Yeastar

Panasonic Sunset:

The Lessons and The Alternative

The Sudden Exit of Panasonic. What's Next?

In late 2020, Panasonic has announced to discontinue its Business Communication business (PBX, SIP, and Scanner categories) in a time frame of two years and by early 2023.

The sudden exit may seem less expected for the once-dominated market player, but it's not without a trace. The Panasonic's announcement also suggests the reasons themselves: the rapid market shift to cloud and the company's lagging behind competitor R&D and new types of communications demand. The lack of innovations to keep up with market trend has made the business inviable. And for telecom resellers, this is the important lesson to learn: to keep tied with the time to survive and take the ground.

If you are a reseller selling Panasonic products, what is next? For sure, you will still support Panasonic business at least for a while, but it's imminent to plan for customers and your business. One way to look at this is in a positive way – how to move forward and select a new solution that sells better to your on-prem and cloud base.

It's time to step out of the comfort zone. And there are elements to keep in mind before choosing who to go.

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The Market Trends and Key Solution Evaluation Points

The PBX market has changed in the last ten years quite a bit – the customers today are no longer satisfied with the old switchboard-type phone systems, but are looking for more flexible and cost-effective unified communication (UC) solutions that incorporate voice, video, applications, collaboration, and more for the ever-changing business landscape and forthcoming digital transformation (that's exactly where Panasonic fell short of now).

To stay ahead in the competition, take the latest market statistics as reference and explore the mindset of your modern-day customers.

Market Trends & Statistics:
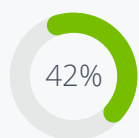
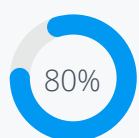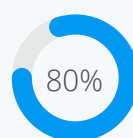**42%** — **On-premises PBXs** account for 42% of all PBX sales in 2020.
(EMG, 2020)

Organizations expect to triple **cloud** communications deployments by 2023.
(Gartner, 2020)

80% — Over 80% of organizations plan to permit **remote work** after the pandemic.
(Gartner, 2020)

80% — 80% of business executives worldwide considered **video conferencing** as new norm.
(Forbes, 2020)

Worldwide unified communications & collaboration **(UC&C)** revenue grew 25.1% year over year and 12.4% quarter over quarter to $11.5 billion in the second quarter of 2020."

(IDC, 2020)

Key Solution Evaluation Points

1) Provide both On-prem & Cloud options to cover your existing on-prem bases and exploit the cloud potential in an easier way.

2) Equipped with standard PBX functionality plus nice-to-have features for business efficiency (eg. operator panel, contacts, call center, WebRTC, CTI, etc.)

3) Support remote working initiatives with advanced UC&C features (eg. web/mobile/desktop softphone app, integrated video conferencing, remote administration, FQDN, etc.)

4) Support easy, rich integrations with 3rd-party communication resources for a future-proof ecosystem and easier customer transition (eg. IP Phone, CRM, and popular collaboration tools like Microsoft Teams).

The Alternative?
The Simpler, The More Powerful

When choosing a replacement for discontinued products like Panasonic, the solution simplicity is one of the key factors to ensure fast time-to-market and higher customer acceptance.

With a new focus on being always connected, SMEs today want communications systems that are media-richer, opener, and most importantly, simpler than ever to ensure that every employee can best utilize the system to stay connected and efficient wherever and whenever. Instead of having a standalone proprietary system, they are increasingly interested in the ones that are easy to use and can include all essential communications stacks to cut the overall outlays and deliver better business efficiency with consistent user experience across devices.

> "The increasing need to reduce enterprise overhead costs and the need to eliminate the purchase of standalone systems have propelled the market over the past few years."
>
> Source: Grand View Research, Unified Communications Market Size, Industry Report, 2019-2020

All-in-one Yeastar Solutions

Featuring all-inclusiveness, simplicity, and ease of use, Yeastar PBX Systems are designed specifically for SMEs seeking to implement or upgrade to a feature-rich, UC-enabled environment with least IT and administration concerns.

