GRANDSTREAM

CONNECTING THE WORLD

GRP Series Buyers Guide

April 2021

The Modern IP Phone

While the demise of the desktop phone has been a popular topic for a few years now, it continues to be a staple of telephony and unified communications deployments. Even as cloud platforms with mobile and desktop apps become popular, the global IP desktop phone market continues to thrive. Desktop phones are central to the way many businesses operate and a familiar and reliable tool for staff. They are central to the way we've all become accustomed to communicating and provide the most reliable and dedicated portal for voice communication.

In order to remain a reliable and effective tool now and into the future, the IP phone has evolved in recent years through a variety of improvements and enhancements. As a result, the modern IP phone is easier than ever to deploy while being packed with features that make them more useful than ever. Many modern IP phones offer Wi-Fi and Bluetooth, feature sleek designs, include many customization options, and provide seamless user interfaces. Maybe of most significance, the modern IP phone is simple to deploy and manage thanks to cloud provisioning and management platforms.

Here at Grandstream, our 20+ years of experience has helped us continue to offer some of the best IP phones in the world, with the latest example being our GRP series of Carrier-Grade IP Phones. The GRP2600 series are next-generation IP phones that are designed for mass deployment by enterprises and services providers, making them a powerful and reliable option for small-to-medium businesses as well. They feature sleek designs, a seamless user experience, available Wi-Fi and Bluetooth, zero-touch cloud provisioning and much more.

This GRP series Buyer's Guide provides a streamlined tool to help you get the most out of any GRP series deployment. It walks you through building a modern, powerful voice network, highlights the many GRP features that make them the ideal choice for your deployment, and helps you chose the right GRP model for every need.

Target Markets for IP Phone Deployments

Service Providers

Business service providers are one of the largest deployers of IP phones. Many offer packages that include IP phones and other SIP endpoints in order to provide turnkey solutions for business customers.

Enterprises & Large Businesses

A voice network is a critical part of any enterprise communication solution. As large organizations become more dispersed and require more mobility both in the office and remotely, IP phones that support mobility and provide next-generation tools to keep in touch will be in demand.

Small-to-Medium Businesses

SMBs rely more on voice than almost any other sector. Not only is SIP/VoIP an extremely cost-effective communication solution, but it now offers a platform to easily add video, surveillance, facility management, remote solutions and more.

Hospitality

Think about it - have you ever had a hotel room that did not have a phone in it? The answer should be no. Most countries have laws requiring all hotel rooms have phones in them. Not only that, they provide for easy communication with guests, integrate with property management systems, and offer a guest service.

Education

Having a phone in every classroom, and for administrative staff, provides a critical security protocol but also an easy way for teachers to keep in touch with other staff throughout the building. IP phones are a central part of most deployments in the education sector.

Healthcare

Voice solutions will always be a focal part of the way any healthcare facility operates. Whether they are used to communicate with patients or with staff in the facility itself, IP phones are required for every healthcare facility. Most patient rooms within any medical facility will have a phone in it.

Considerations for Building an IP Phone Solution

1. Cloud Setup, Provisioning and Management

Zero-Touch Provisioning

No matter if you are deploying phones for a small business or a global enterprise, being able to deploy IP phones without having to touch each one saves an enormous amount of time. With cloud management, your devices will automatically grab their provisioning file when connected to a network.

Centralized Device Management

As companies become more dispersed and as remote work becomes more common, cloud platforms like GDMS allow resellers, installers and IT team to easily manage all devices from anywhere they can get an internet connection. This also allows for active device alerts, diagnostics, reports and more.

Device Customization

Cloud management platforms like GDMS make customizing devices easy by allowing them to be included in mass provisioning and set/managed centrally from the web.

2. On-site Network Infrastructure

There are 3 important factors of the local network that will determine the phones you will want to consider:

1. Is the network wired, Wi-Fi, or a mix of both?

While most deployments rely on wired networks, VoIP-over-Wi-Fi networks are becoming commonplace as Wi-Fi speeds match wired speeds. Even if you may not need Wi-Fi-capable IP phones now, there is a good chance you will in the near future. The GRP series includes a selection of Wi-Fi capable models.

