

CASE STUDY

Shropshire (UK) Chamber of Commerce



A Key Business Hub Builds a Communications & Networking Solution with Grandstream



The Shropshire Chamber of Commerce provides business and industry support in Shropshire, United Kingdom. A true champion of Shropshire businesses at a local, regional and national level, the Chamber of Commerce sits at the heart of the community, working with companies of all shapes and sizes, and representing all sectors.

The Problem

The Shropshire Chamber of Commerce was operating on a legacy on-premise Panasonic PBX system with very limited features. The telephony platform lacked flexibility, remote working capability, and integration with mobile devices. In parallel, the organization's wireless network was based on outdated access points that struggled to meet the demands of modern devices and increased user density. Other operational hurdles of their legacy system included:

- High monthly costs from a legacy telephony supplier
- Limited feature set and poor scalability
- No softphone or mobile app support for hybrid working
- Aging Wi-Fi infrastructure causing inconsistent coverage and performance
- Lack of centralized management for both voice and network services

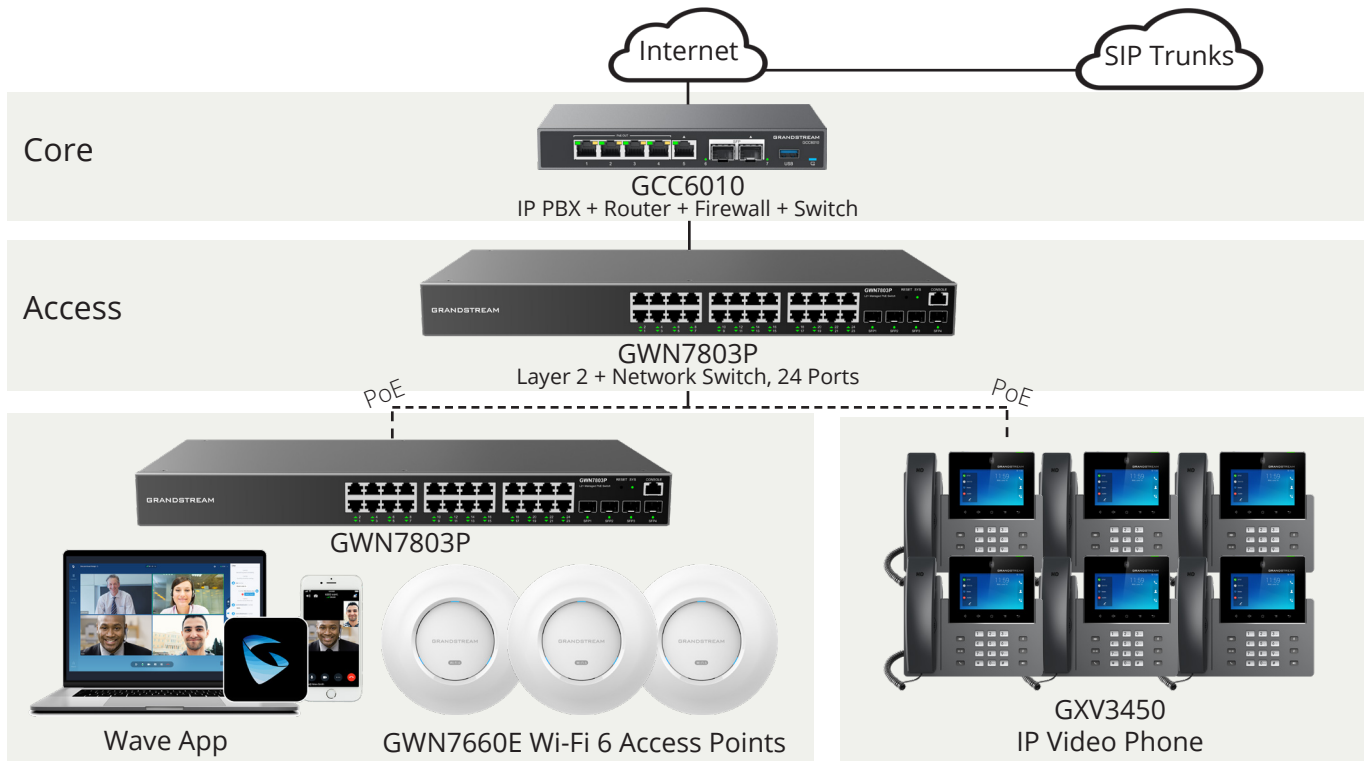
Lack of Security & Scalability

The existing system was not designed to scale easily beyond current requirements and offered limited visibility and control from a security and management perspective. Supporting future growth or new working practices would have required further costly upgrades.

Limited Productivity

These limitations impacted day-to-day productivity, restricted flexible working for staff, and resulted in unnecessary ongoing costs. The Chamber needed a modern, reliable, and cost-effective communications platform that could support its members and internal team more effectively.

The Solution



Several VoIP and networking vendors were considered, including hosted PBX platforms and mixed vendor networking solutions. SY COMMS LTD & Grandstream was selected as the clear winner because they offered a complete solution including voice, mobility, and Wi-Fi under one unified platform - a key differentiator. The Chamber's new solution included:

- **IP PBX Platform:** Grandstream GCC6010
- **Desk Phones:** Grandstream GXV3450 IP Video Phones
- **Mobile Softphone:** Grandstream Wave apps for desktop and mobile
- **Network Switches:** Grandstream GWN7803P 24-Port PoE Switch
- **Wi-Fi Network:** Grandstream GWN7660E Wi-Fi 6 Access Points
- **System Management:** Grandstream Device Management System (GDM)

