolete phone systems, the more expensive and challenging it will become to replace them.

Your customer's business is missing out the latest must-have features.

Businesses utilizing VoIP are increasingly relying on advanced functionality to conduct their day-to-day operation. If your customer's phone system lacks features like auto attendant, call recording, music on hold, call queue, or conference, it is probably in dire need of a revamp. Instead of purchasing other solutions one after another to supplement your old phone system, an all-inclusive, all-in-one system is no doubt a more budget-friendly option.

## Your customer's employees are chained to the desk to receive calls.

If your customers have ever complained on missed calls because the employees are not at the desk to take them, it rings alarm bells that you have a chance to assist it with the upgrade to unified communications. The remote workforce has become the norm and if the employees can't choose whether to use a desk phone, mobile phone or desktop to take business calls or transfer calls to one another when they aren't in the office, the missed calls will remain a problem and eventually affect productivity.

Your phone system cannot grow with your business.

Is your customer experiencing rapid growth now? Has its call volume outpaced the capacity of its current phone system? If so, the ability to increase system capacity easily and cost-effectively become an important factor to consider for your customer when weighing whether to upgrade to a new phone system. Especially, for businesses that have aggressive growth targets over the next few years, if its phone system is unable to accommodate the addition of more users, an upgrade is inevitable.

Your customer is struggling to manage different phone systems in multiple locations.
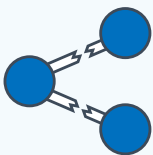
The capacity to handle multiple offices is crucial whether a business has already had an established secondary location or in case you plan to open one in the future. Different office phone systems in multiple locations present many challenges, such as complicated administration and maintenance. It's also not a smart fiscal choice to cling to a traditional phone system when adding a new location.

UPDATE

2 | Prepare for things that our customers might consider and bring up to you.

❯ Remaining existing equipment.

A seamless migration that allows your customers to leverage what they already using means great cost savings and peace of mind.

❯ The time frame for the upgrade.

The time frame for the installation and implementation of a new phone system matters to businesses, especially for those in urgent need.

❯ A future-proof phone system infrastructure.

Companies always want a business communications infrastructure with easy scaling, service and feature updates, and evolving technology, which adapts as their business changes.

❯ Deployment options.

There is no ultimate better choice between an on-premises and cloud-based system but whether it is a better fit is based on your customer's present and future needs.

❯ The total cost of ownership.

For a business, the TCO involves upfront costs which are associated with purchasing the phones, routers, and other non-recurring fees, installation costs, and ownership costs which includes monthly fees, maintenance and upgrades after the system is installed.

❯ System integration.

Being able to integrate the business phone system with other business applications may be a top priority for more and more businesses, especially those that are using CRM, PMS, CTI, or contact center software.

3 | Help your potential customers conquer their top concerns.

"It takes a lot of time and effort to install the new phone system."

Forget about the lengthy installation and massive overhaul of the current system. That is not the case for adopting VoIP. Compared to traditional phone systems that require lots of cables, to keep a VoIP system running only requires the Internet connection. Besides, the majority of VoIP devices come pre-configured for plug and play. Businesses will have flexible network choices including PSTN lines, VoIP/SIP lines, PRI circuits, GSM trunks or a combination of them all.

"It is costly to upgrade a legacy phone system to VoIP."

Installing a traditional phone network is laborious and expensive, but upgrading to VoIP actually saves substantial investments in the long run. In most cases, by leveraging VoIP gateways, businesses can still preserve existing equipment and use them along with the new VoIP system. As VoIP routes calls through the Internet, there is no need to pay for the copper lines which a traditional phone system requires to function. For a cloud-based solution, there is even no need to maintain the hardware and no installation involved.

"The audio quality of VoIP is not good enough."

This is probably the biggest misconception about VoIP. Well, in some cases it's actually true. Not all VoIP systems are created equal in quality. The audio quality of VoIP might be affected by the bandwidth and the device used. However, a vast number of different protocols and codecs ensure HD sound quality. With a robust solution and proper implementation, the call quality of VoIP can be as good or even better than the landline-based calls.

"VoIP is not as reliable and secure as legacy phone systems."

A lot of businesses are wary of VoIP because it runs over the Internet. Actually, a reliable service provider will check the speed and reliability of your Internet connection and have a redundancy plan in place in case of the rare service interruption. As for security, VoIP leverages modern security technologies like firewalls, encryption, authentication, blacklist & whitelist, etc. to make it even more secure than PSTN and ISDN.

"VoIP doesn't make that much of a difference."

VoIP systems unify employees under one cohesive phone system and allow users to make and receive business calls anywhere anytime with Internet-connected desktops or mobile devices, which greatly empowers employees working from home and on the go. Besides, a number of 3rd party integration and even custom integration with API will extend the functionality to cater to more specific needs.

