



# Unified Communications as a Service Powered by Yeostar P-Series Cloud Edition

A Shortcut to Selling UCaaS and Win

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## UCaaS: Growing at a Phenomenal Rate

In a crowded marketplace like business communications, selling only one service, such as calling, is obviously not enough to catch up with the ever-changing customer demands. The gap is widening between traditional on-premises telephony and integrated business communication services.

As hybrid work becomes the new norm, the need to ensure that employees communicate and collaborate across geographic boundaries has become one of the top concerns for business operations. The cloud-based UC service delivered through an "as-a-service" model is looking more attractive due to unparalleled ease of use, functionality, flexibility, and scalability.

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The global pandemic has been a clear catalyst for business transformation. UC solutions have gone from a nice-to-have option to a must-have for many companies to keep business up and running, with some features experiencing an explosion in demand in particular.

Popular UC Features Since COVID-19	Percent of Companies Using	
	2020	2021
SIP	75%	82%
Video	28%	35%
Call center-contact center	NA	24%
CRM	NA	42%

Source: The Eastern Management Group

### 88%

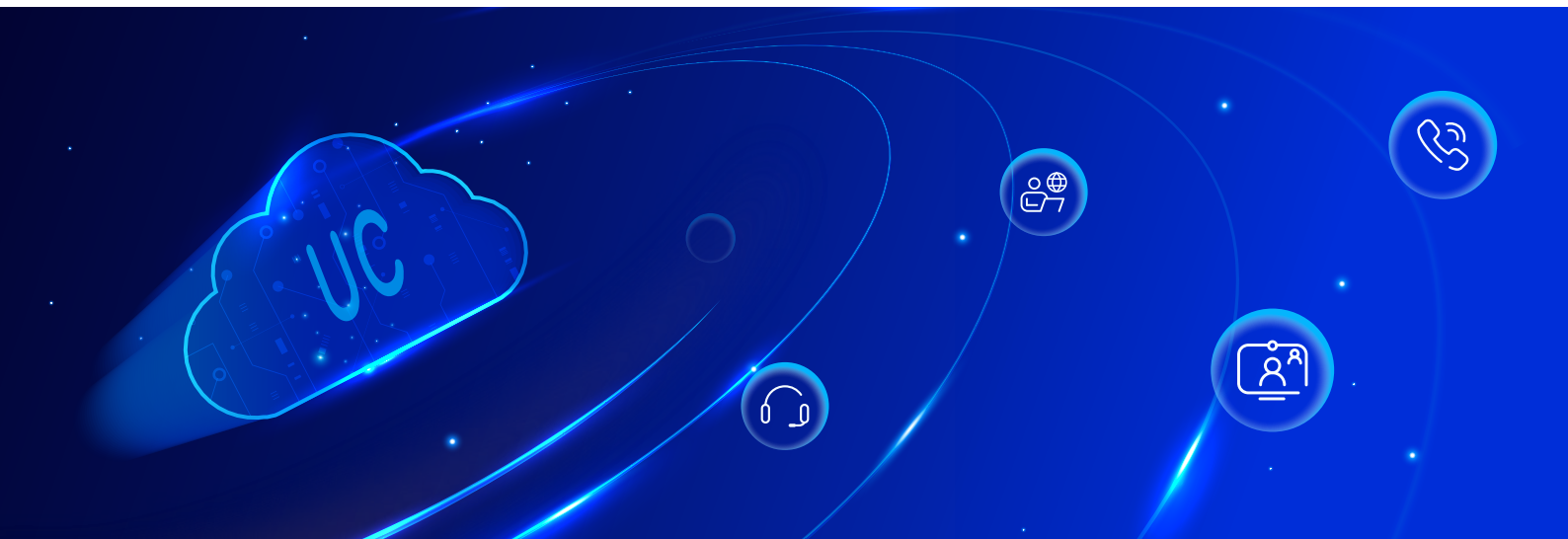
An O'Reilly's survey reveals that 88% of respondents use **cloud infrastructure** in some form. The race to the cloud is in full force.

