

FEATUREPLUS

RESELLER BULLETIN

Issue 03, March 2008

WELCOME to this month's edition of Gamma's FeaturePlus Reseller Bulletin which provides our Channel Partners with 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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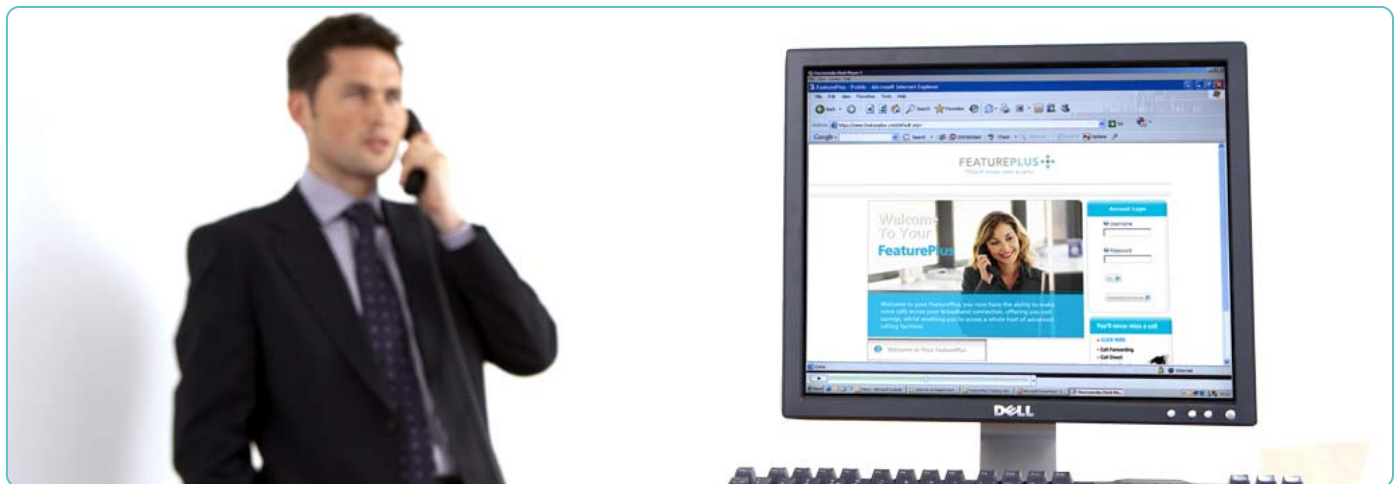
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FEATURES, BENEFITS AND APPLICATIONS

FeaturePlus and the “Control” Factor

When talking to our Partners about where they are finding success with FeaturePlus, the “Control” factor comes up time and time again. **Specifically, this is the control that a company has over its users (and the ease at which that control is provided), not necessarily the control its users have over the features of the system.**

Using the facilities provided by the system a Customer Administrator can perform the following tasks in REAL TIME and FROM ANY COMPUTER, ANYWHERE:

The screenshot shows the 'User Maintenance' section of the FeaturePlus interface. It includes a search bar for users, a table of user details, and a 'Web site access' section.

Surname	Firstname	Init.	Account	Logon	Status	Subscription	Actions
Doe	John		Gamma Telecom Staff	jdoe1973	Deleted	FeaturePlus	
Falconer	Bob		Gamma Telecom Staff	bfalconer	Active	FeaturePlus	
Feriday	Steve		Gamma Telecom Staff	stferiday	Active	FeaturePlus	
Fisher	Frank		Gamma Telecom Staff	ffisher	Active	FeaturePlus	
Foster	Alex		Gamma Telecom Staff	afoster	Active	FeaturePlus	
Front Desk	Spu941		Gamma Telecom Staff	frontdesk	Active	FeaturePlus	
Fusco	Danilo		Gamma Telecom Staff	dfusco	Active	FeaturePlus	
Gamma	Admin		Gamma Telecom Staff	gadmin	Active	FeaturePlus	
Giles	Karrie		Gamma Telecom Staff	kgiles	Active	FeaturePlus	
Gilborn	John		Gamma Telecom Staff	jgillborn	Active	FeaturePlus	

Web site access
The following setting controls the ability of the chosen user to log on to the web site in order to access information, change settings etc.
Bar access to web site:

- 1) View all calls made, received and missed across all users
- 2) Change the access rights and privileges of any user under their account
- 3) Add new users, delete users and reassign phone numbers
- 4) Step in to any user account in the company to view and manipulate their call settings

These are the features, but what are the benefits and applications?

The main benefit is that FeaturePlus allows a small business to improve the way they manage their operation and helps the business get the most out of their employees.

