

AMPLIFY

Unified communications: What does it really mean?

**Why
customer
service is
a moving
target in the
channel**

**Proactive
marketing
is key in the
channel**



**Profile:
Andrew Taylor**

**Partner case
studies**

**Product
updates**

How to

ADAPT to the evolving
CUSTOMER



Gamma

Clear. Creative. Communications.



The Channel's favourite just got better.

Gamma's new Horizon Collaborate solution offers services such as instant messaging and presence, voice, video, desktop and application sharing and document sharing. Fully integrated with the award-winning Horizon hosted PBX service, Horizon Collaborate supports all the features and functionality of the telephony service for a true unified communications experience.

Defined by the Channel, designed for the Channel.

Contact us today to find out more.

0333 014 0000

gamma.co.uk



AMPLIFY



Ask yourself the question - what is more integral to the success of your business: digitisation or customer experience? We've read, listened to and watched so much around digital transformation for the last few years that it's starting to become, despite its continued relevance, a tired message. The buzzwords and hashtags that have been thrown around have distracted us from the point of embarking on a digital transformation project to begin with.

We know that digital technologies can provide us with the means to deliver greater levels of efficiency and effectiveness within our business, but does that mean we are automatically considered successful? It's essential that the technology you implement must be adopted internally and be boosting satisfaction to your customers. At the heart of any digital transformation project should be the experience you offer to your customers as this is what will drive return. Digitisation is in many ways an important part of keeping customers happy but it isn't enough to grow or sustain relationships. Customer experience will provide you the vision and direction to steer your business.

We understand that the market and requirements of end customers are evolving and it is Gamma's priority to help our channel partners navigate through this change successfully, whilst providing innovative, disruptive products that will meet the needs of your customers. In this issue of Amplify you will hear from Gamma CEO Andrew Taylor on how we aim to help our channel partners define the digital strategy, the past and future of Unified Communications and why you can't afford to not have a proactive marketing strategy.

I hope you enjoy reading our latest issue of Amplify.

Kind regards,

Daryl Pile

Foreword

from Daryl Pile, Managing Director

CONTENTS

PRODUCTS AND UPDATES

Collaborate	5
Horizon	12
Data	14
SIP and Inbound	20
Gamma Mobile and Connect	24
Accelerate	29
Partner Programme	31

CASE STUDIES

TSI	15
Blackstar Solutions	32
swcomms	33

FEATURES

Unified Communications: What does it really mean?	3
Digitalisation made easy	7
Profile: Andrew Taylor	9
Why customer service is a moving target in the channel	17
Proactive marketing is key in the channel	27

UNIFIED COMMUNICATIONS

What does it really mean?

AMPLIFY

Much has been written about Unified Communications (UC) over the years and today we have come to recognise that its application in business has become a key component in the digital journeys enterprises are taking as they seek to gain competitive advantage in their markets.

The drivers for this are many fold but at the centre is the underlying business need to 'Survive and Thrive' which is continually being put under pressure by external forces and innovative third party organisations equally keen to disrupt those markets and take market share from established incumbents.

Business fear of disruption is a key factor in their examination or organisational structures and how they can be shifted from insular, inward looking silos in

to outward facing, collaborative and multifunctional teams that understand what their customers want from their organisation.

As a result, organisations are looking to change both their management ethos and structures as well as implement integrated new technologies and applications that can best support and drive their collaborative and customer led strategies.

And the benefits...

Customer service excellence is fast becoming the Holy Grail of any business ambition and how to achieve it is high on the agenda of most UK boardrooms.

Only the customer can decide what matters in customer service and customer experience and we should note that the best customer experience anywhere sets the bar for customer

experience everywhere.

Unified Communications enables organisations to become closer to their customers. Data gathered on customer opinion can be readily shared through the UC based collaborative applications then analysed to reveal trends, their likes and dislikes and what they want next.

In short, Unified Communications will greatly assist the delivery of a digital transformation and ultimately, the competitive advantage organisations seek.

As always, a central requisite for reseller success is working with a partner that understands their challenges; a financially secure partner that can provide innovative solutions for both SME and Enterprise users and a partner that has a track record of outstanding support for the channel to help resellers enter new markets and win incremental business.

In the beginning...

Unified Communications channel offerings, initially termed 'Unified Messaging', began to emerge just after the Millennium. Early efforts typically sought to provide email, voicemail and fax (remember that?) messaging on one screen for the user. Invariably that screen was the

Microsoft Outlook inbox.

