

June 2008

Hello there and welcome to our regular product update. This issue focuses on three main stories – our new porting software, **taking the pain out of porting**, our new mobile data offering, and the release of new Communicator functionality designed to make it a **more cost effective remote worker solution**.

We also highlight on page 4, just how cost effective our new Inbound service is compared to BT's remote call forwarding. So, if you have customers on RCF, switch them over, save them money, and increase your margins!

Lots going on in the product world at Gamma, as usual, this publication is designed to give a quick resume of the main headlines.

As ever, for more details contact your local friendly neighbourhood BDM !

Have a great summer

Best wishes,



Richard Bligh



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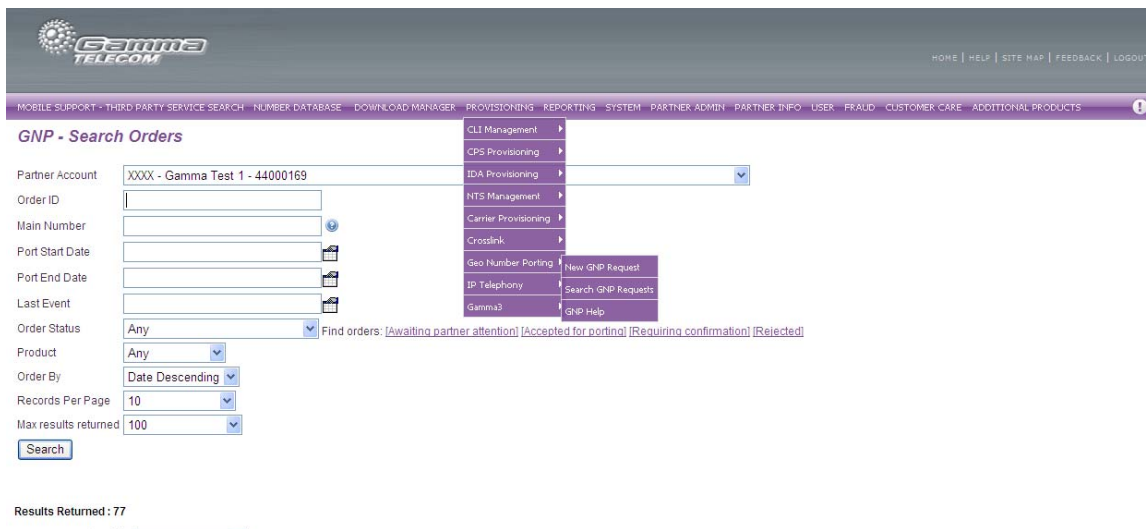
## LEADING THE WAY IN NUMBER PORTABILITY...

July sees the launch of our highly efficient online geographic number porting application. Following a successful trial earlier this year, we are excited by the benefits realised both internally and by our Channel Partners.

### Key benefits to Gamma Partners:

- Order validation – immediate validation of various order fields (e.g. postcode/number mistypes/product mismatch), highlighting obvious problems such as incorrect postcode.
- Improved order lead times to get your customers up and running faster
- Real-time view of every order so you don't have to phone us to find out where your port is in the process
- Reporting facilities, so you know where you are
- Efficient workflows to help your team manage the process

Many of you will be well aware of the inherently complex process that is number portability! As the 1<sup>st</sup> UK Carrier to bring you online porting automation, we believe we have added great value to this process. Whilst still dictated by industry lead times, the online system will provide for improved efficiency of workflows for both ourselves internally and yourselves as Gamma Partners.



MOBILE SUPPORT | THIRD PARTY SERVICE SEARCH | NUMBER DATABASE | DOWNLOAD MANAGER | PROVISIONING | REPORTING | SYSTEM | PARTNER ADMIN | PARTNER INFO | USER | FRAUD | CUSTOMER CARE | ADDITIONAL PRODUCTS

**GNP - Search Orders**

Partner Account: XXXX - Gamma Test 1 - 44000169

Order ID:

Main Number:

Port Start Date:

Port End Date:

Last Event:

Order Status:  Find orders: [Awaiting partner attention] [Accepted for porting] [Requiring confirmation] [Rejected]

Product:

Order By:

Records Per Page:

Max results returned:

Results Returned: 77

Feedback from Partners suggests that many of you struggle to obtain the full and correct information for porting and the subsequent planning with regard to the number going live on the day of port. We've addressed this with online validation built around the line number, associated postcode and line type. Each order field is accompanied with a help reference to qualify the information requested and with emailed notifications on change of status and reminders before the port goes live, we believe you will be impressed with the efficiencies this system brings.