3. Solution-Sell Yeastar PBX System:
Tailored Solution for the Right Fit

VoIP Solution to ISDN Switch-off
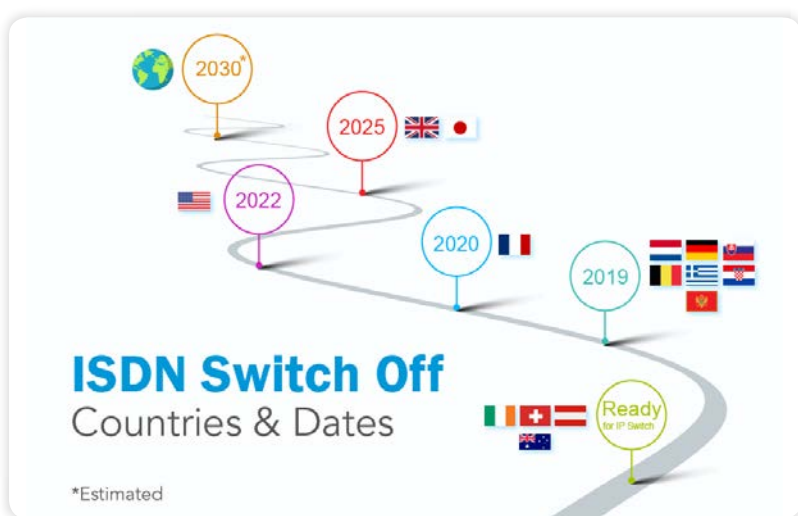
The ISDN switch-off is happening around the globe. The era of ISDN in the Australian telecommunications industry has come to an end. Phase-out of ISDN by Swisscom and Deutsche Telekom is already happening. BT announced it would be phasing out its ISDN and PSTN networks over the course of five years beginning in 2020. Soon all communication channels across Europe will only be operated via Internet Protocol, aka "All IP".

ISDN lines are being switched off for a reason. As business technology advances and communications demands grow, the traditional PSTN and ISDN lines have been outdated, costly, and restricted to scalability and capability Major telecoms companies are switching from conventional fixed network telephony to VoIP (Voice over Internet Protocol), which uses the Internet to route calls, freeing devices from being connected with physical lines.

Given the trend, those legacy players, who have been unable to make the move to IP, are under the risk of fading away. On the other hand, ISDN switch-off also represents a huge opportunity for service providers, especially in Europe and Australia. As you reviewing customers' communications systems, it is your chance to point out to them the alternatives and the benefits of an immediate upgrade.

Tips on Swaying Your Prospects to Make the Switch to VoIP

⊗ *Issues with their current legacy phone system*

- Legacy PBX is marking company growth cost-prohibitive
- Legacy PBX falls short of demanding mobility and integration capacity
- Legacy phone systems bring escalating phone bill and maintenance costs

⊘ *Additional business-enhancing benefits with the new VoIP PBX*

- Unified, integrated communications
- Simpler system management
- Remote extensions and softphone
- Branch offices within one single system
- Eliminating phone wiring
- Low TCO and potential savings

If your customers' traditional PBX system has become obsolescent to business communications, a fully VoIP enabled services would be particularly well suited for a smooth transition to All-IP. Yeastar VoIP solution comes with the fully functional S-Series VoIP PBX which supports VoIP, as well as ISDN and PSTN terminals on an IP-based connection, providing a comprehensive communication feature set. Besides, you can also recommend your customers a hosted voice solution enabled by Cloud PBX, hence your customers need not maintain hardware PBX equipment on-site.

If your customers are hesitant about the budget on a complete replacement of the existing devices, you can advise them on a phased transition by using Yeastar VoIP Gateways to connect the traditional analog or ISDN devices with SIP service providers. In this way, your customers can maintain existing equipment and make a gradual and painless migration.

Harrow Mencap Moved into VoIP with Yeastar S-Series PBX

Harrow Mencap, a registered independent UK charity, used the Avaya legacy system before with several ISDN2 lines, which cost quite a lot every month. As extending a second site to serve more people, the organization opted for Yeastar solution with all features in a box and non-modular pricing. It deployed one Yeastar S100 VoIP PBX as its core telephony system, collaborating with Vtech and Yealink IP phones. Yeastar provided a lot more features than the minimum requirements. Besides, Harrow Mencap connected the second site through remote extension registration without purchasing the other PBX system.

Red Bull Ireland Migrated to Hosted Voice Solution with Yeastar Cloud PBX

Richmond Marketing used to have a disparate set of legacy Avaya phone systems for different branches, lacking in flexibility and unified communications capabilities. To meet the growing needs, the company deployed Yeastar Cloud PBX to unify 3 branch offices into a single phone system, giving geographically dispersed employees the same features and consistent communication experience. Additionally, the system reduced the burden on IT staff and the costs of paying for on-site phone system maintenance.

Unified Communications Solution
for Agile Workers

The way we work is changing. As an upward trend, unified communications is all about making a wealth of communications channels and options into a single point of access. It is so scalable that it allows even the smallest businesses to act like enterprises. In particular, increased mobility and collaboration are transforming how modern workforce communicates.

Yeastar Unified Communications Solution incorporates the Yeastar PBX System and Linkus Unified Communications App. Linkus Softphone App is able to turn Android & iOS mobile phones and Windows & macOS desktops into office extensions with all the features of a desk phone.
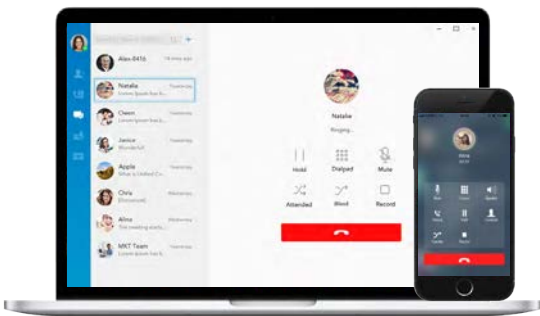
How Yeastar Unified Communications Solution Brings Values

⊙ A new work style and a better work-life balance:

with the Linkus Softphone, on-premises, off-site and on-the-go workers are all reachable via the same business phone number through multiple devices. Instead of working 9 to 5, employees embrace greater agility by handling business calls outside of traditional business hours and locations. Additionally, the organization is able to disregard geography when recruiting talent.