Whether you need a cloud-based or on-prem options, you can rely on the experiences, expertise, tools and support that Yeastar delivers to address today's communications challenges and prepare for the tomorrow.

Yeastar VS. Panasonic.
Create Better Business Advantages

The selling and management of a solution might not be easy, but it's sure to be easier with Yeastar. In comparison with Panasonic solutions, Yeastar PBX Systems bring you welcomed system capacity, efficiency, and user-friendliness to win the customers, sales, support and with least learning costs, simple pricing architecture and flexible deployment options.

Read on to learn details.

Winning Customers with Outperformed Competence & Solutions

System Competence & Future-proofness

Unified Communications
Softphone Apps, Video Conferencing, Call Center, Operator Panel

Remote Working Solution

Integration & Ecosystem

System Competence and Future-proofness

Yeastar is a complete winner in IP solutions. With the start-of-the-art hardware & software design, superior PBX-plus-more functionality, and the strong R&D team (accounts for more than 50% of Yeastar resources) for continuous Yeastar PBX systems upgrade, you can rest assured with a solution that grows with your business.

Panasonic PBX		Yeastar PBX WIN!
Complex Components and Hardware Assembly	**Hardware Architecture**	One Compact System for Plug & Play
Obsolete Vendor Locked-in Low interoperability with other standard-based devices and applications like 3rd-party IP Phones, Intercom systems, and limited resources for CRMs, Contacts and other platform integrations	**Software Architecture**	Highly flexible Open-standard Easy integrations, customization, and unlimited solution potentials with advanced API support and rich ready-integration with CRMs, Hotel PMS, and collaborations tools like Microsoft Teams
Deficient in SME-demanding features like Video Conferencing, effective call center features, etc.	**Features**	Voice, video, applications, collaboration and more, designed especially for modern SME needs.
The obsolete hardware and software architecture and inefficient R&D makes upgrade hard and even infeasible.	**Future-proofness**	Strong R&D Teams to keep solutions up-to-date and maintain continuous software & feature upgrade.

// Unified Communications

Using unified communications has become a key pillar for SME to stay competitive in the ever-evolving digital environment. And the growing demand also makes UC features like softphone app, video, operator panel and rich service center (call center) features increasingly decisive factors in end-user purchase. Take a look on how Yeastar creates advantages on these points.

1 Softphone Apps

Panasonic PBX	VS	Yeastar PBX WIN!

	Panasonic PBX		**Yeastar PBX**
	3 independent softphone systems that can't sync data with each other.	**Endpoints**	**1 single Linkus softphone system with more features and multi-client support.**
	• Panasonic Mobile Softphone • KX-NCS8100 (PC Softphone) • Panasonic UC Pro (Mobile & PC)		• Linkus Web Client • Linkus Mobile Client (iOS & Android) • Linkus Desktop Client (Win, Mac)

	Panasonic Mobile Softphone & KX-NCS8100: only support basic call functions
	
	UC Pro: support basic UC Features, including voice, chat, video, CTI, Company Directory, etc.
		Features	**Yeastar Linkus UC Clients:**
			+ All features of Panasonic UC Pro PLUS
			+ Company & Personal Contacts (External contacts that sync across clients)
			+ Recording & Voicemail List
			+ Extension Presence Switch
			+ More CRM Integrations:
			  • Outlook Contacts • Google Contacts
			  • Salesforce CRM • Dynamics 365
			  • Zoho CRM

	UC Pro: Need extra server installation per user	**Installation**	Easy with a simple download

Yeastar Linkus UC Clients

Try free with **_Yeastar Cloud PBX Free Trial here_**

✓ Free apps designed for Yeastar PBX systems
✓ More clients supported
✓ More powerful features
✓ Easier to use
✓ Consistent user experiences across devices

2 Video Conferencing

As part of the unified communications strategy, video conferencing is not just for large enterprises; SMEs also need face-to-face interaction to get more done quicker, enhance team collaboration, and build stronger relationship with customers.

