

# FEATUREPLUS

## RESELLER BULLETIN

Issue 02, February 2008

**WELCOME** to the second edition of Gamma's FeaturePlus Reseller Bulletin. This monthly Bulletin gives our Channel Partners tips on how to sell more, discusses the latest improvements on the product and support processes and gives you examples of where FeaturePlus has been installed and how it solves particular business needs. We hope that you find it useful and if you have any feedback for us, please feel free to contact us using the details at the bottom of this page.

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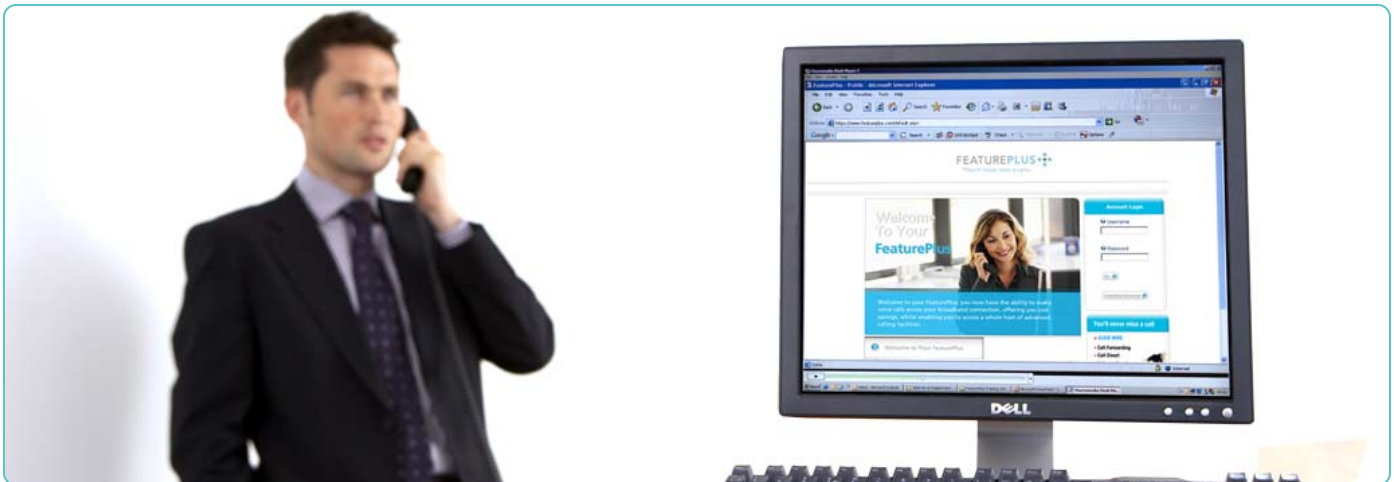
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### KEY CONTACTS @ GAMMA FOR FEATUREPLUS

**Sales & business development:** Cem Ahmet, [cahmet@gammatelecom.com](mailto:cahmet@gammatelecom.com), 0203 00 66 999

**Product enquiries:** James Bushell, [jbushell@gammatelecom.com](mailto:jbushell@gammatelecom.com), 020 8150 2570

**Marketing enquiries:** Justin Coombes, [jcoombes@gammatelecom.com](mailto:jcoombes@gammatelecom.com), 020 300 600 78

1 The Pentangle, Park Street, Newbury, Berkshire, RG14 1EA, UK  
Telephone: +44 (0)870 224 1200  
Fax: +44 (0)870 224 1201  
Email: [marketing@gammatelecom.com](mailto:marketing@gammatelecom.com)





## FEATURES, BENEFITS AND APPLICATIONS

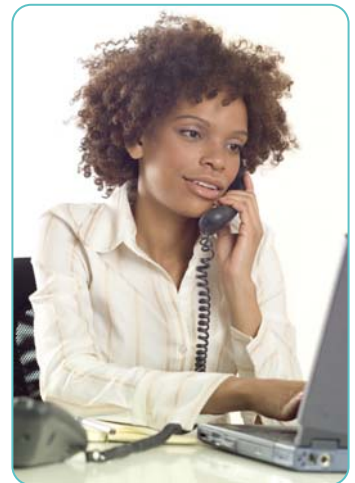
### FeaturePlus version 4.0 on its way!

April 2008 will see the 4<sup>th</sup> full release of FeaturePlus and will deliver a set of features in much demand from our Channel Partners. To understand why we have put together the release in the way we have, I want to highlight one of the key features and subsequent benefits of the current system:

#### **customer controlled call handling and call management features.**

Small businesses can take charge of their service and optimise their call handling with changes being made there and then in real-time. For me this is all about projecting the image of a professional, organised and capable organisation to existing customers, potential customers and anyone you do business with.

