

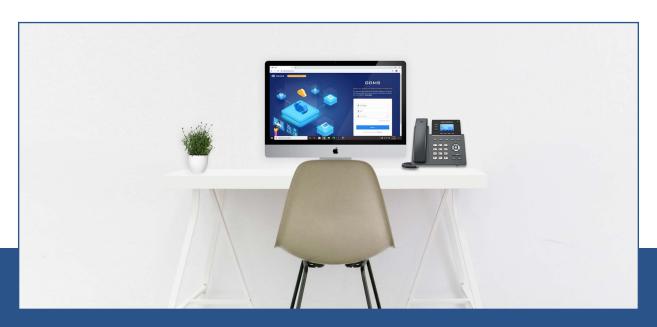


GRP Series of Essential IP Phones

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GRP Series of Essential IP Phones



Part of the GRP2600 series of Carrier-Grade IP Phones, the Essential IP phone line provides simple, easy-to-use devices with zero touch provisioning for mass deployment and easy management. The four devices in the Essential series are designed to offer simple-to-use, affordable desktop IP Phones with a sleek design and next-generation features, including 5-way voice conferencing, integrated PoE & Wi-Fi (GRP2602W) options, full HD audio on both the speaker and handset, EHS headset support, and multi-language support. The Essential IP Phone line includes carrier-grade security features to provide enterprise-level security, including secure boot, dual firmware images and encrypted data storage. For cloud provisioning and centralized management, the series is supported by Grandstream's Device Management System (GDMS), which provides a centralized interface to configure, provision, manage and monitor deployments of Grandstream endpoints. Built for the needs of on-site and remote workers and designed for easy deployment by enterprises, service providers and other high-volume markets, these essential IP phones offer an easy-to-use and easy-to-deploy voice endpoint.

Essential IP Phone Sales Kit

The sales kit is a guide to everything you need to know about selling the GRP Series of Essential IP Phones.

The Sales Kit includes:

- Overview and Basics
- Key Differentiators

GRP2600 Series

Product Positioning

SIP Accounts

Display

Network

Faceplate

Conferencing

About the Essential IP Phones

- Comparison vs. Competition
- Deployment Scenarios
- Integration with other Grandstream Products



Productivity Driving Features: Hold, transfer, forward, 5-way conferencing, call park and pickup, SCA/BLA, up to

. UCM IP PBX: For deployments using Grandstream's UCM

series of IP PBXs, GRP2600 devices can be configured via

Zero-Config: This feature allows preset templates to be created via the UCM IP PBX and pushed when the phone is

2000 phonebook contacts, hot desking, and more

Zero Touch Provisioning

The GRP2600 series Essential IP Phones can be configured and managed entirely from the cloud or from an IP PBX.

• GDMS: Grandstream's cloud-based

installers to provision and configure devices before, during, and after

deployments via a centralized online

provisioning platform enables

the UCM's web-UI

ial IP Phones

Advanced Features

GRP2600 Essential IP Phones come equipped with advanced

- Noise Shield: Detects and minimizes background noise. providing a clear sound from the speaker . Optional PoE: Every essential IP phone model has an
- equivalent model with PoE . EHS: Electronic Hook Switch support for Plantronics, Jabra,
- and Sennheiser headsets
- Enterprise Security: Designed for large-scale deployments, these IP phones support secure boot, dual firmware images, AES encryption, SRTP, TLS, 802.1x media access control, and MD5 and MD5-sess based

Mass Deployment Friendly

Like the rest of the GRP2600 series, the essential IP phones are designed for mass deployments and ITSP friendly

- Single Firmware: All Grandstream GRP2600 series IP phones share a single firmware version, streamlining the firmware upgrade process across all devices
- Cloud Management: ITSPs and large companies can organize all their deployments into various sites within GDMS, and then create configuration templates based on payment plans, subscription level, and more

Translations

English

Essential IP Phone Presentation



Translations

English (PowerPoint) English (PDF)

