

FEATUREPLUS

RESELLER BULLETIN

Issue 06, July 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, focuses on features of the product 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.

CONTENTS



FEATURES, BENEFITS AND APPLICATIONS >

- > The telephone keypad – an alternative to on-line control!
- > Key Numbers and associated features



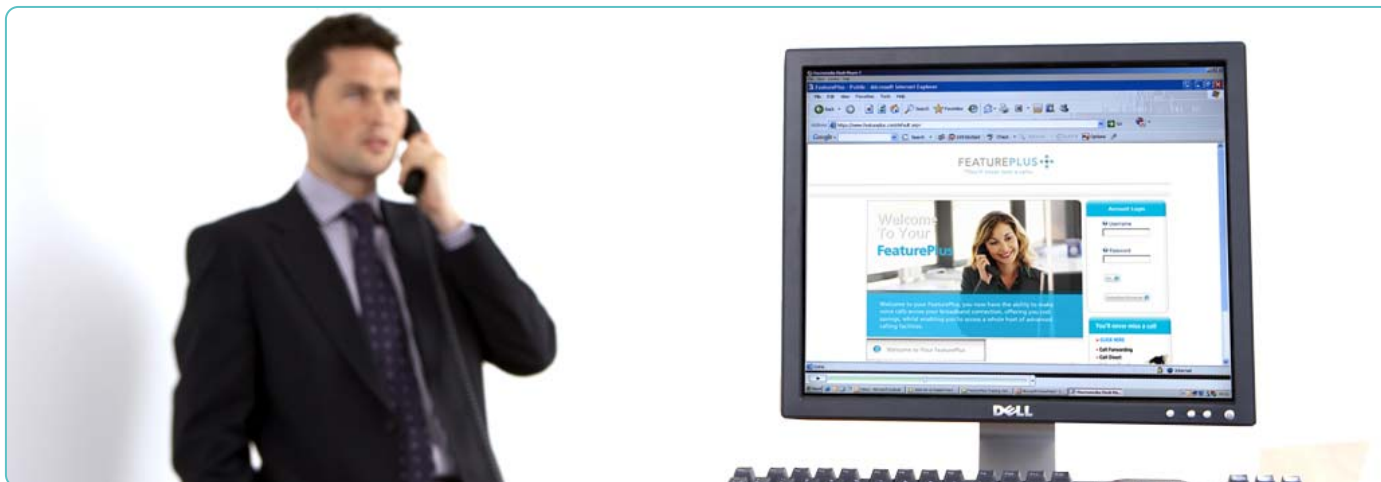
SALES & MARKETING >

- > Selling FeaturePlus in a tough economy



CASE STUDY >

- > UK international transport hubs benefit using FeaturePlus



KEY CONTACTS @ GAMMA FOR FEATUREPLUS

Sales & business development: Cem Ahmet, cahmet@gammatelecom.com, 0203 00 66 999

Product enquiries: James Bushell, jbushell@gammatelecom.com, 020 8150 2570

Marketing enquiries: Justin Coombes, 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





FEATURES, BENEFITS AND APPLICATIONS

The telephone keypad – an alternative to on-line control!



FeaturePlus and on-line control go hand-in-hand; the ability for a user to control their system in real-time via their featureplus.com account (and the benefits that can be derived from this) has been a key message that we have pushed since launching the product.

However, maybe lost in the noise of web-based functionality is another way of managing your phone – using the telephone's key pad! For every feature provided with the service there is also a way of controlling it using key numbers.

Some users simply want to use their phone keypad to control their features and don't want to have to access the internet each time they want to turn a feature on or off – voicemail before and after going for lunch is a great example, as is “divert all calls” when going off site.

As a general rule, this facility allows a user to turn a feature on, turn it off and in some cases to check its status. It won't allow you to define anything beyond “on” and “off”, for example a number used for call divert. This has to be done through the web interface.

Here is how a customer can use FeaturePlus with a focus on controlling their features using their keypad:

- Go into the web-interface and find the features which they want to make use of that involve defining a set of parameters – e.g. call divert and voicemail forwarding
- In the respective fields define the phone numbers needed and any other parameters (such as seconds to ring) and press save without actually turning on the features

Call Divert

First, select a phone from the list of those you own.

Phone number:

You can choose to divert missed calls to another telephone number when you are on or away from your phone.

Remember to switch divert off again to re-enable any standard forwarding features like forwarding to Voice mail.

Call divert takes precedence over any other forwarding settings you may have switched on until it is switched off.

Divert all calls unconditionally to another number:

Number to divert calls to:

Divert calls to another number when not answered:

Number to divert calls to:

Number of seconds to wait before diverting:

Divert calls to another number when I am on the phone:

Number to divert calls to:

- Find and note down the key numbers needed to manage the features to be used regularly. These can be found under the **Support Section >Key Phone Numbers**, in either the **Set Up Guide** that comes with the ATA and IP phones or the **User Manual**, both of which can be downloaded from the Support Section

Documents					
title	Owner	Category	Last Updated	Size (Kb)	
FeaturePlus User Guide 4.0		Guides	4/14/2008	3,283.13	Download
SPA 2100 Setup Guide 3.4		Guides	6/5/2007	361.56	Download
SPA 2102 Setup Guide 1.0		Guides	6/5/2007	296.13	Download
SPA941-2 Set Up and User Guide Version 1.0		Guides	6/5/2007	128.79	Download

- When a feature now needs to be turned on or off, a customer need only use the telephone keypad and relevant key numbers
- Only when a customer wants to redefine the parameters used with a feature is a visit to featureplus.com required.

