



T21P/T19P Product Training

Product Team

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Agenda

- Y **Product Overview**
- Y **Key Features by Model**
- Y **Software Overview**
- Y **Marketing Strategy**

Product Overview

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Entry Level new Product SIP-T21P/T19P

T2 series IP Phone

Update of T20P



New T21P
IP Phone



T28P



T26P



T22P



T20P



T18P

New T19P
IP Phone

Cover Low-end Requirement



Key Specs Difference between T21P/T19P and T2X

Key difference	T22P	T21P	T20P	T19P	T18P
LCD Display	2.8" 132 x 64 pixel (5-line display)	2.3" 132 x 64 pixel (5-line display)	2x15 character (3-line display)	2.3" 132 x 64 pixel (5-line display)	No LCD
Backlight	Yes	No	No	No	No
VoIP Account	3 line	2 line	2 line	1 line	1 line
HD voice	HD	HD	HD	No	No
Feature	Rich	Rich	Rich	Limited, such as No BLF; No LDAP/VPN	Limited

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Key Features by Model

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T21P Key Messages

- 132 x 64-pixel graphical LCD (**5-line Display**)
- **HD Voice**: HD Codec (G.722), HD speaker, HD handset
- Up to 2 VoIP accounts
- Power over Ethernet (**Optional**)
- 2 x 10/100M Ethernet ports
- Headset support
- Wall-mountable
- **Supports IPv6, OpenVPN , Redundancy server**
- **XML/LDAP remote phonebook**
- SRTP / HTTPS / TLS, 802.1x
- Simple, flexible and secure provisioning options



T19P Key Messages

- 132 x 64-pixel graphical LCD (**5-line Display**)
- Single VoIP Account
- Power over Ethernet (**Optional**)
- 2 x 10/100M Ethernet ports
- **Headset support, Full-duplex speakerphone**
- Wall mountable
- **Supports IPv6**
- **XML remote phonebook**
- SRTP / HTTPS / TLS, VLAN, QoS
- Simple, flexible and secure provisioning options





Software Overview

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Software Overview

➤ T21P/T19P Based on V71

- Same provisioning with T3X/T2X (M7)
- Search in remote phonebook
- Redundancy server
- IPv6(DHCP/Static)
- VLAN(DHCP/Static)
- BroadSoft Features

Xtended Services Interface(XSI)	Advanced Features
•BroadWorks Anywhere	•Group Paging
•Remote Office	•Hunt Group
•BroadSoft Directory	•Meet-Me Conferencing
•BroadSoft Call Log	•Instant Group Call
•Simultaneous Ring Personal	•Authentication
•Line ID Blocking	•Authorization/Account Codes
•Call Park	•Diversion Inhibitor
	•Alternate Numbers
Call Center	•Sequential Ring
•Hoteling	•Feature Synchronization
•Disposition Code	•Forward/DND
•Customer Originated Trace	•Calling Line ID Presentation
•Emergency Escalation	•Calling Line ID Blocking Override
•Call Information	•Connected Line Identification Presentation
•Queue Status Notification	•Connected Line Identification Restriction
•Wrap-up	•CommPilot Call Manager
•Hold Reminder	•Automatic Callback

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Marketing Strategy

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Marketing Strategy

- ✓ SIP-T21P is the update of SIP-T20P
- ✓ SIP-T19P will rich the entry level product line and cover more low-end projects.
- ✓ SIP-T21P is more recommended for channel selling,
 - 1) competitive compared to most of the other entry level phone,
 - 2) margin for you is much better than T19P.
- ✓ Due to the pressure of sensitive pricing, T19P could also compete with some entry-level phones.