⊙ Enabling digital workplace and improving user experience:

Happier employees mean a more productive team. Linkus softphone frees employees from juggling desk phones and smartphones. They only need to use one device for both personal and business communication. They can transfer, hold, mute, and record calls, as well as check missed calls, call history, voicemails, and one-touch recordings via the devices they prefer.

⊙ Happier employees and a more productive team:

Saving time from switching between different communications channels, employees will have more time to focus on the business operation, thus improve efficiency and productivity. Virtual collaboration also replaces traditional boardroom collaboration in many instances. More than just telephony, chat, file sharing, CRM integration, etc. offer more alternatives for employees in different scenarios and keeps the team on the same page.

How Yeastar UC Solution Equips Different Types of Workers

▸ The office workers get a seamless communications system that allows them to switch between desk phones, desktops and mobile phones with a consistent experience.

▸ The remote workers are able to stay contactable at all times with access to business contacts and full capabilities, while separating personal and business communications.

▸ The on-the-go workers have a reliable, high-quality audio connection whatever the location via portable devices that can travel with them, saving much time on the road.

▸ The collaborative workers talk to colleagues more easily and work as part of an in-sync team with different communications channels integrated into a single point of access.

12 Things We Love about Linkus

- Quick & easy login via Link or QR code
- Breaking free from the desk
- Transferring calls among multiple devices
- Presence & corporate dictionary
- Instant messaging with file sharing
- Organize Contacts More Efficiently with Yeastar Native Contact Feature

- Easy dialing with click to call
- Select and dial with hotkey
- Initiating ad hoc conferencing on mobile phones
- Accessing voicemails & recordings from anywhere
- Aligning data with conversation through CRM integration
- Remotely Control Desk Phones from Desktops with CTI

Catholic University of Santa Maria Say Yes to Yeastar Unified Communications Solution

Catholic University of Santa Maria (UCSM) in Peru has seen how Yeastar UC solution could make a difference when they upgraded their legacy phone system. School staff without a designated classroom or workspace can remain reachable at all times with Linkus Softphone installed on their own mobile devices. Sharing lecture notes, exchanging ideas and project discussion become simple with messaging, group chat, file sharing, presence, CRM integration on Linkus Softphone. The staff can even broadcast instructions quickly to each classroom via Linkus by dialing the overhead speaker or IP phones.

A Complete UC&C Solution:

Yeastar for Microsoft Teams Integration

As Microsoft Teams surpassed 75 million daily active users, Yeastar now integrates with Teams to make enterprise-grade calling capabilities of S-Series VoIP PBX, Cloud PBX, and K2 IP-PBX available to Teams users. With the direct routing technology, users on Yeastar PBX System and Teams can seamlessly communicate with others like regular extensions do, making it a perfect fit for businesses with a mix of Teams and non-Teams users.

AVAILABLE ON
Microsoft AppSource

Add Enterprise Voice to Microsoft Teams

Place and receive calls from anywhere on any device via the Teams App.

Keep the existing phone numbers and any SIP endpoints on Teams.

Enjoy Advanced PBX features directly on the Teams App.

Enable Teams and non-Teams users to make internal calls to one another.

Simplify configuration and administration with the easy setup process.

Easily integrate with sip paging systems, door phones, and analog devices.

Why Yeastar: Compare Your Options

	Yeastar for MS Teams	MS Calling Plan	SBC Direct Routing by Yourself
Customize IVR menus as needed	✓	✕	✓
Forward, transfer, hold, and mute calls	✓	✕	✓
Extensive advanced PBX features	✓	✕	✓
Keep existing phone numbers	✓	✕	✓
Connect Teams and non-Teams users	✓	✕	✓
No additional hardware or software	✓	✓	✕
Quick & easy setup and configuration	✓	✓	✕
No technical expertise required	✓	✓	✕
Low upfront cost, per-user subscription	✓	✓	✕

Microsoft Teams

* Additional Microsoft license is required: users require the Microsoft 365 Business Voice (without calling plan) add-on, Phone System add-on, Common Area Phone or E5 licenses to use calling in Microsoft Teams.

VoIP Call Center Solution for
SMB Customer Service

The call center always bears great significance as a central hub that links customers and organizations. To integrate call center capabilities into business communications brings strategic values to a business, especially to its customer service.

Integrate IP PBX technology with Asterisk call center management software QueueMetrics, both cloud-based and on-premises, or Asternic on-premise, Yeastar offers an integrated system capable of both smart call management and powerful call center analysis, providing a consistent and delightful customer experience.

Track Call Volumes to Predict Staffing Needs:
A precise forecast for future call volume, agent requirements and average handling time for any time interval of the day helps allocate staff resources and enhance overall productivity. Yeastar call center solution allows for developing a baseline for data-driven strategies by using advanced metrics.

Real-Time Monitor and Strategies Adjustment:
To realize effective management, it is essential to empower managers to address issues at the moment. Yeastar call center solution allows managers to monitor the real-time performance metrics so that they can make necessary adjustments in time when volume forecasts are note matched to demands.

Pinpoint Deficits and Proficiency in Agent Performance:
accurate agent performance assessment requires using both call recordings and scoring. Yeastar QueueMetrics call center integration comes with built-in call recording capacity, detailed agent performance reports, and customizable QA forms for live or recorded call grading, providing quantitative and qualitative data from customer interactions.

