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CHANNELCHOICE

THE NEWSLETTER OF GAMMA TELECOM



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The pressure has been on for everyone this year.



At Gamma the focus has been on really helping our channel partners grow their business - and of course as a result ours! The launch of our business mobile service - that can roam over three networks ("3", Orange, and T-mobile 3G) - has been the highlight for us. For

years, the Mobile Operators have been actively reducing the number of Service Providers in the market and more recently the dealer commissions have also come under pressure. The channel has been increasingly squeezed out by the Networks selling direct. So for us it's been great to launch a comprehensive business mobile service developed specifically for the channel. During this year we have signed over 70 agreements for resale of the service, more than quadrupling the number of Service Providers in the market, and by the end of this year we will have around 11,000 handsets live, with the pace of growth accelerating. The recent introduction of a 3p Fixed line to Gamma mobile charge really strengthens the sales proposition.

In other areas we have focussed on addressing the challenges partners face with new products rather than launching even more. Assured IP Services, covered here, addresses the challenge of "one throat to choke" (ours!) and quality of access lines for voice. FeaturePlus, Communicator and SIP have all been significantly enhanced this year.

Soberingly, the most popular development we made this year was in the less sexy area of number porting which we have substantially automated - relieving much complexity for our partners. One of Gamma's strengths has always been its systems, and again we have been working hard on this to the benefit of our channel.

One disappointment this year has been the continued delays to BT's 21CN. As one of BT's trial partners we have invested and prepared for the spring 2008 trial of the 21CN interconnect product. Unfortunately BT continue to delay their 21CN voice network deployment and now report that they will be ready to test with us in the summer of 2009.

Organisationally, I'm delighted to welcome Charles McGregor (ex founder and CEO of Fibernet) as our non-Exec Chairman. We have a strong and experienced team and Charles will bring an extra dimension to this.

Finally, may I take the opportunity to wish everyone a great Christmas and a prosperous New Year (despite the gloom merchants!).

Bob Falconer
Chief Executive, Gamma Telecom

Assured IP Services – An Update

Since the launch of Gamma's Assured IP Services, we've seen many Channel Partners realise the benefits that the service offers when sold in conjunction with Gamma's SIP Trunking and Hosted IP solutions.

With Assured IP Services, Gamma takes responsibility for the end-to-end service where we manage the access solution, on site customer premises equipment and network service on your behalf. Assured IP Services truly allows our Channel Partners to sell Communicator, FeaturePlus or IP DirectConnect with complete confidence, and to offer small businesses the sort of SLA's normally associated with service in the enterprise space. For each of these products, Assured IP Services delivers a service availability guarantee, voice channel guarantees, a high specification router and guaranteed time to fix.



A number of our channel partners have been waiting for more certainty and guarantees around the performance of IP services in the market and we are the only player in the market that now takes complete ownership of the services from end to end, just like you get from traditional telephony services.

Early Successes

Many Channel Partners have already benefited from Assured IP Services. For example by combining Assured IP 10 with IP DirectConnect, partners have been able to sell to customers with a guarantee on call quality and channels that could not be provided before. The peace of mind on support offered by IP Assured Services means that Channel Partners are able to concentrate on the sale, with the guarantees and support provided by Gamma reducing the overall cost of sale and support.

We're also finding that many partners are bidding a number of multisite opportunities for IP DirectConnect, Communicator and FeaturePlus using Assured IP Services as the means of access to the sites, and in several instances those customers have a multisite requirement for IP Telephony services where they are moving office and want to keep the same number.

If you'd like to know more about Gamma's Assured IP Services, please contact your BDM who will be happy to discuss the proposition further with you.



With Assured IP Services, Gamma takes care of all of the components of the IP Telephony jigsaw giving you complete peace of mind.

Get on Gamma's New Broadband Management System to start using Assured IP Services today

If you are an existing broadband partner that wants to sell Assured IP Services you must first transition to the new Broadband Management System before you can place an order. This new system also provides a number of improvements designed to make the provisioning and management of broadband services easier and more efficient. Please contact your account manager who will talk you through the process of transitioning and the considerations of doing so.

Autumn Customer Conference

We saw over 140 resellers at our autumn customer conference which was held at the prestigious Heythrop Park, Oxford. The day was geared at keeping channel partners up to date on our products and services and was filled with short and informative presentations from our directors, product managers and also from our channel partners. Rather than Gamma talking about our products again, we thought you would find it useful to hear from some of our other channel partners on why Gamma's solutions are working for them in the market.

