

June 2010

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

In this issue, we take a look at some of the new services that we've launched this year, including **Communicator Managed Services** which takes the hassle out of selling hosted IP Telephony; our much anticipated **Inbound 2** platform and **Contact Pro** service which has already seen phenomenal take up and acceptance in the market; our latest SIP Trunking release, **IP DirectConnect over Ethernet**, (which does exactly what it says!) and allows you to provide business grade voice and internet services via one managed access connection; and our newly-released **FeaturePlus Premium** service which supports all new Cisco handsets.

We'll also give you a quick update on WLR3, and highlight a recent large uptake on Gamma Mobile.

As ever, for more details please contact your Gamma account manager.







Best wishes,



Richard Bligh



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COMMUNICATOR

NEW SERVICE WRAP FOR HOSTED IP TELEPHONY LETS YOU FOCUS ON SELLING

We've recently launched a new model for our Communicator Hosted IP Telephony service that allows you to focus on selling hosted IP, whilst Gamma takes care of everything from installation to support.

Called Communicator Managed Services, the complete solution package is available for up to 30 users and leaves you to focus purely on making the sale and earning up to 30% margin.

Communicator Managed Services is available through a three or five year leasing agreement that allows the service to be provided to end customers at a fixed price per user per month or can be purchased as a capex model. Both the leasing option and the capex model gives you the same 30% margin return over the term of the deal.

Communicator Managed Services is ideal for voice minutes resellers who are looking to lock in their customers and add value to their business through recurring revenue, but don't have the time or resource for the training required to be an IP PBX solution provider. Equally, the service appeals to PBX resellers who want to complement their existing services portfolio by being able to provide the features and pricing that hosted services offer.

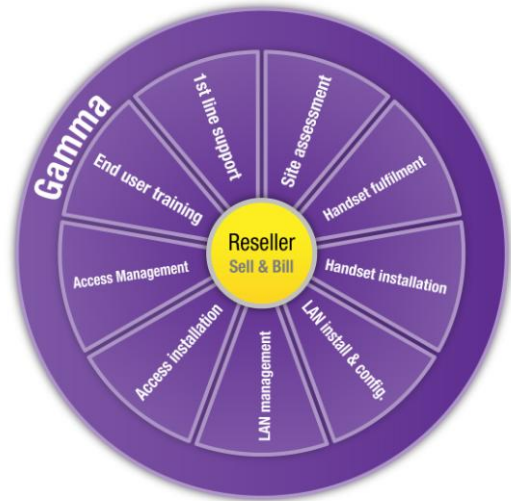
"A lot of the channel have customers looking for hosted IP but don't have the expertise to support and maintain it themselves. Communicator Managed Services allows reseller to focus on their key skill – selling – whilst we take care of the rest."

Chris Shaw, product manager, Gamma Telecom

If you're interested in providing PBX features but don't want the hassle of back office tasks required in supporting such a service, this is the solution for you. Contact your account manager to find out how we can help you deliver this proven Hosted IP Telephony solution today.

GET YOUR BRANDED END USER BROCHURE FOR COMMUNICATOR

We've created an end user 8-page glossy brochure for Communicator that is available for you to rebrand in your name. Email marketing@gammatelcom.com and we can add your logo and contact details or alternatively we'll give you the source file and you can do what you like with it!





RAPID GROWTH IN NEW INBOUND SERVICES AS PARTNERS EMBRACE GEOGRAPHIC NUMBERS AND DISASTER RECOVERY OPPORTUNITIES

We launched our all-new Inbound 2 platform at the start of the year, with many of you joining our roadshow in February where we saw over 350 resellers across the UK.

We've been encouraged to see so many of you embrace the new service, and we're seeing over 100 channel partners regularly placing orders on the new platform each month. We're really pleased to report that we already have well in excess of 40,000 CLIs live on Inbound with strong growth continuing.