For more details, please contact with your regional sales manager



Marketing Instruction

Yealink SIP-T21P & T19P

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- **Release Time**
- **Marketing Kit**
- **Promotion Program**

T19P & T21P Release Time Table

Model	Release Stage	Time
SIP-T21P	Channel Release Date (Samples ready)	September 12th
	Global Release Date (Products ready)	September 25th
SIP-T19P	Channel Release Date (Samples ready)	September 12th
	Global Release Date (Products ready)	September 25th

■ **Marketing Kit**

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Pictures



SIP-T21P

Pictures



SIP-T19P

Marketing Kit

Enterprise IP Phone

SIP-T19P

Entry-level IP Phone with 1 Line

- 132 x 64-pixel graphical LCD
- Single VoIP account
- Two-port 10/100 Ethernet Switch, integrated PoE
- Full-duplex speakerphone
- Headset, wall mountable
- XML remote phonebook



The SIP-T19P is one of Yealink's latest answers for the entry-level IP phone that offers features and performance normally associated with much more advanced phones. The quite intentional choice of high-quality materials, combined with a generously large 132 x 64-pixel graphical LCD that gives a clear 5-line display, guarantees both a smoother user experience and easy access to much more visual information at a glance. Dual 10/100 Mbps network ports with integrated PoE are ideal for extended network use. The SIP-T19P supports a single VoIP account, simple, flexible and secure installation options, plus IPv6, Open VPN and a redundancy server. It also operates with SRTP/ HTTPS/ TLS, 802.1x. As a very cost-effective and powerful IP solution, the T19P maximizing productivity in both small and large office environments.

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EASY VoIP

Enterprise HD IP Phone

SIP-T21P

Entry-level IP Phone with 2 Lines & HD voice

- 132 x 64-pixel graphical LCD
- 2 VoIP accounts
- HD Voice: HD Codec, HD speaker, HD handset
- Two-port 10/100 Ethernet Switch, integrated PoE
- Headset, wall-mountable
- XML/LDAP remote phonebook



Yealink's new SIP-T21P takes entry-level IP phones to a level never achieved before. Making full-use of high-quality materials, plus an extra-large 132 x 64-pixel graphical LCD showing a clear 5-line data display, it offers a smoother user experience, much more visual information at a glance, plus HD Voice characteristics. Dual 10/100 Mbps network ports with integrated PoE are ideal for extended network use. The T21P supports two VoIP accounts, simple, flexible and secure installation options, plus support for IPv6, Open VPN and a redundancy server. It also operates with SRTP/ HTTPS/ TLS, 802.1x. As a very cost-effective and powerful IP solution, the T21P maximizing productivity in both small and large office environments.

Yealink
EASY VoIP

Datasheet

Yealink
EASY VoIP

SIP-T19P & SIP-T21P
Entry-Level IP Phone

Big Screens, Clear Data, Better Business

Yealink SIP-T21P and SIP-T19P are the Yealink's latest answers for the entry-level IP Phones that offer features and performance normally associated with much more advanced phones. The quite intentional choice of high-quality materials, combined with a generously large 132x64-pixel graphical LCD that gives a clear 5 line display, guarantees both a smooth user experience and easy access to much more visual information at a glance.



SIP-T19P



SIP-T21P



SIP-T20P



SIP-T21P



SIP-T20P



SIP-T20P

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Magazine AD & Newsletter template

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EASY VoIP

Marketing Kit

Also, we have prepared

- **Product release news;**
- **Key features and product description words;**
- **Customized small brochure and roll up banner with SIP-T21P
& SIP-T19P;**

You can download by login to your partner area:

<http://www.yealink.com/partner.aspx>

■ Promotion Program

Promotion Program

Yealink will offer distributors with certain amount of SIP-T21P & T19P demo units with **30% discount by distributor price.**

Distributor level	The Maximum Order
Platinum	50 pcs (each model)
Gold	30 pcs (each model)
Silver	20 pcs (each model)

For more details, please check with your regional sales manager.

Note: As the samples are ready, you could place order ASAP.

Q&A

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1、 Q : Will provide T21/T19 without PoE ?

A : Yes, we will provide two models by each,
such as T21P and T21, T19P and T19 also.

2、 Q : How about available Sample time and Mass Production time ?

A : T21P/T19P available Sample time: 12, September.

T21P/T19P available Mass Production time: 25, September.

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Thank you.

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