

CHANNELCHOICE

THE NEWSLETTER OF GAMMA TELECOM



IN THIS ISSUE	Words from Bob	02	Gamma keeps Catlin Arctic Survey connected	05
	Gamma Roadshow	03	Product Updates	06
	Inbound Growth	04		
	Traffic monitoring & fraud prevention	04		

Cross selling needs to be the focus



I try to spend at least 25% of my time visiting customers and listening to how you see the market and, wherever we can, adapting our approach to the market need. I think we're pretty unusual in the sector in being a genuinely market led company.

I always find a wide variation in the channel between those that are growing effectively and those that are not. What has struck me of late is that, with the recession, this difference has been accentuated; some seem to be doing better whilst others are finding it much tougher. Why?

The one common theme that I have heard is that new commodity business (eg calls and lines) is much harder to come by. Surprisingly churn seems to be down, but equally winning new business is much more difficult; it looks like people are staying put. However their volumes are often in decline and the "price review" question is coming up more often. Hardware sales are also well down but where there does seem to be success is in cross selling.

Those that have really focussed on looking after their existing customers by offering them additional services generally do seem to be more buoyant. And of those that are cross selling the most successful do

seem to be offering their customers something of additional value, not just cost saving but something that helps their business to operate or even survive.

I'm sure we've all ploughed through the Yellow Pages looking for tyres or plumbers – the response from the telephone is often terrible - if it gets answered at all. If sales are the lifeblood of an SME, surely this is an opportunity. What happens when you ring your customers? How often do you get through? How often do you get a useless answering machine? I have to say that when we call our channel partners the experience is generally good – but there are exceptions – particularly out of hours and as 5 o'clock approaches (I'll be checking our stats before this goes to print!).

To cross sell you need something to offer and needless to say we'd like to help in this. So our Spring recommendation is to really focus on identifying your customers weaknesses in telecoms and start selling them the right solution.

Bob Falconer
Chief Executive, Gamma Telecom

Gamma roadshow

Many of you will have joined us on our roadshow in January and February this year, for which we are very grateful. The theme of the roadshow, 'Succeeding in 2009', was delivered across a number of venues in the UK, including Scotland, Manchester, Leeds, Worcestershire and London. Despite the heavy snow and icy conditions that brought many regions to a stand still over that period, we were really heartened to see so many customers and prospects turn up.

Our Senior Management team shared with the audience their experiences from the last six years at Gamma, particularly looking at where they have seen resellers being successful, as well as discussing ideas and opportunities for 2009. Our Product team also delivered updates and tips on selling Gamma's services and applications.

Simon Pollard of Intouch advance in Shipley said

"the event was superb and a great source of ideas for using Gamma's services to ensure continued success with our business this year. Gamma's approach was realistic and their messages came across well."

Paul Townley of Townley Network Solutions in Cheshire attended the Manchester seminar and was appreciative of the event:

"Gamma's hospitality was certainly worth the trip from Durham. I thought it all very worthwhile and the message of 'Gamma is here to help you guys' certainly came across. Their realistic approach on positioning one's company going forward is a message that should be repeated, a very realistic summation. Good venue, lunch really good. Well done!"

Gary Forster of Systemcare in Sussex echoed the feedback that many partners have been giving,

"I found the structure and entire content of the roadshows both informative and inspirational, truly a reflection of Gamma's focus and commitment to their channel partners' development. Well done to all at Gamma!"



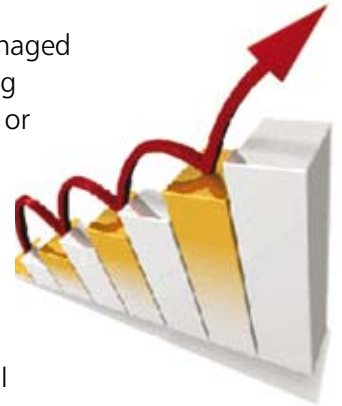
Inbound sales keep growing!

We are pleased to report continued strong sales growth for Inbound Contact Point and Contact Path, which has been yielding 25% month-on-month growth all year.

If you're not already selling Inbound, you should be! Inbound is a perfect solution for so many scenarios:

- In-built disaster recovery means that customers can rest assured that they will achieve business continuity in the event of the office lines going down
- Online geographic number portability makes it easy for businesses to take their numbers with them when moving premises
- Businesses looking to downsize can centralise inbound customer call handling

- Out of hours call routing is implemented at the touch of a button with full online control to making changes
- Customer calls can be managed effectively by implementing automatic diverts on busy or no answer
- Online call management included with every subscription, thus enabling users to monitor call handling, customer service and advertising ROI



Contact your BDM today to find out how you too can win with Gamma's Inbound solutions.