Uptake was slow. These solutions were monstrously expensive, cumbersome to implement and required heavy lifting to manage. As a result they never grew beyond being a niche application for big budget enterprise users with in-house IT teams.

But then, connectivity improved exponentially and became affordable, IP based networks prevailed and suppliers shifted their solutions to the cloud as an equally affordable Unified Communications as a Service (UCaaS) at which point applications mushroomed and uptake soared.

Today, UCaaS has removed most of the complex IT and user skills requirements and is now highly usable by any size of business on a per user, per month consumption cost model.

|COLLABORATE

Introducing Horizon Collaborate

A complete unified comms experience for your customers

Communication has always been essential to the success of any business.

Today, more so than ever, businesses need to be agile to respond to customers quickly, day or night, and employees need to be equipped to handle a constant flow of queries across multiple channels. In this new digital age we live in, faster response times can be a key differentiator, helping businesses stay ahead of the competition and stand out in a crowded market.

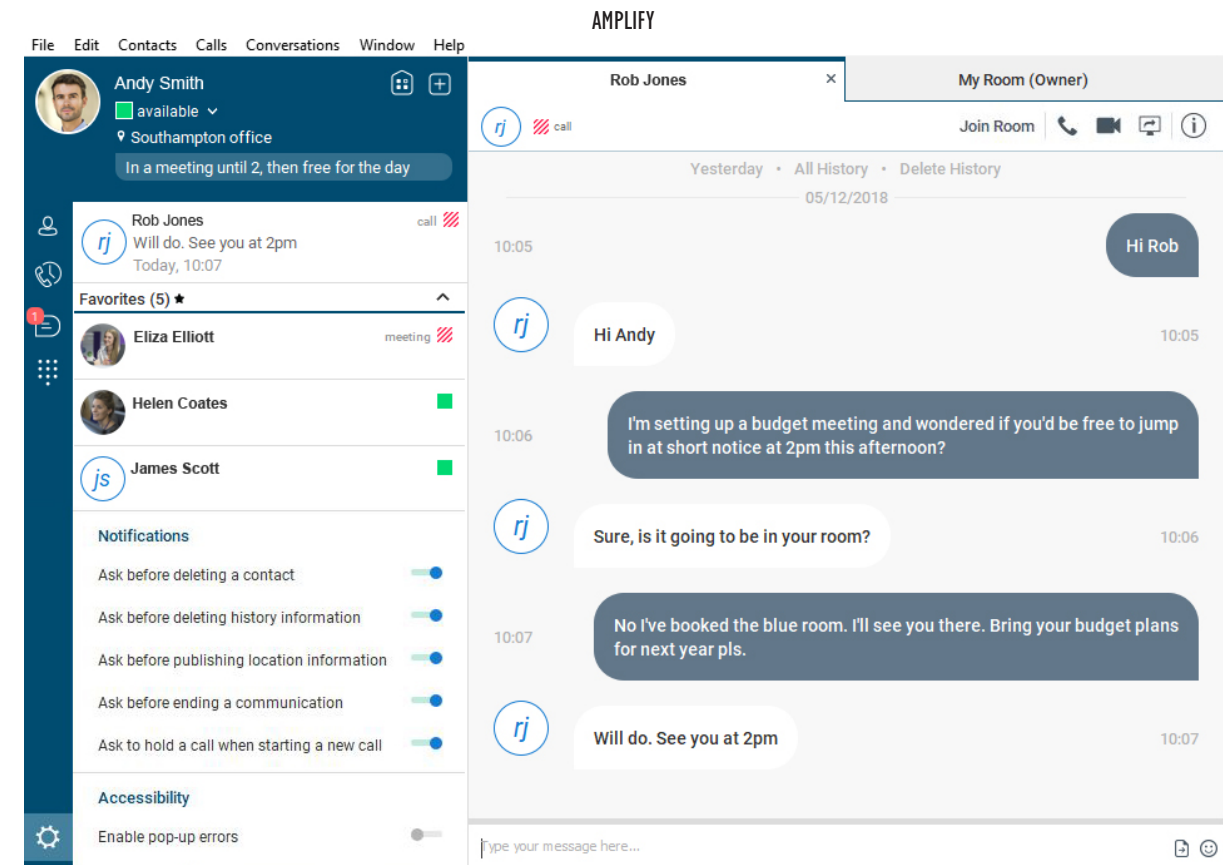
Whether internally collaborating with other employees or dealing externally with customers, businesses are looking for a fully unified ICT environment. By effectively connecting people, applications, clouds and networks, businesses can transform how quickly and efficiently information is shared, thereby satisfying their customer's increasing demands as well as improving employee productivity and boosting their bottom line.

