

A photograph of four business professionals (two men and two women) in an office setting. They are standing behind a desk, smiling at the camera. The background shows large windows with horizontal blinds. A green horizontal bar is overlaid across the middle of the image, containing the text "Yealink-Your Best Choice".

**Yealink-Your Best Choice**

- ① **Who is Yealink**
- ② **Yealink Products**
- ③ **Solutions**
- ④ **Business cases**
- ⑤ **Why Yealink**

# **Who is Yealink**

# Global **TOP 3** SIP Phone Provider

Data from: Frost & Sullivan ,2012

## A Leading Innovative Technology Company

- **Founded in 2001**
- **100% focus on VoIP**
- **10+ Years of VoIP experience**
- **Professional VoIP R&D team**
- **200+ engineers**
- **Proprietary solution**



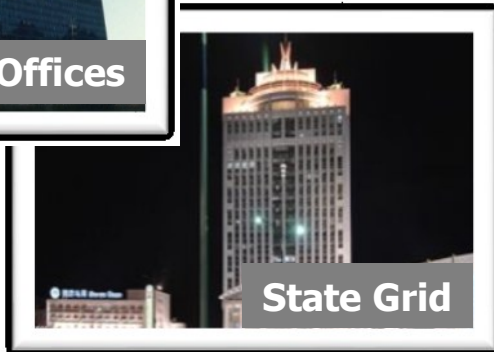


**70+ distributors all over the world**

<b>SMB</b>	   
<b>Enterprise</b>	   
<b>Carrier</b>	   
<b>IP Contact Center</b>	   



# Worldwide Customers







**Global Enterprise IP  
Telephony Endpoint  
Growth Leadership**



**2013 Internet Telephony  
TMC Labs Innovation  
Award**



**Best VoIP Phone for  
IT SPA in Europe**



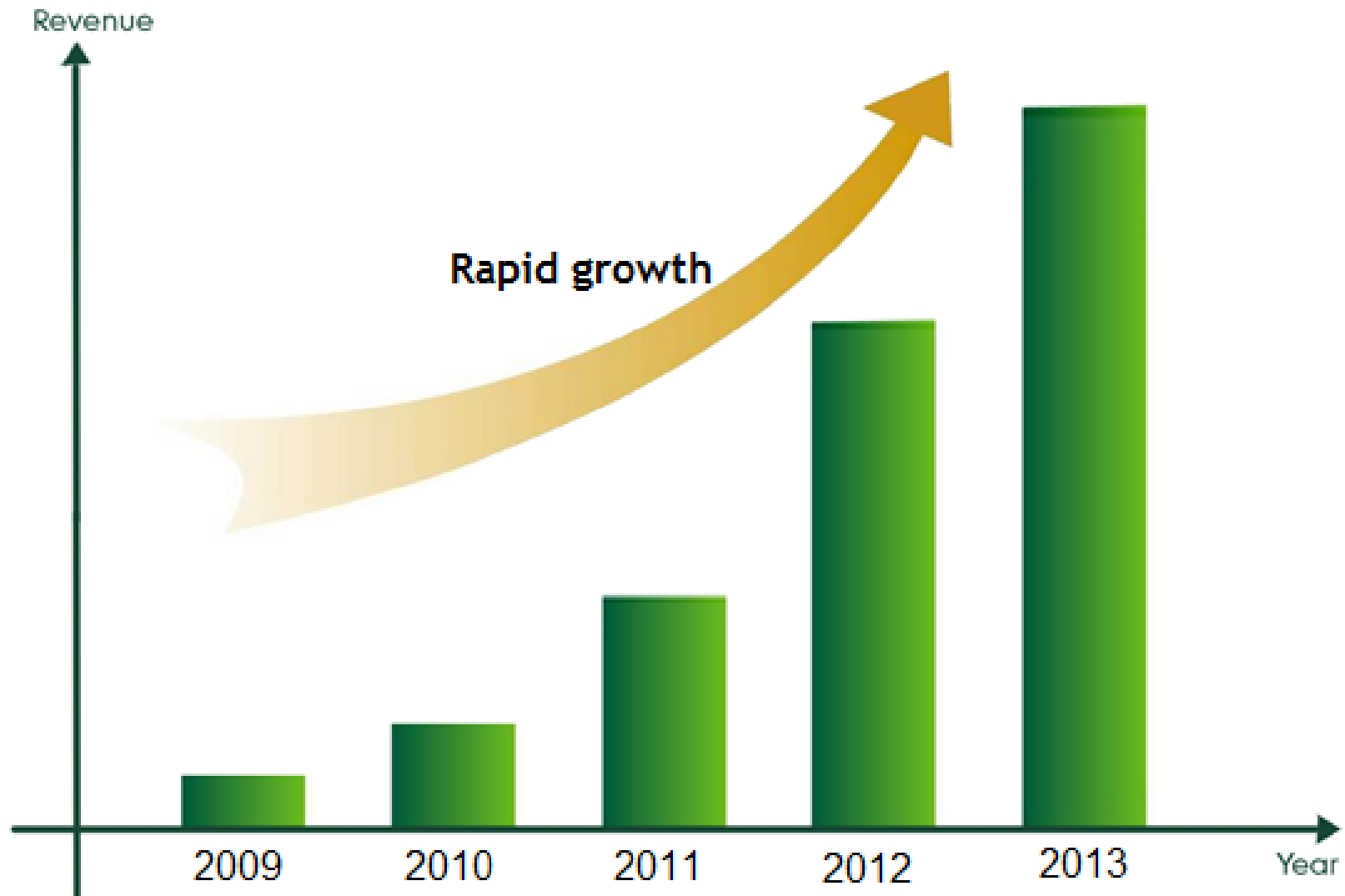
**2014 Internet Telephony  
Product Of the Year  
Award**