Traffic monitoring & fraud prevention



Many of you will be aware of the traffic monitoring and fraud prevention tools that we make available on our CPS, IDA, Mobile and IP Telephony products. If you're not already using them, we recommend that you should be. By setting up a few simple fraud alerts through the Gamma portal, you would significantly strengthen your ability to respond to these incidents.

Here's a summary of the tools that are available to you via the Gamma portal:

Account Monitoring Alerts

Allow you to set up alerts based on the cost of traffic passed through your accounts. You can set thresholds for weekdays and weekends. If your account passes

traffic over this limit, you will be informed by Email and/or SMS text message.

To go to Account Monitoring Alerts, follow the menu in the portal: Reporting > Traffic Monitoring System > Account Monitoring Alerts

Call Threshold Alerts

Create your own thresholds alerts for various call types (Premium, International, Mobile & Hot Destinations etc). There are various parameters you can be alerted to by email including individual (CLI), all calls, calls within a 24h period or calls breaching a pre-set cost or duration.

To go to Call Threshold Alerts, follow the menu in the portal: Go to; Reporting > Traffic Monitoring System > Call Alert Thresholds

You can then receive these via the Push Reports or alternatively run them on the Gamma Portal (go to; Reporting > Traffic Monitoring System > Threshold Reports).

If you need more training on how to use the reporting and alerting functionality on the portal, please contact your internal account manager.

Communicator used to keep Catlin Arctic Survey operations connected

At the end of last year, Gamma donated Communicator, our Mitel-based hosted IP Telephony service, together with our Assured IP Services to the Catlin Arctic Survey UK operations centre. The Catlin Arctic Survey has been running for several months, combining a pioneering feat of human endurance with scientific discovery, and last week the project completed its mission in providing the first accurate mapping of the Arctic Ocean's sea ice cover.

Catlin Arctic Survey's London operations centre was the nerve centre for their Arctic mission with the operation was working 24 hours a day for several months, involving crucial international calls.

For this reason, Gamma's Communicator product combined with its Assured IP service was ideal as it combines high quality and high reliability IP telephony with advanced PBX features which are essential for efficient high volume call traffic. Ops room staff had access to call group, auto attendant, directory and personal diversion features which were customised for their particular function. As the mission advanced, the call groups and other functions could be reconfigured within seconds to meet the changing needs of the whole operation.



Gamma channel partner Lion House, based in Kent, worked with Gamma on the installation. Howard Elkins, Managing Director at Lion house said, "Catlin Arctic Survey approached Lion House to supply them with the communications solutions they would need for their expedition. It was a natural choice for us to come to Gamma for help with the set up of their London operations as we knew we could rely on both their high quality voice services and philosophy in

supporting environmentally aware organisations."

Chip Cunliffe, Head of Operations at Catlin Arctic Survey said, "Communications was the most important element to the successful outreach of this project and its daily updates from the ice. We are therefore grateful that Gamma was kind enough to set us up with a reliable and flexible service to enable such communications to happen."

Product updates

WLR3

Gamma's full WLR3 product suite for PSTN has been available for just over a month and we've already seen a strong initial uptake from over 50 partners. Openreach now have an exit plan for WLR2 and is suggesting that WLR3 is now the primary product in the line rental market. If you're not already using WLR3, speak to your BDM to find out how you can start using Gamma's WLR3 PSTN today. Getting familiar with this will help you prepare for the ISDN 2 and 30 support we'll be bringing to you later this year.



Our flexible usage and price bundles are proving popular, particularly the 3p a minute fixed to mobile rate which we're seeing partners using to provide compelling fixed / mobile solutions that offer significant cost savings as well as administrative advantages through one bill.

FEATUREPLUS

FeaturePlus is now available with a powerful Call Recording solution that has been designed to be both cost effective and commercially flexible. The solution is network-based, meaning no capital purchases for the end user, and it offers flexibility, security and the ability to audit. FeaturePlus Call Recording can be ordered now through the Gamma portal with either the end user or partner setting up individual numbers for recording.

COMMUNICATOR

A new Call Logging option for Communicator that allows customer's to view and analyse all inbound, outbound and internal calls is now available. The service adds to the Communicator proposition when the end customer is looking to have information that assists them on managing their business and the communication costs associated with their business operations. Go to the Gamma portal to find details of how to order the Call Logging option for both your existing and new customers.

USEFUL CONTACTS

GAMMA PORTAL

www.gamma-portal.com

FRONT DESK

Tel: 0808 178 8000

Fax: 0808 178 8001

email: frontdesk@gammatelecom.com

WEBSITE

www.gammatelecom.com

CREDIT CONTROL

Tel: 0333 240 3221

Fax: 0333 240 3001

BILLING QUERIES EMAIL

Billing queries can be raised through the Gamma portal.

PROVISIONING

email: iprovisioning@gammatelecom.com



1 The Pentangle
Park Street, Newbury
Berkshire RG14 1EA