We're really grateful to those who presented including James Pink from Pink Connect and Garath Williams from Communico who explained how Gamma's Hosted IP solutions were working for them; Neil Boxer from Central Telecom who talked about their successes with IP DirectConnect; Mark Pollard from Intouch Advance who have seen phenomenal growth with Gamma's Inbound in the past 18 months and David Munro from ABC, who have made great progress with Gamma Mobile.



Garath Williams from Communico, South Wales said "when Gamma approached me to talk about their products to the rest of their channel partners I jumped at the opportunity. Gamma have been more than helpful in getting me up to speed and in supporting me in delivering their solutions to market and felt I should give something back. The only caveat I gave was that no other resale partners in the audience could then try and sell into South Wales!!"

The day also included some forward thinking ideas from industry guru John Chapman from IT Europa as well as an unexpected visit from a rather shady looking character... The Grim Reaper made an appearance, and a curious audience watched as the silent Reaper made his way to the stage only to reveal himself as Gamma's CFO, Gerard Sreeves!!



Not wanting to distract from all the positives of the day, his tongue-in-cheek appearance did have a serious message behind it; in the current economic climate some businesses are likely to face financial difficulties and Gamma wanted to assure its channel partners that they would work with them to help them through such difficult times. Sreeves cited two examples of resellers who had recently experienced such troubles. One reseller thought it best to keep quiet about their situation believing Gamma would only add to their problems, the other approached Gamma immediately to explain their predicament. Today, the former is in the

unfortunate position of losing his business and sadly his house as well, while the latter worked through their problems with help from Gamma and have now sold their business for £1.5 million.

The seminar closed with some networking time in the demonstration room where partners could get a feel for the products and services from the product managers and then we laid on a lavish three course meal followed by a game of poker for those who wanted to play with over a £1000 prize fund to finish off the day.

Product Updates



We are now offering channel partners an **incredibly competitive fixed to mobile pricing option** for SMEs, with **rates at 3p** from Gamma fixed line to Gamma mobile numbers. The tariff enables channel partners to provide a range of compelling end-user propositions, including a 'pay as you use' solution allowing customers to keep a handle on call costs, an all-inclusive bundle for fixed and mobile as well as innovative on-net cost controller packages. It also makes it possible to **cost-effectively 'never miss a call'** by using Gamma's fixed line capabilities such as twinning and call divert, without worrying about a high cost fixed to mobile call.

FEATUREPLUS

FeaturePlus 4.1 will be released during December and includes the much requested **CALL PICK UP** feature, enhancements to the phone directory and a market leading **DIAGNOSTIC TOOL** that enables our partners to quickly establish and pin-point the cause of any access related issues a customer may be having with their service.

WLR3

We're currently developing our WLR3 provisioning and assurance platform, which promises **greater speed, accuracy and ease of order placement** for channel partners. With WLR3 you will get direct access to Openreach's backend systems, including appointments, diagnostic and line availability tools all of which will help reduce your operational overheads and benefit your bottom line. WLR3 is scheduled for release in Q1 of next year, and we're happy to discuss it with you now if you're keen to take advantage early.



Gamma on tour - Jan/Feb 2009

We're back on the road in January on a UK wide tour across 5 locations where we'll be looking at industry trends, business strategies and products and services that will sell well in 2009.

Dates & Venues

- 27th January, Scotland
- 28th January, Leeds
- 3rd February, Manchester
- 4th February, Worcestershire
- 5th February, London

Don't miss out, [click here](#) to register your attendance now!

FCS offer

Staying on the right side of the law – regulatory codes of practice and special offers from FCS to Gamma Partners.

Many communications providers and resellers are uncertain of their legal obligations to provide codes. Michael Eagle, General Manager of FCS provides an overview of what is required and unveils a special offer to help Gamma resellers to comply.

Following the introduction of the Communications Act in 2003, all communications providers (CPs) have a duty to comply with the General Conditions which are a part of the Act and Ofcom has powers to levy fines of up to 10% on companies who fail to meet their obligations.

A key area is the requirement to provide regulatory codes of practice and the importance attached to this area is reflected by the number of changes implemented by Ofcom over recent years. There are now 5 obligations on CPs to provide:

- A basic code providing information about the company, its products and terms of trade
- A code for complaints
- A code of practice on NTS (08 numbers) and PRS (09 numbers)
- Access to an approved dispute resolution scheme
- A code for Sales & Marketing.