## Why is number porting important?

Whilst Gamma can of course provide new telephone numbers from a full range of UK area codes, we realise that many end customers require the ability to retain their existing number when taking up a new Gamma IP or Inbound service. With our IP minutes now exceeding 100,000,000 per month, it is obvious that we have passed the stage of 'early adopters' and IP services are now a standard path and course in consumer choice. Number portability underpins this switch to IP Products and it is therefore vital that our Partners are familiar and comfortable with the related process.

Additionally, we have seen a fantastic uptake from Partners taking the Inbound service as an alternative to BT RCF when a Customer is moving premises. BT helped 45,000 businesses move premises last year – how many of those Customers were unable to retain their telephone number and were forced into a costly BT RCF solution? Sometimes even a move across the street will warrant a change of local exchange! Our Contact Point Inbound Product is a fraction of the BT Retail RCF cost leaving you room for extremely healthy margins (see Inbound on page 4)!

## Training Programme

Following an initial **webcast launch on Wednesday 2<sup>nd</sup> July**, we will be providing weekly webcast training sessions for your Operations personnel to benefit from porting training to include general number portability process overview and detailed walk through of the new online application.

Order Status:  Find orders: [\[Awaiting partner attention\]](#) [\[Accepted for porting\]](#) [\[Requiring confirmation\]](#) [\[Rejected\]](#)

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Order ID	Account Name	Main Number	Order Type	Company	Losing CP	Last Event	Status	Proposed Porting Date	Confirmed Porting Date	History	Options
3534	XXXX - Gamma Test 1	02392550092	Single Line	Bookworld	BT Openreach	'Request Declined' notice issued (Wed, 18 Jun 2008 09:33)	Order (Cancelled)	-	-		<input type="text" value="Please select"/>
2372	XXXX - Gamma Test 1	02086225533	Single Line	Test Company	BT Openreach	'Request Declined' notice issued (Mon, 9 Jun 2008 08:21)	Order (Cancelled)	-	-		<input type="text" value="Please select"/>
2275	XXXX - Gamma Test 1	02086112266	Single Line	Test Company	BT Openreach	'Request Declined' notice issued (Mon, 2 Jun 2008 20:53)	Order (Cancelled)	-	-		<input type="text" value="Please select"/>
2259	XXXX - Gamma Test 1	02086114455	Single Line	Test Company	BT Openreach	'Request Declined' notice issued (Mon, 2 Jun 2008 20:54)	Order (Cancelled)	-	-		<input type="text" value="Please select"/>
2240	XXXX - Gamma Test 1	01216555555	Single Line	Gamma	BT Openreach	Port Represented (Tue, 3 Jun 2008 16:06)	Order (Represented)	01 Jun 2008 19:45	-		<input type="text" value="Please select"/>
2239	XXXX - Gamma Test 1	02085112255	Single Line	Test Company	BT Openreach	'Request Declined' notice issued (Mon, 2 Jun 2008 20:55)	Order (Cancelled)	-	-		<input type="text" value="Please select"/>
2237	XXXX - Gamma Test 1	02086112255	Single Line	Test Company	BT Openreach	'Request Declined' notice issued (Sun, 15 Jun 2008 17:24)	Order (Cancelled)	-	-		<input type="text" value="Please select"/>