Examples of Key Numbers and associated features

- 1400 Forward all Calls to **Voicemail** - Turn off feature
- 1401 Forward all Calls to **Voicemail** - Turn on feature
- 1408 Send **Voice mail** alerts to e-mail - Turn off feature
- 1409 Send **Voice mail** alerts to e-mail - Turn on feature
- 1426 **Divert** on no answer to phone - Turn off feature
- 1427 **Divert** on no answer to phone- Turn on feature
- 1428 **Divert** on busy to phone - Turn off feature
- 1429 **Divert** on busy to phone - Turn on feature
- 1412 **Divert** all calls to phone - Turn off feature
- 1413 **Divert** all calls to phone - Turn on feature
- *56 **Call Waiting** - Turn on feature
- *57 **Call Waiting** - Turn off feature
- 1420 **Forward calls** in sequence - Turn off feature
- 1421 **Forward calls** in sequence - Turn on feature
- 1422 **Forward calls** simultaneously - Turn off feature
- 1423 **Forward calls** simultaneously - Turn on feature



SALES & MARKETING

Selling FeaturePlus in a tough economy

We have all heard about the credit crunch and how it is affecting businesses, the housing market and the prices of utilities. There is no doubt about it; we're in a tougher environment in which to win new business as businesses look to cut back on costs whilst also trying to remain competitive.

So, when you find a business that has a requirement for a new telephony service, how can you sell them something that is cost effective to them, whilst still being profitable to your business?

You guessed it – why not offer FeaturePlus..

In this market, FeaturePlus can be cost effective when replacing existing PSTN lines or Featureline contracts. When replacing PSTN lines with FeaturePlus, it will not only be cost effective, but will also help your customer **MANAGE** and **CONTROL** their business so that they can get more from their staff and the opportunities that come their way.



What can you save customers money on?

- Rationalisation of Lines (in more than a 1 line environment) – Especially good for retailers and businesses with many small sites around the country
- Free site to site calls – good for any business that calls employees or sites who are using FeaturePlus anywhere in the world
- Using ATA's instead of IP phones (2 port or 8 port ATA's available) – This will enable businesses to use existing analogue handsets and still get the advantages of a hosted system

What will help your customers **MANAGE** and **CONTROL** their business?

- Call management functionality that can be changed at the click of a button - Always being available to take calls from potential customers
- Call History – How are my staff performing, are they answering calls? Are they making the amount of calls we need them to make to hit our targets?

In conclusion, we have always stated that our IP services should be sold on benefits and not price, in reality and in this environment, price and cost will always play a key part in any discussion.

P.S. Don't forget about the Virtual number offering and attacking the BT Remote Call Forwarding base – this is a great way to save customers money and still earn a great margin.



CASE STUDY

UK international transport hubs benefit using FeaturePlus



British Hotel Reservation Centre (BHRC) is a leading hotel booking provider as well as tourist help and information centre. They have centres at all the London airports and mainline and international London railway stations. Essex-based Sky Blue Telecom oversees their telecommunications needs.



The Problem

BHRC had been using a TDM based telephony system and were reviewing their overall telephony set up as the business was undergoing expansion both at existing sites and into new premises. The success of the business at its existing sites meant it was looking to acquire more telephone lines to serve the increased number of calls that the company was making, but there were restrictions on the number of lines they could have into these sites.

BHRC also anticipated that with new transport hubs including Heathrow Terminal 5 and St Pancras International Railway Station being built, it was going to need a scalable telephony system that would enable their business to be up and running when they were ready to move into these new premises. An important requirement as part of their expansion plans was to minimise their capital expenditure as well as reduce existing call costs – more sites would mean more overheads!

The Solution

Reseller Sky Blue Telecom were quick to identify that by using the FeaturePlus hosted IP telephony solution, the immediate issue of not being able to install more phone lines into existing sites could be solved - using FeaturePlus over a broadband connection meant BHRC could easily extend their number of phone lines without physically installing more lines.

FeaturePlus and Broadband were installed at all sites to maximise the quality of service. The existing sites at Gatwick Airport South and London Victoria Railway, Underground and Coach Arrivals saw the first installations, with the company immediately benefiting from reduced costs with free calls between their sites. BHRC were extremely impressed with the speed of delivery and were confident that the solution would suit their strategy.

As soon as BHRC were ready to move into Heathrow Terminal 5 and St Pancras International Railway station, Sky Blue quickly and successfully installed FeaturePlus into these new sites. Mrs Jaga Amini, BHRC Head of Retail Operations said: "Sky Blue's FeaturePlus solution allowed us to open new sites on time... we are aiming to roll out this flexible service to all our sites!"

With expansion plans set to continue at Heathrow and Gatwick airports, BHRC were confident that by using FeaturePlus they would be getting a quality, scalable service that would meet their requirements without the need to undertake any major capex.