Using the “Call History” for example, business owners and directors can access and download all call data across their business in real time. This ensures that people in their organisation are making the necessary volume and type of calls and, where employees are taking calls, are actually taking calls and not missing them. This is an easy and effective way to drive productivity in to an operation.

Not only can a company have an instant view of all calls associated with workers irrespective of where they are, but if they need to manage the service or restrict it, they can do so in seconds via the User Maintenance Facility. From setting up a remote user to cancelling their service and assigning their number to another employee, this whole process is managed by, and is the control of the company.

Isn't this the perfect solution for companies who are nervous about remote-working?

Supporting remote users can be perceived as a head-ache. But where remote users have support issues with FeaturePlus, the system allows the Customer Administrator to access any user's account, to view all their current settings and to take any corrective action needed to close the support case. An intuitive set of phone status icons is also provided which can help a customer quickly understand the current status of phones (whether they are registered or not for example) helping them to a fast diagnosis of the problem.

"Control" is something that will always get the attention of a business, whether large or small. But for smaller businesses it is something that is rarely afforded to them, especially in a digestible form. Against traditional phones systems (and other hosted services in the market), FeaturePlus provides a far greater level of control and visibility of services, and is presented to a business in a way that allows for ease of use and user management, which can result in tangible improvements to the way that a business operates.



SALES & MARKETING

FeaturePlus 4.0 coming soon

We'll shortly be inviting you to join us on a Webinar that will announce and introduce FeaturePlus version 4.0. Look out for an email invitation from Gamma in early April, with availability coming a week after that. Here's a quick re-cap on what's new in FeaturePlus v4.0:

- A **Music-on-Hold** module. 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.



An offer you can't refuse!

Half price SPA 941'S and ATA'S (2102)

Subject to availability, we have managed to get our hands on a small quantity of refurbished IP Phones and ATA's and can now offer these out to our customers at half the original price.

What do we mean by refurbished?

These are ex-demonstration units that are in excellent, almost new condition. They have been extensively tested and are accompanied with a full 12 month warranty. All products are boxed and have brand new inserts and fully tested cables and cords.

What would I use them for?

These would be great additions as low cost demonstration kit, as FeaturePlus is one of those products that generates the wow factor when you take it out of the box and plug it in at the customers site. Or perhaps, you can sell additional units to your customer that extra phone that they couldn't quite afford before

How much do they cost?

The ATA will cost £32.50 and the SPA 941 will be priced at £40.00. All other costs remain the same.

How do you order them?

We have added a new Product name in the system, when ordering FeaturePlus, with the following tags:

Product Name in System

Linksys 941 IP Phone (refurb)

Linksys 2102 2 Port Terminal Adaptor (refurb)

Billing Event

2 Line IP Phone (refurb)

2 Port ATA (refurb)

So Grab them now, whilst stocks last!

The Low Hanging Fruit

Here we look at two key opportunities for FeaturePlus in the Single Office, Home Office market.

1) Information Age

“Over five million Britons now work remotely from home”, according to a new study. Research from internet analysts Point Topic found 4.3 million households, or 18 per cent of all homes across the UK have someone working from home. Overall, 5.4 million individuals work from home, 70 per cent of whom use the internet as their chief tool.



According to the survey, most home workers are self-employed and likely to be men between ages 25 and 54 with families, situated in a suburb of London or another prosperous town. London and the South East had the highest concentration of remote workers, while Wales, the North West and Yorkshire recorded the lowest.

Home workers generally fall into three categories: freelancers, teleworkers and those running small businesses from home. These groups tend to be more knowledgeable about IT issues and conscious of potential security concerns, researchers found. “On average, remote staff spend almost double on security measures for their IT equipment than non-home workers.”

Whilst not all of the 5.4m home-workers will require a service such as FeaturePlus, there are some key benefits that it can provide a business user.

1. **Another line** – The report states that “70% of home-workers use the internet as their chief tool”, this implies that these people have access to broadband.
2. **A Professional Image** whilst working from Home, enabling the transfer of calls and call forwarding, or divert options if the user is unavailable.
3. **Calling the office** is either free (if calling another FeaturePlus number), or cost effective, if using the same area code.

2) RCF – Remote Call forwarding

BT Sell RCF at “£71.50 (ex. VAT) per quarter plus a one-off connection fee.”

This is their description of the service:

“Remote Call Forwarding (RCF) diverts all incoming calls to a particular line or lines in one geographical location to another number. It allows you to promote a number in one area and ensure calls to that number are answered elsewhere. You don’t have to have a physical presence at the diverting number. The service is provided under administration control and you pay for the diverted calls at normal rates.”

