

yello))

**THE
BRIGHTER
TELECOMS
PROVIDER**

Complete
communication
solutions for new and
growing businesses



UK telecoms
can be a little
dull, don't
you think?

Say hello to

yellow



Welcome to Yello, the brighter telecoms provider. For 20 years we've kept UK businesses connected. We give them the freedom to concentrate on the more important things, safe in the knowledge they're paying a fair price for effective, dependable, straightforward telecoms solutions.



STATS

A changing communications landscape

UK SMEs claim to spend £1,371 a year on communications services, with that average growing to £11,323 per annum for companies of 50-249 employees. That's a big chunk of change!

With such a large investment being made every year on services fundamental to operations, you deserve solutions that really work for your business, from a brighter provider.



*67% of UK SMEs were still using copper/standard fixed-line broadband services in 2017. Given the speed and reliability limitations ADSL lines suffer, that's a staggering percentage. With modern business growth relying on fast, dependable internet connections, more capable FTTP and even dedicated leased lines are on the radar for forward-thinking companies.



*O2 and Vodafone account for 54% of UK business mobile contracts. We offer business plans on both networks, giving you a single point of contact to manage any number of plans.

OFFERING

Phone

Mobile

Broadband

Networking
and cabling

CCTV

Eye



VoIP phone

On-site or hosted telephone solutions



Mobile

The UK's best business mobile deals on O2 and Vodafone



Broadband

A range of fibre solutions for any type and size of business



Networking & cabling

Bespoke cabling to set your business up for the future



IP CCTV

Keep an eye on your business, wherever you are

Out with the old

Traditional ISDN lines will be switched off in 2025 with PSTN likely to follow, and will not be available for businesses to purchase from 2020. All telephone solutions from Yello are based on Voice over Internet Protocol (VoIP) technology, taking advantage of modern high-speed internet to make and receive calls – and all for cheaper than traditional phone solutions.

First, choose from on-site or hosted solutions:

On-site phone systems

Great for larger businesses who require more advanced telephony features, on-site systems require the installation of one (or multiple) central processor units on-premise.

Advantages:

- There are no ongoing per-user license fees, as there are with hosted solutions.
- It's quick and easy to add additional users; just plug-in additional handsets and you're ready to go.
- On-site phone systems are usually more feature-rich, with manufacturers developing the most advanced handsets and processing units for larger enterprise usage.
- With the central processor located on-site, less bandwidth is required for data transfer.

Hosted phone systems

With hosted phone systems, call processing units are located off-site and extensions to them rented from a telecoms partner. With no installation of technical equipment required, hosted services are quick and easy to get up and running.

Advantages:

Technical updates, diagnostics and system maintenance are all handled off-site by your provider, so site visits aren't required to keep your phone system running smoothly.

Cost-effective for small companies that are just getting started.

Great for larger companies with multiple sites or teams who move between different offices or desks often.

Additional users and extensions are quick and easy to add or amend through online management platforms.

Desktop handsets are plug and play, often using Power over Ethernet (PoE) to function.

VOIP FEATURES & DEVICES



VoIP

VoIP Business Phone solutions from Yello offer a range of basic features expected of all telephone solutions, as well as advanced functionalities usually reserved for enterprise level systems. It's all the benefits of a cloud solution combined with the features of a Private Branch Exchange.



Voicemail

Not all teams require voicemail but for others, it's imperative to have an easy to access, easy to manage voicemail system, to ensure no opportunity is missed.



Hunt groups

Teamwork really does make the dream work. A hunt group allows for incoming calls to one telephone number to be answered, directed and managed by a specific group of people.



Virtual groups

With our virtual number function, your business can appear to be calling from a specific geographic location; useful when dealing with more local audiences or running specific campaigns



Call Waiting

Being aware is always helpful. Call waiting informs your team that a call is waiting on the line with a discreet beep, and provides options on how to manage that call.