FeaturePlus 4.0 is all about building upon this advantage and extending the existing feature set in a complimentary way. New features include:



- A **Music-on-Hold** module. We can already put callers on hold, but callers like to hear something to reassure they have not been forgotten. For a small monthly fee a company will be able to make use of standard music provided on the system or they can provide their own bespoke messages to be played when a caller is put on hold. Bespoke messages also mean advertising opportunities, which in turn mean revenue!
- **Enhanced CLI Presentation** will allow a business to define which of their FeaturePlus phone numbers they wish to present when making an external call. Every user can be set to present the same number (a main number for example, rather their own DDI), or groups of users can be set to present a number particular to their group, for example the sales function. Let's take a distributed department. Each person, located in a different site to their team, can present the department number when they make a call. This number can be ordered as a Virtual Number and set to forward to all members of the team in parallel, ensuring the call is always answered. Each individual will always have the option of giving out their DDI if an external caller wants to contact them directly and quickly. For internal calls the individual's phone number is always presented so the call can be recognised as internal when it's made.
- **Enhanced CLI Restriction.** At present where a user wants to withhold their number when making a call, the number is withheld for all calls, including internal calls. To bring FeaturePlus in line with how a traditional phone system works, Enhanced CLI Restriction ensures the full phone number is presented on internal calls when the feature is switched on. This means internal callers can be recognised and dealt with by the call recipient appropriately (pick it up quickly when the boss calls!).

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So in extending and enhancing the set of calling handling features we have tried to extend the benefits these bring to a small business, widening the potential applications for the service.

There is however one final enhancement in Release 4.0 and this is the ability to provide the service using **G711 CODEC**. Where your customers demand high quality speech, you can now provide it using FeaturePlus where they have the permissible bandwidth; provide your customer with a PSTN quality voice service with all the turbo charged IP telephony call handling and management features our service has to offer!

*If you are interested in trialling the new release and have customers who could benefit from early use of any of the above features, then please contact Cem Ahmet ([cahmet@gammatelecom.com](mailto:cahmet@gammatelecom.com)) or James Bushell ([jbushell@gammatelecom.com](mailto:jbushell@gammatelecom.com)).*



## SALES & MARKETING

### Helping Channel Partners Grow Their Business

For the last two weeks in January, Gamma was on tour around the UK talking to existing resellers and potential new partners.

The theme of the roadshow, **'how to grow your business in 2008'**, was extremely well received with over 400 resellers attending venues at Scotland, Manchester, Leeds, Warwickshire and London.

In case you missed the tour, here are some of the ideas we presented on how to grow your business with FeaturePlus.

If you would like to discuss these actions further, please contact Cem Ahmet whose details can be found on the first page of this Bulletin.

