

FEATUREPLUS

RESELLER BULLETIN

Issue 07, October 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.

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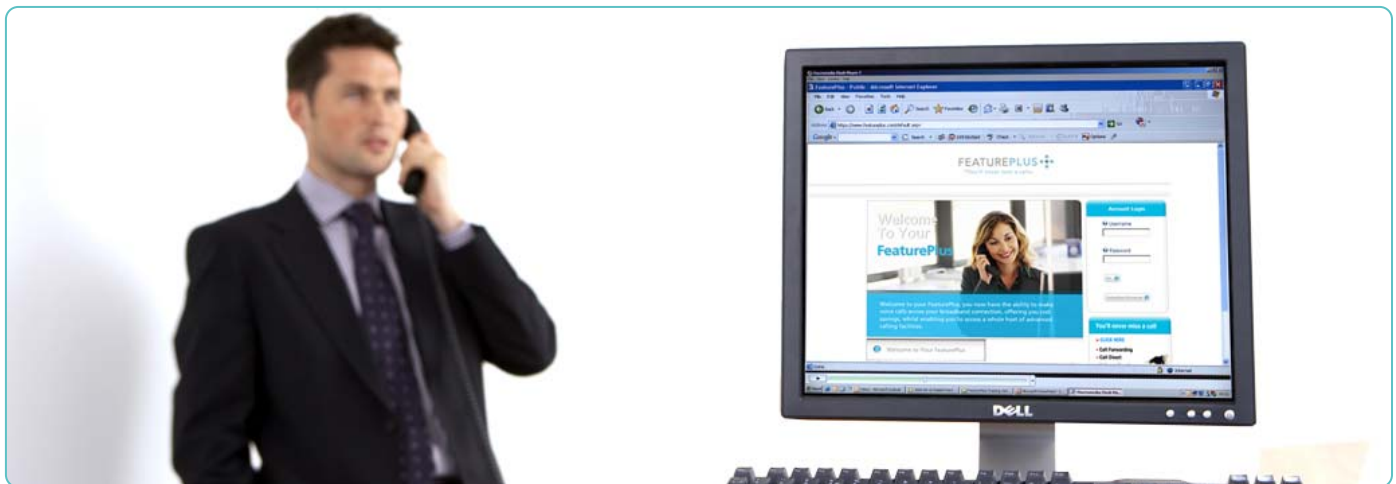
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FEATURES, BENEFITS AND APPLICATIONS

Using FeaturePlus with Inbound

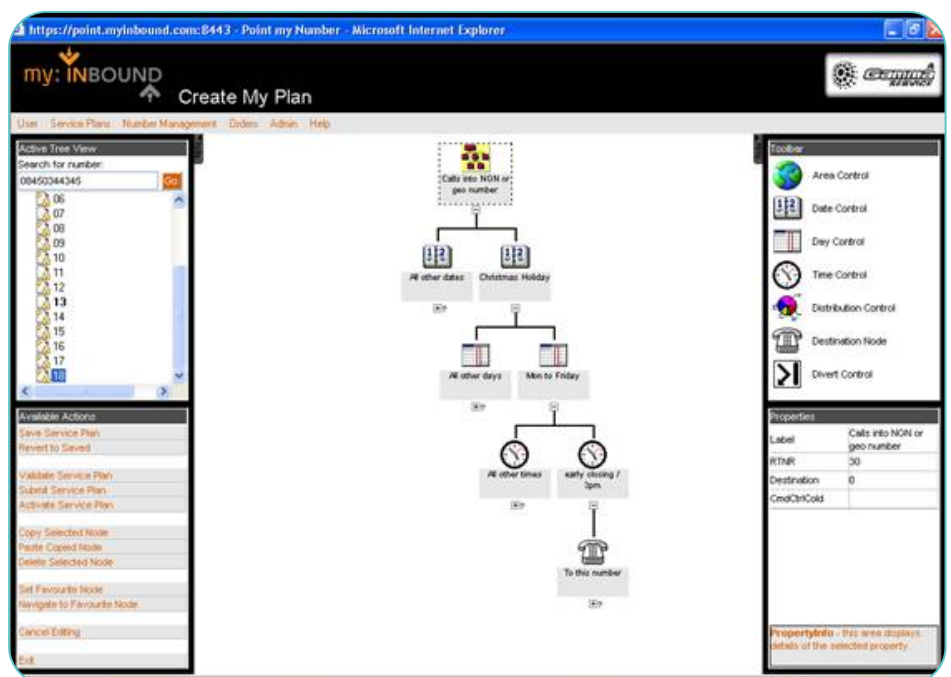
Sometimes we come across a particular feature, or set of features that our customers ask for that have not been developed in FeaturePlus, but are available through another product that Gamma provide. In many cases it makes sense to use the two products to compliment each other.

A Prime example is where a customer has an NGN number or a geographic number as their main number but they can not determine where the call is pointing to on specified dates or at specified times. They want all the benefits that FeaturePlus offers, (enhanced voicemail system, call forwarding features, call history logs, lower costs, increased productivity etc) but need that extra ability to **automatically route calls at certain times**.

This is something that Gamma's **Inbound** solution can be used for. Using Inbound, the customer can quite easily point the calls that come into their main number to any destination number they choose.

You can see from the example screenshot of Inbound on the right that the destination numbers for each of the inbound scenarios terminate on a FeaturePlus number.