Compared with Panasonic's absence of online meeting feature, Yeastar PBX introduces an integrated, lightweight yet engaging video conferencing solution to fulfill the essential needs of SMEs.

The solution includes web-based meeting, integrated screen sharing, in meeting team-chat and more features so customers can enjoy effective online collaboration.

Yeastar Video Conferencing Solution: Web-based & PBX-built-in

Get started in seconds

Initiate an instant or planned meeting and share the meeting link to invite your colleagues and customers to join.

Participate via links

Click to participate in video conferences right on the web browser, saving you time and effort in installing applications or plugins.

Stay interactive

Simultaneously share your screen with all participants for demonstration and chat with others instantly to exchange ideas.

Stay in control

As the host, you can mute individual or all participants, remove certain ones, and end the meeting at any time.

- See and hear other participants in full HD.
- Meet everyone with the gallery or speaker views
- Share the whole screen, applications, or browser tabs
- Click-to-invite team directory via email
- Password-protected and password-free meetings
- Industry-standard security and GDPR compliance
- Up to 5 attendees in a single online meeting
- 4 video conferences at the same time
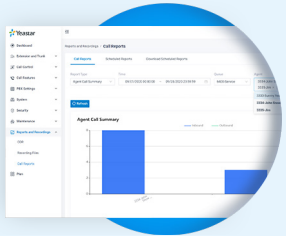- 2-hour duration for a single video conference

③ Call Center

Nearly every 9 in 10 businesses have telephone hotlines for customer services and no businesses could reject a phone system that includes all the essential yet effective features to help delight customers, empower agents, and elevate business. Yeastar PBX is just the right one.

> Yeastar P-Series PBX boasts richer call center features that are completely built-in! And no extra server configuration is required!

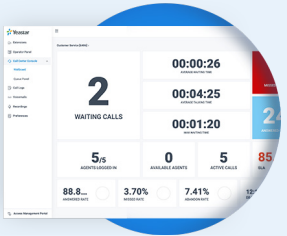|	Call Queue	Call Report	Wallboard	Queue Panel
Panasonic PBX	✅ *(basic)*	✅ *(basic)*	❌	❌
Yeastar PBX	✅ *(advanced)*	✅ *(advanced)*	✅	✅

Yeastar Call Center Reports

Run targeted analysis based on custom timeframe/agent/queue selection

- Real-time/Historical/Scheduled
- Agent Call Summary Report
- Queue Performance Report
- Satisfaction Survey Report

Learn More
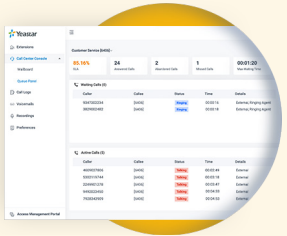
Yeastar Call Center Wallboard

Discover up-to-the-minute queue performance easily at a glance

- 16 Key Performance Metrics
- Real-time Monitoring
- Flexible Time Frame
- Customizable & Multi-screen

Learn More

Yeastar Call Center Queue Panel

Provide all the tools your agents and supervisors needed in one single interface

- Visual Active & Waiting Calls list.
- Drag & Drop Call Dispatching
- Agent Presence & Login/Logout
- Agent Performance Data

Learn More

④ Operator Panel

Regardless of the industry or company size, an advanced operator panel can help to simplify call dispatching, improve responsiveness, and streamline both internal and external call flows. And Yeastar PBX outperforms Panasonic's with a more powerful *built-in Operator Panel* solution.

WIN!