**Gold Medal for Best  
IP Phone in Russia 2012**



**CIPCA's Best IP Phone  
Supplier 2012 Award**



# **Yealink Products**

## IP Video Phone



## Enterprise IP Phone



## DECT Phone



# Full Range Products

**Yealink**  
EASY VoIP



**Cloud-based Service  
Redirection and  
Provisioning Service**

Redirection Serv



SIP-T41P



SIP-T42G



SIP-T46G



SIP-T48G



W52P

**T4 series IP Phone  
& IP DECT Phone**



SIP-T32G



SIP-T38G



VP530

**T3 series IP Phone  
& IP Video phone**



SIP-T19P



SIP-T20P



SIP-T21P



SIP-T22P



SIP-T26P



SIP-T28P

**T2 series IP Phone  
& T19 IP Phone**



EHS36



YHS32



EXP38



EXP39



EXP40



BT40

**Accessories**



- HD Voice with Wideband Codec
- 1.8 inch Color Screen
- Up to 5 Handsets and 5 Accounts
- 4 Simultaneous Calls
- 10-hour Talking Time
- Integral PoE
- Repeater Support (pending)



HD Voice



Up to 5 users



4 simultaneous calls



# **Solutions**

## Features for SMB

- BLF/BLA
- Voice mail
- Intercom/Paging
- Call pickup/park
- Dial plan
- Call recording
- Auto provision
- .....



## Certified by the leading IP-PBX



## Features for Enterprise

- LDAP phonebook
- XML browser/screen
- Open VPN
- Push XML
- LLDP
- TLS/SRTP/HTTPS
- .....



## Certified by the leading system



- **Yealink is BroadSoft Technology Partner**
- **Fully compatible with BroadWorks R19**

## Features for BroadSoft

- **BW Device Management support**
- **TR069, SNMP**
- **BW Features Synchronization (DND, FWD, ACD)**
- **Busy Lamp Field(BLF)**
- **Shared Call Appearance(SCA)**
- **DNS SRV Lookup**
- **Network conference**
- **Network call logs**
- **Network phonebook**
- **.....**



## More than 50 Carrier Customers



<http://www.broadsoft.com/partners/premier-access-solution-partners/>

## ➤ Passed the IOT with Genesys and Cosmocom.

### Features for IPCC

- Auto Call Distribution (Login/Logout)
- Status control (Available/Unavailable)
- Status synchronization
- Hot-desking
- Action URL
- Action URI
- Call pickup
- Intercom
- .....



### Compatible with the Leading System



...