Consummate the Goal Setting and Agent Coaching Process:
when equipped with detailed data of each agent, like average handle time, call wrap-up time, and conversion rate, call center managers can develop a workable action plan and set an achievable goal for each agent, allowing agents to have a clear understanding on how they could improve themselves and boost their productivity.

One-stop Solution with QueueMetrics Integration

- Support unlimited agents, queues and campaigns.
- Reports on call center activity, divided by queue and filtered by agent and time period.
- Over 180 metrics for queue strategies and real-time statistics.
- Enhanced IVR, automatic call distribution, music-on-hold, call recording and more.
- The QueueMetrics Integration is free on S-Series. No license from Yeastar is needed.

# Multi-site VoIP Solution to Connect Branch Offices

The deployment of a multi-location VoIP system can be extremely beneficial to connect geographically dispersed employees seamlessly and solve common branch office issues, such as spiraling inter-office call costs and remote workers disconnection. Yeastar offers a couple of economical ways to link remote branches to corporate communications systems so that you can offer customers different options based on the size and the number of sites, functionality, costs, and other factors.

Remote Extension Registration

For small branch locations with a few SIP endpoints, remote extension registration is a cost-effective way to get connected, which requires no additional hardware investment on the branches. IP phones and softphones can be registered to Yeastar S-Series VoIP PBX recited in the main site via VPN or DDNS configuration. In this way, all voice calls are routed to the central PBX system to complete the call.

Networking S-Series VoIP PBXs at Different Locations

The built-in Multisite Interconnect feature of S-Series VoIP PBX allows the simple interconnecting configuration of S-Series PBXs deployed at different sites. There is no need to create trunks or call routes. To complete direct registration from the branches to the headquarter only takes a few clicks, massively saving time and efforts. Once you link multiple systems, your customers will be able to make free interoffice calls, share trunks among these offices to extend your available resources across multiple locations.
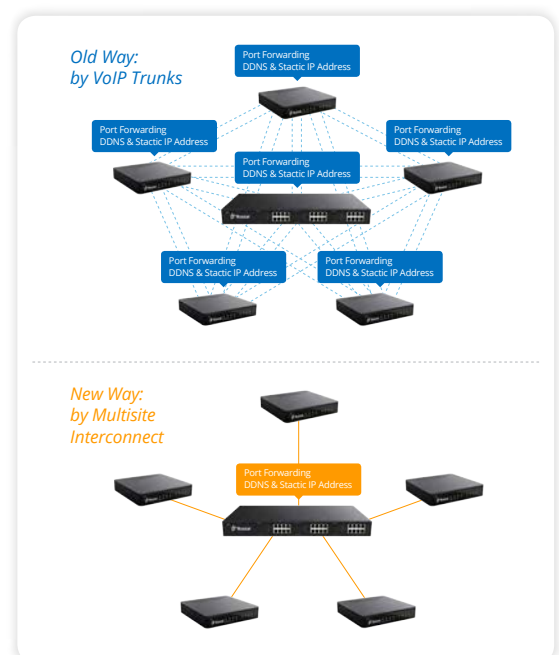
Utilizing VoIP Gateway to Connect Remote Sites

If a customer has more than a few endpoints in geographically distributed offices and does not want to deploy extra PBX systems on remote locations, you may advise him on deploying VoIP gateways to connect the headquarter and the branches. VoIP gateway solutions are perfect for small business and branch offices with analog voice infrastructures to capitalize on the power of VoIP technology. Typically, a VoIP gateway solution for branch offices can realize the following features: free inter-office calls, the use of corporate trunks for both inbound and outbound calls on branches and vice versa.

Moving to the Cloud

When a business spans more than one location, the complexity of maintaining a multi-site phone system can present major challenges. A cloud communications system avoids these troubles, as it serves all locations – large, small, global, and even at-home offices – via the Internet. By moving to the cloud, IT managers can reduce or eliminate the need for dedicated staff to support remote locations. All-inclusive communications services are delivered seamlessly anywhere: direct extension-dialing, call transfer, unified communication, and much more. It is a perfect fit for a company with a dispersed workforce.
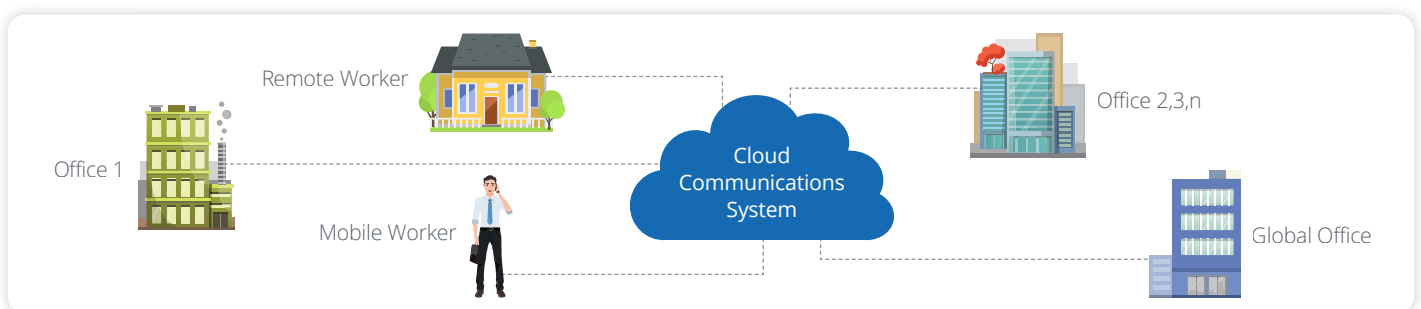
TASK Applied Science Realizes Seamless Inter-branch Connectivity with S-Series VoIP PBX

TASK Applied Science operates 3 at 6 dispersed clinical sites in Cape Town, South Africa. The organization found the existing traditional telephony lines too costly to handle a large volume of daily calls and lacked in the ability to allow direct call from one branch to another. 1 S300 IP PBX, 2 S20 IP PBX, and 4 S50 IP PBX were deployed in the organization's 6 offices. With the advanced Multisite Interconnect feature, TASK connects 6 remote sites with ease enjoying free inter-branch calls and rich communications features without extra administrative burdens.