Ofcom uses these requirements as a key tool in its enforcement and CPs have been required to change their sales methods, business processes or terms and conditions and some have been ordered to make refunds or pay fines.

Many CPs find the level of detail involved in preparing codes daunting and FCS offers a simple service to enable compliance with the minimum of disruption and expense which covers all of Ofcom's requirements including advice on approved dispute resolution schemes.

FCS has teamed up with Gamma to provide a special offer for Gamma resellers and partners. There are two options and resellers can choose whether they wish to combine the code service with FCS membership or to opt for the codes alone.

Under **Option 1**, CPs can purchase a **bundle** offering an initial **12 month membership of FCS** at the current base rate (normally based on turnover) together with both codes at a discounted rate. This provides membership at £340 together with the Consumer Code at £150 (normal member price £250) and the Sales & Marketing Toolkit at £200 (normal member price £350). A total therefore of £690, a saving of at least £250, not taking into account any saving on membership.



Under **Option 2**, CPs can opt to take the **code services only** at the following discounted rates: Consumer Code at £275 (normal non-member price £375) and Sales & Marketing Code at £430 (normal non-member price £580) a total of £705 – representing a total saving of £250.

FCS also offers a maintenance service which ensures that codes are kept up to date.

If you have any queries on the FCS service or would like to take up one of the special offers we're offering to Gamma's channel partners, please email me at meagle@fcs.org.uk.

Channel Partner Programme update

Since the introduction of Gamma's Channel Partner Programme, we've been really pleased with the uptake and the positive feedback you have been giving us. We've seen over 150 delegates attend our monthly training classes this autumn and we already have a significant number of Partners who have become qualified in the various levels of the programme.



in us. These include marketing funds and help with your marketing campaign development, access to qualified sales leads from Gamma and sales incentive programmes.

Gary Forster, Managing Director at Systemcare, a Gamma Certified Partner commented: "The product training has given us absolute confidence in our ability to sell and support Gamma's IP Telephony products. We're delighted to be a Gamma Certified Partner and now look forward to continued growth throughout the UK."

Gamma's Channel Partner Programme consists of three levels – Certified Partner, Accredited Partner and Platinum Accredited Partner. Certified Partner considers all of our IP Telephony products and we ask that our channel partners pass a test for sales, technical and support modules. In return we provide you with the tools and support you need to successfully deliver those products to your customers. There is help to achieve Certification through comprehensive learning materials and training classes which we run every month. You can find details of our monthly training programmes on the front page of the Gamma portal. These are currently held in Newbury but we will also be running a Certification Training event in the North in Q1 2009 (likely to be in the Manchester area, details will be on the portal in the New Year).

Dave Rushton, Head of Products at Redstone recently attended the training courses for IP DirectConnect: "The Product Certification courses were run well by Gamma and have ensured our sales, technical and support teams have the knowledge they need to successfully deliver Gamma's SIP Trunking products to market. In addition to the training courses, we're particularly pleased with the high quality training materials that have been given to us to share this knowledge within our organisation."

The next two levels within the programme are Accredited Partner or Platinum Accredited Partner where we look at your revenue commitment and the number of Gamma products that you sell and in return you receive a range of sales and marketing initiatives from Gamma to reflect your investment

If you're selling any of Gamma's IP Telephony products, please contact your BDM so that we can facilitate you to become Certified. Your BDM will also be able to discuss how you can take advantage of the other range of benefits that we offer within the next levels of the programme.



Pampering Day

Gamma goes girlie!!

Gamma recently rewarded its loyal female customers with a luxury pamper day. Donnington Valley Hotel and Spa near Newbury was the venue, and the day included beauty treatments, full use of all spa facilities, and a champagne lunch! Over 20 customers attended the day in late September.

We feel that it's important to offer customers a range of activities, and that too often, female customers in telecoms get overlooked. Not everyone wants a golf day! The great thing about the day was that it was well attended and really well received. At Gamma, we like to be a bit different in how we interact with customers, and thought this would go down well. Thankfully our customers felt so too.

Nicki Jardine from Edge Solutions said "It was a great day out and really nice to network with other women

in the channel whilst having luxury treatments! The venue was great, and it was a nice touch from Gamma."



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BILLING QUERIES EMAIL

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