

June 2011

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

For those of you who attended our Castle Tour back in February, you'll know we've lots of great new services being launched this year, which we're really excited about.

In this issue, we take a look at our all new **Assured IP Services** which is now run 100% on Gamma's infrastructure; various enhancements to **Inbound** following your feedback; and key new features we have added to **IP DirectConnect**. We will also update you on our upcoming **Mobile** proposition which goes live in July and will give you true customer ownership and control; and we provide a brief overview on the withdrawal of WLR2, and transition to **WLR3**.

As ever, for more details please contact your Account Manager.

Best wishes,



Richard Bligh



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assured IP services

A NEW CHAPTER – A 30 CHANNEL BROADBAND SERVICE FOR IP TELEPHONY

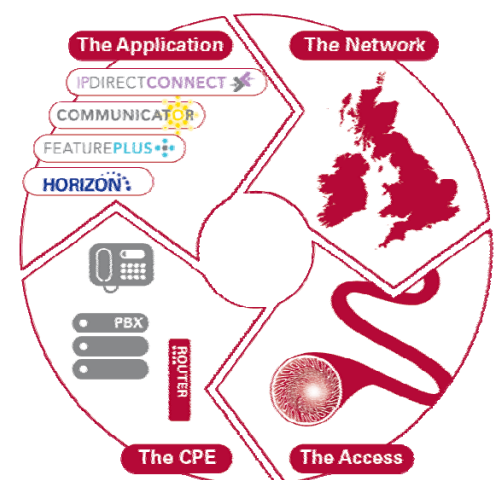
Gamma's revitalised and enhanced Assured IP Services is now ready for order!

Assured IP Services is a specialist set of broadband products designed exclusively for use with Gamma's IP Telephony services. We will provide a complete IP Telephony service package that includes the access circuit, the customer premises' router and the application itself.

As a result, the solution has an assured level of service for the number of supported calls, call quality and time to fix.

Whether Hosted IP or SIP Trunks, partners can take to market with complete confidence an end-to-end service which is developed, provided and supported by a single supplier. The resulting quality, reliability and lower cost of support means you can focus on reaching more customers, more profitably than ever before.

Sound familiar? We've been selling a version of Assured IP Services since 2008, but this version used other ISPs' networks and not our own. It became apparent that the ISPs we worked with couldn't deliver to the level of service required and BT's 21CN access network has really come into its own this year giving us the perfect opportunity to develop the service ourselves.



The new services we have designed and developed offer benefits in a number of key areas:

- It's all our own. The services run 100% on our infrastructure (bar the access network) and have been designed and developed to our specifications and with an in-depth understanding of IP voice
- We don't use any third party helpdesks. You'll deal with Gamma technical teams who understand both IP Telephony and voice – no silos and all in the same location
- You no longer have to go to the customer site to run speed tests!
- The new service will support 5, 10, 15, 20 and 30 concurrent calls

We feel these improvements will help you sell more IP Telephony, to a broader range of customers, and because of the improved service surround you'll be able to do so with a lower cost of support.

The release of the new Assured IP Services capability marks our entry in to the broadband market as a full blown ISP. The next release in this area is now scheduled for July, when we'll be offering a range of standard broadband products to sell to your customers.

Look out for further announcements as we head in to summer. If you haven't done so already, please speak to your Account Manager about the new service.



SERVICE IMPROVEMENTS FOLLOWING CUSTOMER FEEDBACK

We continue to build on the phenomenal success of our Inbound product and we are leveraging our in-house software development resource to take the product into wider markets and exciting opportunities in 2011.

In Q1 we responded to customer feedback by making the following service improvements:

- Performance optimisation of “Where Are My Callers” graph for more effective summary of call data
- Partial display of withheld caller CLI in Advanced Statistics to enable more detailed call analysis
- Additional information provided in voicemail email field for more efficient filtering / management of voicemails



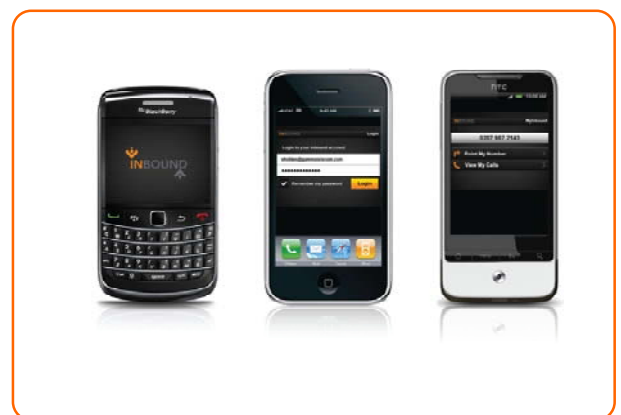
Next month we will see the release of further improvements; a new “Default” IVR option will be available to cater for those users wishing to give callers the option to “Hold for the Operator”. In addition, we will be making the call queuing function more flexible to enable use after a divert in the event that the preferred destination is unavailable.

