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CHANNELCHOICE

THE NEWSLETTER OF GAMMA TELECOM



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Welcome to the autumn edition of the Gamma Newsletter. In this edition, you will find information about our new acquisition, the launch of ADSL MAX and SDSL and a refresher on Porting Numbers.

A Note from our CEO



Our march into the brave new world of IP Telephony continues apace. As more traditional Carriers vie for press coverage to launch their "Next Generation Network" project we are quietly completing ours. With Gamma's channel-first approach, our partners are experiencing some real advantages over the monolithic vertically integrated models that are emerging from all the acquisition and merger activity.

We believe the market is now moving so fast that it's definitely not the time to de-emphasise the channel and become a 'super-tanker'. For our partners, whilst the old "minutes" model will fade away over the coming years, the new opportunities for the nimble are fantastic.

This year we have launched 4 new IP-Centric products into the channel, with more to come.

Even more recently we have completed the acquisition of the assets of 'Asylum Telecom' (we will change the name!), a Hungarian Internet Telephony service provider. This strengthens our hand substantially in this market by providing a fantastic SIP based platform for many of the services we shall be introducing over the coming months. With IP we (and you) are no longer constrained by CPS to the UK- that subsidiary in Dublin or Paris can now be served.

A handwritten signature in black ink, appearing to read 'Bob Falconer', written in a cursive style.

Bob Falconer
Chief Executive, Gamma Telecom

ADSL MAX & SDSL Launch

On the 11th August we launched ADSL max and SDSL, you can find all of the accompanying documentation on the portal.

What is ADSL MAX?

ADSL MAX is an ADSL technology that can provide an end-user with up to 8 mbps of downstream bandwidth, where standard ADSL services can only provide a maximum of 2 mbps. This significant increase in bandwidth is coupled with an increase in upstream speeds to a maximum of 832 kbps, providing End-Users with an all-round faster and more superior service.

REMEMBER, IT'S A BEST EFFORTS SERVICE. NOBODY GUARANTEES 8MB.

What is SDSL?

SDSL is a technology that can provide an End-User with the ability to download and upload data at the same throughput rate - synchronously as opposed to asynchronously as is the case with ADSL. The service is provided over a dedicated metallic path (installed by a BT Openreach engineer) which supports only the SDSL service - the full bandwidth of the line is required to deliver SDSL. Unlike with ADSL, a standard PSTN telephone service cannot be supported over the same line.



The two new services offer you both competitive pricing the ability to attack the Broadband market with confidence.

If you have any questions on the new services that are not answered in the documentation on the Portal, please contact your BDM.

Further enhancements to the Gamma Portal

Ordering IP DirectConnect and Communicator through the Portal

The Portal now includes an updated order management function for Communicator and IP DirectConnect products. Channel Partners who have signed up for these products will be able to use the Portal to view the status of their orders during fulfilment and subsequently search through their customers once connected. You will, however, need to speak to your Business Support contact to grant you access to these updates.

De-mystify the relationship between bandwidth and the number of calls

The Access Tool

In response to the complexity of the IP Telephony product sets, we have also created an easy to use 'Access Tool'. This tool allows you enter the number of maximum simultaneous calls and the preferred service type for your customer and we will recommend the type of access available/required. Hopefully, this tool will help you quickly identify which product is suitable for your customer.

SMS alerts regarding Severity One service issues

As you may be aware, for any major service effecting issues, Gamma will send an SMS message to a mobile number of your choice. Up to now all contact mobile numbers have been kept in a database separate to the Portal. This functionality has been moved to the Portal and you now have the ability to add or update your mobile number under the Contact Details section found under the User menu item. You can also change your email address here.

Gamma will be using the old database to send messages until October 31st. If you already receive SMS updates then please ensure you update the Portal with your details. Or, if you wish to add or change your mobile number please email frontdesk@gammatelecom.com and also add your details to the Portal.



Any questions please don't hesitate to contact the Front Desk on

0808 178 8000

Porting Numbers in and away from Gamma Telecom

Dear Partners,

As one of the key benefits of IP telephony is geographic independence (e.g. having a Manchester number in Leeds), the demand for porting BT numbers into Gamma is rising. Let's recap on how it works.

The time taken to process any Porting Request (currently 5 working days) will be dependant on the information accuracy and correct completion of the individual documentation (available from the Gamma Portal), and also the number and accuracy of coincidental Porting Requests.

When processed by Gamma Telecom Provisioning, the request will be immediately faxed to the Porting Authority and subject to the following minimum lead times assuming the request is accepted.