Accelerating Sales by Integrating Communications and CRM Data

Today's businesses use CRM platforms to keep track of their interactions with prospects and customers. To integrate the CRM system with business phone system means putting data and conversations in one place so that you can expect improved efficiency and increased customer satisfaction.

Yeastar PBX Systems are CRM-friendly and support integration with popular CRM solutions with access to Asterisk Management Interface (AMI). The open API allows third-party applications to be integrated.

Better Customer Engagement

Reduce customer phone queues and offer context for sales or support conversation in no time with the call pop-up feature. When a CRM contacts reach out, a pop-up screen will unfold correspondent customer profile and data collected from both systems to the agents, so that they can easily anticipate customer needs and personalize the key messaging, which might have a visible impact on sales conversion rates.

Real-time Calling Data

Rather than having an agent manually type in notes and record important data from each phone call, VoIP CRM integration tracks and records real-time call logs automatically. These logs might include the phone number, the date and time of each call, and call length to provide companies with up-to-the-minute business intelligence.

Improved Automation in Sales or Support Processes

VoIP CRM integration increase work efficiency by eliminating the grunt work of looking up and entering customer information. With the customer profile interface at hand when receiving a call, besides the basic call data to be auto-recorded, customized notes or follow-up activities can also be added right after the call without extra searching works, and new contact with unknown incoming calls will be auto-created.

Better Business Intelligence and Analytics

Effective integration of VoIP with CRM collects a wide range of vital data that provides valuable insights into employee performance. These data give supervisors and managers information about agent efficiency like how many calls an agent deals with per day, the number of hang-ups and average wait time, helping them determine whether the staff needs further sales or support coaching or if existing queue or ringing strategies need to be adjusted to optimize performance.

Supported CRM

- Zoho & Yeastar PBX Integration
- SugarCRM & S-Series Integration
- Salesforce & Linkus Integration
- Microsoft Dynamics 365 & Linkus Integration
- Outlook & Linkus Integration
- Google Contacts & Linkus Integration

Featured Solution:
Yeastar + Zoho

Yeastar for Zoho integration solution is a seamless 2-way synchronization to skyrocket productivity for sales, supports, and phone agents. With information such as inbound and outbound call details (date, time and duration, etc.), voicemail, recording, etc., employees will have a comprehensive view of a customer and easy access to the information they need to maintain conversation continuity. Better yet, with Linkus UC Softphone, you can perform click-to-call directly from Zoho and have customer profiles popped up for any incoming calls from your CRM contacts.

Supported PBX Models: S50, S100, S300, Yeastar Cloud PBX

Call Journal:
Break the data silos by syncing call history to Zoho in real-time automatically. Help businesses keep track of every conversation and eliminate the grunt work of looking up and entering in information.

Click-to-Call:
Place calls directly from Zoho CRM with a single click, saving time from manually dialing and eliminating dialing errors. Combined with the CTI feature, you can take employee efficiency to the next level.

Call Pop-up:
get caller insights instantly with screen pop-ups that display your contact info whenever they call you. Sales and support agents can anticipate customers' needs in real-time and come up with the most satisfactory responses.

Easy 2-way Integration:
Set up the Yeastar & Zoho integration by following an intuitive step-by-step guide. There is no need for any complex API or separate function settings. No technical expertise is required.

> *Various Zoho SaaS Applications Support*
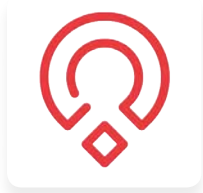
Besides Zoho CRM, Yeastar also certified official integration with multiple Zoho applications, including Zoho One, Zoho Mail, Zoho Recruit, and Zoho Desk*. One simple integration process will facilitate the integration of them all.

* Integration support for Zoho Desk is dependent on Zoho and will come soon.

Zoho Mail   Zoho Recruit   Zoho Desk

Zoho CRM   Zoho One

Hotel Phone System: Solution for Hospitality Industry

Advanced and specialized communication solution not only facilitates hotel operations but also ensures high-quality guest experience and nourishes guest loyalty.

The full scope of Yeastar hospitality solution includes powerful Yeastar S-Series VoIP PBX as the server, open API for PMS integration, and a wide range of compatible hotel phones for the front desk, rooms, and back office, and TA FXS Gateway as the bridge between VoIP and hotel analog phones.

Hotel PMS:

integration of Hotel Management Software / Property Management System with the hotel phone system helps hoteliers streamline operations, unleash manpower, retain client data, and have timely records. Various operations can be performed by the reception staff directly within the PMS. "char utile h+ integration" App is supported on S-Series VoIP PBX, and hotel PMS can also be supported via API.

Hotel App:

hotel App in S-Series VoIP PBX integrates rich IP PBX features with advanced hospitality features to empower hotels to intuitively manage the booking, check-in and check-out service, check status of each room, offer mini-bar service, run personalized billing reports, and perform more daily operational tasks, greatly enhancing guest experience and improving staff efficiency.

