

July 2009

Welcome to Gamma's latest product bulletin, designed to keep you informed of developments on products and services from Gamma.

In this issue, we highlight the opportunities that currently exist with **0870 regulatory changes** which take effect next month and we introduce you to our Inbound **recorded announcement service**. We also take a look at our **'instant' SIP Trunking** service that automates provisioning and sets up accounts in seconds. Our **Communicator Hosted IP Telephony** service has been upgraded - we review the new features it brings; and we also review 3's network rollout plans that will bring the UK's biggest network capacity to **Gamma Mobile**. Our **WLR3 service** is being well received and we'll fill you in on our plans for the rest of the year which includes ISDN2 and 30 support.

As ever, for more details please contact your BDM.

Best wishes,



Richard Bligh



## CONTENTS

-  **THE 0870 OPPORTUNITY**    Boost margins with Inbound services
-  **INBOUND**    Recorded Announcements
-  **IP DIRECTCONNECT**    'Instant' SIP Trunking – provision in seconds
-  **COMMUNICATOR**    New features and handset support for v4.1
-  **MOBILE**    Review of 3 network upgrade rollout
-  **GAMMA WLR3**    ISDN2 and 30 support; transitioning from WLR2



## ARE YOU MAKING THE MOST OF THE 0870 OPPORTUNITY?

As you are probably aware, Ofcom has announced regulatory changes around 0870 numbers that will mean from 1<sup>st</sup> August, all 0870 numbers will no longer be based on a revenue share model and instead the owners of 0870 numbers will have to pay a call delivery charge. This represents an important opportunity for businesses to review their telecoms strategy and gives you a reason to talk your customers.

We've recently run workshops in the Midlands and London as well as several webinars to highlight the market opportunities that exist and how you could be capturing them, focusing heavily on examples of quick win campaigns that can be used to help stimulate action from customers and generate new revenues for you. The sessions also demonstrated how campaigns can be put together where replacement 0870 numbers are sold with our Inbound service, thereby extending your margin opportunities.

"There is a genuine and immediate window of opportunity with these regulatory changes," said Richard Bligh, Marketing Director at Gamma. "We already know the timelines and our partners know which of their customers are currently using 0870 numbers, so we've already covered off two very important parts of any successful campaign. These sessions were designed to inspire our partners about the kind of messages they could be taking to their customers and to give them the tools to help them achieve this."



Partners keen to grasp the 0870 opportunity can have access to a comprehensive marketing pack from Gamma that includes marketing material artwork, telemarketing scripts and call centre "advice", campaign ideas and other Inbound support tools to help you with their campaigns. If you don't yet have this pack, please talk to your BDM today to see how we can help you.

*"We found the 0870 workshop in London a really useful session and came away inspired and motivated by the opportunities that exist. Gamma have put a lot of thought into this and had some original ideas that will help us make the most out of this. The level of assistance that Gamma is giving their channel partners around the 0870 changes is really quite extra ordinary."*

**Roland Hopkins, Managing Director, Opus Telecom**

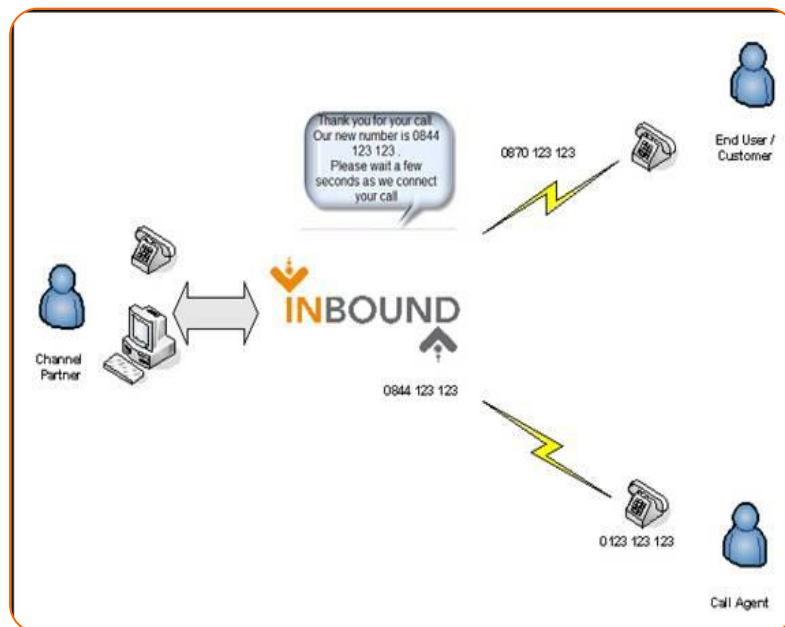


## RECORDED ANNOUNCEMENTS – MORE OPPORTUNITY WITH THE 0870 CHANGES

We've introduced a recorded announcement service that is proving popular with our Partners, which provides the ability for you to offer an announcement service to end customers in support for customers changing, for example, 0870 numbers to 0844 numbers.