Gigabit

2. What is the capacity of the local network in terms of speed?

If the local network supports speeds over 100Mbps and the voice solution will be often relied upon, we suggest deploying phones with Gigabit connections to support up to 1000Mbps. That will allow you to take advantage of the full power of the network and ensure the highest quality of voice communications.

PoE

3. Will you have PoE access where the devices will be installed?

Will there be access to a PoE switch - or are you able to add one? PoE is an efficient way to provide both a connection and power through one cable, simplifying the installation, but it might not be ideal for every location depending on facility layout. If you are using PoE, you will need to make sure the phones you use support it.

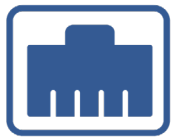
3. Select the Ideal IP Phone for Each User

Call Volume

Does the user make and receive a lot of calls, or are they on the phone occasionally? Frequent users will benefit from a higher number of lines and SIP accounts to handle numerous calls simultaneously.

Call Activity

Does the user regularly communicate with many people? Does the business want presence on their voice solution? if yes, you will want phones with higher numbers of BLF/speed-dial keys and/or extension modules. Are they transferring calls and putting calls on hold? If so, having access to more lines is helpful.



Connection Type

Wired or Wi-Fi? If wired, does the business' service plan provide speeds over 100Mbps? If yes, you will want phones that support Gigabit speeds for more active users. If Wi-Fi is in use, make sure to choose IP phones that support dual-band Wi-Fi.

Mobility

Will the phone be moved around between different locations in an office? Will an employee be taking it between their office and home? Wi-Fi-compatible IP phones provide a great solution for mobility, but if you stick with a wired connection, PoE is recommended to eliminate the need for a power supply

Headsets and Speakerphones

Most users will want the option to use a headset, so make sure the IP phones you chose are compatible with their preferred headset. RJ9 has historically been the most utilized protocol and allows for use with EHS wireless headsets, but USB and Bluetooth are now mainstream.

Building Voice Solutions with the GRP Series

Made for Mass Deployment

GDMS

The Grandstream Device Management System (GDMS) provides a free, cloud-based provisioning and management solution for the GRP series. It allows the GRP series to be easily mass provisioned, deployed in true zero-touch fashion, and actively managed/monitored by installers and IT staff. Enterprises and service providers can either re-direct to GDMS for device management, or the GDMS API can be directly integrated with their platform. GDMS is hosted on AWS, offering 99.99999% reliability. Create your free account at gdms.cloud.

Zero-Touch Provisioning

It would take forever for service providers and enterprises to have to physically touch each device during provisioning. For these large deployments, devices need to be able to be automatically configured and provisioned as soon as they are plugged in. The GRP series and GDMS provide just that - a voice solution with true zero-touch provisioning. The GRP series can be automatically provisioned in the factory, added to a GDMS account, and then will be fully configured when connected to a network.

Centralized Cloud Management

GDMS also provides a centralized interface to manage, monitor and troubleshoot the GRP Series, including device & account management, device configuration, firmware upgrades, device monitoring, intelligent alarm, and statistical analysis - individually or in batches of devices by site, group and model. It adds security to protect enterprise networks, including bank-grade TLS encryption from end-to-end, two-factor login authentication, two-way certificate verification and encryption of all device information.

Bluetooth

Bluetooth allows the GRP2614, GRP2615 and GRP2616 to support any bluetooth headset and speakerphone, providing a handsfree option ideal for busy workers.

Available Wi-Fi

Wi-Fi is quickly becoming a relied upon method for deploying VoIP networks, especially as offices and workers become more mobile. The GRP2602W, GRP2612W, GRP2614 - GRP2616 offer integrated dual-band Wi-Fi support.