## Hotel Phone:

reception desk, guest rooms, concierge, common area, and hotel back office all require some kind of phone availability. Yeastar PBX System has excellent interoperability with various SIP phones, and also support analog phones via TA Analog VoIP Gateway, allowing hotels to capitalize on existing equipment when upgrading to the fully functional, Internet-based communications system.

Grand Hotel Olimpo Upgrades to Modern VoIP and Delights Customers

With the previous analog PBX system nearing the end of life, Grand Hotel Olimpo, a 4-star hotel in Alberobello, Italy, decided to upgrade its PSTN lines to VoIP to slash telephony costs. The hotel deployed one Yeastar S100 VoIP PBX and three Yeastar TA2400 FXS gateways to replace the outdated phone system and bridged the gap between VoIP and analog network. And to offer a solid 4G LTE failover solution, one 4G module was also configured in the Yeastar S100, allowing users to make and receive calls when fixed-line broadband is not available.

The transition towards VoIP was seamless. Yeastar's solution is fully capable of integrating various phone lines and compatible with its analog phones dispersed in 31 hotel rooms and offices. For the hospitality functionality, thanks to the Hotel App on Yeastar S-Series VoIP PBX, advanced hotel features like wake-up calls schedule and check-in & check-out service can be simply managed through the web interface. In addition, hotel staff can also remain connected while on the move with Linkus UC Softphone.
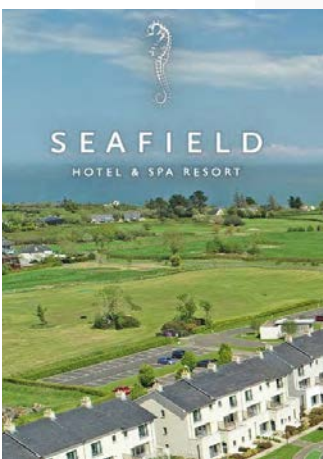
Seafield Hotel Enjoys Guest-centric Hospitality Solution from Yeastar

The Seafield is a luxurious 4-star hotel, SPA and golfing resort resource in Ireland, with 101 luxurious bedrooms, 64 courtyard family suites, and an 18-hole golf course. To streamline hotel operation and slash communication costs that spiraled with the booming volume of daily calls, Seafield hotel needed to modernize its phone system to support trunking to VoIP providers while maintaining current analog infrastructure. The new phone system must integrate smoothly with its PMS provided by Hotsoft and other tools it used for call billing and room services.

To ensure a high level of guest experience for the hotel, one Yeastar IP PBX system was deployed and integrate with the existing analog phones in over 100 rooms and offices smoothly via 4 TA FXS Gateways. The Hotsoft PMS was also seamlessly integrated into the hotel phone system via middleware "char utile h+". Intercom, call center queue management, voicemail, and more advanced features made it easier for the hotel staff to deliver personalized services and prompt responses to guest requests, which eventually helps retain loyal guests.

Solution for Schools, Colleges, Universities, and other Educational Institutes

As the scale of educational institutes expands unceasingly, most of the schools have established their own data network, along with the education network. In such a superior network environment, the education sector can use the existing data network resources to explore the campus VoIP and unified communications system to boost communication efficiency and productivity. Yeastar helps staff, teachers, and students communicate effectively and securely through one single platform.

> **Avoid the problem of aging phone lines and rewiring around school districts:**

without rebuilding the existing telephone system, Yeastar VoIP solution integrates education network and PSTN network, improving the utilization of resources and facilitating a seamless roll-out.

> **Integrate the resource of multi-campus voice and saving money on call costs:**

Yeastar solution enhances multi-campus and student-teacher communication with audio and video conferencing calls.

> **Protect educational institutes with voice and surveillance combined:**

Integrated with SIP cameras, door phones, and other surveillance products, the Yeastar PBX system is able to safeguard the schools with more timely alerts.

> **Build an emergency broadcast and alert system for a safer school environment:**

dial the overhead speakers or IP phones in the classroom or other public areas to make voice announcements and broadcast emergency alerts.

> **Easy system capacity expansion to adapt to school development:**

Thanks to the modular and scalable design of Yeastar S-Series VoIP PBX (on-premises), the school can expand users and lines when need to, without ditching the current PBX.

Al Noor International School Established a Solid Communication Network with S-Series VoIP PBX

To provide quality education of a high international standard in the Kingdom of Bahrain, Al Noor International School needed to upgrade to a robust communications system to secure inter-divisional connectivity, slash internal call cost, maintain 24/7 availability, create a centralized extension structure, handle various real-time calls, record the call details, integrate with management software (API) for reporting, and support complex network and VLAN architecture as well as various telecom trunks.

To meet the needs, Al Noor International School deployed one unit Yeastar S300 VoIP PBX, two units S100 VoIP PBX and two units S50 VoIP PBX with corresponding modules and expansion boards in the 6 sites of the two countries, collaborating with Yeastar Linkus UC Softphone and multiple Yealink IP phones. All sites have inter-connectivity via VPN and each local and international campus has its own VPN, which greatly secured the site to site connection.

SENATI Connects Branches and Synchronizes Remote Employees

SENATI, headquartering in Lima, is a leading technical training institution with 83 brand offices, 4,000 employees, and 70,000 students in 25 regions of Peru. The geographically dispersed branch offices separated were in need of smooth communications with the main site. The other challenge confronted SENATI was the costly charges of the site-to-site calling.