## GAMMA INBOUND PRICE COMPARISON WITH BT REMOTE CALL FORWARDING (RCF)

Provider	Service	Connection charge per line (£)	Rental charge per quarter (£)	Additional fixed charges (£)	Total fixed charges per quarter inc. connection fee (£)	ppm rate	Restrictions
<b>BT</b>	<b>BT Retail Remote Call Forwarding</b>	50.00	71.50	Exchange line rental 43.11  The charge for change of 'divert-to' number is a one-off payment, and is charged on a per occasion basis.	164.61	The renter of the service pays the appropriate dialed call rates for the diverted leg of the call. The caller pays for the call to the number dialed.	<ul style="list-style-type: none"> <li>• Cannot be provisioned on DDI numbers</li> <li>• BT managed chargeable change of termination number</li> <li>• 12 month standard contract</li> </ul>
<b>Openreach</b>	<b>Openreach Wholesale Remote Call Forwarding</b>	20.00	18.00	Exchange line rental 25.17	63.17	The renter of the service pays the appropriate dialed call rates for the diverted leg of the call. The caller pays for the call to the number dialed.	<ul style="list-style-type: none"> <li>• Cannot be provisioned on DDI numbers</li> <li>• Openreach managed change of termination number (via Line Rental Service Provider)</li> </ul>
<b>Gamma</b>	<b>Gamma Inbound Contact Point</b>	N/A	10.50	N/A	<b>10.50</b>	The renter of the service pays Geo Inbound rate: 1ppm Peak/0.5ppm Off Peak & Weekend. The caller pays for the call to the number dialed.	<ul style="list-style-type: none"> <li>• None</li> </ul> <p>Service can be applied to ported in DDI numbers &amp; Customer/Reseller can access immediate online changes to terminating number via <a href="http://www.myinbound.com">www.myinbound.com</a></p>

\*\*Notes\*\* 1. Pricing correct 17/06/08  
2. Pricing excludes VAT

3. BT Pricing based on 12 month contract period

4. Geographic numbers must be live on the Gamma network to benefit from the Inbound solution – full number porting process training is available on request to Gamma Business Development Support (0808 178 8000) or contact your Business Development Manager.

## FEATUREPLUS

### FEATUREPLUS 4.0

#### Music to your ears – additional revenue and lock-in through Music On Hold

FeaturePlus 4.0 saw the release of Music On Hold as an advanced optional feature that supplements the existing set of bundled features.

Where a caller is put on hold, a business can now play any number of on-hold music tracks or customer made on-hold messages. This improved call handling provides a number of benefits:



It reduces the number of abandoned calls – “Am I or aren’t I on hold?”

- It shortens perceived holding time and helps mitigate caller frustration whilst on hold – “Nice tunes!”
- It can help increase sales opportunities – “Now I didn’t know they also did IP Telephony”
- It can help migrate users to the company website – “I didn’t know I could do that online”
- It enhances the business’s image – “Impressive system – they must be well established”

We realise that different businesses have different needs so we have provided a number of different music styles and 10 music tracks as standard on the system.

But we haven’t stopped there; businesses also have the option to use their own customer music or messages with this feature, enabling them to compliment their advertising and marketing. And this also provides our Partners with a brand new revenue opportunity!

#### FeaturePlus Reseller Toolkit

If you haven’t already, download and look through the FeaturePlus ‘Toolkit’ that is available for Channel Partners: [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

# COMMUNICATOR

## COMMUNICATOR ENHANCEMENTS ..... THE SERVICE GETS EVEN BETTER!! \*

From July, sees the launch of a **new remote worker capability** for Communicator hosted service.

The new capability gives you

- the ability to have a remote worker connected to the hosted platform with all the full features as if you were on site at the office
- using your communicator handset you'll be able to connect from home / hotel / on the move
- this addition reduces costs of ownership by requiring less equipment, less configuration with no compromise on voice quality or feature set and functionality
- all users have the benefit of the single hosted PBX services – hunt groups, single directories,

This service allows our channel partners to sell into multi site organisations with many home or remote workers

“We have a number of opportunities with a large potential number of seats from our leading Communicator sellers that incorporate this functionality and make it a really price competitive solution.”  
Alan Mackie, Senior Product Manager



July also sees the launch of **DDI presentation** and billing, within the Communicator solution, so that users can now return the call to the specific caller rather than to a general site number.

Our partners will also be able to ID individual calls to a specific user for billing and reporting purposes.

This change will allow partners to offer services directly against on site PBX solutions.

\* says our highly objective sales specialist – Steve Ferriday !



