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# CHANNELCHOICE

THE NEWSLETTER OF GAMMA TELECOM



IN THIS ISSUE	Words from Bob	02	New Software Support Tool	04
	New products	03	BT21 CN and Gamma	05
	Product Updates	04	Market Data	05
	The Technical Service Centre	04		

## ...Continuing the pace of change

I can't believe we're getting to the end of 2007. Is this market moving even faster or is it just me? So here we are in our final quarter after another good year of growth. We're right in the process of bringing some exciting new products to market, our IP services released last year are gaining momentum, and the channel seems as buoyant as ever.

Looking at the industry as a whole, there have been some very interesting developments. As you can read elsewhere in this newsletter, OFCOM's latest market report provides some interesting data on the SME market and trends on spend. The key point to note is that the total spend by SME's on telecoms continues to increase, and this is where our joint opportunity lies. Which is why we're bringing out these new products – to help you capture more and more of a SME's spend on communications – not just fixed voice.

BT21 CN is moving from the future tense into the present. Internally it is absorbing much resource as we're one of the first two companies to work with BT on interconnects and interoperability.

Our new products featured in this newsletter, are all about offering you differentiated services which help compete and win in the market. They address big markets and offer some unique features. We hope they form the basis of a very successful 2008 for us both!



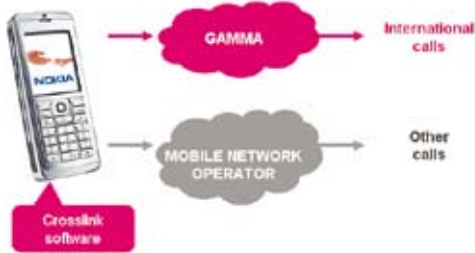
**Bob Falconer**  
Chief Executive, Gamma Telecom

# New product releases for Q4

Quarter 4 of 2007 sees the launch of some important new services into the channel. In September, we launched our first Mobility Service, Crosslink.

## Crosslink

Crosslink is a mobile phone service that reduces your end-users' international call charges by up to 70%. It does this by routing international calls via Gamma's fixed line network, and does not require an end user to change mobile contracts.



The service is orderable through the portal, downloaded on to the phone over the air, and is available on approximately 40% of business handsets. Most importantly, the service does not require the user to modify how they use their phone.

An ideal "Cost reducer" for businesses that have high international call costs.

What are the unique selling points (USP's) ? – availability of service and ease of use. Nobody else does this in the UK!

## Inbound

Three services to be launched between October and March that will significantly increase the functionality of our existing Number Translation Services. The services will enable end users to manage, report and route inbound calls on both geographic and non geographic numbers. An industry first which, in the light of legislation from Ofcom regarding 0870 numbers, gives end users real choice and flexibility in what image they want to portray. In addition, services will be "provisionable" very quickly compared to industry averages.

The first two services on offer will provide on-line reporting and change of target. Features will include: time of day/day of week routing, diverts on busy/

out of hours and area based routing according to STD code/CLI of caller. Pricing will be simple, clear and competitive for both channel partner and end user.

The second release will deliver more sophisticated functionality such as call recording, IVR and voicemail to email services. This version will be available in Q1 / Q2 of next year.

What are the USP's? – geographic numbers, speed of provisioning, unique range of services.

**For more details on any of these, contact your Business Development Manager.**



## Product Updates

### IPDIRECTCONNECT

IP Direct Connect, Gamma's SIP trunk – recently tested successfully with Panasonic, NEC, Avaya and Mitel.

### FEATUREPLUS

FeaturePlus – now available with a Power over Ethernet (PoE) IP phone (SPA942) to preserve your customer power sockets, and save an Ethernet port on your switch.

### COMMUNICATOR

Communicator – available from the end of October with a new Mitel IP phone at around £60 to suit the high volume, lower end applications.

## ..The Technical service centre (TSC) "open for business"

Moving the business more into the IP world, we've recognised the need to add greater depth to our second line support service – hence the TSC.

Our Technical Service Centre based in Manchester has been open since September, and is designed to offer channel partners a higher degree of technical support and service primarily around our IP Telephony services.

As well as recruiting more staff with IP skills, we are introducing new tools to carry out remote diagnostics. For example, these will enable our support staff to see right through to your customer's router and diagnose the issues based upon hard information.