New Inbound App

With development of the Inbound app now nearing completion, we are getting excited about the launch. The app will be a great way to promote the benefits of Inbound and the instant redirection of business calls to another number, or perhaps a voicemail to email, that can be easily retrieved whilst on the move.

It removes the need to be tied to an office system voicemail / answering machine and for those highly mobile individuals that want to retain a local geo number presence, this may be the next big thing.

Feedback so far also suggests that this will be a powerful addition to the existing Inbound disaster recovery capabilities as it will enable call plan changes to be made even if access to the office / PC is not available.



Keep an eye out for an invite to the launch webinar coming soon.

FEATUREPLUS

FEATUREPLUS REALEASE 7.0 – NEW FEATURES REQUESTED BY OUR CHANNEL PARTNERS!

FeaturePlus Release 7.0, which was released in late January, incorporates a number of new features requested by our channel partners, including:

Better Inbound Call Handling and Routing

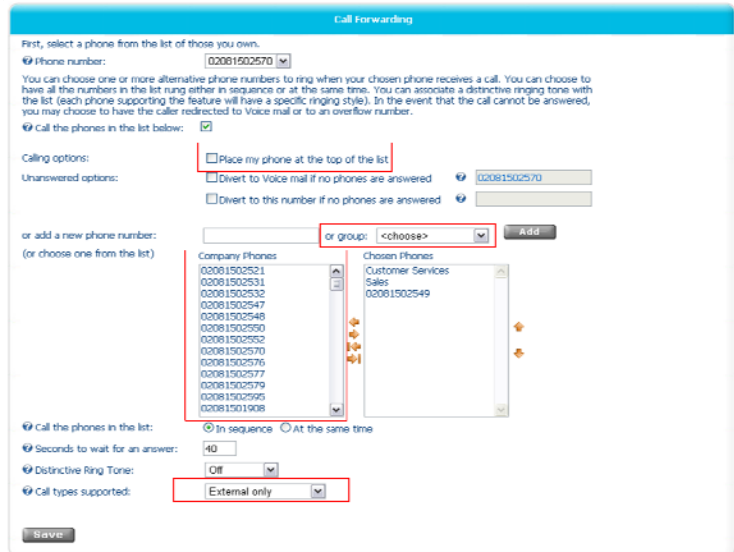
The Call Forwarding functionality has been augmented, allowing more intelligent routing between more users. Up to 20 phones can be in a call forwarding table and calls can be moved between discrete groups of users, as well as between individual users, as currently supported. Inbound call blocking has also been added, so calls from specific numbers can be blocked, and we have also improved the Anonymous Call Reject feature – anonymous calls can be routed to voicemail or a specific number, as well as being outright blocked.

Intelligent Call Barring

Customers can block or allow calls to specific international call destinations via their FeaturePlus portal. The new feature works in either Black List mode, or White List mode. For example, you can chose to bar all international calls, with the exception of calls to specific destinations. This is ideal for organisations that do business abroad – they can continue to call abroad, but at the same time ensure that only necessary international calls are made.

FeaturePlus in Public Areas

Direct Calling allows a FeaturePlus device to be hard-coded to call a specific number (and only that number) when the handset is picked up - ideal for an unmanned reception, for example. Furthermore the target number is always a virtual number, so the customer can instantly change how the call is routed and make use of Call Forwarding – this is useful for ‘shop fronts’ where distributed consultants are used to provide advice or training remotely. Finally PIN protected dialling allows a user to override a phone that has All Calls Barring activated – again ideal for phones to be located in a public area.



FEATUREPLUS PREMIUM

FeaturePlus Premium now accounts for over 50% of all orders taken. FeaturePlus Premium bundles the latest executive handsets from Cisco with Call Recording and Music on Hold - all for only £6.95 a month per seat - giving you great new margins whilst delivering reliable and high quality telephony to your customers.

COMMUNICATOR

CASE STUDY: In this issue we talk to Communicate Better Business Solutions who have enabled a leading independent estate agency in the North West to manage multi-site calls and increase productivity with Communicator

The Problem

Gascoigne Halman previously had disparate phone systems in each of its 17 branches; there was no connectivity between any of the sites and the phone systems were largely analogue and therefore outdated. Also, they had an outdated answer machine service, staff couldn't transfer calls between the different sites and they had no voicemail. Furthermore, they needed someone to staff each of the 17 sites constantly just in order to take calls.



How did the implementation go?

Communicate Better Business Solutions tested each site for cabling, installed new switches, checked everything fully and provided full on-site training for all 112 users. Each site was up and running within just one day.