SENATI selected Yeastar IP PBX as their first choice. 13 units Yeastar IP PBX were deployed in its headquarter and branch offices, collaborating with Yealink IP Phones and VCS video conferencing endpoints, to deliver advanced features and ensure high-quality video collaboration with remarkable ease and cost-effectiveness. All offices were easily connected through Yeastar IP PBX systems via SIP trunks. Employees were able to make free inter-office calls and share trunks among offices to extend their available resources across multiple locations.

Solution for Clinics, Hospitals, and other Healthcare Organizations

Timely, reliable and secure communication is critical for healthcare institutions. From hospitals to elder care facilities and clinical research centers, VoIP is proving itself an invaluable technology asset for communication efficiency in healthcare.

Yeastar PBX System, either cloud-based or on-premises, comes with a strong presence in unified communications that empower mobilized workforce, elevate team collaboration while reducing overheads. Our solution for healthcare is capable of empowering high-quality, in-time patient care service with operational efficiency.

- Keep the staff in the loop, help them respond faster, and enhance patient service with easy healthcare facility integration, including ERP, CRM, call center, etc.

- Install Yeastar Linkus UC Softphone on their smartphones or computers to bring their office extension with them anywhere anytime, ensuring incoming calls be received and answered promptly.

- Spend less time on call handling and more on patient care. Intelligent call management granted by Yeastar S-Series VoIP PBX system ensures the organization the possibility to automate and simplify workday.

- Realize long-time stability with S-Series PBX hot standby feature, which enables the standby server to take over when the primary server is down.

Amrita Medical Center Embraces VoIP Benefits with Yeastar IP PBX

Because of the lack of intelligent call management features, Amrita Medical Center used to handle a lot of emergency calls 24/7/365 with great manual efforts. What's more, some essential call features, such as call recording, were charged as a bolt, making the overall communication cost spiraled. In urgent need of switching from the outdated analog PBX system to a stable telephony network, one Yeastar S300 VoIP PBX was deployed, collaborating with Yealink phones, to reduce time spent on call handling, enhanced responsiveness, and doctor-patient connectivity, streamline workflow, and enhance the service level.

Solution for Transportation and Logistics Industry

Solution for Transportation and Logistics Industry

The transportation & logistics industry relies on a constant flow of communication between drivers, agents, and staff back at the home office. Mobility is necessary for a distributed workforce to everyone connected. It is vitally important that their phone systems are flexible, reliable and able to provide rapid failover in the event of system failure.

Maximized Business Mobility with In-office Experience for Movers

The logistics industry is a mobile world with people, products, and packages constantly on the move. Yeastar Linkus Mobile Client, designed to coordinate with S-Series VoIP PBX, exactly fits the need. By allowing mobile workers to take business calls on their mobile phones with voice charges reduced to almost zero.

High Availability and Optimum Uptime

Uptime is essential in the T&L industry. With the in-built hot standby feature, you can help your customers set one S-Series PBX as a primary server, and the other as a secondary server (the backup system). Once the active server failure is detected, all the telephony would be switched to the standby server automatically.

Streamlined Management with Broad Compatibility

Besides being compatible with various IP PBX and traditional PBX, Yeastar PBX System can also be seamlessly integrated with other management systems like ERP, OA, CRM, and dispatching systems to empower the service teams with easier call handling, maximize efficiency, and gain greater customer satisfaction.

Hellmann Worldwide Logistics Benefits from Mobility Enhancement Solution

Hellmann Worldwide Logistics needed a seamless communication network to keep 450 employees and 10 branches in Poland connected and handle a large volume of phone calls coming from 10 SIP trunks and 400 DID numbers. 2 Yeastar S300 VoIP PBXs, each with 2 D30 modules, together with Yealink IP phones were deployed in the company's head office to connect all 10 offices and deliver streamlined inter-office communications. Road warriors are more productive by using Linkus Softphone to stay connected and work on the go.

Solution for Retail Industry

Retailers stress great significance to communications between stores, suppliers, warehouses, buyers, and sales teams. The traditional phone systems with the soaring maintenance cost, limited call control ability, and trivial telephony features, has failed to meet the needs of the retail chain. To create better customer service and supply management, more retail professionals have been considering more reliable and flexible IP communications.

Improve Customer Experience and Reduce Costs

Rich robust telephony features of Yeastar PBX system like call statistics and call recording help retailers keep track of all incoming and outgoing calls information and gain better customer insight, making it easier to manage customer relationship.

Increases Employee Productivity with Optimized Service Process

Yeastar's solution combines voice, chat, email and other communications channels with workforce management tools, facilitating an optimized service process by allowing retailers to quickly respond to customer inquiries and increase customer engagement.

Quickly Scale as Business Grow

Retail faces the challenges of seasonal changes and adding multiple locations distributed over a large geographic distance. The modular design of S-Series PBX and the inherent scalability of Cloud PBX make it quick and easy to add new users as needed. Besides, Yeastar offers a complete range of cost-effective branch office solution.

Time International Improves Customer Services with Yeastar IP PBX

With more than 60 brands distributed, Time International, an Indonesian wholesale distribution company, needed a professional telephone system to support up to 92 stores around the nation. The existing telephony system was unable to facilitate store-to-store calling and cost too much for mobile connection.

In response to the demands, Yeastar S-Series VoIP PBX, collaborating with Yealink IP phones, was deployed to make rich advanced call features available with minimum costs. Linkus delivered BYOD mobility to elevate overall customer experiences. Chained stores' extensions were registered remotely to the PBX system in the headquarter, making store-to-store communication free and easy.

