



FOR IMMEDIATE RELEASE

3CX and Grandstream Announce Strategic Partnership

Tighter integration between products to deliver best in class SME phone system

London, UK – (February 2, 2011) – [3CX](#), the international developer of the award-winning 3CX Phone System for Windows and [Grandstream](#), a leading designer and manufacturer of next generation IP Voice and Video products for broadband networks, announced today a strategic partnership. Under the terms of the agreement, 3CX will become one of the preferred PBX partners of Grandstream, and 3CX will fully certify and integrate Grandstream's broad portfolio of IP phones, gateways and multimedia phones, allowing for customers to easily provision and manage Grandstream phones from the 3CX Management console. With the integration, initial configuration and setup of a complete phone system will be much easier, and ongoing management will be reduced. 3CX and Grandstream will also commit to advanced feature development and providing end-to-end support to customers, giving companies peace of mind that the complete solution is supported by both companies.

"We are pleased to establish a partnership with 3CX to promote the combination of the market leading software-based [3CX Phone System](#) and the award-winning Grandstream IP phones and multimedia phones. This best-in-class product combination creates an excellent value and innovative solution for the SME market," said David Li, CEO of Grandstream Networks.

"The combined 3CX & Grandstream solution is very easy to install and manage for customers, and is a great replacement for outdated proprietary phone systems. Because both products are standards-based, customers do not get tied in with one particular vendor, and companies can buy best of breed, with full confidence in the complete solution", said Nick Galea, CEO at 3CX.

The partnership has already resulted in benefits for customers and resellers: 3CX has shipped enhanced Grandstream phone support in [Service Pack 4 of 3CX Phone System 9](#). It is now possible to provision and manage Grandstream phones from the 3CX management console, including the ability to upgrade the firmware network wide via the 3CX management console.

Grandstream has also launched a special reseller program which allows resellers and distributors to get rebates for selling Grandstream phones with 3CX solutions. 3CX was hereby one of the first suppliers to sign on with Grandstream's reseller program as a result of the completion of extensive testing and 3CX getting full certification to Grandstream's entire endpoints product line. More information can be found [here](#).

About 3CX

3CX is the developer of 3CX Phone System – an open standard unified communications platform for Windows that works with standard SIP phones and replaces a proprietary PBX. 3CX is more manageable and can deliver substantial cost savings besides increasing productivity. 3CX Phone System has earned numerous awards; Windows Server Certification, Windowsnetworking.com Gold Award, Windows IT Pro magazine 2008 and a Best Buy Award by Computer Shopper Magazine. For more information visit: <http://www.3cx.com>.

About Grandstream

Grandstream Networks is an award-winning designer and manufacturer of next generation IP voice & video products for broadband networks. Grandstream's products deliver superb sound and picture quality, rich telephony features, full compliance with industry standards, and broad interoperability with most service providers and 3rd party SIP based VoIP products. Grandstream is consistently recognized in the VoIP industry for their innovation, affordability and superior value in their products. Grandstream Networks is a private company headquartered in Brookline, MA with offices in Los Angeles, Dallas and China. For more information, please visit www.grandstream.com.

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