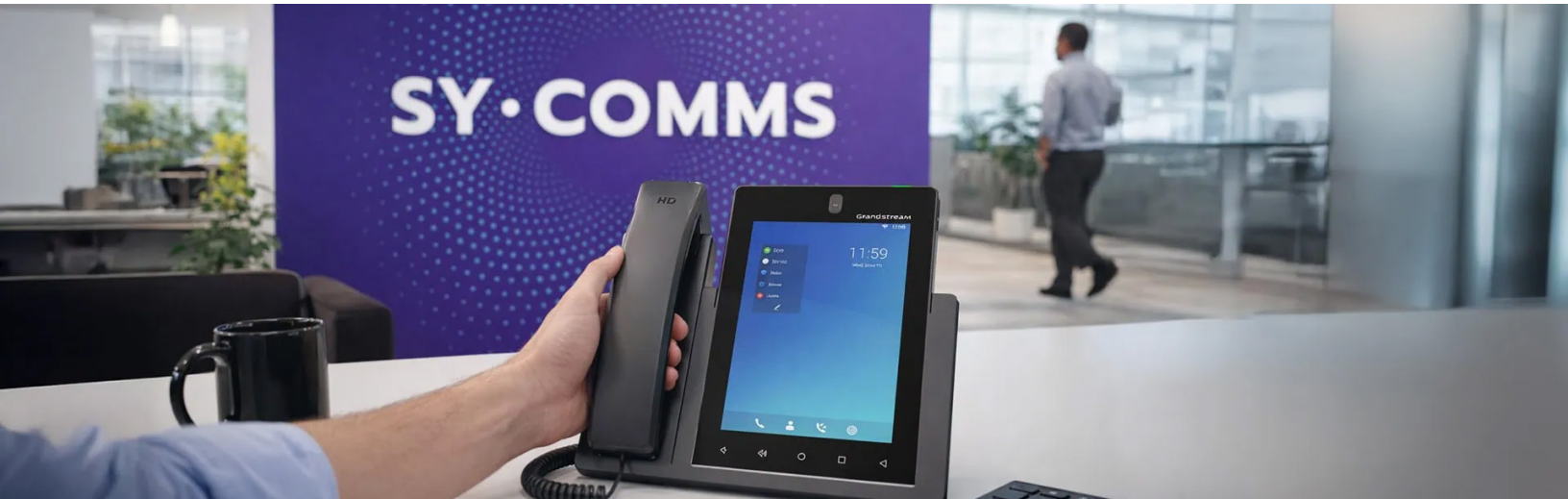
Why Grandstream?

The Shropshire Chamber of Commerce cited a number of factors that contributed to Grandstream being the clear choice for their new communication and networking solution:

- Excellent price-to-performance ratio
- No recurring PBX licensing fees
- Single-vendor ecosystem covering UC and networking
- Enterprise-grade features without enterprise-grade costs
- Cloud-based and centralised management
- Modern hardware design ideal for a professional business environment

Grandstream's One-Stop-Shop Made The Decision Easy

All other solutions they were considering were a combination of endpoints and management platforms from different vendors, which added complexity, uncertainty, and cost to the initial deployment and maintenance efforts. With Grandstream, they were able to build a platform for all of their information and communication technology needs with one vendor, with all solutions guaranteed to work together, and with all solutions operating on one unified management platform.



Results

Major Performance Improvements

Their new Grandstream UC solution provided advanced call handling, voicemail, auto-attendant, and seamless remote working capabilities - all capabilities The Chamber of Commerce did not have previously. Their new Grandstream Wi-Fi infrastructure delivered faster speeds, better coverage, and improved device capacity across the site, ensuring consistent performance for voice, video, and data traffic. Other benefits of their new solution include:

- Significant improvement in call quality and reliability\
- Faster, more stable Wi-Fi performance across the premises
- Seamless mobile and remote working via Grandstream Wave

33% Cost Savings

The Shropshire Chamber of Commerce achieved a 33% reduction in telephony costs compared to their previous supplier, while gaining substantially more functionality.

Best-in-Class User Experience

Staff quickly adopted the new phones and mobile apps, with particular praise for the flexibility of being able to take business calls from anywhere.

"The ability to use the Grandstream Wave app has completely changed how our team works, especially when working remotely," said a Director with The Shropshire Chamber of Commerce.

New Mobility Features Drive ROI

The combination of mobile softphones and the auto-attendant delivered the biggest operational impact, improving responsiveness while maintaining a professional image.

Ongoing Partnership & Future Growth

Due to the success of the deployment and the quality of service delivered, The Shropshire Chamber of Commerce has since partnered with SY COMMS LTD and BNS Distribution, actively referring their services to their entire membership network. This collaboration has also led to preliminary discussions with multiple business chambers across the UK, opening the door to wider adoption of Grandstream solutions nationwide.



Sy Comms



SY Comms is a UK-based telecommunications and IT solutions provider, specialising in delivering reliable, high-performance connectivity and technology services to businesses. Headquartered in Shrewsbury, the company focuses on supporting local organisations with tailored, end-to-end communication and IT infrastructure solutions. Founded in 2023, SY Comms operates as a privately held company, offering flexible and scalable services designed to meet the evolving needs of modern businesses. Visit <https://sycomms.co.uk> to learn more.

BNS Distribution



BNS Distribution is the UK Master Distributor for Grandstream Networks; a global leader in unified communications & networking solutions, trusted by partners in over 150 countries. In 2026, we mark 20 years as an accredited Grandstream distributor; a long-standing partnership that reflects deep technical alignment, commercial consistency and sustained commitment to the UK channel. We work closely with installers, integrators, MSPs, ITSPs, ISPs and resellers to deliver communications and networking solutions that are easy to specify, simple to deploy and commercially competitive. Visit www.bnsdistribution.co.uk to learn more.

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.