Gamma's new Horizon Collaborate solution offers services such as instant messaging and presence, voice, video, desktop and application sharing, and document sharing. Driven through a set of end user applications for Windows, MAC, Android and iOS, it enables users to access business communications and collaboration services from their favourite devices - wherever they are.

Fully integrated with the award-winning Horizon hosted PBX service, Horizon Collaborate supports all the features and functionality of the telephony service for a true unified communications experience.

Opportunity for the channel

Collaborate provides the channel with an integrated upsell option for your existing Horizon customers and a differentiated proposition when competing for new business. It is packaged simply and delivered quickly through the Gamma Portal to provide a complete service wrap that encompasses all elements of the onboarding and support processes in Gamma's 'easy to do business with' ethos.



How Collaborate can help your customers

Improve the workplace experience

With the pressure on for businesses to appear always available to their customers, the technology provided to employees can make all the difference. Employee engagement and satisfaction are vital parts of the employee experience and will have a knock-on effect to the customer. Horizon Collaborate features are available on the mobile so users will have their business communication system available wherever they are.

Streamline IT operations

Horizon Collaborate provides a range of clever features, with an emphasis on control and administration through the portal removing the burden from your IT team. Administrators can quickly configure the system according to the organisation's changing requirements, whilst employees can manage their communication environment easily through the desktop and mobile softclient.

Attract the next generation of candidates

With millennials set to be the biggest generation in the workforce, providing the right technology that caters for the way they work is essential. Millennials expect technology to be fast, accessible and on-demand.

Reduce business costs and complexity

Through features such as Presence, Video Call and Collaboration, the need for excessive travel is reduced whilst ensuring that conversations are on topic and as efficient as possible. Employees can work flexibly through hot-desking, home working or on the move.

Boost business agility

By providing enhanced communication tools that permit users to find the right person and work wherever they are, businesses can improve decision-making, customer interaction and overall efficiency.

Digitalisation made easy

For the channel, the opportunity to define a customer's digital strategy has never been greater, writes Andrew Taylor, CEO at Gamma.

For all the pros and cons of DX one thing is abundantly clear – a business's vision for the future must include a digital strategy in order to be successful. However, for many businesses the concern is less about going digital and more about what is the easiest and most cost effective way to engage with their customers and suppliers – and digital is the best medium to achieve this.

As the digital landscape evolves we have seen a major shift within the purchasing cycle as customers are no longer passive participants but rather driving the conversation while suppliers scramble to cater for their demands. The margin for error continues to shrink. Strategies and tactics deployed by sales and marketing teams a decade ago would make the modern buyer run for the hills. Buyer's today are savvy, diligent and much more actively involved in the sales process. While they do not accept being sold to, they expect brands to meet them where they are and prove their value before earning their business.

For many businesses digitalisation is daunting. In a single generation they have had to adapt to a set of new marketing channels, decide which technologies will help their business grow while trying to beat their competition. By leveraging their position as a trusted advisor resellers can help clients develop digital and IT strategies that address emerging business needs for seamless customer experience and quality of service.

The channel is essential in defining the digital strategy, and customer-centricity is key to implementing the technology that will enable a customer's business to improve and operate more efficiently. Providing mediums like desktop sharing models, video conferencing and live chat as well as having staff that can sit face-to-face with a customer provides a well-rounded and efficient approach to customer acquisition. Technology moves rapidly and in order to ensure the communications solutions you implement will be relevant to the customer's business plans for the long-term, it needs to be mobile, flexible and address all stages of the buyer's journey.

The key for partners is to add new solutions to their portfolio that offer real value to the customer while putting themselves in a powerful position to cross-sell or upsell. In order to sell solutions and support customers successfully, a solid understanding of your customer is vital.

The product or technology is irrelevant at this stage, it's about understanding the overall business operation and the pain points that need to be relieved. This is how the channel can differentiate themselves against businesses buying ICT services off the Internet. Partners that listen to their customers, understand how their business operates, the problems they have, and can solve those problems are the ones that will thrive.

Enabling Gamma partners to grow

Working with innovative suppliers that have the skills to integrate business processes with technology is fundamental to realising your potential as a reseller. Without a solid foundation in this relationship, you could be held back by the lack of experience and support. Gamma's focus is, and will continue to be, on developing innovative ways to help the channel succeed. Our 'easy to do business with' mantra underpins everything we do at Gamma and we will continue to bring to our partner base.