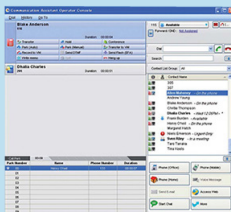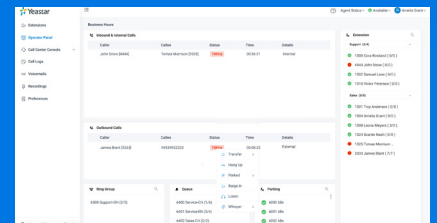| Panasonic CA Operator Console	**V S**		Yeastar PBX Operator Panel
😭 Need to install Communication Assistant (CA) server to expand users.	**Installation**	😃	No extra settings required. The feature is built in the PBX and every extension will have access to this feature if granted with the permission.
😭 Complex & expensive pricing to attract more customers.	**Pricing**	😃	Free of charge to increase SMEs' purchase potential of the PBX system.
😭 Old-style & Complex	**User Interface**	😃	Intuitive & Web-based
😭 Not supported	**Interactions with the softphone clients**	😃	Click-to-call directly from Linkus Web Client or Desktop Client and more.

Shared Features:

Handle Multiple Calls, Point and Click Operation, Click-to-call via CTI, Drag and Drop to perform Transfer, Forward, Park/Retrieve Calls

👍 Key Benefits with Yeastar

✓ **Reduce your sales & tech team workload** with eliminated server installation & configuration!

✓ **Win more customers** with user-friendlier interface and more free advanced features!

// *Remote Working Solution*

With onset of global work-from-home wave and increasingly-distributed remote workforce, always-on remote connectivity and instant secure access are now crucial for SMEs to keep dispersed teams connected. To address the demand, Yeastar on-prem PBX systems provide innovative remote working services that make **hassle-free remote working possible in one single click.**

Here is a brief comparison that shows how Yeastar on-prem solutions make remote working much easier and help you win customers with least IT concerns while capitalizing on the subscription-based Yeastar remote working services.

Panasonic On-prem PBX Remote Working Solution:

Complex configurations that require IT professional and long deployment process

Step 1: Purchase a Public IP Address

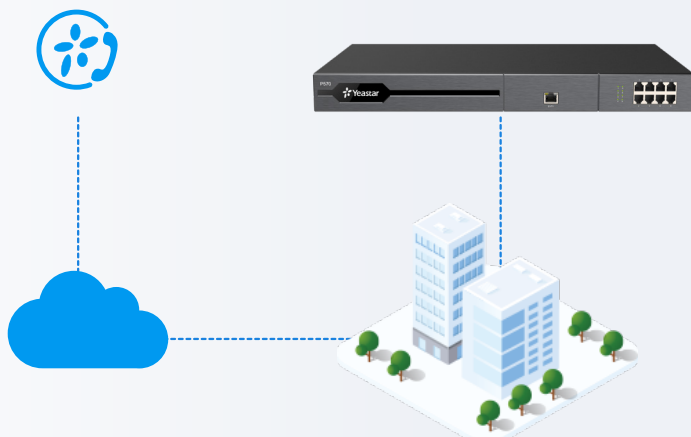Step 2: Do Port forwarding on Router

Step 3: Configure NAT on PBX

Complex Configuration

Unsecure by opening a port on firewall

Potential NAT issues to cause call drop and unstable call quality

Yeastar On-prem PBX Remote Working Solution:

Simple one-click enablement of secure tunneling service for remote working

Simplified one-click enablement

Secure tunneling and encryption

Eliminated NAT issues & better call quality

Customers to experience a consistent in-office experience with full phone system feature access on Linkus UC Clients anywhere, anytime

You, as reseller, to earn recurring revenues with your customers' subscription of the service

⫽ *Integration & Ecosystem*

With the ever-expanding horizon and advances in the VoIP & UC market, the key for a phone system to stay ahead is to keep pace with the market trends and offer viable solutions to fit into the larger universe of customer demands. And it's undeniable that a solution with richer 3rd-party integration resources will be more popular.

Unlike Panasonic with limited integration possibility, Yeastar PBX Systems are much opener and flexible to create customizations, fulfill diverse needs, and cater for SMEs of different industries.