### WAYS TO GROW YOUR BUSINESS

FEATUREPLUS

**BUNDLE** Compelling Competitive Package

**CROSS-SELL** More products = More Sticky

**NEW MARKETS** Customers with Overseas offices?

**FEATURELINE** Attack your FeatureLine base

**MULTI-SITE** Look for Multi-Site Companies

**START-UPS?** Target Start-ups and Sole Traders

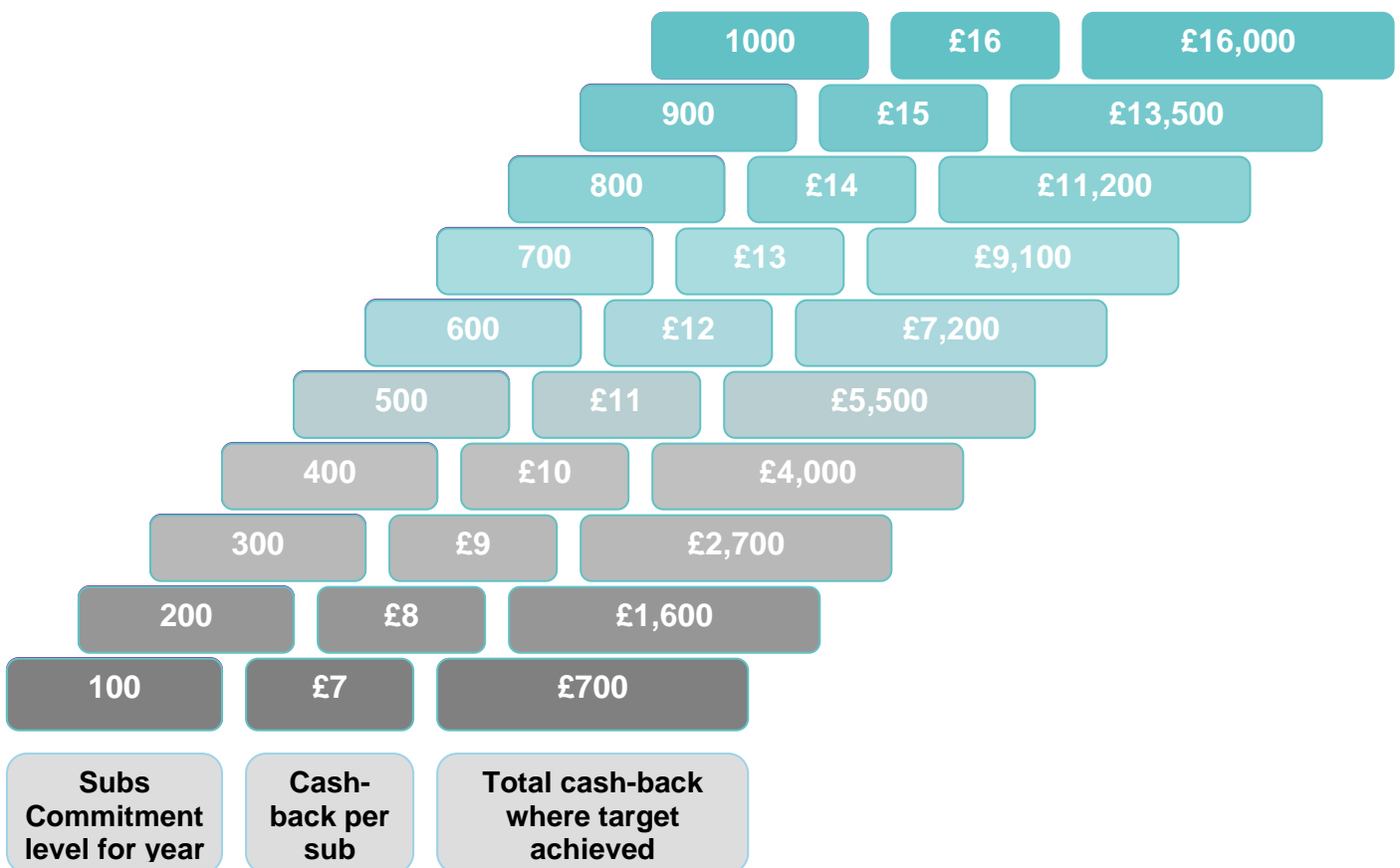
Grow  
your  
business  
in  
2008

### New FeaturePlus Incentive Program

Think you can sell more than 10 FeaturePlus net subscriptions a month? Well, we'll pay you for doing so through our new FeaturePlus Incentive Program. We've come up with an incentive which will pay you for every subscription that you place!

#### How does it work?

1. We have created a multi-level incentive scheme based on 10 different levels of commitment. These range from 100 subscriptions to 1000 subscriptions to be achieved over a 12 months period. See the sliding scale below.



2. The more subscriptions you commit to doing, the larger the cash-back is. For example if you chose the 900 level, then for each new subscription you bring on, we will give you a one-off payment of £15. If you hit your 12 month target, then the total payable cash-back is £13,500!

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- First decide a realistic 12 month target for your organisation. Once you have done this a set of monthly targets will be agreed with Gamma. These targets are the minimum number of subscriptions we will bill you for each month.

For example, you choose to commit to 200 subs in 12 months. A monthly target plan could look like:

Month	1	2	3	4	5	6	7	8	9	10	11	12
<b>Total Cumulative Subs</b>	10	20	30	40	55	70	85	105	125	145	170	200

- At the end of each quarter, we assess your performance against the agreed monthly targets. We will pay you for every new subscription added during the given quarter at a level in accordance with your agreed commitment – e.g. if you agreed to commit to 200 subscriptions in 12 months, we will pay you £8 for each new subscription brought on in the given quarter.
- If you do not hit your monthly target, **we still PAY you** for the new subscriptions that have gone live, although you will still have to pay us for each subscription you do not achieve according to the agree target. However, if you over-achieve, **we will still pay you** for each subscription that you over achieve by.