### 67%

Nemertes Research found that 67% of organizations are looking to move a 'significant portion' of their **unified communications solutions to the cloud**.

### 13.4%

According to Fortune Business Insights, the **UCaaS market** is expected to grow at a CAGR of 13.4 % during the 2021-2028 period.



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UCaaS, a cloud-delivered unified communications model, is becoming a more appealing proposition for businesses and channel players alike. It adds a predictable recurring revenue stream to the bottom line, which means once you have sold the service, you are going to get paid repeatedly. Today, it is no longer a matter of deciding when to include a unified communications solution into your portfolio; instead, it is a matter of determining which UC solution is right for you to jump-start.

With all the above opportunities and more, competition in the UCaaS market is only going to be fiercer. This presents challenges for both existing and prospective channel players, especially for traditional VARs who are just about to step out of their comfort zone and make a transition to selling cloud services. For example:

### ○ **Upfront Cost & Technical Expertise**

Given the technical expertise required for cloud architecture, uncertainty about the upfront investment, and associated risks, crafting a UCaaS offering from the ground up can be overwhelming for some resellers and providers, despite their interest in tapping into this lucrative market.

### ○ **Sales Agent Model**

Though the sales agent model allows easy entry to the world of UCaaS, MSPs and VARs are paid commissions on deals, which means no more revenue from selling enhanced or value-added services. You have to weigh rapid deployment for quick go-to-market against long-term customer relationships and business growth.

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# A Turnkey Business Model that Drives Channel Success

Making your life easier and your business more profitable



To navigate the market trends and stay ahead of the pack requires both top-notch products and services that meet customer needs, a robust service delivery platform based on solid infrastructure, and a lucrative business model that ensures strategic growth and profitability.

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Yeastar holds the answer for this.

Whether you are an on-premises PBX reseller considering dipping a toe into the UCaaS market, or an incumbent hosted service provider looking to craft and deliver your own service rather than making small commissions as an agent, Yeastar offers a turnkey UCaaS solution to speed up your time-to-market and reduce management complexity.

Introducing UCaaS into your portfolio doesn't have to take that much time, effort, and investment. We make it easy for our partners to work with us and earn high-level returns on their investments.



## Offload Significant Capital Expenditures

No need to spend a fortune on server preparation, Yeastar's Turnkey solution gives you an OpEx way to start offering UCaaS. Since the service delivery and management platform and associated cloud architecture are fully managed by Yeastar, all it takes is to purchase hosting packages through Yeastar Partner Portal, and you are ready to sell to customers immediately. This way, the initial risk of penetrating the fast-growing UCaaS market will be kept to a minimum. This is ideal for resellers and service providers who are not yet ready to make a huge commitment to a new service at the very start.



## Take the Complications out of Cloud Deployment

From a technical standpoint, Yeastar's Turnkey Solution is perfect for resellers and service providers who cannot handle server deployment and maintenance, or who simply want to avoid the hassle of doing so. There's no need to spend extra time, effort, and expense on the upkeep and maintenance of the delivery environment so that you can focus on growing your own business.