4. Adding Extra Values to Your Solutions

You are not selling the product alone, but also your services, your skills, and your experience.

Hassle-free Configuration with Plug-and-Play and Auto Provisioning

Instead of the tedious labor of provisioning each phone for your customers, Yeastar's broad SIP endpoint auto-provisioning support allows for provisioning IP phones in bulk, including all user information, local phone book, firmware, etc. There is no need to input complex parameters; the whole telephony network could be up and running in minutes to give you peace of mind. A slew of SIP endpoints from Yealink, Fanvil, Cisco, Snom, Polycom, Gigaset, Grandstream, Htek, etc. are supported.

Yealink **Fanvil** **CISCO** **snom**
Polycom **Gigaset** **GRANDSTREAM** CONNECTING THE WORLD **Htek**

Effortless Linkus Server Setup and Network Configuration

The Linkus Softphone has been received well by our customers. However, it involves port forwarding, NAT issues, and other required network configurations to set up the Linkus server in S-Series VoIP PBX. Linkus Cloud Service, a value-added service, is designed to minimize Linkus-related server and network configurations in Yeastar on-premises PBX. It avoids the necessity of port forwarding when using Linkus outside of the company so the network security will not be compromised, and makes collaboration features like instant messaging and file sharing available for Linkus Softphone users.

10 Reasons System Administrators Love S-Series VoIP PBX

- Arrive Plug-and-Play Ready with Straightforward Setup Process

- Easy to Manage with Simple, Intuitive Web-based Admin Portal

- Professional-grade Call Management Capacity for Best Efficiency

- Uncompromised System Security to Give Peace of Mind

- Easy to Manage PBX with Real-time Monitor and Instant Alert

- Reporting Made Simple with Detailed Call Statistics

- Value-added Professional Managed Service with Yeastar Remote Management

- Easy Integration and IT Flexibility to Make the Most of the Phone System

- Lifetime Software Upgrade with Future-proof Modular Hardware Design

- Minimized System Downtime with Robust Failover

Manage & Monitor Customer-premises Devices Remotely
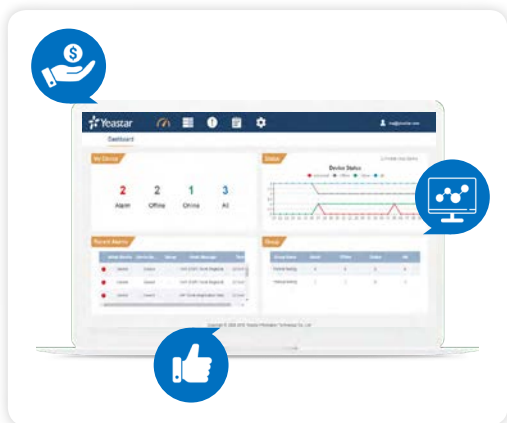
Accessible for Yeastar devices including S-Series VoIP PBX, Yeastar Cloud PBX, K2 IP-PBX, and Yeastar TA FXS VoIP Gateway, Yeastar Remote Management is a centralized management platform that allows you to monitor and manage multiple devices remotely. All remote connections are HTTPS secured. An all-in-one dashboard presents you with a real-time overview of all your customer-premises devices from a central point. It offers a great opportunity for our partners to create a recurring revenue stream by monetizing support services.

Gain More Business Possibility with the Built-in API

Despite a slew of integration, we also offer API for service providers to extend the functionality of Yeastar PBX System and help you create unique solutions and services. With API, whether your customers ask for an advanced IVR service or CRM program, you are able to address their needs by taking the variables, doing some coding, and implement it yourself. Integration possibilities are immense: web telephony, call analysis, retrieval of call statistics, IP PBX integration through panels – CRM, call center and custom generated.

WHAT MAKES YEASTAR DIFFERENT

State-of-the-art product is just the start. Instead of merely a technology provider, Yeastar delivers well-engineered solutions, top-notch customer support, comprehensive partner programs to arm channel partners. 100% channel-focused, Yeastar sells only through the channel and keeps the focus on the support and development of our channel partners worldwide. Yeastar's pricing model eliminates hidden costs and simplifies complicated license fees, boosting partners' return on investments.

"In working with Yeastar for several years now, we have found in them a great partner with great support and marketing ideas. Yeastar has a nice way of thinking outside the box, while still being understandable and practical."

– Shirley Van Deudekom, Tiptel

"Yeastar has become one of our leading partners and the collaboration, which has not been limited to the distribution of Yeastar solutions in Italy but has become a real partnership, even a technical one, is bringing us continuous satisfaction and the trend of the Yeastar sales is constantly growing month after month."

– Roberto Muzzioli, SAIET Telecomunicazioni S.r.l.

"Behind every successful company, there are great people. And in Yeastar I've found a lot of great people, in the company and in the whole worldwide network of partners and trainers that can help you every time you need it."

– Ing. Giovanni Salvo, FIORE SRL

Become a Partner

Xcelerate Your Business with Yeastar

The Yeastar Xcelerate Channel Program is designed for IT resellers, system integrators, and VARs looking to grow their business in the fast moving and profitable VoIP market. As a Yeastar Partner, you will benefit from an award-winning product portfolio and a wide range of training, certifications, sales assets, and rewards you need to succeed and accelerate your business.

Become a Partner

CONTACT US

www.yeastar.com
sales@yeastar.com
86-592-5503309

FOLLOW US