Interoperability & Integration	Panasonic PBX	Yeastar PBX
3rd-party IP Phone	Bad	Excellent
3rd-party Intercom Systems	Bad	Excellent
ITSP	No official ITSP certification program	Certified integration with 100+ mainstream ITSP worldwide
CRM	Only Outlook	Outlook and 6 more
Hotel PMS	Complicated	Easy. Char utile h+
Microsoft Teams	No official integration	Official tested integration
API & AMI for Open Integrations	Not Supported	Supported

Powerful Certified Integrations of Yeastar PBX Systems
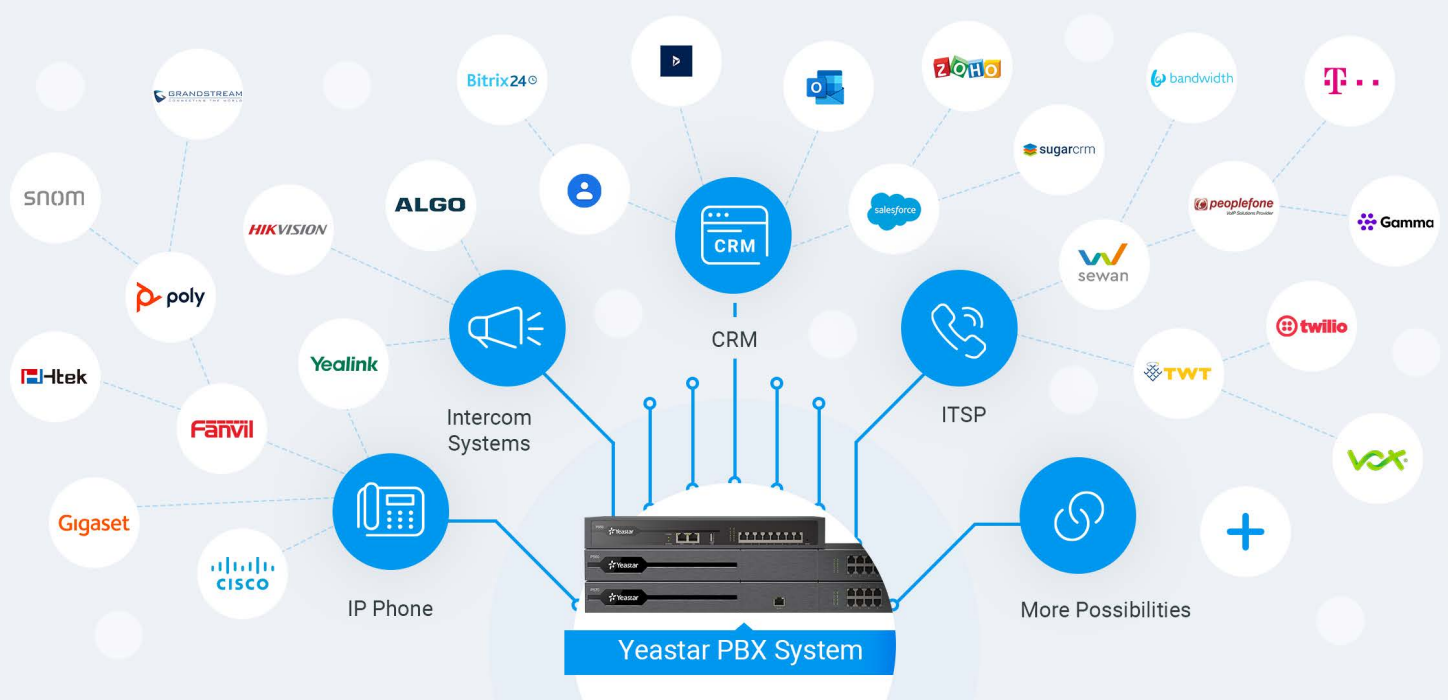
Winning with Least Learning Costs

Built with cutting-edge software and hardware components, Yeastar PBX systems are ease to use from the ground up. Even with just minimal technical experience, you can get everything up and running in less than an hour.