Strategies and tactics deployed by sales and marketing teams a decade ago would make the modern buyer run for the hills

Profile: Andrew Taylor, CEO, Gamma



1 What got you into comms/IT and how does your previous work/personal experience come into play in your current role?

After leaving university, I completed a training program in the finance sector, but in 1995 decided to do a business masters which acted as a catalyst to change to the telecoms industry (it was fast moving with lots of change and opportunity, and provided an opportunity to learn something new and travel the world), and enabled me to join BT as a graduate entrant in 1996. Best investment and decision that I have ever made!

I have spent the last 22-years working across most aspects of the communications and IT sector, which acts as a very strong basis for my current role at Gamma, as we look to build on what is a strong platform with our staff and our partners, and design and execute a long-term sustainable growth strategy for the future.

In terms of background, I have spent time on the service provider side (fixed, mobile, solutions, managed service, vertical industries, SME, and Enterprise) and on the vendor side (network hardware & software and OSS & BSS), working with customers and partners across a broad range of domestic and international markets. I have lived and worked in several countries across both the mature and emerging markets, and for the last 10-years have been the CEO of several fast-growing public and private companies, including: Intec Telecom (OSS & BSS), Digicel (Mobile & Fixed), and Nomad Digital (Coms & IT in the Transportation sector). I also ran Alcatel-Lucent in the UK&I (network hardware & software), and was General Manager of BT Germany, BT Mobile and BT Calls & Lines throughout my 8-years at BT.

2 Why did you take the role of CEO at Gamma, and what was/is your first job to fix/do? And your wider remit/objectives?

I took the role at Gamma for several reasons, including my strong belief that the culture and values that have been established at Gamma are very much aligned with my own beliefs and how I like to work and go about my life. As a well-established business with a very strong brand and reputation in the UK marketplace, I was also really excited about being part of the next stage in Gamma's journey, and felt that my background and experience could really contribute to establishing and executing a long-term growth strategy. All of this, including the fact that Gamma's, products, people and channel partners were of a high quality and focused on growing a strong market position, meant that the decision to take the role at Gamma was a no-brainer...

My first job at Gamma was to ensure that Bob and myself completed a successful handover during the first 2-months, and as part of this, to ensure that we maintained strong business continuity with both our staff and our channel partners. Looking more broadly, I will look to build on our strong foundations, and with the Gamma team, develop a

long-term growth strategy for the next 3-5 years.

3 What do you bring that's new to the role and from a helicopter view perspective what were you appointed to ultimately achieve?

I was ultimately appointed to continue Gamma's growth and to ensure that we deliver strong investment returns for our investors, and to ensure that we build on our historical strength and create an environment for our staff, our channel partners and our other stakeholders to be successful.

4 If you could transform any area of the comms/IT industry, what would it be?

From a UK perspective, we have sadly lost our way during the last 25-years, from an R&D and innovation perspective (not just in our industry), and I am passionate that we continue to re-establish our reputation as a global centre for innovation, with support from both the private and public sector.

We must also continue to drive diversity within our sector and ensure that we continue to create opportunities at all levels and for all groups within our society. Our industry presents so many opportunities and we need to open the door wider to all groups both domestically and internationally (with or without Brexit).

A minute with Andrew

Role model (s) and why?

Francois Pienaar - he was an amazing leader, who led from the front and achieved great things when the odds were way against him and his team. He also didn't feel pain!

What talent do you wish you had?

I wish I had a talent for speaking languages and for singing, but not necessarily at the same time.

What do you fear the most?

Failure and letting down my friends, family and colleagues.

Name one thing you couldn't do without in your job.

Enthusiasm!

Best piece of advice you have received?

Work hard and surround yourself with smart people who have integrity and who collaborate well - ultimately with the right direction, this combination is a recipe for success!

If you weren't in IT what would you be doing?

A professional rugby player, although I am a bit too old for this now...

What's the biggest risk you have taken and why?

Leaving a well-paid job and paying myself through university twice - for someone who was not very academic, this was a risky investment!

How do you relax when not working?

Going to gym regularly (I am a bit of a keep fit fanatic), watching rugby (too old to play) and spending time with my family and friends.

Top tip for resellers

Stick with suppliers that you can trust and who you know will be around to support you and your customers in the long-term.