We've seen some interesting and well known brands go live on the Contact Pro service across a diverse range of markets, from the finance sector, across the travel industry and into charitable organisations. The new functionality that this premium service offers is helping businesses improve productivity, particularly with the IVR, call queuing and advanced statistics capabilities.

" Because Gamma's Inbound service is network based it gives significant advantages that go beyond price - changes can be delivered instantly, we can easily "switch on" additional features, it can be positioned as a disaster recovery solution, end users can be in control if they wish - and all of this on a product that returns us high margins."

Clare Frost, Head of Marketing at Freedom Communications

Inbound's ability to work on geographic numbers continues to be a big hit. It's opening up new opportunities for our Partners to deliver Disaster Recovery solutions, particularly in the public sector where local numbers are all-important. The ability to port in geographic numbers from most providers means that end users can very quickly benefit from DR capabilities and flexible call routing.

The focus groups that we held last year with some of our Partners helped us to develop the new Inbound 2 platform and your continuing feedback is valuable in helping drive platform enhancements. Recent developments in hunt group routing and copy plan functionality have just been released and we're currently developing further enhancements to our existing Disaster Recovery related functionality in recognition of this large and growing area.

Don't forget we also have an end user 8-page glossy brochure for Inbound that is available for you to rebrand – just email marketing@gammatelecom.com and we can add your logo and contact details, or alternatively we can give you the source file for you to build on with your own messaging.

IPDIRECTCONNECT

NEW SIP TRUNKING SERVICE PROVIDES YOU WITH HIGHLY RESILIENT, BUSINESS QUALITY IP ALTERNATIVE TO ISDN30

Gamma's SIP Trunking Service, IP DirectConnect, is soon to be available over Ethernet connectivity, opening up opportunities for you to offer replacement ISDN services and to sell a fully converged solution to customers requiring ISDN levels of service and high bandwidth internet access.



The release, called IP DirectConnect over Ethernet, will be delivered as an end to end service, providing an availability guarantee, voice channel guarantees, and call quality guarantees. This enables you to sell the voice solution with confidence, with the service positioned for quality and SIP Trunking being faster and cheaper than ISDN to provision.

The service will be delivered over a range of Ethernet speeds enabling customers with varying voice and internet capacity requirements to be supported. The initial launch of the service will provide a fixed price package offering converged voice and data access in the following cities: London, Leeds, Manchester, Edinburgh, Glasgow, Bristol, Croydon, Basingstoke, Bracknell, Hemel Hempstead and Milton Keynes. Support in other geographic areas will also be available on a price on application basis.

"Enterprises are realising that SIP Trunking can play a big part in reducing costs and in the delivery of integrated business solutions for increased productivity," said Alan Mackie, senior product manager at Gamma Telecom. "When delivered over Ethernet, organisations can take advantage of the high bandwidth and use it to support all ICT business requirements including voice and data."

"There is a big opportunity for SIP Trunking services being delivered via Ethernet. Businesses that are currently utilising single or multiple ISDN 30 connections at one or multiple sites can utilise this IP-based service to rationalise the number of concurrent calls to the PSTN. SIP Trunking also provides the ability to build a highly available business continuity solution for voice services, and support the delivery of geographic numbers to any user or site within the customer's organisation."

Campbell Williams, marketing director, Charterhouse Voice and Data

Look out for an announcement on its availability soon. If you would like to find out more about our IP DirectConnect over Ethernet service, please contact your account manager.

FEATUREPLUS PREMIUM

LEVERAGE THE CISCO BRAND AND PROVIDE RELIABLE AND HIGH QUALITY TELEPHONY WITH FEATUREPLUS PREMIUM



Last week we saw 70 partners at our launch event at Sandown for the newly available FeaturePlus Premium service. The feedback has been extremely positive and we are already seeing orders for the new service coming in, just days after the event.

FeaturePlus Premium provides reliable and high quality telephony using the latest SIP handsets from Cisco and includes Call Recording and Music on Hold worth £30 a month AS STANDARD. This is a fantastic opportunity to drive sales through leveraging the Cisco brand and with a wholesale cost of just £6.95 a month per seat, there is a significant margin opportunity for you to take away with the service.