"The solution Gamma provided included all handsets and a full hosted service with maintenance included. Gascoigne Halman evaluated other VOIP services but none could give the same quality and value of service as Gamma." **Steve Cartwright, Service Director, Communicate Better Business Solutions.**

The new telephony system has provided no end of benefits to Gascoigne Halman, such as:

- **Reduced costs** – All calls between the 17 sites are now free and the solution has also helped protect against rogue usage, enabling Gascoigne Halman to create user profiles that don't allow premium rate or international calls. In addition, there is a fraud alert system in place which makes the company aware of any unusual usage patterns.
- **Increased productivity** – With features such as Voicemail to Email and a single roaming extension per person, the system allows all staff to take calls from anywhere, at any time, from a single number.
- **Business intelligence** – The company can see how many calls are taken on a specific number and therefore identify who the star employees are. The system can review the duration of received calls, as well as produce a full report on missed calls. The company can also use the statistics for workforce planning to see how many members of staff a particular branch needs.
- **Local and professional image** – Communicator has allowed Gascoigne to keep all its localised STD codes. This means that it can always maintain the feel of a local estate agency, while also enabling staff to take calls anytime, anywhere
- **Disaster recovery** – The telephony system also provides Gascoigne with disaster recovery. With the unprecedented levels of snow this year, if a branch couldn't open Gascoigne was able to simply divert calls to mobile phones, other branch offices or even home telephone numbers. Before, a similar situation would have meant as much as a full day of downtime, which could equate to thousands of pounds lost.

"Whereas before we'd have had several members of staff manning the phones, now using the intelligence the system gives us, we can instead have more people out showing our clients properties and ultimately closing sales. We couldn't be happier with the system." **John Halman of Gascoigne Halman**

IPDIRECTCONNECT

ADDITIONAL FEATURES TO OFFER MORE CONTROL AND EASE OF USE FOR YOU AND YOUR CUSTOMERS

We have recently added more functionality to the UK's leading SIP Trunking service, IP DirectConnect. These additional features offer more control and ease of use for you and your customers.

Portal Enhancements

You can now provision new IP DirectConnect accounts via the partner portal instantly, allowing accounts to be ordered and numbers allocated and provisioned in seconds. This provides reduced management time and flexibility and allows you to assist customers with the "must be up and running at the weekend" late order requests.

In addition to creating new accounts online, you can also now manage changes on the portal, including IP address changes, channel increases and the ability to add numbers. All changes are then instantaneously configured within the Gamma network.

This tool is perfect for supporting customers looking to increase channels to suit the seasonal requirements of their business.



CLI Number Flexibility

From the end of April, you will also be able to select the option of presenting a range of numbers as the outbound call presentation from a PBX connected to an IP DirectConnect account. This allows non Gamma registered and / or non Geographic (01/02) numbers to be presented from the IP DirectConnect endpoint.



This optional feature is free of charge and is the perfect add-on for SIP Trunking opportunities, such as managed contact centres, or businesses that are looking to retain ISDN on site in parallel with SIP Trunking.

To find out more about how to take advantage of these new features, please contact your Account Manager.

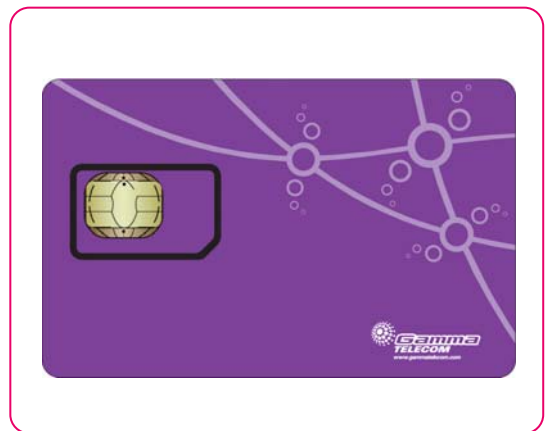


NEW SERVICE TO PROVIDE TRUE CUSTOMER OWNERSHIP AND CONTROL

We are working hard on getting our new mobile service (as part of our MVNA with Vodafone) ready for launch. Many of you have expressed an interest in becoming a full MVNO with Gamma and gaining the value of true customer ownership and control. We are also very excited about the opportunities associated with this new service and look forward to introducing it to you all.

We are pleased to say that service development is coming along well and that the new mobile services are currently being tested ready for launch.

As part of the service we will be offering compelling on-net rates, together with mobile bundles and a wholesale rate card. All of this is being prepared ready for the planned launch to lead channel partners in July.



If you are interested in finding out more about this new service please contact your Account Manager.

WLR3

TRANSITION FROM WLR2 TO WLR3 COMPLETE

Just a quick note to confirm that Openreach is no longer accepting any new orders of WLR2 as it continues its planned removal of this legacy system.

Gamma completed its own transition to WLR3 in late 2010 making it one of the first main carriers to migrate its complete WLR base to WLR3. During this time you encountered minimal issues and have since been taking advantage of the new improved system and the equivalence it provides within the industry.