# **Business Cases**



**Telefonica:** One of the largest telecommunication carriers in the World .

**Cooperation Date:** Since 2009 started from Czech

**Solution:** T2 series IP Phones + BroadSoft System

**Result:** Yealink shares 90% market for Telefonica now

## **Comments from Telefonica:**

- Nice outlook
- Stability
- Rapid technical support



**KPN:** A leading carrier in Netherlands

**Cooperation Date:** Since 2011

**Solution:** T2 series IP Phones + BroadSoft System

**Result:** Yealink is one of two official suppliers for KPN

(the other one is Polycom)

## Comments from KPN

- Excellent quality
- Good appearance
- Rapid technical support



- **QATAR Airways:** a five star airline over the world
- **Solution:** Yealink IP & Video Phone + Xorcom IP PBX in the Airport Terminals and offices
- **Key reason for choosing Yealink:**
  - Timely technical support
  - Professional logistics service



**Century 21:** The world's largest residential real estate sales organization

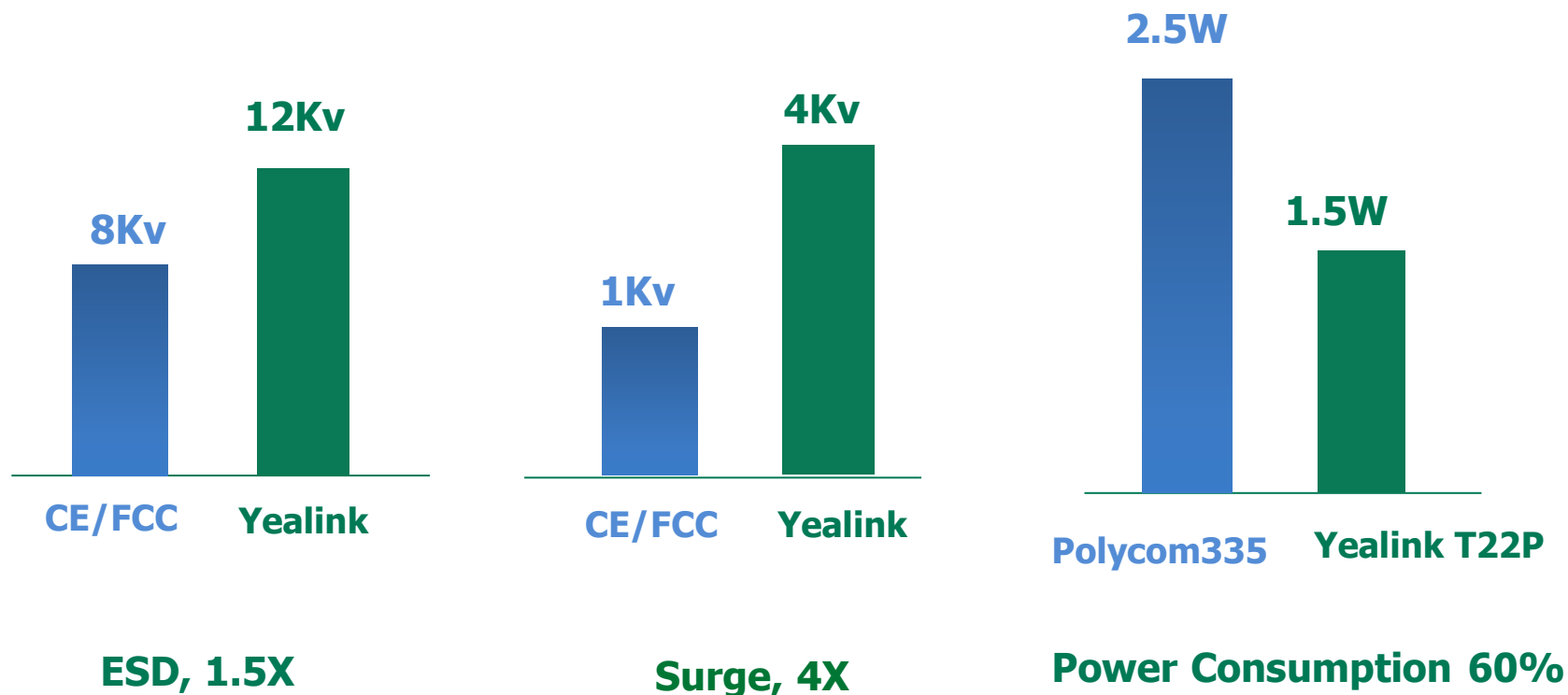
**Solution:** T2 series IP Phones with hosted System, cooperation since 2011