## MOBILE BROADBAND SERVICE FOR SMEs

### A FAST GROWING SERVICE FOR YOUR CUSTOMERS

*Our new service allows you to tailor data bundles for 'real world' usage*

Following the announcement at the beginning of 2008 that Gamma is offering the only mobile service targeted exclusively at UK SMEs, we've added a broadband offering to the package, which will significantly broaden the components available to you when putting a unified communication package together.

Broadband access will be available to end-users either by using a broadband dongle or by using a cable or Bluetooth to enable the handset as a modem. End-users with compatible existing mobile phones will be able to use these phones to establish a broadband connection for their laptops and PCs.

Channel partners will also be able to retain ownership of the customer, rather than selling mobiles on a "commission only" basis, as has previously been the standard model in the industry. Resellers will be able to offer UC propositions that include mobiles without having to engage the big mobile network operators who will inevitably want to carve up the deal and own the customer.



"The tailored packages mean that our channel partners can more easily match their customers' 'real world usage'. At the moment the average business usage is only 170MB a month, whilst the average bundle they are paying for is 3,000MB. This means people are paying in excess of £15 each month for 2800MB of unused data services. We are offering choice to dealers around data bundles, hardware and out-of-bundle pricing to enable them to get the product right for their market segment, rather than copying what's already out there in the business market".

*Richard Bligh, Group Marketing Director*

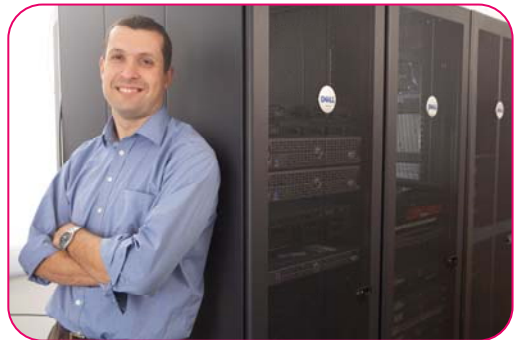


**MOBILE**

The Gamma Mobile Service has been designed to allow the same degree of flexibility available in Gamma's fixed-line services, enabling channel partners to give end-users data packages that are individually tailored to reflect their actual usage. Channel partners are now finding that new revenue opportunities can be opened up by focusing on UC functions that are largely under utilised in the SME market today.

"The real clincher for our channel partners is that Gamma's mobile broadband package enables our partners to take advantage of an exploding mobile broadband market and the growing interest in Unified Communications solutions, with an offering that gives them full customer ownership rather than one-off commissions."

*Rob Davis, Senior Product Manager*



## PRODUCT SNIPPETS

### COMMUNICATOR

Big Communicator win! We've recently won a potential 1000 seat deal with a service based company in London and Middlesborough. Their initial 162 seats went well and we're optimistic for a further 840 seats.

### IPDIRECTCONNECT

IP Direct Connect 3.1 is now being tested by the major manufacturers. Some of the first guys to successfully test the new platform include Samsung, Alcatel + Vegastream. This testing is being undertaken in preparation for the launch of the new IPDC Software version over the next few weeks.

### FEATUREPLUS

We picked up a nice new FeaturePlus order recently from one of our partners who sold to a learn direct organisation that facilitate home studying. The company 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 learning organisation had to intervene and direct the call to the relevant tutor - they wanted to cut out the manual element of this task and to divert calls to the tutors automatically. Not only could this be done using the FeaturePlus service, but even better, it could be done using specific geographic numbers for each region (so that tutors could be grouped) and each have dedicated DDIs. Each Tutor was given an ATA which connected up to their existing broadband service and used their existing analogue handsets to take the calls.

### MOBILE

- Data roaming support coming along with mobile broadband in July, allowing users to access their email and other data services when abroad
- SMS shortcode support also being added in July, allowing channel partners to gain additional revenue from end-users using SMS shortcode subscription services
- Watch out for the webinar providing full details of all of this in the next few weeks!
- **45 channel partners** now signed up and actively selling Gamma Mobile!

### CROSSLINK

- Crosslink price promotion now ongoing
- **Free connection and no line rental**, for a limited period, to make it easy to get your customers trialling the service
- Contact your BDM for more details, offer ends in July