The service is a portal based solution that allows you to offer recorded announcements to multiple end customers, all from one central portal. Alternatively individual end customer portals can be configured to allow the customer to record and manage the announcements allocated to their numbers.

The recorded announcements can be configured to a number so that after the announcement the call is either terminated, automatically forwarded to the required destination, or forwarded to the required destination after the inbound caller dials 1.



There are healthy margins to be made with this service which can be from a setup fee, a monthly recurrent charge per announcement as well as an optional reporting service that allows you to report on the source of all inbound calls and destinations.

If you are interested in adding Recorded Announcements to your Inbound services, please contact your BDM who will be happy to discuss with you further.

## IPDIRECTCONNECT

### **‘INSTANT’ SIP TRUNKING SERVICE CUTS PROVISIONING TIME TO SECONDS AND GIVES 100% ACCURACY**

Gamma has updated its SIP Trunking service, IP DirectConnect, making it even faster and easier for you to provision your customers. From August, you will be able to log onto the Gamma portal and automatically generate a live account within seconds. Once the order has been created, all of the telephone numbers are provisioned automatically and customers can be connected to the PSTN via an IP network in a number of minutes.



The IP DirectConnect ‘Instant’ SIP Trunking service offers a number of benefits:

- Guarantees complete provisioning accuracy.
- Automated system leaves no room for human error.
- Provisions new orders within minutes - take an order on Thursday and have the service up and running on Friday!
- Install the PBX and place the order for the SIP trunk service at the same time.

“Many resellers today are dealing with customers who need to move offices, or open new ones at very short notice because of challenges or opportunities in the recession,” said Alan Mackie, senior product manager, Gamma Telecom, “We can now help them to cope with these challenges and offer instant SIP Trunking. Resellers can now forget about any account generation headaches and get on with fitting the PBX or adding an internet connectivity package to the deal.”

*“With Gamma’s SIP Trunking service we’ll no longer have to track whether accounts have gone live because the numbers are generated within seconds. In the past, we would have to regularly check the portal to see where the order was in the process, but Gamma’s Instant SIP Trunking service eliminates this completely.”*

**David Alldritt, Technical Director at HIGHnet**

Look out for an announcement soon on its availability. If you would like to find out more about our Instant SIP Trunking, please contact your BDM.

# COMMUNICATOR

## COMMUNICATOR V4.1

We're updating the Communicator platform again to give you and your customers a number of new features. This upgrade to version 4.1 includes:

### 1) New handset support



#### **Mitel 5304 set support**

The Mitel 5304 IP Phone addresses a new segment of the market, meeting the need for entry-level desktop IP phones; the 5304 IP Phone is a low cost, single port telephone which provides a single line display.



#### **Mitel 5330 set support**

The Mitel 5330 IP Phone provides an additional executive set offering; similar to the 5340 it offers a backlit display and extended user capabilities.

### 2) New user/ tenant functionality – highlights

#### **Call pick-up groups**

A new group concept will be introduced which allows members of a pick-up group to answer calls for other members of their pre-defined group. To use this feature, the user will be a member of a call pickup group and have a memory key programmed as pickup. This feature will allow up to 100 users to be configured in a Call Pick Up group within a Tenant.

#### **My voice mail page**

If a user has voice mail capability enabled, then an extra web page will be made available - My Voice Mail. From this page, the user can configure any of the following functions:

- ☀ Use of the Message Waiting Indicator (MWI) on the phone
- ☀ Email notification of a deposited voice message
- ☀ Emailing of a copy (a .wav file attachment) of each voice message
- ☀ The time zone used when the voice mail system indicates the time that a message was received.
- ☀ The language used for menu options during retrieval of messages (not the same as the language used for callers when depositing a message)
- ☀ The voice mail PIN (not the same as the PIN used for logging into the web interface and the telephones).