Digital Keys & Second LCDs

Each model supports digital multi-purpose keys to allow their LCD screens to provide multiple pages of speed-dial/BLF keys. The GRP2614 and GRP2616 add an entire second LCD screen, the GRP2604 adds paper BLF keys, and the GRP2615 is compatible with the GBX20 EXT module.

Design

The GRP series was designed from scratch to provide sleek models with ergonomic handsets that also are engineered for maximum audio quality. Their eye-catching design gives a great impression to staff, customers, and visitors.

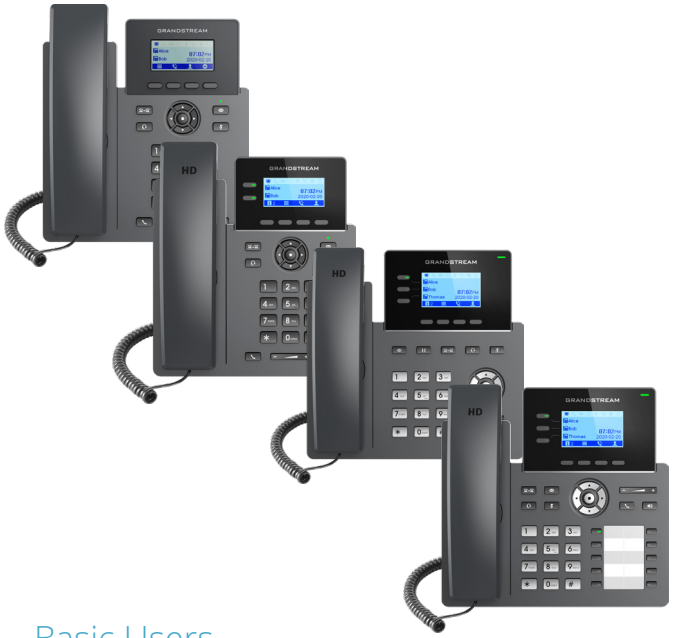
Enterprise-Grade Endpoint Security

The GRP series provides Industry-leading security protection including secure device boot, random default password per device, unique security certificate per device, and encrypted data storage.

Customizable Face Plates

The GRP series offers customizable faceplates for most models that allow service providers, enterprises, corporations and other organizations to customize their phones by putting their logo on them. This can be done in the factory so the devices are delivered to the end user ready-to-go.

Chosing the Right GRP Series Model for Every Need



Basic Users
GRP2601 - GRP2604

- Users who handle low call to moderate volumes
- Common-area phones
- Hotel room phones
- Classroom phones

The GRP Essential series are designed to offer simple, easy-to-use and affordable desktop IP Phones with a sleek design.

- 2 - 6 SIP accounts
- Smaller, monochrome screens
- Gigabit ports on GRP2603 and GRP2604
- Available PoE
- Noise-shield technology
- Enterprise-grade security

Mid-Range Users
GRP2612 - GRP2614

- Users who handle moderate to high volumes
- Most enterprise staff
- Remote workers (Wi-Fi models)
- Small-to-medium businesses

The GRP2612-GRP2614 offer mid-range devices with sleek designs and available next-gen features including Bluetooth and WiFi support.

- 2 - 6 SIP accounts
- Medium-sized color screens, Dual LCD (GRP2614)
- Gigabit ports on GRP2613/2614
- Available Wi-Fi, Bluetooth and PoE
- Noise-shield technology
- Enterprise-grade security

Frequent Users
GRP2615 and GRP2616

- Users who handle high volumes and keep in touch with many people
- Sales people
- Receptionists
- Managers, Directors, Executives

The GRP2615 & GRP2616 provide powerful devices with sleek designs, next-gen features, a second LCD or EXT module support.