<u>Spanish (PowerPoint)</u> <u>Spanish(PDF)</u>

Messaging Strategy

GRP series of Essential IP Phones - GRP2601, GRP2602, GRP2603, GRP2604

Tagline	Essential IP Phones designed for mass deployment and easy management			
Subhead	Easy-to-use IP phones designed to meet the essential needs of on-location or remote workers while providing zero-touch deployment to enterprises, service providers, and more.			
Target Audience	Service providers, mass deployment scenarios, multi-site businesses, enterprises, school districts, retail/hotel chains			
Product Description	Part of the GRP2600 series of Carrier-Grade IP Phones, the Essential IP phone line provides simple, easy-to-use devices with zero touch provisioning for mass deployment and easy management. The four devices in the Essential series are designed to offer simple-to-use, affordable desktop IP Phones with a sleek design and next-generation features, including 4-way voice conferencing, integrated PoE & Wi-Fi (GRP2602W) options, full HD audio on both the speaker and handset, EHS headset support, and multi-language support. The Essential IP Phone line includes carrier-grade security features to provide enterprise-level security, including secure boot, dual firmware images and encrypted data storage. For cloud provisioning and centralized management, the series is supported by Grandstream's Device Management System (GDMS), which provides a centralized interface to configure, provision, manage and monitor deployments of Grandstream endpoints. Built for the needs of on-site and remote workers and designed for easy deployment by enterprises, service providers and other high-volume markets, these essential IP phones offer an easy-to-use and easy-to-deploy voice endpoint.			
Customer Challenges	Service providers need the devices to be pre-configured before they go out or allow them to be automatically provisioned as soon as they are plugged in	Enterprise's and multi-site businesses looking for a solution where their entire communication network can be setup, provisioned, managed and monitored centrally.	Mass deployment tool that allows the channel to make large deployments as easy as possible	
Customer Solutions	This series allows service providers to redirect their own management or configuration platforms to GDMS for all provisioning, configuration, management and monitoring – rather than having to integrate each device directly into their own management platform.	GDMS has no limit as to the number of devices and makes managing separate offices, departments, and locations as easy as possible by combining it all into once account while allowing you to setup and manage each of those by site, sub-site, model, batch all from one centralized platform and account.	This centralized cloud provisioning and management platform offers channel partners a tool to take-on large volume opportunities from enterprises, multi-site businesses, service providers and more. Providing customers with quick and easy zero-touch provisioning while also providing on-going monitoring and easy IT task scheduling.	

<u>French</u> <u>Italian</u> <u>Portuguese</u> <u>German</u> <u>Polish</u> <u>Russian</u>

GRP2601(P/W) Datasheet



Essential IP Phone GRP2601 • GRP2601P • GRP2601W

zero-touch provisioning for mass deployment and easy management. It features a sleek design and a suite of next-generation features including 5-way voice conferencing to maximize productivity, integrated PoE language support. The GRP series includes carrier-grade security features to provide enterprise-level security, including secure boot, dual firmware images and encrypted data storage. For cloud provisioning and centralized management, the GRP2601 is supported by Grandstream's Device Management System (GDMS), which enterprises, service providers and other high-volume markets, the GRP2601 offers an easy-to-use and easy-to-











Protocols/Standards record, SEV, NAPTRI, DHEP, PPOE, SSH, TETP, NTP, STUN, SIMPLE, LLDP, LDAP, TR-069, SWMP, 8021, XLS, SRTP, IPN6 Network Interfaces Dual switched auto-sensing 10/100 Mbps Ethernet ports, integrated PoE (GRP2601P only)

Graphic Display 132 x 48 (2.21") LCD display

4XML programmable context sensitive soft keys, 5 (navigation, menu) keys. 8

Feature Keys deciated function keys for: MESSAGE(with LED indicator), TRANSFER,HEADSET,
MUTE, SEND/REDIAL, SPEAKERPHONE, VOL-, VOL-,

WILTE, SEND/REDIAL, SPEAKERPHONE, VOL-, VOL-, VOL-

Support for G.729A/B, G.711µ/a-law, G.726, G.722(wide-band), G.723,iLBC, OPUS,
Voice Codecs and Capabilities in-band and out-of-band DTMf(in audio, RFC2833, SPINFO), VAD, AEC, CNG, PLC