So, next time you get asked for a particular feature that may not be part of the FeaturePlus system, just ask any of the Gamma team if another gamma product can help resolve the customers' issue. It may just make the difference between winning and losing a deal.



To find out more about Inbound's features, benefits and pricing, please visit :
http://www.gammatelecom.com/products_inbound.asp
or contact Cem Ahmet who is now also sales specialist for Inbound
(contact details at the bottom of the first page).

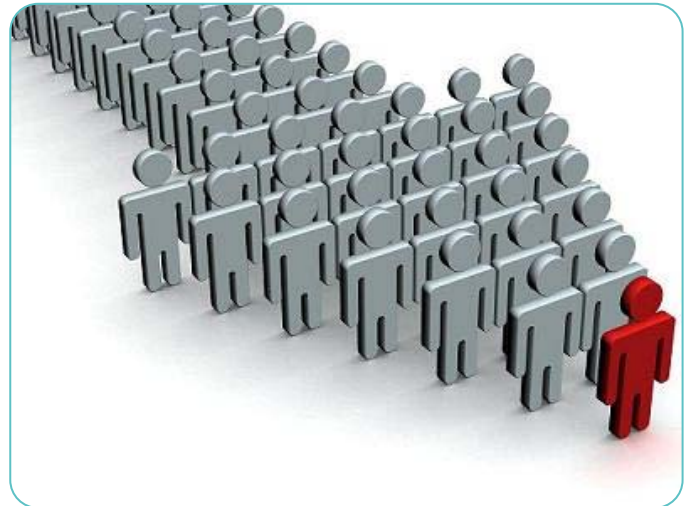


SALES & MARKETING

Making success of FeaturePlus for small business

When it comes to selling FeaturePlus, there are a number of fundamental principles that if followed, can make the difference between merely having entered the hosted market and making it a sustainable, successful addition to your business.

Identifying the right customers for FeaturePlus is extremely important. Create a target profile, taking into consideration the ideal size customer, what the customer's existing telephone system would look like and what their key drivers might be (such as productivity, responsiveness, business management, moving premises and so on). Make sure you understand the mind-set of your customer so that you appropriately target them, for example, they might be technology focused and keen on flexible working, or perhaps they want to appear bigger than they are and punch above their weight.



Small businesses will always be focused on cost containment and, of course, price is very important – more so than ever right now! BUT with FeaturePlus, it is possible to capture interest with other elements that are equally as important to SMBs, such as efficiency, productivity, image and customer responsiveness; all of which can contribute to reducing overheads and pushing sales forward.

It's essential to convey to your customers that FeaturePlus can provide benefits in the above-mentioned areas. This might include explaining that the forwarding options can increase staff availability and improve response times to customer queries. Simple options such as having music or an audio track for customers to listen to if they do get placed on-hold, gives the impression that calls are being handled more professionally by a bigger company.

From a business management perspective, always explain to your prospects that FeaturePlus is provided on demand: you can switch users on or off as your business changes. They also have an array of tools that allow them to monitor and control how their business uses the system. Again, in the current climate, this is a key feature to make mention of.

Probably the biggest benefit that is used to sell FeaturePlus and other hosted IPT is the flexibility surrounding numbering and we encourage partners to feature this benefit heavily in their sales and marketing efforts.

Until they speak to an IPT reseller, most SMBs will not realise it is possible to have different dialing codes (i.e. 01603, 0208, 0161 etc) for a single office, no matter where the office is based. It is also worth remembering

that many small businesses will, at some point, relocate in line with growth or recession. The ability to retain their numbers, wherever they relocate to, is an extremely powerful proposition. With Gamma's mature porting processes and system neither the end-customer nor the channel partner need ever get involved in the intricacies of the actual porting – it should happen quickly and smoothly.

We have seen a marked increase in channel partners selling hosted as part of a disaster recovery solution. It's not something a small business would ordinarily expect to hear about when purchasing a telephone service but as the UK's weather becomes increasingly unpredictable, there is a growing market to provide a service to enable businesses in flood-risk areas to maintain their customer services even if the worst happens and their premises are put out of action.

The telecoms market has changed dramatically in the last few years, and with the right solutions included, FeaturePlus can be another way for resellers to differentiate the service they provide.



CASE STUDY

Home Study organisation streamlines call handling through IP Telephony



The home learning college (HLC) gives people the opportunity to "Learn direct from home with the leading provider of home study courses in the UK"

The HLC operate by giving their students an 08' number that they are able ring to speak to any of their 30 home-based tutors. The problem was that when ringing into the 08' number, the HLC had to intervene and direct the call to the relevant tutor.

HLC wanted to cut out the manual element of this task and asked one of our Welcome Telecom, a channel partner of Gamma Telecom, to come up with a solution to divert calls to the tutors automatically.

Welcome Telecom's view was that they could do this using the FeaturePlus service, but even better, they could do it using specific geographic numbers for each region (so that tutors could be grouped) and each have dedicated DDI's.

Each Tutor was given an ATA which connected up to their existing broadband service and used their existing analogue handsets to take the calls.

HLC are now enjoying the benefits of being able to:

- See how many calls go to each tutor, if they have been answered or missed
- Control the ways calls are handled by delivering calls to other tutors in the same group / area if any of the tutors are unavailable
- Have a much more professional and cost effective way of delivering the service that they aspire to