**Comments from Century:**

- Good compatibility
- Easy deployment
- Elegant design

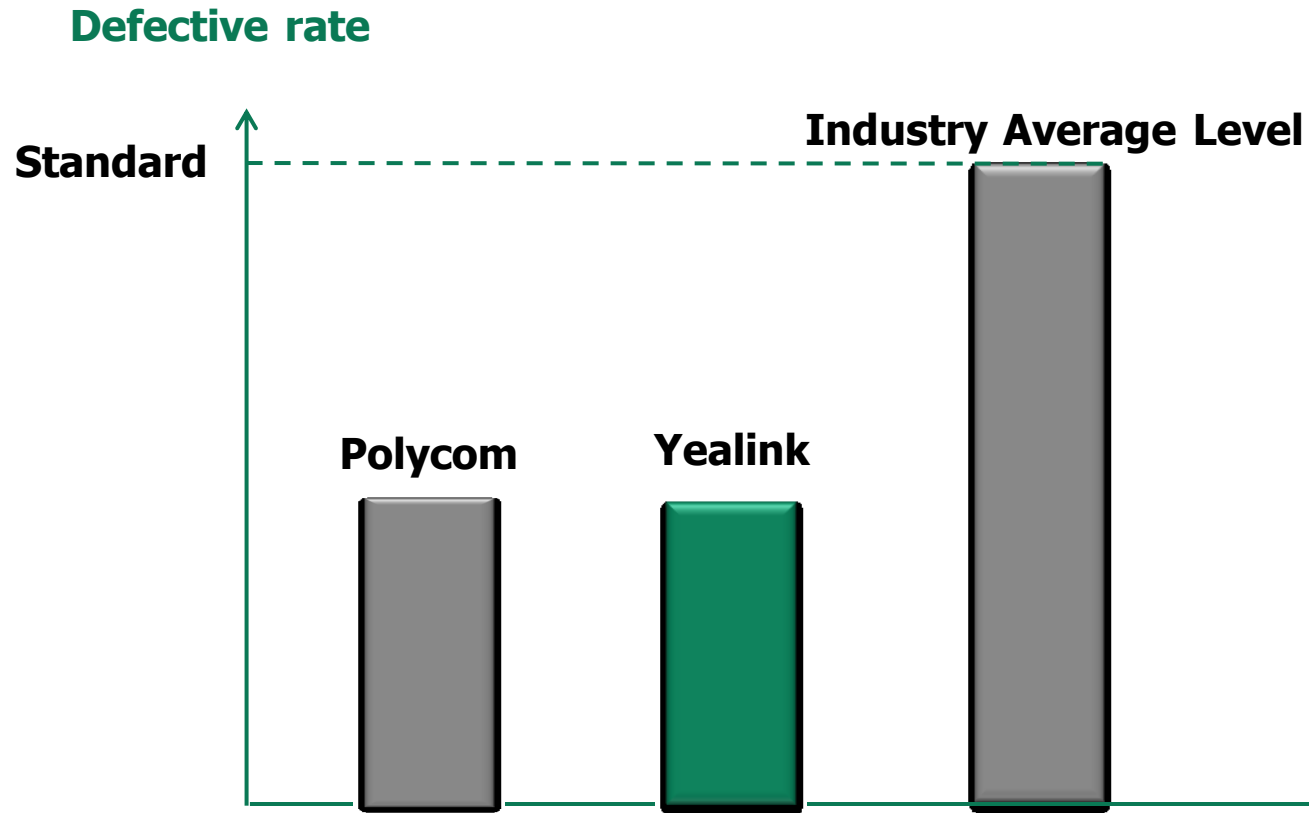


## **Why Yealink**



**Higher standard, Better Quality**





- **Over Millions of units shipment worldwide**
- **Much lower than industry standard**