Hold, transfer, forward, 5-way conference, call park, call pickup, downloadable phonebook/KML, LDAP, up to 2000 items), call waiting, call logiup to 800 records), off-book auto dial, auto answer, click-to-dial, fesibel dial plan, hort-desking, personalized music ringtones and music on hold, server redundancy and fail-over Auxiliary Ports RJ9 headset jack (allowing EHS with Plantronics & Jabra & Sennheiser headsets)

Base Stand Yes. 1 angle position available (45°), Wall Mountable (*wall mount sold separately) QoS Layer 2 QoS (802.1Q, 802.1P) and Layer 3 (ToS, DiffServ, MPLS) QoS

User and administrator level passwords, MD5 and MD5-sess based authentication,
Security 256-bit AES encrypted configuration file, SRTP, TLS, 802.1x media access control,
secure boot

Multi-language English, Chinese, Korean, Japanese, German, Italian, French, Spanish, Portuguese, Russian, Croatian and more Upgrade/Provisioning Firmware upgrade via FTP/TFTP / HTTP / HTTPS, mass provisioning using GDMS/TR-069 or AES encrypted XML configuration file

Power & Green Energy Efficiency
Universal Power Supply Input 100-240VAC 50-60Hz; Output +5VDC, 600mA; PoE: IEEE802.3af Class 1, 3.84W; IEEE802.3az (EEE) (GRP2601P Only)

Operation: 0°C to 40°C **Temperature and Humidity**Storage: -10°C to 60°C
Humidity: 10% to 90% Non-condensing

Package Content GRP2601/2601P phone, handset with cord, base stand, universal power supply (GRP2601 only), network cable, Quick Installation Guide Physical Dimension: 208mm (L) x 180mm (W) x 63.4mm (H) (with handset)
Unit weight:650g; Package weight:810g (860g for GRP2601)

FCC: Part 15 Class B; FCC Part 68 HAC;

Compliance

CE: EN 55032; EN 55035; EN 61000-3-2; EN 61000-3-3; EN 62368-1;

RCM: AS/NZS CISPR32; AS/NZS 62368.1; AS/CA 5004; IC: ICES-003: CS-03:

Translations

English

French

German

Italian

Polish

Portuguese

Russian

Spanish

10 2020 0

GRP2602(P/W/G) Datasheets



Translations

English

French

German

Italian

Polish

Portuguese

Russian

GRP2603 (P) Datasheets



Translations

English

French

German

Italian

Polish

Portuguese

Russian

GRP2604 (P) Datasheets



Translations

English

French

German

Italian

Polish

Portuguese

Russian

Essential IP Phone Marketing Materials

Email

Email Template (InDesign)

Email Template (PDF)

Email Template Copy (Word)

Email Template (PNG)

Alternate Email Banner (PNG)

GRP2601

GRP2602

GRP2603

GRP2604

Service Provider

Multi-Site Offices

Office-1

Office-2

Email Signature

Email Signature Editable File (PSD) Email Signature (PNG)



Press Release



Digital Marketing - Social Template

Create your own Social Media Image

Use the editable template to customize your own social image, or create your own using the elements provided below. We recommend using the text provided in the messaging and strategy on page 2 & 3.

Social Image w/ text Template: Editable Photoshop File

Social Image w/ text English (PNG)

Product Images

GRP2601 GRP2602 GRP2603

GRP2604

Logo (add your own or use Grandstream's)

Logo_white Logo_blue

Official Grandstream Colors:

Deep Blue:

RG

RGB: 42 / 83 / 137 #295288

Agua Blue:

RGB: 70 / 168 / 202 #46A7C9

Grey:

RGB: 156 / 158 / 159

#9C9D9F

Orange (Secondary Color):

RGB: 255 / 83 / 13 #FF530D



Digital Marketing - Social Paid / Cover Photo

Paid Social Ad (no text)

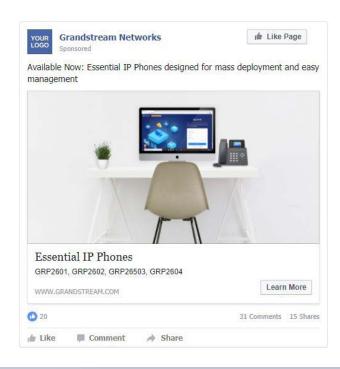
Social Image (no text)

Paid/Non-Paid Social Copy

Suggested Social Copy

Facebook Cover Photo - mobile and desktop friendly

Facebook Cover Photo Editable (PSD)
Facebook Cover Photo English (PNG)







Digital Advertising - Banner Ads Template

What are Banner Ads?