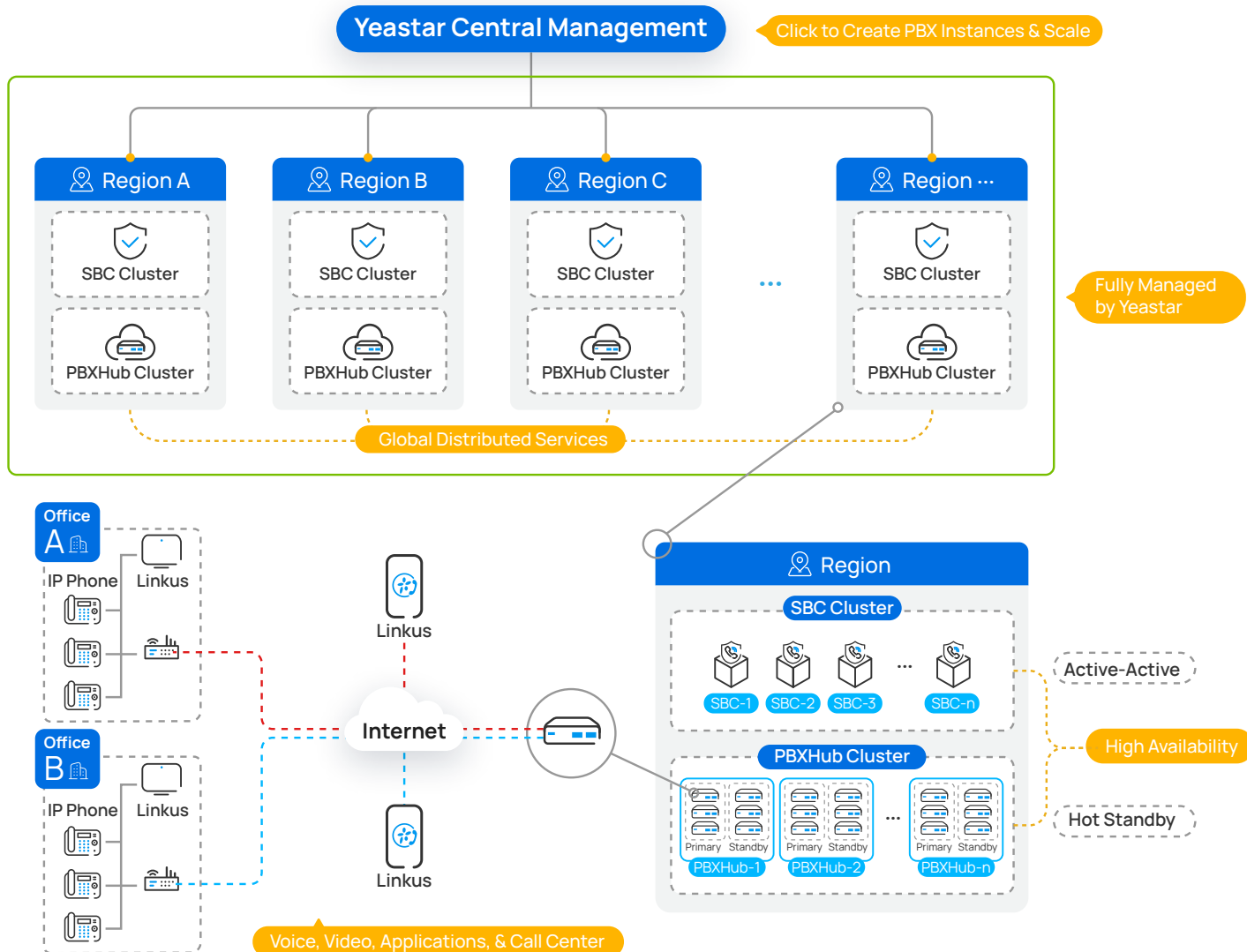
## Own the Customer Relationship

Serving as the primary interface to customers drives more value into your business and Yeastar allows channel partners to roll out services in this way. You can create your own service packages, bundle IP phones and other hardware, add on SIP trunking, wrap other ancillary services, set your own prices, and provide Level 1 support so that you can differentiate yourself from the competition and ensure probability. Better yet, a white-label option is also available if you prefer to rebrand Yeastar P-Series Cloud Edition and resell it as your own.