We believe that there are thousands of SMB’s in the UK who subscribe to this service. Using a virtual number within the FeaturePlus system, you can offer the same service* at a significantly reduced rate. The key things to remember are as follows:

- Gamma can port in BT numbers
- You can still charge a set up fee, divert fee and your standard charges for call forwarding. This takes your margin for a virtual number around the 300%+ mark
- You own the customer – once you have their number, they are very unlikely to move away from your service

*Please note that virtual numbers do not currently provide CLI pass-through

Toolkit Reminder

The FeaturePlus Toolkit' provides Channel Partners with 2 specific sources of useful information, categorised as "documents for your business" and "documents that you can tailor and send to your customers". If you haven't already, you can download it from here:

www.gammatelecom.com/downloads/featureplus_reseller_toolkit.zip



CASE STUDY

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.

Bassett Homes and Accessories benefit from features IP Telephony offers

Bassett Homes and Accessories design and manufacture high quality and bespoke kitchens, bedrooms and study rooms for prestigious housing projects. They have two main sites in Southampton (a showroom and a warehouse).

The Problem

The company discovered that a large percentage of their call costs covered traffic between their own sites and wanted to reduce these costs. They were unable to identify the destination of the inter-site calls to analyse their spend.

The two staff managing the showroom were receiving all the calls, including those for the warehouse (with one line into the showroom). Due to this process the sales staff were spending an hour a day on non-sales activity.



The Solution

FeaturePlus which comes with an online call management portal via www.featureplus.com and Broadband were installed on both sites to maximise the quality of service. A key benefit when using FeaturePlus is free calls between 'on-net' sites. The company therefore immediately benefited from reduced costs with free calls between their sites.

The online management has given them greater control as they now have the ability to self-manage their call handling and generate call traffic reports. The system has also been set up so that the main number rings in both showroom and the warehouse. This means that incoming are handled more efficiently and that the sales staff can focus on their core sales role.

By using FeaturePlus Bassett Homes and Accessories were able to use their existing handsets and remove the need to undertake a major capex.



PROVISIONING AND SUPPORT


Partner Control - The User Maintenance Facility

We have talked about Customer Control in the first article of this bulletin, but what about "Partner Control"? Of all the "Partner-level" features of the FeaturePlus system, the User Maintenance Facility is by far the most empowering, and is intuitive and simple to use. FeaturePlus Partners have an incredible amount of control and visibility of their entire base at the click of the mouse. Let me tell you more:

Searching; who has what?

The first and most basic function of the facility is the ability to view all the users in your FeaturePlus estate. You can view all user or search for specific users through the set of search filters provided. As with all reports returned in the FeaturePlus system, you can then download your users in to either Excel or XML. Reconciliation with, or upload to, other systems becomes a breeze.

What do they have turned on?

This is by far the most important management feature of the system. FeaturePlus is rich in functionality and although a comprehensive on-line help guide is provided, the system can take a while to get used to for new customers. To get around this problem, Partners can step in to any of their user's account when they need to provide assistance in using the system, setting up a feature or for trouble-shooting purposes. This is done by clicking on the Impersonate Icon: . In doing so you are taken in to the user's account and can see all the settings they have applied and you are able to set up or make changes to their features in order to help them with the user's query.

User versus Admin User

Once you have found a user you can then undertake a number of actions. However, it's worthwhile remembering that the FeaturePlus system is a hierarchical system and you can only action accounts directly beneath your level in the system. As a Partner the level directly below you is the Customer Administrator, and the level below them is the User.

You can search on Customer Administrators by using the filter provided and can tell if an account is an Admin account as they will have the full array of "Action Icons" against them (not just the 📁 icon:

Account	Logon	Status	Subscription	Actions
Ultrakey Key	ultrakey	Active	Virtual Number	

In order to perform an Action directly against a User, you will need to access the Customer Administrator's account.


Barring their Calls

From here you can bar calls for any phone or all phones under a company's account. This may be calls made to various destinations (mobile, premium rate etc), all calls made or all calls being received. You can even bar the User from accessing their account, all at the click of a mouse with any change made happening in real time.

Forgot your Password?

Simply click on the "Envelope Icon" and the system will send the Customer Administrator their password.

TIP:

-  The Customer Administrator also has a User Maintenance Facility. They can use this facility in order to support the users in their company in the same way you can support the Customer Administrator; the system has been designed to provide the Company with complete control and visibility of their users and when understood how best to use it, it can help you keep your support overheads to a minimum. **Have you thought about providing system training as a part of your package?**