AWARD-WINNING ANALYTICS FOR TOMORROW'S LEADING BUSINESSES

- Over **200** sets of historic and real time statistics, brought to life with wallboards, charts and alarms
- Comprehensive **call management** and **analytics** with scheduled reporting
- Deployed in over **3,000** client sites globally
- Highly scalable from **2** to over **10,000** users
- Pay-as-you-go** monthly subscription
- Abandoned call** recovery
- Multi-site **reporting**



COMING SOON:
Akixi analytics for
your omnichannel
contact centre!

We're gearing up for the gamechanger

Earlier this year the Gamma Horizon team announced the forthcoming launch of our brand new UCaaS offering - Collaborate.

Developed as an add-on to the flagship Horizon hosted telephony product, Horizon Collaborate offers customers a complete unified communication experience with features including instant messaging, presence, voice, video, desktop and document sharing. For more information on Collaborate go to page 5.

Horizon welcomes new hardware to the portfolio

January saw the first of a range of exciting new devices to be added to the Horizon portfolio, we'd like to welcome the all new VVX150 device and the Trio 8500 and 8800 conference units to the Horizon hardware family.

But we won't be stopping there. The second half of 2019 will see the addition of the VVX250, 450 and the replacements for the VVX500 and 600 units. We also add the all new Cisco MPP devices and top the year off with the addition of the Yealink T5 series, and just for good measure we even have plans to add a range of Plantronics and Sennheiser headsets shortly. Watch this space.

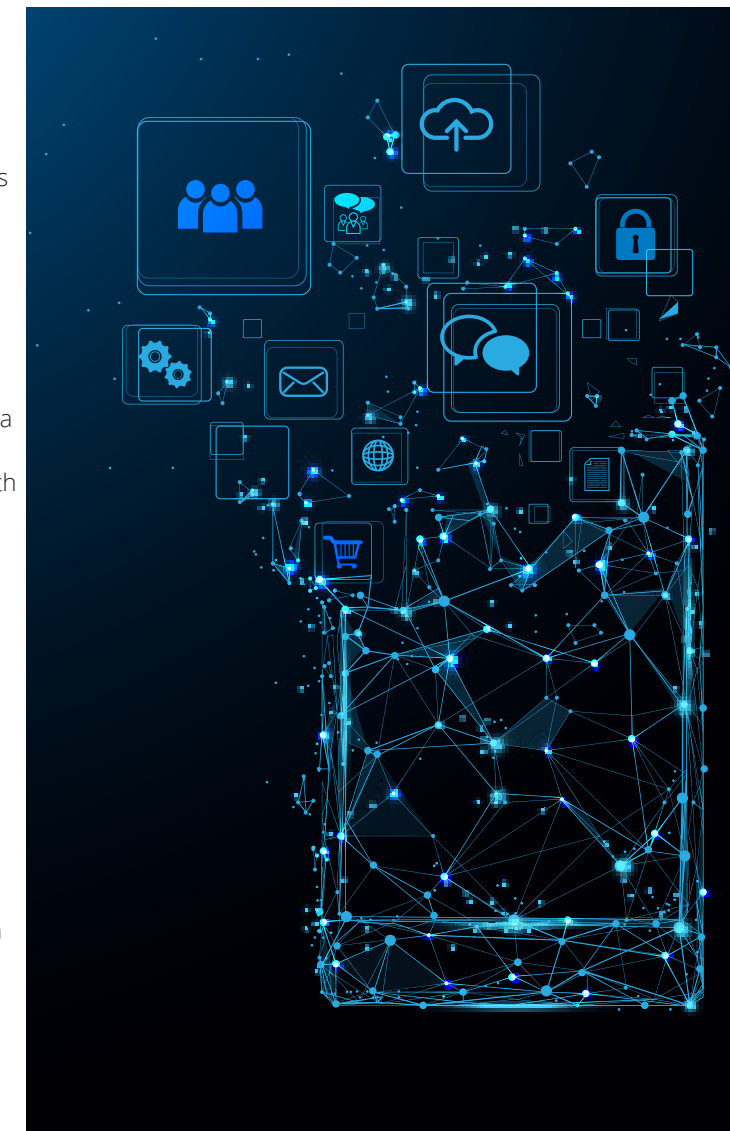
Hey there good looking!

In February we gave the Horizon GUI a complete make over with a fresh livery to compliment the new Collaborate service. Updated user guides will be available on the Academy shortly, with video content updates following later in the year.