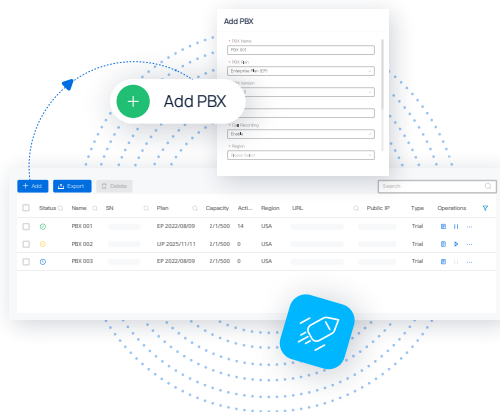
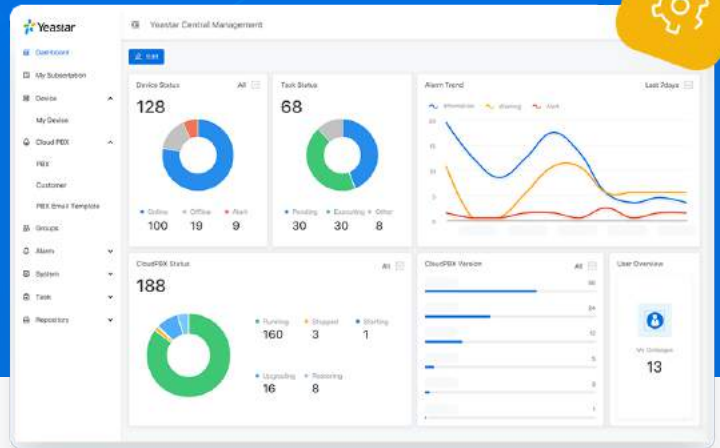
## Stay Confident with a Reliable and Secure Architecture

Deployed as clusters, Yeastar P-Series Cloud Edition features high-availability redundant deployment that protects against downtime. It is delivered across a selection of regional servers powered by Amazon Web Services, which are paired in an active/ active and hot standby architecture to support seamless failover. We also utilize load balancing to ensure optimal resource utilization. SBC and other built-in security mechanisms are in place to safeguard against malicious attacks. With Yeastar's large geographic footprint, you have the freedom to select preferred hosted servers closest to your customers.



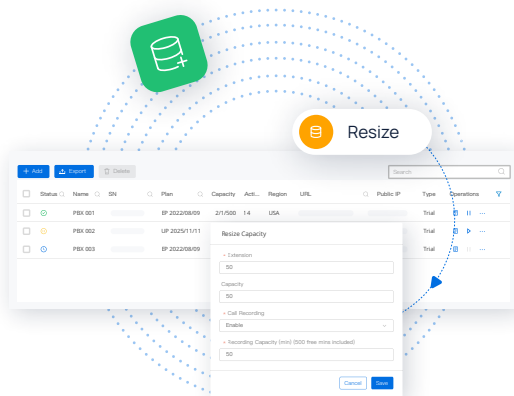
# The Easiest Channel-oriented UCaaS Platform

Yeastar Central Management (YCM) is a centralized communications service platform, where MSPs, VARs, and other service providers can use to easily deliver enterprise-grade pay-as-you-grow UCaaS (P-Series Cloud Edition) to customers and streamline management.



## Service Delivery Agility

It only takes minutes, if not seconds, to create a PBX for your customer, and the PBX will go live immediately. Your customers can then access and manage their phone system right through the web. All PBX instances and customers are displayed in a list view and you can check the details of any of them. You also have the elasticity to dynamically add new users and upgrade their plans.



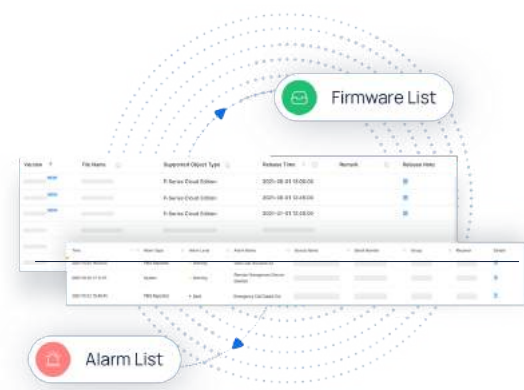
## Fast Execution of Changes

YCM provides hassle-free scalability required by today's dynamic business landscape so that you can craft flexible solutions for every type of business opportunity and your customers won't have issues with growth down the line. There is literally no limit on instances and users, so whether you have a handful of customers or thousands, you can give them the freedom to grow at their own pace.