Auto attendant

Answering and distributing incoming calls isn't always the best use of your teams' time. Auto attendant menu systems allow calls to be transferred to the right extension without going through an operator first. It's like having an extra member of staff.



Call recording

Learning from your calls helps your business grow. Used for both inbound and outbound calls, recording can be retrieved and played back with a fully PCI compliant solution.



Mobile Office

Mobile Office from Yello is a softphone application that gives your team members the power to manage calls through their Windows or Mac desktop, Apple iPhone or iPad, or Android phone. For on-the-road teams, it's the ultimate travelling office.



Wallboards

Knowledge is power. This feature displays real-time and historical statistics on the performance of call centre and agents. It's fully customisable with various statistics and, because it's browser based, doesn't require installation of any additional software on local devices.



CRM integration

Knowing your audience is imperative. With the ability to integrate your phone system with your CRM platform, building a profile of your customers from the first point of contact is a breeze.

MOBILE PLANS

The best for business

We're partnered with O2 and Vodafone, two of the world's biggest mobile providers. Yello gives you a single point of contact for all mobile challenges you might face, whether increasing data allowance for one member of staff or managing 300 different tariffs across different networks. We're here to help.

Device, Minutes, Texts & Data

Just like consumer monthly mobile deals, this is the standard contract model for most businesses. Typically lasting 24 months, these plans include a handset and a specified allowance of call minutes, texts and mobile data.

Pay Monthly SIM Only

Many businesses have a handset devices already, whether purchased from a new or paid for through previous contracts. Our monthly SIM Only plans provide only the SIM card for use in existing handsets, and are a more cost-effective solution for businesses happy with their current mobile phones.

Business Sharer

If flexibility is your main concern, a business sharer plan may be for you. These plans allow you to pick a monthly allowance of call minutes, texts, mobile data and additional services to share between multiple employees or devices.

BROADBAND

The must have

Your internet connection is the foundation on which your business will grow. With an increasing amount of supporting services moving to the cloud, including CRM, accounting, HR and stock management, the necessity for fast, reliable internet has never been more real.

The Yello team are experts in all things broadband and will work with you to determine the right broadband solution for your business.

Broadband connection type

ADSL - Up to 16Mbps

The most basic broadband connection, ADSL connections are served over the same copper wire as phone lines, and separated at the end destination via microfilter to allow for both to be used simultaneously. Whilst basic, this connection type is sufficient for most home workers.

FTTC - Up to 76Mbps

FTTC (Fibre To The Cabinet) broadband is where a fibre cable runs from an exchange to a cabinet in your vicinity. From here, it is linked to buildings via an existing copper network. This results in fast download speeds with more resilience and stability than ADSL connections. However, due to the copper networking element, speeds are restricted from what fibre is truly capable of.

FTTC is ideal for most small businesses, allowing for heavy email usage, web applications and basic streaming for small teams.

FTTP - Up to 500Mbps

FTTP (Fibre To The Premises) broadband a more complete solution than FTTC, with fibre cable running from your provider all the way to your premises. For digital-centric sole traders or SMEs with multiple users all utilising internet-dependent platforms and services, FTTP is the deal solution.

Leased Lines - Up to 1Gbps

ADSL, FTTC and FTTP services are shared through your local exchange, so the primary connection is shared with other premises in your areas. This means the speeds you receive can vary, depending on overall usage at a given moment.

A leased line is a dedicated fibre connection between your business and your internet provider, with no others services from that line. This means you take advantage of the full bandwidth available at all times.

For larger organisations or small companies where connection and speed are business-critical, a leased line is the ultimate reassurance.

CABLING & NETWORKING



Keep it organised

If high speed internet is the life force of business, high speed data and voice networks are the nervous system. Incorrectly installed or badly designed cabling and network systems can cripple a business, requiring time and resource to rectify. Having a well-designed network from the off can save significant expense and headache along the line.