SIP ALG and the Desktop Client

Due to its portability the Horizon desktop client is often used in remote access situations, at home or on public internet connections where SIP ALG may be present and it is outside the user's control to disable. We are delighted to advise on our February 2019 plans to remove the desktop clients dependency on having this feature disabled on the router.

To view the detailed product notice and configuration changes in full, please visit the Gamma Academy Knowledgebase and search for the Horizon Product Notice titled "SIP ALG Bypass for the Horizon Desk Top Client".



For more information please contact our team who will be happy to help:

+44 (0)1293 853060 info@akixi.com www.akixi.com





Polycom is now a part of Plantronics

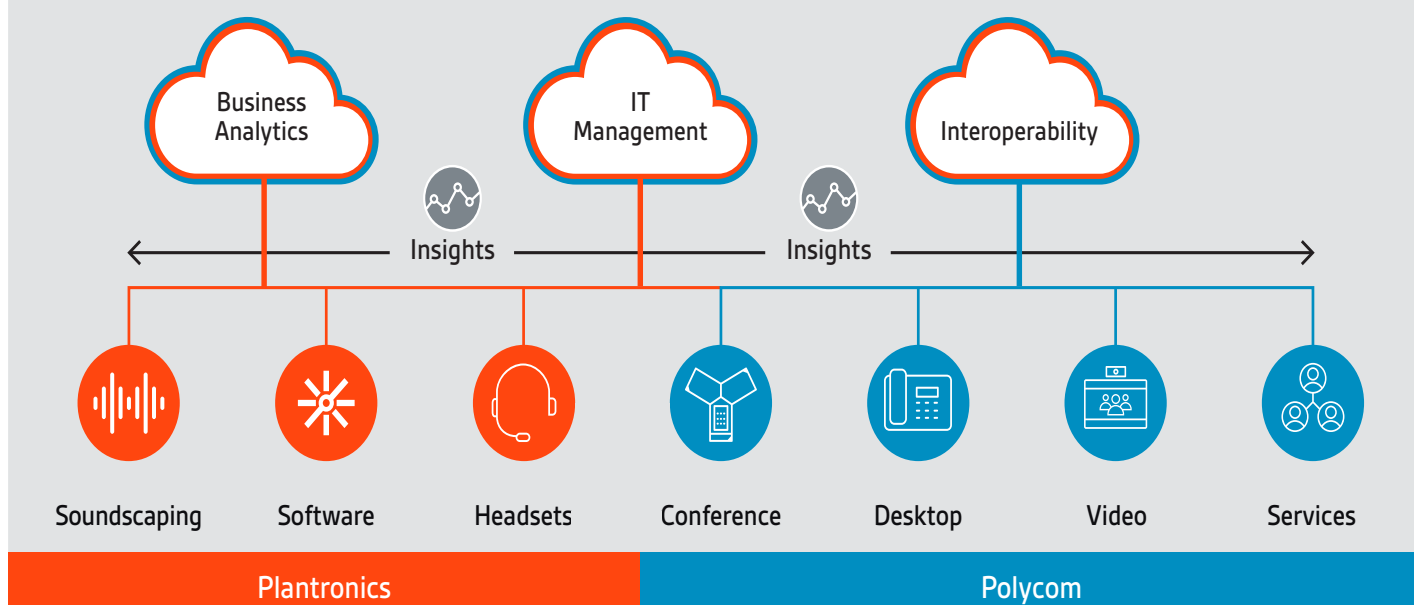
Partner of choice for the communications and collaboration ecosystem

As pioneers in audio and video technology, we uniquely understand the power of human connection. We've seen it drive innovation, solve problems, inspire action and power productivity. We are now bringing together our portfolio of high-quality, proven products and services to connect you to what matters most—whether it's your colleagues, customers, or partners.

Together, our technology will keep that connection strong and fuel a future of collaboration and understanding, in spite of circumstances, distance or time zones.

For more information, visit [Plantronics.com](https://www.plantronics.com).

PLANTRONICS AND POLYCOM STRATEGIC FOCUS: Building a smarter system for communications and collaboration



AMPLIFY

|DATA

Putting the power in your hands with our new Ethernet project management

Following on from our Ethernet Layer 2 launch back in September, we're pleased to announce the launch of our new Ethernet Project Management service to support you in delivering large or complex Ethernet bids.