- 5 - 6 SIP accounts
- Large color screens, Dual LCD (GRP2616), available EXT module (GRP2615)
- Gigabit ports on both models
- Included Bluetooth, Wi-Fi and PoE
- Noise-shield technology
- Enterprise-grade security

GRP Series Model Overview

Essential Series

Model	GRP2601/P	GRP2602/P/W	GRP2603/P	GRP2604/P
Display	132 x 48 (2.21") LCD display	132 x 48 (2.21") backlit graphical LCD display	132 x 64 backlit graphical LCD display	132 x 64 backlit graphical LCD display
Line/MP Keys	4 MPK	2 SIP, 4 MPK	3 SIP, 4 MPK	3 SIP, 4 MPK
SIP Accounts	2 SIP Accounts	4 SIP Accounts	6 SIP Accounts	6 SIP Accounts
Audio Conferencing	5-way audio conferencing	5-way audio conferencing	5-way audio conferencing	5-way audio conferencing
Auxiliary Ports	RJ9 headset jack (allowing EHS with Plantronics & Jabra & Sennheiser headsets)	RJ9 headset jack (allowing EHS with Plantronics & Jabra &Sennheiser headsets)	RJ9 headset jack (allowing EHS with Plantronics & Jabra &Sennheiser headsets)	RJ9 headset jack (allowing EHS with Plantronics & Jabra &Sennheiser headsets)
Network Interfaces	Dual switched auto-sensing 10/100 Mbps Ethernet ports, integrated PoE (GRP2601P only)	Dual switched auto-sensing 10/100 Mbps Ethernet ports, integrated PoE (GRP2602P only)	Dual switched auto-sensing 10/100/1000 Mbps Ethernet ports, integrated PoE (GRP2603P only)	Dual switched auto-sensing 10/100/1000 Mbps Ethernet ports, integrated PoE (GRP2604P only)
Wi-Fi	No	Yes (GRP2602W only)	No	No
Device Management	GDMS	GDMS	GDMS	GDMS
Swappable Faceplate	No	Yes	Yes	Yes

GRP Series Model Overview

Professional Series





Model	GRP2612 (P/W)	GRP2613	GRP2614	GRP2615	GRP2616
Display	2.4 inch (320x240)	2.8 inch (320x240)	2.8 in. (320x240) + 2.4 inch	4.3 inch (480x272)	4.3 inch (480x272) + 2.4 inch
Line/MP Keys	4	6	12	10	48
SIP Accounts	2	3	4	5	6
Audio Conferencing	3-way audio conference	3-way audio conference	3-way audio conference	3-way audio conference	3-way audio conference
Auxiliary Ports	RJ9 headset jack (allowing EHS with Plantronics headsets)	RJ9 headset jack (allowing EHS with Plantronics headsets)	RJ9 headset jack (allowing EHS with Plantronics headsets)	RJ9 headset jack (allowing EHS with Plantronics headsets), USB	RJ9 headset jack (allowing EHS with Plantronics headsets), USB
Network Interfaces	Dual switched auto-sensing 10/100 Mbps Ethernet ports with integrated PoE(*PoE for 2612P & 2612W only)	Dual switched auto-sensing 10/100/1000 Mbps Gigabit Ethernet ports with integrated PoE	Dual switched auto-sensing 10/100/1000 Mbps Gigabit Ethernet ports with integrated PoE	Dual switched auto-sensing 10/100/1000 Mbps Gigabit Ethernet ports with integrated PoE	Dual switched auto-sensing 10/100/1000 Mbps Gigabit Ethernet ports with integrated PoE
Wi-Fi	Integrated (2612W only)	No	Yes, integrated dual-band Wi-Fi 802.11 a/b/g/n/ac (2.4GHz & 5GHz)	Yes, integrated dual-band Wi-Fi 802.11 a/b/g/n/ac (2.4GHz & 5GHz)	Yes, integrated dual-band Wi-Fi 802.11 a/b/g/n/ac (2.4GHz & 5GHz)
Bluetooth	No	No	Yes, integrated	Yes, integrated	Yes, integrated
Device Management	GDMS	GDMS	GDMS	GDMS	GDMS
Swappable Faceplate	Yes	Yes	Yes	Yes	Yes

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www.gowifi.co.nz