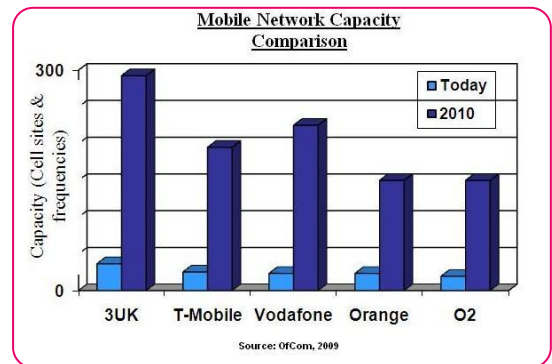


Communicator v4.1 will be available from the end of July. To find out more about Communicator v4.1 today, please speak to your BDM.



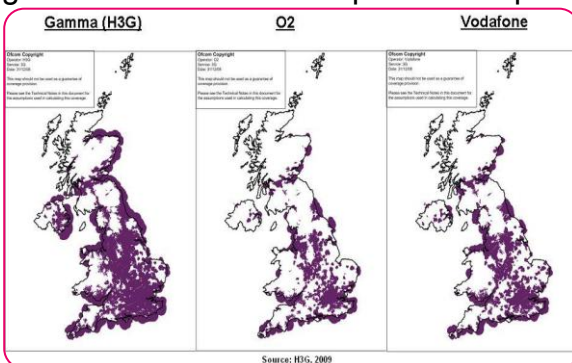
## NETWORK UPGRADE WILL BRING BIGGEST NETWORK CAPACITY IN UK

3 UK, the primary network behind Gamma Mobile, are currently in the process of a major expansion of their UK network in conjunction with T-Mobile. This means Gamma Mobile users will benefit from significantly improved voice and data services delivered over the largest capacity and best coverage 3G network in the UK. The upgrade is already well underway and is taking the number of cell sites to 13,000 from the 8,500 cell sites today, making it the biggest UK network in terms of cell sites and capacity (see graph on the right).



The network upgrade is being implemented to minimise any disruption to services by using a clustered approach. This means individual clusters of cells in a single geographic area being upgraded in one go with coverage across the 2G network maintained to ensure there is no loss of voice or 2G data services during the upgrade. The majority of this work will be completed by Q1 2010.

Full details of the changes are available for all resellers using the real-time service checker tool on the portal which shows all cell locations and the dates when the new cell sites will be added. This gives Gamma's channel partners unprecedented open access to network information in contrast to the approach of the other large networks, whose plans for the 2G to 3G migration are running well behind 3.



You may have seen OfCom's recently published report which compares the 3G network coverage of all of the major UK operators where 3's network comes out as the clear leader. This, together with our commitment to working openly and closely with channel partners, means that Gamma Mobile is running across one of the best UK networks that is ideal for business users.

### IMPORTANT: New EU Roaming Regulations

From 1<sup>st</sup> July 2009 new EU roaming regulations came into force adjusting the maximum rates that can be charged for calls and also adding text messages to this regime. Gamma has adjusted their prices and systems to enable you to meet these new regulations. Please see the full details on the changes and also the full text of the regulation on the Gamma Mobile Knowledgebase

## GAMMA WLR3

### THE TRANSITION GATHERS PACE

Gamma launched WLR3 in Q1 this year and the new system has been operating at high volumes with an ever growing list of Partners who are benefiting from our offering of no additional setup or monthly costs, and instant access to the benefits of WLR3.



These benefits have had a direct positive impact for our Partners including:

- Less time dealing with orders and rejections
- A more intelligent conversation with their customers about their lines
- New routes to market covering all customer requirements
- A better informed response regarding lead time and progress of orders
- Greater control and initial diagnostics of faults

Since Gamma's launch of WLR3, we have also seen an increase in focus and expenditure within Openreach to ensure the line rental product suite is fully available, and this has been confirmed recently by Openreach publishing their exit plan from the Service Provider Gateway system for the existing product.

So what's next for Gamma's WLR3 offering in 2009?

#### 1) ISDN 2 and 30

We are currently in the process of establishing and testing both ISDN 2 and 30, and expect to have these **available to all Partners by November 2009**

#### 2) Transition from WLR 2

Due to levels of expectation and access to Openreach information being raised through the use of WLR3 for new PSTN connections and transfers, we are keen to ensure these levels are met over all lines connected to WLR, and will therefore **begin to move ALL existing lines to WLR3 over the weekend of the 25<sup>th</sup> September 2009**. The initial migration will be for PSTN products, including Residential, Business, Multi, and Aux lines – look out for an invitation to a webinar we'll be running in early August that will provide more detail on this. ISDN lines will follow in early 2010 pending a successful release of their WLR3 variants.

If you have any further questions please feel free to contact Chris Shaw, Product Manager (tel: 0333 240 3016, email: [cshaw@gammatelecom.com](mailto:cshaw@gammatelecom.com)) or your BDM.