Banner advertising is synonymous with display ads. They're placed in high-traffic locations on webpages, creating brand awareness and generating click-throughs, purchases, and leads. These high-visibility locations include the front, bottom, or the side of a webpage; places where the eyes of browsers usually wander.

See the next page for recommended sizing

Ad Banner 300x250 Editable Photoshop File (300x250 Sample) Ad Banner Sample 300x250 (PNG)

Product Images

GRP2601 GRP2602 GRP2603

GRP2604

Logo (add your own or use Grandstream's)

Logo_white Logo_blue

Official Grandstream Colors:

Deep Blue:

RGB: 42 / 83 / 137 #295288

Aqua Blue:

RGB: 70 / 168 / 202 #46A7C9

Grey:

RGB: 156 / 158 / 159 #9C9D9F

Orange (Secondary Color): RGB: 255 / 83 / 13

#FF530D

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Easy-to-use IP phones designed to meet the essential needs of on-location or remote workers while providing zero-touch deployment to enterprises, service providers, and more.

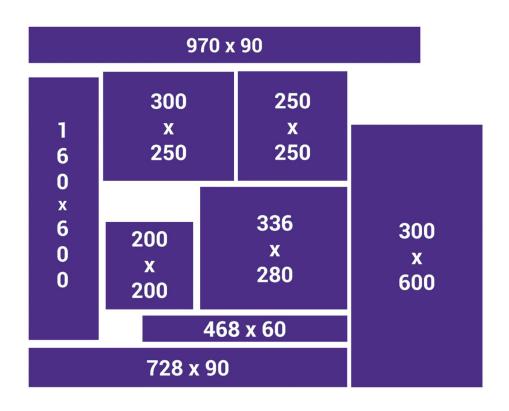


Digital Advertising - Banner Ads Sizing

Mobile: Common Ad Dimensions

200 x 200 250 x 250 300 x 250 320 x 50 x 250 320 x 100

Computer: Common Ad Dimensions



GRP2601

- Front
- Front v2
- Back
- Left
- Left v2
- Right
- Side









Back

Left











Side

Feature Icons

- 2 Lines
- GDMS
- <u>5-Way</u>
- Noise Shield
- <u>Headset</u>
- <u>PoE</u>
- <u>Security</u>



2 Lines



(



GDMS



5-Way



Noise Shield











GRP2602

- Front
- Front v2
- Back
- Left
- Left v2
- Right
- Side







Front v2



Back



Left



Left v2



Right



Side

Feature Icons

- 2 Lines
- GDMS
- <u>5-Way</u>
- Noise Shield
- Headset
- PoE
- <u>Security</u>
- HD Audio
- <u>Swappable Faceplates</u>
- <u>Wi-Fi</u>



2 Lines



GDMS



5-Way



Noise Shield



Headset



HD Audio



Swappable Faceplates



PoE



Security



VVI-FI



GRP2603

- Front
- Front v2
- Back
- Left
- Left v2
- Right
- Side







Front v2



Back



Left



Left v2



Right



Side

Feature Icons

- 3 Lines
- GDMS
- <u>5-Way</u>
- Noise Shield
- <u>Headset</u>
- Gigabit
- Security
- HD Audio
- <u>Swappable Faceplates</u>



3 Lines



GDMS



5-Way



Noise Shield



Headset



HD Audio



Swappable Faceplates



Gigabit



Security

GRP2604

- Front
- Front v2
- Back
- Left
- Left v2
- Right
- Side







Front v2



Back



Left



Left v2



Right



Side

Feature Icons

- 3 Lines
- GDMS
- <u>5-Way</u>
- Noise Shield
- <u>Headset</u>
- Gigabit
- Security
- HD Audio
- <u>Swappable Faceplates</u>



3 Lines



GDMS



5-Way



Noise Shield



Headset



HD Audio



Swappable Faceplates



Gigabit



Security