

CASE STUDY

Pakistan Cricket Board (Gaddafi Stadium, Lahore)



Pakistan Cricket Board Uses Grandstream's UC and Networking Solutions to Improve the Communications set up at Gaddafi Stadium, Lahore



The Pakistan Cricket Board (PCB) is the sole governing body for the game of cricket in Pakistan, which was established under the Sports (Development and Control) Ordinance 1962 as a body corporate having perpetual succession with exclusive authority for the regulation, administration, management and promotion of the game of cricket in Pakistan. The PCB's mission is to inspire and unify the nation by channelizing the passion of the youth, through its winning teams and by providing equal playing opportunities to all. Over the next five years, the PCB will be focusing on six key priority areas that include establishing sustainable corporate governance, delivering world-class international teams, developing a grassroots and pathways framework, inspiring generations through the women's game, growing and diversifying commercial revenue streams, and enhancing the global image of Pakistan. The PCB also remains committed to developing ground and facility cricket infrastructure, monitoring the implementation of playing codes and regulations, and supporting the game at every level through its high-quality training provision for officials and coaches.

The Challenge

The stadiums operated on a legacy, fragmented infrastructure that was outdated and no longer suitable:

- **Communication:** The stadium was using an obsolete, on-premise analog PBX with basic handsets. It lacked features like paging, voicemail-to-email, or mobility. Inter-department communication relied on personal mobile phones and walkie-talkies, leading to missed calls and unclear instructions during crowd noise.
- **Network:** A poorly planned patchwork of consumer-grade Wi-Fi routers and unmanaged switches were deployed in the stadium. This resulted in:
 - Severe network congestion and dead zones, especially in concourses and stands.
 - No segmentation between public, staff, and operational traffic.
 - No central management, making troubleshooting a manual, room-by-room process.
- **Operational Model:** These disjointed systems created isolated communication and data silos. Security could not quickly page maintenance and administration had no efficient way to contact hospitality. This multi-brand, pieced together model was inefficient and posed a safety risk during large-scale events.

This legacy environment was costly to maintain, unreliable under load, and a bottleneck to modern, efficient stadium management.

The Need

The deployment aimed to achieve a complete digital transformation of the stadiums' operational infrastructure with the following strategic goals:

- **Operational Unification:** Integrated and unified communications, security coordination, and network access onto a single, resilient IP network managed from a unified cloud platform.
- **Suitability for a Large Volume of Attendees and Staff:** Build a carrier-grade network capable of 100% uptime during high-stakes international matches, supporting critical operations, media broadcasts, and up to 30,000+ concurrent users without performance degradation
- **Enhanced Security:** Establish a modern, IP-based surveillance backbone and enable real-time, crystal-clear communication between security teams for rapid incident response.
- **Staff Empowerment:** Equip every department, from security and facilities to catering and administration, with advanced, reliable communication tools such as video phones and group paging, to improve efficiency and service delivery.
- **Foundation for a Smart Stadium:** Deploy a scalable and modern communications setup, that would serve as the foundation for future integrations like access control, digital signage, and IoT sensors.

The Solution and Why Grandstream Was Chosen

Various Unified Communications and Networking Grandstream Solutions were deployed at the Gaddafi Stadium in Lahore:

[UCM 6308](#) – 1
[GXP2170](#) – 2
[GXP2200EXT](#) – 1
[GXP1625](#) – 137
[GXP1628](#) – 11
[GWN7801P](#) – 24
[GWN7803P](#) – 7
[GWN7813P](#) – 28
[GWN7630](#) – 80
[GWN7003](#) – 3

End-to-End Ecosystem Compatibility: The seamless interoperability between the UCM6308 PBX, GXP series phones, and GWN series networking devices guaranteed plug-and-play functionality, simplified configuration, and a one vendor solution.

Built for High Density: The GWN7630 Wi-Fi APs are engineered for high-density, congested environments, with advanced features like band steering and airtime fairness to manage thousands of concurrent connections.

Centralized, Zero-Touch Management: GDMS or on-premise GWN Manager platform allowed the IT team to provision, configure, monitor, and update all GWN7801P/7803P/7813P Switches and GWN7630 APs from a single dashboard, dramatically reducing operation complexity.

Cost-Effective Enterprise Features: The UCM6308 provided advanced, license-free features critical for stadium operations such as blast paging, intercom groups, and call hoteling at a fraction of the cost of traditional proprietary systems.

Future-Proof & Scalable: The deployment can scale effortlessly; adding a new phone, AP, or switch is as simple as plugging in a new Grandstream device, which auto-provisions via the centralized platform.

Proven Integrator Partnership: The expertise and successful track record of UltraTech in designing and deploying complex Grandstream networks provided PCB with confidence in a smooth rollout and long-term support.





Results

The results were immediately impactful and transformative:

- **Unified Operational Command:** The UCM6308 now links all GXP series phones into a single system. Security can initiate a group page to all maintenance phones with one button; the reception (GXP1628) can seamlessly transfer media calls to the press box (GXP2170).
- **Carrier-Grade Network Performance:** The GWN7630 Wi-Fi APs, powered by the Layer 2+ and Layer 3 PoE+ switches, delivered flawless, high-speed Wi-Fi throughout the venues during recent international matches, with zero network-related downtime reported.
- **Dramatically Reduced IT Overhead:** The GDMS cloud management platform allows the IT team to monitor the health of all APs and switches, perform updates, and troubleshoot issues remotely, cutting network administration time by over 50%.
- **Enhanced Communication Clarity:** The HD voice quality of the GXP2170 and GXP1625/28 phones, coupled with noise-canceling features, ensures clear communication even in a loud stadium environment.
- **Scalable Foundation for Growth:** The system has already been easily expanded; adding a new ticket counter or office simply requires plugging in a new Grandstream phone or AP, which auto-configures.
- **Tangible ROI:** Consolidation onto the Grandstream ecosystem reduced monthly telecom maintenance costs, eliminated multiple vendor contracts, and decreased energy consumption through efficient PoE management.

Client-Verified Outcome: *"Grandstream solutions, managed from a single cloud platform, has been rock-solid. During the packed Asia Cup matches, our operations team communicated flawlessly, and the public Wi-Fi held up perfectly. It's a modern system that has transformed our daily operations and event-day readiness."* - PCB IT Director.



UltraTech



UltraTech is a leading technology distribution and manufacturing company in Pakistan, dedicated to delivering high-quality networking, surveillance, and communication solutions. With a strong commitment to innovation and excellence, they serve as an official distributor for globally recognized brands, bringing cutting-edge technology to businesses across the country. At UltraTech, they believe in building long-term partnerships with their clients by providing not only products but complete solutions. Their experienced team is dedicated to delivering exceptional service, technical expertise, and ongoing support to help their partners grow and succeed in a rapidly evolving digital landscape. Driven by quality, powered by innovation, and committed to excellence - UltraTech continues to be a trusted name in the technology industry.

Grandstream



Grandstream has been connecting the world since 2002 with unified communications and networking solutions that make communicating more impactful than ever before. Our award-winning solutions provide everything needed to build a seamless, easy-to-manage communication platform, offering a one-stop-shop for all networking, unified communications, collaboration and physical security solutions. Headquartered in Boston, MA, USA, Grandstream solutions are used in over 150 countries and trusted by global enterprises and small business alike for their quality, reliability, and innovation. Visit www.grandstream.com to learn more.