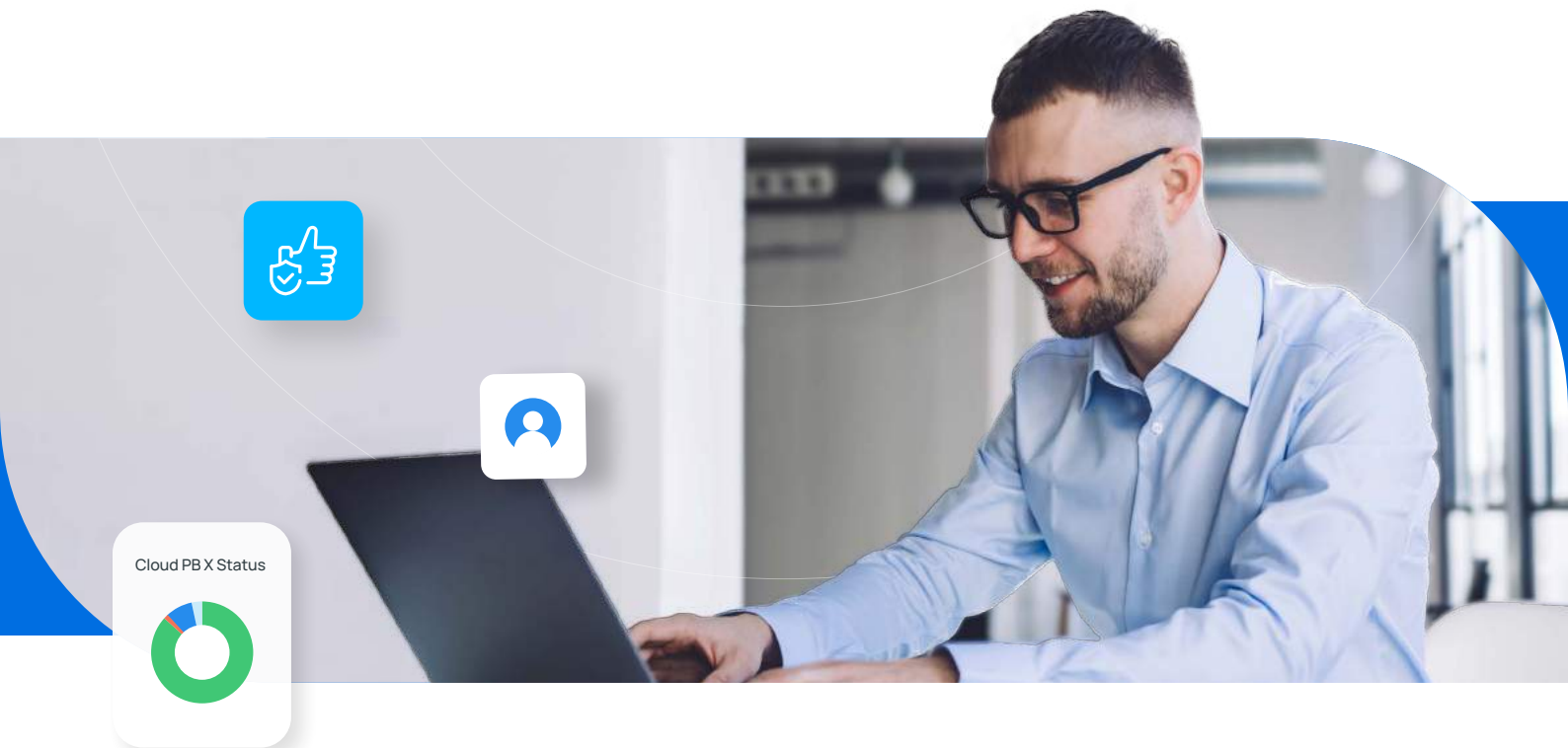
## Real-time Performance Monitoring

With proactive monitoring of known threats and potential vulnerabilities, as well as over 30 different types of alerts, should a critical system issue occur, you will be notified immediately and be able to take quick action to remedy that issue. In addition, you can view the real-time status of all PBX instances at a glance in a single, customizable, widget-based dashboard.



