

# How a French Brokerage Firm Restores Confidence in Cloud-Based Communications




**GROUPE RODIN**  
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- Organization: Groupe Rodin
- Headquarter: Boulogne Billancourt, France
- Employee: Over 700
- Industry: Financial Services



## Background

The Rodin Group is an independent brokerage firm in France that offers personalized savings, retirement, and insurance solutions to customers. Founded in 2013, the company now has 700 employees and has served 26,000 clients with over 20 years of experience in the industry. It is dedicated to putting an end to the difficulty of obtaining clear and relevant information to manage one's assets.

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## Challenges and Objectives

### • Record Calls Under GDPR

Considering the specificity of the finance industry, Groupe Rodin has a high demand for call recording. Therefore, the new solution must allow them to record calls for a long duration and most importantly, under GDPR.

### • Elasticity and Stability

With exponential growth in the Groupe Rodin's staff and services, it was imminent for the company to find a solution that can cater to current and future needs without sacrificing any modern telephony feature. Most of all with an availability grade of 99.99%.

### • High System Capacity

Having hundreds of extensions and DID numbers, Groupe Rodin needs a system that empowers them to handle and manage the fleet of phones flexibly and easily. It also asked for a blacklist with 100,000 entries.



## Solution

After careful consideration of the client's requirement, EDGEMEGA, Yeastar's certified reseller in France, proposed **Yeastar P-Series PBX System Software Edition (deployed in the Cloud)** with an Enterprise Plan as the solution for it is the best fit that can meet and exceed the client's current and future needs.

EDGEMAGA assisted the client to deploy Yeastar P-Series PBX in their data center. The migration process only took less than 1 hour with a minimum impact on the client's operation. Groupe Rodin is extremely impressed and very happy with the new Yeastar solution, mostly for its modernity, ease of use, fast deployment, and intuitive web GUI.

## Results and Benefits

- **A Futuristic UC Solution**

Adopting Yeastar P-Series Software PBX provides Groupe Rodin with a high-quality voice, video, and collaboration solution over a single network. Thanks to Linkus Web Client, the staff now have their own user space to manage calls and offer personalized financial services to customers. Call recording can be easily done with strict compliance with GDPR.

- **Boosted Work Efficiency**

Groupe Rodin has set up 800 extensions and over 700+ DID numbers in the end. Despite the size, Yeastar P-Series has provided them with high system stability and easy call management. Now that the system is hassle-free, the resources are allocated to more productive areas. The company also benefits considerably from CRM integration to better maintain customer relationships.

- **Beyond-expectation Customer Experience**

In addition to the less-than-one-hour system migration, Groupe Rodin is impressed by the speed and availability of Yeastar technical support. Yeastar has also tailor-made two add-on features specially requested by Groupe Rodin to help them drive better business results.

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*The client has chosen Yeastar over Avaya and other brands because Yeastar remains ahead with the essentials that the client was asking for. From our experience, the P-series was the solution of a client that tried many cloud IPPBX solutions with little or no satisfaction. We strongly recommend P-series for corporations seeking high-quality and available communication systems.*

**Toufic Khreish**

Business Development Manager,  
EDGEMEGA