To make it more tangible and straightforward, here is a simple rate chart showing how our current customers feel about Yeastar PBX compared with Panasonic PBX and a few examples.

Rate	Panasonic PBX	Yeastar PBX
Easy to Setup	★★☆☆☆	★★★★★
Easy to Manage	★⯨☆☆☆	★★★★★
Easy to Learn	⯨☆☆☆☆	★★★★★

Easier to Setup and Use

Every configuration on Panasonic PBX is a lot more complicated than that on Yeastar PBX. Here is just one of the examples, IP phone provisioning with the system.

With Panasonic, you will need to manually enter PBX IP address on the hardware IP phones to register, and if there a bulk load of phones, the process will become long, tedious and less manageable. Yet with Yeastar PBX, the time and efforts can be squeezed to 1/10 or even less: you will only need to do the IP phone unboxing. The registration & basic extension settings can be auto-configured in bulk through PBX's point-and-click web interface.

Yeastar Advantages

- Point-and-click Web Interface
- IP Phone Auto Provisioning
- Step-by-step configuration wizard
- Don't need to remember any complex coding or feature codes

Easier to Manage

Unlike Panasonic, Yeastar PBXs have almost all features completely built-in the system, which means you don't need to provision extra severs for advanced features and the management will be a lot easier.

For resellers, Yeastar also supports Remote Management, which allows you to manage and maintain customer-premises PBX from one central platform and without having to travel to the customer's site.

Yeastar Remote Management

- Central management
- Instant and secure remote device configuration
- 24/7 auto-monitoring
- Email alerts on critical issues

Easier to Learn

To help you get onboard easily and quickly, Yeastar provides comprehensive and rich learning resources, including custom onboard sales & tech training courses, step-by-step user/administrator guides, rich ready digital marketing resources, and many more.

Winning with Sales Simplicity

With Yeastar PBX Systems, you are winning the sales simplicity to reduce your investment in customer maintenance and sales management. Besides the once-off sales, Yeastar PBX Systems also introduce subscription-based services to help you deliver extra values and create a continuous, recurring revenue stream.

Panasonic PBX

VS

Yeastar P-Series PBX

WIN !
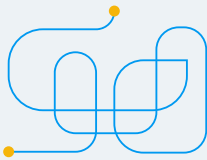
14 licenses and 14 pricing models for the sales of 14 service/features.

2 simple subscription-based plans (licenses) for your easy sales of advanced UC features.

SIP Extension, SIP Trunk/Channel, PC Softphone User, Mobile Softphone User, Panasonic IP Phone User, Unify Message, Voicemail to Email, Auto Call Recording, 2-way Recording, CTI, Operator Panel, LDAP, Call Reports,

- ✓ **Enterprise Plan** (feature package): Call Center solution, Remote Access Service, and more.
- ✓ **Ultimate Plan** (feature package): Call Center solution, Remote Access Service, Video Conferencing, Web Video Call, Video Conferencing, and more.

- ✓ Sales complexity multiple with each license
- ✓ Unmatched with customer expectation and market trend by charging even the most basic PBX feature
- ✓ High business costs in customer/channel maintenance

- ✓ Easy bundle sales with recurring revenue
- ✓ Adapt to customer expectation and market trend by charging advanced UC features that bring true values
- ✓ Low business costs in customer/channel maintenance

Winning with Richer Deployment Options

Whether you need cloud or on-premises PBX solutions, you have it all with Yeastar. With different product models, the modular design and the cloud-based solution, Yeastar PBX Systems have the capacity and scalability to serve the entire SME market instead of just a portion of it.

On-premises PBX

P-Series PBX System *

"PBX Plus More" for elevated SME business communications

* Software & cloud version coming soon.

S-Series VoIP PBX

For SMEs with entry-level business phone system requirements.

K2 IP PBX *

Large capacity IP-PBX for enterprises. Up to 2000 users.