We offer complete network and data cabling design and installation services, ranging from small office setups to entire office buildings and complexes.

IP CCTV

Staying aware

Whether for security or operations management, the importance of being able to monitor and record what is happening on your premises cannot be overstated.

From remote viewing on smartphones and tablets, to triggered alerts and even recognition capabilities, IP CCTV systems offer peace of mind at an affordable price for any business.

Typically connected via network cable or wirelessly, some cameras offer small amounts of on-board flash storage, whilst more capable systems will connect to a Network Video Recorder.

Being cheaper, more versatile and far simpler to install and maintain than traditional systems, IP CCTV has been rapidly adopted. In fact, small systems can be setup for only a few hundred pounds, complete with a range of functionalities that vastly more expensive analogue systems could't offer only a few years ago.



Intelligent communications

Eve is the IP based telephony and communication platform that powers many of our services.

Flexible and incredibly straightforward to use, it brings together all the convenience of modern technology into one simple system.

Managed through a configurable portal, available on both desktop and mobile, eve adapts to your business requirements as you go, meaning your business is always set up for success.

The ideal communications solution if:

- you're just setting up your business
 - » eve is a doddle to get up and running
- your business growing or moving
 - » eve is based in the cloud, so it moves and grows with you.
- you're regularly on the road
 - » thanks to the integrated app, you can manage eve from wherever you might be.

EVE FEATURES



Core

At its core, eve allows you to do everything you'd expect from a modern telephony platform. Make and receive calls, leave and access voicemail, provide on-hold music and implement hunt groups.



Collaboration

Eve's collaboration tools allow remote teams to work as closely as if in an office. Audio conferencing, chat functions and web-based screen sharing help teams stay connected - remote shouldn't mean alone!



Availability

You can easily check your colleagues' availability from your chosen device. Check who is making or receiving calls or 'busy', and set your own status to let your colleagues know when you're free to take calls.



Instant messaging

Email is quick but sometimes just not quick enough. When you want to get a simple message across as fast as possible, you can speedily connect with your colleagues via eve's instant chat tool, available through the mobile app, desktop app or directly through the portal.



Integration

Eve connects to many of the most popular office tools. For instance, connect it to your calendar so that it can automatically change your status and reroute calls to an alternative destination when you're in a meeting.



Call handling

Eve's hunt group function makes sure the right person answers calls. Call queues play music and hold your callers when your team are unavailable.

EVE PORTAL

A new way to manage

The eve portal is your gateway to full control over the features your business needs. It's designed to be as intuitive as possible, making it quick and easy to manage essential settings and information:

- How your calls are routed
- How your contacts are managed
- Setting up and amending hunt groups
- Reporting on communications activity across your business
- Accessing call recordings
- Setting availability
- Accessing instant messaging tools



EVE LICENSES

A simple decision

Choosing and implementing the eve platform couldn't be simpler. There are no large upfront payments, just a straightforward monthly per-user licensing cost and monthly rental charge for connectivity.

| | Entry | Essential | Everything |
|--|-------|-----------|------------|
| Dial tone | ⊙ | ⊙ | ⊙ |
| Voicemail | ⊙ | ⊙ | ⊙ |
| Hunt group capability | ⊙ | ⊙ | ⊙ |
| Music on hold | ⊙ | ⊙ | ⊙ |
| Personal call queues | | ⊙ | ⊙ |
| On-demand call recording | | ⊙ | ⊙ |
| Chat | | ⊙ | ⊙ |
| Group chat | | | ⊙ |
| Availability | | ⊙ | ⊙ |
| 1:1 Collaboration | | | ⊙ |
| Team Collaboration | | | ⊙ |
| Integration with Microsoft Exchange / Office 365 | | ⊙ | ⊙ |
| Access to my Mobile App for true mobility and exceptional voice everywhere | | ⊙ | ⊙ |
| Access to my desktop client | | ⊙ | ⊙ |

⊙ Included

⊙ Additional charge

