

GRANDSTREAM RESELLER'S SOLUTION MARKETING GUIDE

DISCUSS, PROMOTE AND SELL GRANDSTREAM SOLUTIONS



GRANDSTREAM
CONNECTING THE WORLD



GRANDSTREAM
CONNECTING THE WORLD

The Total Solution



Discussing The Grandstream Solution

When speaking to potential customers focus on the “Total Solution” approach of our devices. A competitive advantage of Grandstream is that we provide a one brand, one deployment approach to a business’ communications. Here are some talking points to follow.

- ✓ Grandstream’s total solution deployment works seamlessly together and is simple to manage.
- ✓ It is easy to customize and scale, and has no licensing fees.
- ✓ The solution is rich with powerful enterprise grade features.

Promoting The Grandstream Solution

Through your website, emails, social media, and other mediums, utilize a messaging strategy that focuses on what our total solution does for your potential and current customers. Here are some points that stress the advantages of our total solution.

- ✓ Grandstream’s enterprise-grade features and unified communications increase productivity and efficiency.
- ✓ A total solution offers a lower cost in both telephony and maintaining a network environment.
- ✓ Between free enhancements, no licensing fees, and scalable focus, upgrading and deploying a solution is easy.

Selling the Grandstream Solution

Our complete, unified communication deployment has significant advantages over segmented deployments. Follow these talking points to help seal the deal on a Grandstream network.

- ✓ Grandstream’s total solution delivers powerful productivity and efficiency focused features so everyone can do more in less time.
- ✓ Our wide range of product lines mean a perfectly customized environment for any business.
- ✓ Once a communications network is deployed, it should be the last of your client’s concerns. Our total solution is designed deliver its fully loaded features while being able to grow easily with an organization.



VoIP Solutions

Discussing Our VoIP Solution

Our VoIP solutions are our longest standing line of products. It doesn't only deliver a desktop endpoint to your customer, but also productivity and efficiency. When speaking about our VoIP solutions with potential clients, be sure to touch on the following points.

- ✓ Essential call handling features come with all end-points, with additional features on higher-end models.
- ✓ Integration with our entire Grandstream portfolio means easy management and configuration for new employees and role changes.
- ✓ Productivity and call efficiency is a primary feature focus of all models.
- ✓ Integration with tools like Grandstream Affinity make models richer in features at no extra cost.

Promoting Our VoIP Solutions

For most organization's, the way their employees communicate can make or break productivity. When promoting our VoIP solutions, use the following messaging strategies to properly communicate how Grandstream fills their telephony necessities.

- ✓ Having a full VoIP solution under one brand delivers a seamless and powerful call experience both externally and internally.
- ✓ The on-site UCM IP PBX makes managing voice, video, data, and mobility intuitive yet powerful.
- ✓ Any conferencing space can be transformed into a video collaboration space focused on meeting productivity.

Selling Our VoIP Solutions

When creating a VoIP network solution for your client, the telephony requirements are generally the most detail intensive of their requests. Use these selling points to help articulate the capabilities of Grandstream's VoIP solutions to what they need.

- ✓ Grandstream's VoIP environment focuses on unified communications to empower the user to be more productive with many tools.
- ✓ High-call volume, seamless call control and routing is supported by the UCM's large-volume capabilities.
- ✓ A wide range of telephony options mean a customized desktop experience for each role.





Network Solutions

Discussing Our Network Solution

When we created our network solution, we made a line of products to easily deploy both power and security into SMBs and small enterprises. When discussing our options, use these talking points.

- ✓ Grandstream's VPN router unifies all locations of a business together by creating lightning fast VPN tunnels from one location to the other.
- ✓ Advanced security features come built into the solution, to keep both users and data safe.
- ✓ The solution can be expanded and scaled easily at any time.



Promoting Our Network Solution

Our GWN networking products bring a competitive edge to an organization's network. Use the following messaging strategy to show your customer what the solution does for them.

- ✓ Grandstream's GWN networking devices create a seamless wireless environment to add productive mobility to any organization.
- ✓ Create an immersive, reliable, and secure WiFi environment for commercial and hospitality customers to connect to using Grandstream's GWN WiFi access points.
- ✓ Keep your business competitive by creating an easy to manage and powerful WiFi network.

Selling Our Network Solution

When developing a network for your customer, their WiFi coverage needs to be powerful, reliable, and easy to manage. Use these selling points to help your customer understand how our GWN solution outperforms the competition.

- ✓ Our GWN series of WiFi APs support more devices in a bigger range, with up to 1.75GBps speeds and above industry standard range.
- ✓ Our networking products come equipped with a controller embedded within the product's web user interface.
- ✓ Our access points can be paired with 3rd party routers within existing WiFi networks, making the solution an ideal choice for expanding upon existing networks.



Physical Security Solutions

Discussing Our Physical Security Solutions

Grandstream delivers security, protection and facility management that is all integrated into a network deployment. Our line of security devices not only brings safety to any organization, but also peace of mind. Use these points when discussing this solution with customers.

- ✓ HD IP cameras, network video records, facility access door systems and much more. Grandstream has everything needed for a lock-tight deployment.
- ✓ A Grandstream security solution integrates with our entire line of solutions, keeping all users secure and connected with their environment.

Promoting Our Physical Security Solutions

Physical security must be perfectly reliable and all-encompassing. When promoting the Grandstream security solution to your customers, use the points below to speak to our coverage and facility management.

- ✓ Peace-of-mind is easily achieved with a Grandstream security solution. From facility access to facility management, our devices bring safety to any business.
- ✓ Grandstream's security solution has everything needed to track, manage and record access to any physical part of an organization.
- ✓ Stay secure no matter where you are, Grandstream's security solution has a variety of ways to monitor and record your security feeds.
- ✓ Our physical security solution provides proactive notifications to keep all users aware and protected.



Selling Our Physical Security Solutions

Finalizing a security solution with a customer means deploying protection they are confident will keep their organization guarded. Use these selling points to help close the deal with Grandstream's IP security line.

- ✓ Our line of HD IP cameras bring competitive features such as motion detection, live alerts, infrared cameras, and weatherproof abilities to encompass all security needs.
- ✓ With a Grandstream deployment, an organization does not only stay secure but also has all the tools needed for facility and employee management.