Andy Morris, Service Director says "Managing IP based services is fundamentally different than traditional voice. In order to recognise the importance of end to end management of our products we have implemented the Technical Support Centre. Not only does this provide a technical interface for our partners but also a team that has complete visibility of our IP based services. Should a partner have an issue this provides a one stop shop to investigate all aspects of the fault and interact at a technical level with the technical resources our partners are recruiting".



## ..Improve your expertise with our new software support tool

Imagine if you were provided with on line software that helps your support staff ask the right questions, in the right order, to best solve your end users' issues quickly **AND** when you need Gamma's support we already know all the relevant end customers' details.

Gamma is currently trialling such a service with selected partners. The way it works is this:

- You enter key data as you go through the diagnostic checklist with your customer.
- The software then either helps you resolve the issue OR issues you with a reference number and advises you to phone Gamma Telecom.
- On phoning Gamma with the reference number, we can already see on the system what the issues are, what you've already asked, helping us resolve the issues quicker.



The Gamma Fault Finder

We will be fine tuning this over the coming weeks and expect a full release before the year end

## ..BT21 CN and Gamma Telecom

The industry is now gearing up for 21CN, and communicating to the channel. Throughout September, the industry forum, under the "Switched-on" forum, has been holding press briefings and reseller seminars to let everyone know what's going on and what it means to them.

Gamma has been helping with these seminars, along with the FCS. We also held our own 21CN webinar on the 15th October to help keep our channel up to speed.

At the same time, we are one of two carriers initially chosen to work with BT on interconnects and interoperability to ensure

that our softswitches talk to BT's softswitches when they are operational.

An industry website has been set up [www.switchedonuk.org](http://www.switchedonuk.org) which has specific information for resellers. Go and have a look.



## ..Market data from Ofcom

The latest UK market data is now available from Ofcom on the 2007 UK Telecommunications market. Some really interesting stuff in there. Available FREE from the Ofcom website – [www.ofcom.org.uk/research/cm/](http://www.ofcom.org.uk/research/cm/)

Amongst the headline data that may interest you:

- Price erosion on fixed line tariffs is slowing down.
- BT continues to lose market share in fixed line voice to "other operators". Now below 50%.
- Vodafone's mobile market share actually falling.
- VoIP services in the residential space slow to really take hold.
- CPS transactions falling for the first time, driven by LLU as Carphone Warehouse and Sky take their services direct to the market.

## Gamma Resellers play for £000's in high drama poker and golf day

September 26, Hellidon Lakes Hotel, nr Daventry

Over 50 Channel Partners from all over the UK gathered for a day of golf and an evening of "high stakes" poker. The day began with one to one sessions with the Senior Management team at Gamma to enable partners to "talk shop" before the golf began. "This was a great chance to meet new partners and to share our plans around new products and market growth with all our customers" said Bob Falconer, CEO. "We were pleasantly surprised by the number of people that wanted 1 to 1 meetings during the morning. Reassuring to know it's not just about golf! The key interest seemed to be in our new services, IP telephony and Inbound."

The golf was held in bright and breezy conditions and involved around 10 Four balls. The winning team were Adam Freeman, Glemnet; Clifford Norton and Sean Boreham, Frontier Voice and Data;

and Cem Ahmet, Gamma Telecom. The best individual round went to Keith Collins of Cavendish Communications with a very creditable 43 points. Graham Bunting of Avaya won a special mention for the "most bizarre shot of the day" – you needed to be there apparently!!



*The winning team out on the course*

And so to the evening's entertainment. Texas Hold 'em poker was the chosen flavour of poker. After a 30 minute training session from the specialist dealers, everyone put on their poker face (easier for some to do!!) and got stuck into the game. As the evening progressed, 6 tables became 4 tables, 4 tables became two

tables and we were down to the last table at 10.30pm. By 11.00pm, Rob Murdoch had won the tournament with Dave Tindall from Talk Straight as runner up.



*All to play for with the last two*

Rob Murdoch of Titan Technology, the winner, said "This was a superb day – great golf, a really good atmosphere, and I'm going home £750 richer!!"

Adrian Barnard, MD, Modern Communications remarked "This has been a really well organised day, and you can see by the numbers that the combination of sports, networking and socialising caught people's imagination. Credit to Gamma and the various event winners!"

## USEFUL CONTACTS

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