## Simplified Management

YCM also serves as a consolidated management interface. For example, you can download firmware and backup files in one place, receive push notifications on new version releases, and view customers' subscription status. YCM admins can add Colleague and Reseller accounts to co-manage the platform and customer devices, enabling granular administration by limiting permissions, grouping devices, etc.

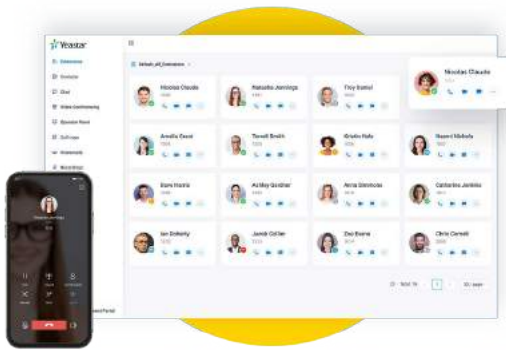




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# A Complete Suite of Unified Communications

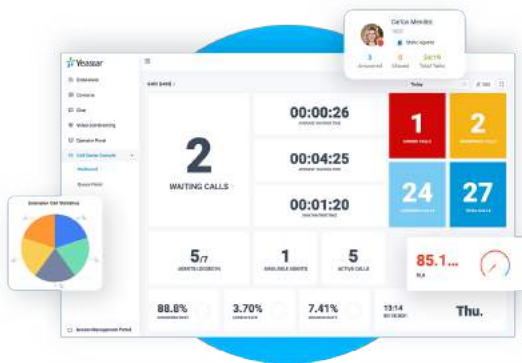
P-Series Cloud Edition, Yeastar's UCaaS offering, includes the full span of voice, video, mobility, call center, instant messaging, and presence in one experience for everyone.



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## Everything You Need in One Place

Linkus UC Clients extend the unified communications solution to road warriors, home offices, and a dispersed workforce. A comprehensive suite of calling, conference, voicemail, presence, enterprise contacts, collaboration are easily accessible from a single interface using web browsers, mobile phones, and desktops. Employees can stay connected with colleagues and customers where, when, and however they prefer with personal devices.



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## Customer Experience to the Next Level

P-Series Cloud Edition has everything SEMs need from an inbound call center solution to optimize agent productivity and boost customer satisfaction. All the tools agents and supervisors need for call management and monitoring are in one single interface. A customizable wallboard displays up-to-minute performance metrics in real-time. In-depth call reports give your customers a comprehensive view of both agent-specific operational metrics and panoramic queue statistics.



## Face-to-Face Video Communications

P-Series Cloud Edition makes remote face-to-face communications instant, simple, secure, and engaging with the integrated 1:1 web video call and conferencing. Designed for SMEs' essential online meeting needs, the integrated video conferencing solution is a lightweight alternative to pricey conferencing equipment, allowing users to stay engaged with geographically dispersed colleagues and customers and achieve faster decision-making.

## Open & Integrated Solutions

Besides built-in functionalities, P-Series PBX System integrates seamlessly with third-party systems and technologies such as SIP endpoints, CRM platforms, collaboration tools, and more, delivering a consistent experience with exceptional simplicity and new possibilities. By breaking down boundaries among various systems, it takes an open approach to help customers unleash the true potential of a fully integrated system and uninterrupted business communications.

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## PBX Plus So Many More

- ✓ A web calling experience via Linkus Web Client and the chrome extension.
- ✓ Permission-based phonebooks for corporate contacts grouping.
- ✓ Operation panel as a visualized console for drag-and-drop call operations.
- ✓ Headquarters, branches, remote offices, and teleworkers connected together.
- ✓ Cross-device presence and instant messaging synchronization.
- ✓ Call accounting reports for each phone call, extension, department, etc.

# Get a Trial of Yeastar's Turnkey UCaaS Solution

Get a Trial



If you are already a Yeastar Partner, simply log into our Partner Portal to get a trial of P-Series Cloud Edition Turnkey Solution directly.



If you do not have a Yeastar Partner Portal account, click the button on the left apply for a trial or [contact us](#) to schedule a personalized demo.

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## Contact Us

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