For example:

Month	1	2	3
<b>Monthly Target (cumulative)</b>	10	20	30
<b>Actual (cumulative)</b>	8	18	35
<b>Growth (new subscriptions)</b>	8	10	17
<b>Cash-back (@ £8)</b>	£64	£80	£136
<b>Shortfall Charges (@ £5.95)</b>	£11.90	£11.90	£0.00

Your total cash-back for the quarter would be £280. Your total shortfall charges would be £23.80 and your net advantage would be £256.20 for that quarter.

### Interested?

Then call your BDM or the FeaturePlus Sales Specialist (Cem Ahmet on 0203 00 66 999, [cahmet@gammatelecom.com](mailto:cahmet@gammatelecom.com)) and start earning now!

### Incentive Program - the Small Print

- Incentive credits to be paid on a quarterly basis
- Incentive shortfall charges will be raised on a quarterly basis
- Volume incentives only valid where Partner agrees to the current subscription and equipment charges
- At the end of the 12 month period the agreement expires; it does not automatically roll over
- Promotion does not include Virtual numbers
- Cease charges apply
- Gamma reserve the right to decline a customer from joining this scheme where other incentives are already in place for that particular customer (even if not specific to FeaturePlus)

### Toolkit Reminder

We hope that you have had a chance to download and look through the FeaturePlus 'Toolkit' that is available for Channel Partners. If you haven't already got it, you can grab it here (also available on the portal): [www.gammatelecom.com/downloads/featureplus\\_reseller\\_toolkit.zip](http://www.gammatelecom.com/downloads/featureplus_reseller_toolkit.zip)

The toolkit provides you with 2 specific sources of useful information, categorised as "documents for your business" and "documents that you can tailor and send to your customers".

Some examples of what's new are:

- A proposal and order form, plus a new presentation.
- A spreadsheet for cost modelling purposes
- An A4 sheet on key selling points, and
- Some copy that you can adapt for your website



### CASE STUDY

Each month we'll bring you a look at how FeaturePlus is being used to solve real business issues. If you have an interesting case study that you would like to share, please contact Justin Coombes using the contact details on the first page of this bulletin.

### FeaturePlus delivers more capabilities, cost savings and rapid deployment

GarrettCom Europe Ltd is an industry leader in providing cost-effective, off-the-shelf Ethernet products selling feature-rich, high-availability and heavy duty Ethernet networking products through OEM's and sophisticated resellers to industrial and carrier class customers globally.



With business booming GarrettCom needed to add extra lines into its European base in Gosport, as well as cost-effectively linking in employees based elsewhere in the UK. GarrettCom Business Development Manager, David Moss, was impressed with the ability to plug and play FeaturePlus onto their existing data network allowing them instant access to the extra telephony lines they required. By the next working day a remote worker based in Cheshire also benefited from FeaturePlus.

With this solution they received the extra lines they needed straightaway and were also able to save money on line rental and calls between remote sites as well as benefiting from the additional free features such as 3-way conferencing, inbound call management and unified messaging.

“GarrettCom’s penetration into European industrial and telecommunications sectors is vital to extending market coverage for our Ethernet switches, routers and terminal server products. FeaturePlus is able to provide us with an ideal platform for cost effectively managing both internal and external communications.”

David Moss, Business Development Manager.



## PROVISIONING AND SUPPORT

### Ordering Additional Numbers for Existing Installations

The beauty of the FeaturePlus system is that it scales and can grow as your customer grows. A customer account can have any number of CLIs associated with it and ordering new services for an existing customer is easy.



A common query from our Partners is “can we send an ATA out with only one number; what happens when an additional number is needed; do I have to send the box back for reconfiguring?”

ATAs and IP Phones can be sent out with only one number (IP Phones and ATAs support two numbers) and then at a later date a new number can be added. When the additional number is needed, go to the User Maintenance in your FeaturePlus Partner Portal and find the Administrator Account of the company that requires the additional number. Search by the company name; this brings up all accounts under for that company and you can tell if a user is an Administrator Account as they will have the “cogs” icon against them. Click on the “cogs” icon and this will take you to the “Set Up New Order for Existing Customer” screen. From here follow the order screens in the same manner as a new order. When you get to the Product ordering screen, define the number of additional subscriptions needed. If you are adding a single number to an existing ATA or Phone then do not order any new equipment. A screen prompt will then tell you in the order notes. Follow the screen through to the order notes and provide the MAC number or serial number of the ATA or Phone that requires the additional number. Then complete the order.

The same process is followed when ordering new ATAs or IP Phones.

#### TIP:

- You can add a ported number to an existing ATA or IP Phone and you can also add as many new numbers to a customer as long as there are enough phones to support those numbers