This service will provide you with the following key features and benefits:

- A single point of contact (Project Manager) giving you peace of mind that all queries/escalations have a dedicated owner when dealing with challenging Ethernet deliveries.
- Ring-fenced resource within our Ethernet Delivery Team, providing more control and knowledge sharing thereby enhancing risk analysis and management.
- An effective communication plan, reducing effort and overheads for you whilst decreasing the probability of chargeable missed appointments and cancelled orders.
- Upfront consultation and planning to promoting successful project execution.

We've expanded our Router range

Back in November we expanded our router portfolio by including the OneAccess 1646 for 1Gb services. Our partners now have the ability to choose from a list of Gamma tested routers for the service that suits their needs.

The OneAccess 1646 gives you competitive commercials, 2Gb total throughput (1Gb upload with 1Gb download), highlight monitoring, lightweight and compact design and low power consumption.

Promotions

- One month free rental on Gamma Gold and Silver Exchanges on a 3 year term
- Two month free rental on Gamma Gold and Silver Exchanges on a 5 year term
- £14.95 ADSL (unmetered) with £50 cashback on 24 month term
- £21.95 FTTC (unmetered) with £100 cashback on 24 month term
- £10 cashback for each self-install carried out or managed install for £20 charge
- Virgin have extended their ECC cover to £10,000 from £3,100

We continue to offer Ethernet services through a range of trusted carriers

Gamma Openreach & CityFibre

Our own network allows us to give you the best commercials for up to 1Gb fibre services from Openreach exchanges in strategically chosen areas with the best service available.

TalkTalk Business

Bringing TalkTalk on board has allowed us to extend our footprint and roll out some of the most competitive commercials from an Openreach carrier outside of the Gamma network.

BT Wholesale

We offer a variety of Ethernet options as well as resilience models through BT Wholesale. Our long standing relationship with BT Wholesale has allowed us to develop a robust support model to take the pain away from ordering and managing Ethernet services. You now have the ability to renew as well as regrade existing services on the Gamma Portal.

Virgin

We chose to partner with Virgin as it has its own infrastructure, separate to that of the Openreach providers. This allows you to offer an additional layer of resilience at a fraction of the cost of a separate Openreach exchange build. Extra construction charges (ECCs) are a pain point when ordering Ethernet circuits; Virgin will absorb £10,000 ECCs per order.

Underlying any supplier you choose, you get the assurance of the Gamma Core Network and our quality support wrap.

Case study: TSI **G**amma drive key growth and help boost profit margins for TSI. A Gamma partner for eight years, TSI provide a range of business communications for businesses of all sizes. The company offer a portfolio of services and products across Cloud Telephony, Unified Communications and Connectivity – citing Ethernet as their most successful product from Gamma.

The solution

TSI take pride in being a reliable and trusted port of call for their customers, making the buying and support processes as easy and comprehensible as possible in order to retain trust and to achieve core business growth within their existing customer base.

Over the past decade, TSI have regularly taken the time to understand the full range of Gamma products available. Having knowledge of the full portfolio allowed them to give value-add to their customers, making services more sticky and a trust in Gamma's support services meant that they had confidence in their processes and delivery.

"Gamma's support is very good, and we can easily escalate and know that it will be resolved without having to chase. Quarterly Account Management meetings are very useful, both for ensuring all current services are running smoothly, and for understanding ways that Gamma can assist us to grow our business."

The results

Working with one of the UK's largest retailers in 2017, TSI won a deal to supply a 20/100Mbps Ethernet circuit with ADSL back-up into around 300 stores across the UK, with the support of Gamma's Ethernet team.

Gamma's services were successfully delivered on time and the customer is extremely happy with the quality of service and support received throughout the rollout.

Commenting on the win, TSI's Operations Director, Martin Coleman says: "The Gamma Ethernet team were integral to winning the 300-store tender, both from a technical point of view in helping to fulfill customer requirements and assisting with answering a multi-page tender document, through to negotiating the commercials.

Having different Gamma products in our portfolio has allowed us to win deals such as this that we might not otherwise have won. Gamma products now make up almost 50% of our annual turnover and have driven our growth considerably over the past decade."

Having different Gamma products in our portfolio has allowed us to win deals that we might not otherwise have won.

The challenge

TSI are focused on consistency of service and trust. Noticing that many of their customers do not want multiple suppliers, TSI wanted to be able to fully provide all of their voice and data needs under one roof, a key challenge in keeping with TSI's goal of offering 'complete business communications from one trusted supplier'.

Priding themselves on not being a 'faceless' entity meant that TSI's suppliers are key to retaining this essential, personable relationship with their existing customer base.