We've also introduced a reseller pack that includes a number of tools to help you sell the FeaturePlus which includes an end user brochure, customer presentation, case studies, service description, customer order form, proposal template, installation guide and price list amongst other things. The reseller pack is available electronically and available on the Gamma portal.

We're also running a broadband promotion in conjunction with FeaturePlus that can earn you up to £234 margin per customer a year when you sell FeaturePlus with Gamma broadband – detail can be found in the reseller pack or please speak to your account manager to find out more.

FeaturePlus Premium is available to sell today and can be ordered via the portal. If you missed our event last week and would like to find out more, lookout for an email invitation with details of a webinar we'll be running on 29th June.





GAMMA SELECTED AS KEY PROVIDER IN GOVERNMENT HOME ACCESS SCHEME

In this section we highlight a recent deal where Gamma's mobile service is being used by thousands of children via the UK Government's Becta Home Access scheme.

The scheme aims to provide laptop computers, together with mobile broadband Internet access to 270,000 eligible children and their families.

Gamma was chosen as a key provider for the scheme where we are providing a complete network service from SIM cards, 3G dongles and the mobile broadband service to enable remote provisioning via our portal as well as billing and second and third line customer and technical support.

Working with convergence partner Livvy's to make the service available, the initial tranche has already been made available to 10,000 families with a further 10,000 already purchased and being rolled out over the coming weeks.

Gamma was chosen because of its flexible and innovative approach to delivering a quality mobile broadband service at a competitive price. In addition, Gamma was selected because of its relationship with 3 UK, who operate the biggest 3G mobile broadband network in the UK.



"Gamma's flexibility and strong network allows its partners to put forward competitive, flexible and innovative solutions that win deals. In addition, its portal and automated systems are key in allowing us to easily provision devices remotely. This not only gives us visibility of and control over the connections but also makes it possible for families taking part in the Home Access scheme to take their new laptop home and have it working straight away."

Mark Bowman, CEO, Livvy's

The Government choosing to use Gamma mobile to enable their home access scheme is testament to the flexibility and strength of our service. With Gamma, we use the same portal for Mobile as the rest of our services and applications, making it easy for channel partners to deliver Unified Communications solutions – if you're not selling mobile today, talk to your account manager to find out how we can help you do so.

GAMMA WLR3

SERVICE HARMONIZATION AND ISDN

In March we confirmed that we had approved the full release of the ISDN 2 and 30 products for new orders on WLR3 and since this release we have seen good volume come on to the new WLR3 ISDN products.

The final stage of moving our entire base from WLR2 to WLR3 is a sizeable project and one which is being carefully planned using feedback provided by Partners in our recent survey.

At present this stage is planned for the end of July, and once completed will make Gamma one of the first main Carriers to migrate their complete WLR base to WLR 3, giving you all of the benefits of this new version of WLR well in advance of Openreach starting to close the WLR2 product in April 2011.



Gamma has also been working on adopting the new Service harmonization project from Openreach. Service harmonization is Openreach's new release to bring both the industry line rental and LLU products in line to offer a standard set of care levels over both products. Some of these changes, mainly Gamma offering Care Level 2 as part of the line rental offering (except for basic single lines) will be noticeable today, however the following will also be implemented at the end of June:

- Introduction of the new Care Level 4 product will be available to implement offering a 6 hour repair lead time.
- Introduction of multilevel expedites between the care levels as part of the fault raising process will be available
- Early morning and early evening out-of-hours appointments will become selectable within the system

Communication around the above projects and Gamma's WLR roadshow planned for early July will be announced over the coming weeks, and the WLR3 service description and pricing matrix on the Gamma Portal have been updated to reflect the new lead times and chargeable expedites and Care Level 4 products.

If you have any queries in the meantime, please don't hesitate to contact Chris Shaw, product manager (cshaw@gammatelecom.com) or your Gamma account manager.