**New designed HD Handset**

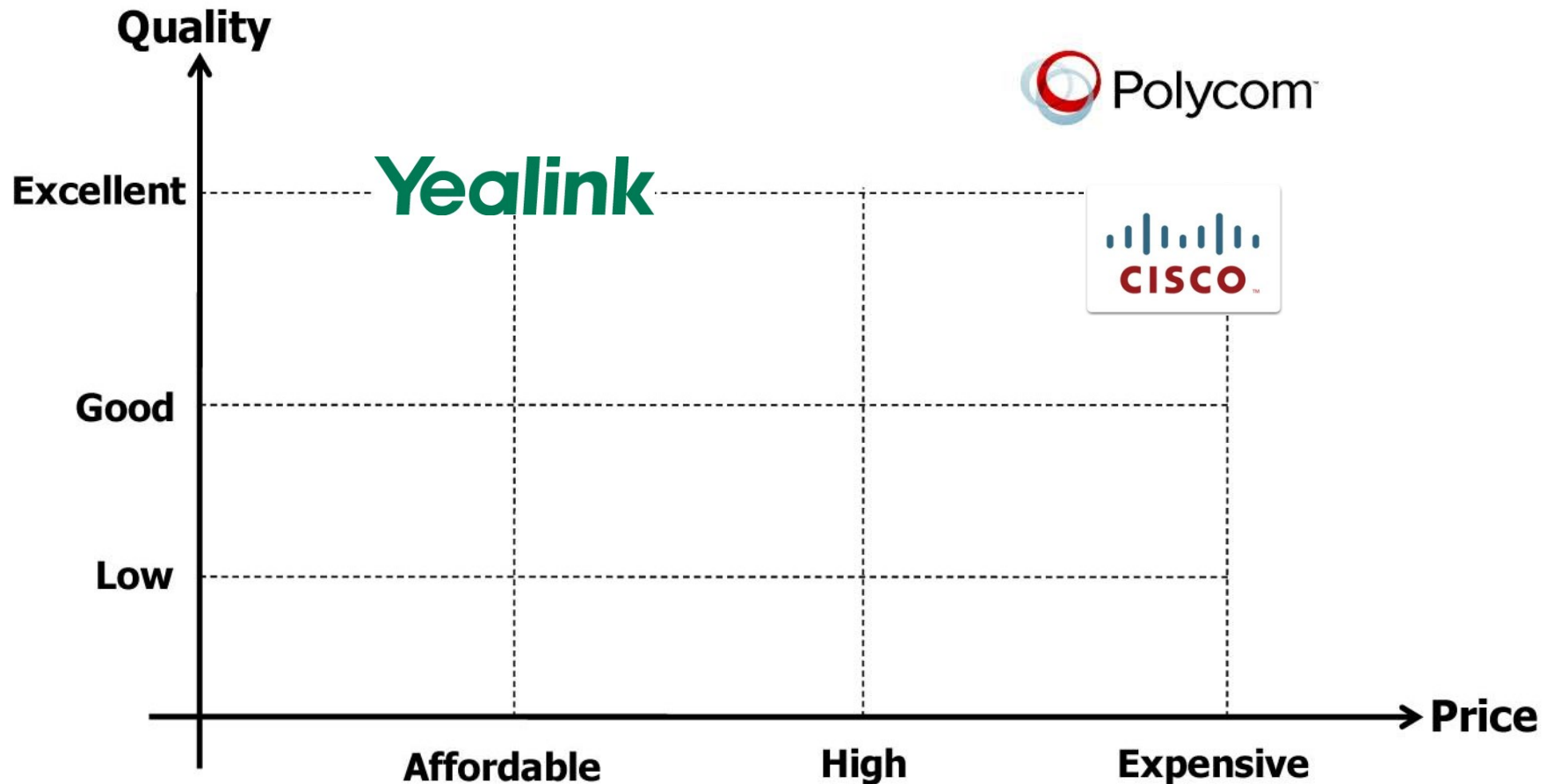


**Improved sound box  
mechanical design**



**Yealink HD voice solution**

- **TIA-920 compliance**
- **HAC and HD supported**



## Easy to deploy and maintain

- **BroadSoft device manager**
- **TR069 and SNMP**
- **FTP/TFTP/HTTP/HTTPS auto-provisioning**

## Easy to use

- **Localized language**
- **Menu-drive friendly UI**



- **Proprietary solution, own Yealink SIP Stack**
- **Core team has 20+ years of communication experience**
- **30+ engineers dedicated to technical support**
- **Proven strong technical ability ( KPN, Telefonica, PCCW...)**

# Q&A

## **Contact Information**

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