- Single Line - 4 working days
- Single Line with greater than 10 lines porting at same installation/address - 14 working days
- PABX with 10 lines or less - 7 working days
- PABX with 11 lines or greater or a centrex site - 17 working days
- Simple DDI - 17 working days
- Complex DDI - 22 working days
- ISDN 10 line or less - 7 working days
- ISDN 11 lines or greater - 17 working days

These lead times are target times only and rely on BT deliveries against their target times.

BT Openreach comes clean on ISDN delays (Nationally)

At a recent Open Reach Service Review Meeting held in Gamma Telecom's office in Glasgow on Tuesday 22nd August 2006, Open Reach confirmed that there are serious delays in provisioning and maintaining ISDN lines throughout the UK due to lack of skilled resource.

Open Reach are in the process of recruiting and training additional staff but due to the nature of the problem, the current exceptional delays will continue to be experienced in the short term.

Why not sell Gamma's SIP trunk service, IP DirectConnect instead?

Sales Training days

On the 5th, 6th and 7th September we hosted IP telephony sales training days for our partners currently selling FeaturePlus, IP DirectConnect or Converter, and announced the full launch of Communicator.

The key take away from the day were;

- The propositions, Features and Benefits of; FeaturePlus, Communicator, IP DirectConnect & Converter
- Perfecting your sales demos
- Solving Customer problems and handling objections

In short, we focused on selling and customers, NOT technology and networks.

If you would like to sign-up for our next batch of training days, then please contact your BDM and they will arrange the details.



CWDM UPDATE • CWDM UPDATE • CWDM UPDATE • CWDM UPDATE

Hot off the press...

This month we will announce enhanced IP network access for our Channel Partners through the successful completion of the London Metro CWDM network. The new network interconnects with our IP-core infrastructure and will provide our Channel Partners with improved and easier IP access points within the Greater London area telehouses. In addition, the new network will enable our Partners to benefit from end-to-end connectivity with interface speeds of up to 1000MB.

The completion of the new network allows us to provide our Partners with cost efficient Ethernet and SDH delivery across the same infrastructure using existing hardware. The use of CWDM technology will enable greater traffic to be sent through existing leased fibre, as well as increasing capacity when required. Channel partners will benefit from enhanced deployment speed and increased presence at key strategic locations.

The new London Metro network further extends our reach and will enable our Channel Partners to service their customers more efficiently. These enhancements to our network keep the Gamma (and our Partners) ahead of any change, enabling you to offer the most advanced IP telephony services with legacy support on the same platform.



FEATUREPLUS

FeaturePlus Marketing Day



"I wish to express my thanks to all who attended the FeaturePlus Marketing Day which took place in Oxford on the 28th June. 35 of our Partners attended the day, which was well received by all.

We would like to thank Darron Giddons from Accent for his presentation on how he has sold FeaturePlus and how he has innovatively used it to solve customer problems.

The four key areas that Darron focused upon where:

- RATIONALISATION
- PORTABILITY
- FLEXIBILITY
- SPEED OF INSTALLATION

For each area Darron displayed examples of how he has sold FeaturePlus to his customers, really bringing to life the opportunities that exist SME segment.

As well as providing our Partners with information designed to help them sell, market and support FeaturePlus. We also gained an understanding of the features and enhancements that should be included in the next release. All the feedback from the roadmap session has been used to help define the next release, so please look out for forthcoming information from your BDM's on FeaturePlus 2.0".

James Bushell, Snr Product Manager

Gamma breaks "One million IP minutes a day" barrier



Last month we broke the barrier to carry over one million minutes a day of IP traffic from customer's applications. This achievement marks a significant milestone for Gamma in its role as a major player in IP Telephony and applications, and positions the company well ahead of other large network carriers.

Richard Bligh, our Marketing Director, said

"Often in this industry it's hard to differentiate between 'hot air' and real trends in the market. When Gamma is carrying this amount of IP traffic, it really reinforces that the transition from old voice services to IP based services is very much here and now. It also reflects the initial success through the channel of our recently launched services, FeaturePlus, a hosted service aimed at small businesses, and IP Direct Connect, a SIP trunk service."

Bligh continues:

"In 2005 we announced that our strategy was to lead the market in the change to IP soft switching so that we could offer our Channel Partners the immediate benefits. We are on schedule to complete the transition of our UK network to 100% IP and softswitch based by the end of 2006, and now we see that strategy paying off as our partner's and their end-users begin to see the value IP Telephony can add to their business and the potential costs savings that can be made"

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