* Also available as software PBX

Cloud PBX

Designed with a multi-instance infrastructure, Yeastar Cloud PBX Platform incorporates Yeastar Management Plane (YMP) and easy-to-deploy dedicated Cloud PBX instances for service providers to deliver hosted voice services and unified communications solutions.

You can either use YMP without preparing any server or reside YMP in your data center or cloud service platforms.


Yeastar Cloud PBX
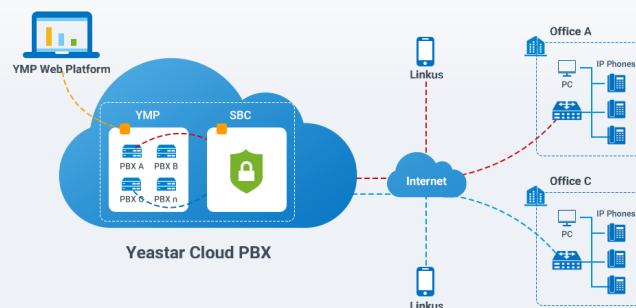
- **Turnkey Deployment**

In the OpEx Model, there is no need for you to prepare the servers, and it requires minimal technical knowledge. You have access to YMP without any setup time and start to sell right away, ensuring the fast time-to-market and quick ROI.

- **Bring Your Own Infrastructure**

In the CapEx model, you can reside YMP in the cloud services platforms of your choice or your own data center. This way, you han have complete control of your telecom infrastructure and generate a recurring revenue stream as the OpEx model.
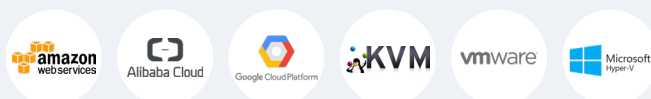
Winning the Support

With over 15 years' experience in the industry, Yeastar is 100% channel-focused and is dedicated to helping our customers - resellers like you - to differentiate their company in the market, with privileged access to a comprehensive and relevant set of financial, technical, sales, and marketing benefits.

As part of the Yeastar ecosystem, you're on the forefront of the market support.

Yeastar Xcelerate Partner Program

Rewards and Incentives

Besides privileged product discounts, enjoy special incentives, promotions, and more reward programs designed specially to fuel your success in the market.

Sales & Tech Support

Avail Yeastar channel-focused account manager, sale engineer, and direct technical support resources for customer-centric services, project planning, and solutions building.

Partner Portal

One-stop portal for all the tools and resources needed: order management, opportunity registration, live chat support, warranty lookup, latest training & marketing resources update, etc.

Education and Training

Custom onboard training, regular webinars, self-learning videos… Yeastar Academy offer a variety of training and certification courses for you to gain all the knowledge needed.

Marketing Resources

Access co-branded marketing collateral, email templates, brochures and eBooks to kick off your sales conversions and gain deeper local market penetration with special MDF support.

Custom Channel Support

Above all, Yeastar also offers country-specific support programs for partner success in the local market. Contact us to learn more details.

With Yeastar as Your Backbone

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.

> *We have worked with a number of phone solutions from a number of major manufactures and none of them compare to the excellent support and feature rich solutions we receive from Yeastar.*
>
> *——Steve Dahl, CEO, Computer Zen*

> *The reason why I chose Yeastar is mainly due to the ductility of the product that allows me, after carefully studied it, to make everything I want! Despite having a series of customers with needs that have given me the opportunity to operate with very different scenarios, there is always something that you cannot solve on your own. In these cases, being able to count on assistance becomes fundamental which I received from Italian support.*
>
> *——Stefano Cacciabue, Telbe Srl*

> *We have been cooperating with Yeastar since 2014 and both the personal and business relationships with the whole company have been developing in a very positive and productive way. Thanks to Yeastar Partner Portal we always have access to updated marketing materials. It gives us the opportunity to create newsletters, banners, prepare presentations, webinars and as a result to generate leads.*
>
> *——Magdalena Szydłowska, Acnet*