Why customer service is a moving target in the channel

It's a wonder that any CEO gets a decent night's sleep these days; running a business today comes with many problems and high on the list of potential woes is the subject of keeping customers happy.

Whilst great customer service never goes out of fashion what's not immediately obvious to businesses is that you are dealing with a moving target as the changing demands and expectations of consumers today are causing many enterprises to re-evaluate their own company performance.

Expectations are always evolving. For example, people are using new ways to connect with companies and social media is now readily used as a customer service channel. This doesn't mean that your company needs to address customer problems via social media but it does mean you need to be aware of and reply to say Tweets and other social media platform communication from customers.

The key issue that needs to be recognised however is that great customer service and poor customer service are the two extremes that get talked about. Good customer service doesn't - because it is expected.

Remember too that there are different expectations

with each industry sector. Being 'good' in your industry could be seen as 'great' in other sectors. Conversely...

To achieve great customer service everyone in the organisation has to be in. No one should be exempt from communicating with customers and gathering feedback as it is from this feedback that the business can gain so much.

Knowing what your customers think of your products and services and how well they feel you deal with problems is vital to delivering customer service excellence, however knowing what users are looking for in new products takes that feedback to the next level.

Knowledge of what customers are looking for in terms of a supplier and their products means you can develop new products faster and turn them in to income streams much earlier.

CEOs will also either be leading the charge or responding to 'C' level requests to get on with Digital Transformation (DX).

In terms of business outcomes, the driving force for DX has subtly shifted its priority and emphasis from customer excellence towards improved productivity.

By optimising use of digital techniques and communications technologies, enterprises stand to improve employee productivity and efficiency.

For CEOs, there is the need to build on this early success by expanding their digital communications alternatives for customers as well so getting employees trained on and using these tools internally is a great way to lay the groundwork for providing a better customer experience.

It's a win-win here for both business productivity and customers, and for resellers this position reveals a great set of opportunities for them to further cement their role as being a trusted advisor to clients and help users develop digital and IT strategies that address business needs for service excellence and developing new income streams.

To mitigate the potential risk of their clients being digitally disrupted in their own markets resellers can deliver business value by identifying new and evolving technology capabilities which in turn will provide business-outcome-based solutions and 'as-a-service' models to release these potentials.

At the same time, working with innovative suppliers versed in the skills required to integrate business processes with technology can then unlock that potential for the business rather than just add to the business CAPEX budget.

Gamma innovation, thought leadership, longevity in the market and sound financial stability are proven so why not work with us to develop these opportunities.

Are you a...

highlight
see clearly



Service
Manager

Looking to...

Proactively advise customers on issues?
Improve credibility of your service?
Increase customer satisfaction?

or



Inside Sales
Manager

Looking to...

Manage several accounts effectively?
Increase your upsell and cross sell?
Reduce churn?

YES

Highlight enables you and your
customers to do more with
information at your finger tips



Get your customer SLA
reports in seconds

Have
more time for
meaningful data analysis

Support sales with
clear upsell
opportunities



Create hot leads from
your customer list with
factual data

Demonstrate knowledge
of how customers'
applications are
impacting their network

Share evidence-based
upgrade
recommmendations

AMPLIFY

SIP TRUNK AND INBOUND

Tune in to our webinar

The demise of ISDN continues to be a key theme in the voice market and considering the industry is all about evolution, we have developed our cloud-based services on SIP to support and further enhance traditional on-premise services.

With the ISDN overhaul now on the radar for most customers, the voice market is ripe for modernisation. We will be hosting a SIP webinar for Channel Partners How to upgrade to intelligent SIP - so please be sure to tune in.

SIP Trunk Call Manager

SIP Trunk Call Manager provides your customers with all the benefits of Gamma SIP Trunks together with enhanced business continuity capabilities to ensure calls are never missed whilst providing the best service experience possible.

Features include automated diverts and call queues, where inbound call flows can be controlled by HTML5 GUI and mobile app.

SIP Trunk Call Manager (STCM) just got even better. STCM offers your customers all the features and benefits of Gamma SIP Trunks, together with feature-rich, centralised call control and number management.

We are now offering even more features:

- Aliasing - eliminates the need to create two or more identical call plans when all that is required is a new callable Inbound number.
- Shared Values - The end user can create global schedules to be shared across many call plans. This saves users from having to make the same date/ time or day/time change in many places.

Partners can white label the portal to provide a real differentiator in the market.

Promotions

We have been a running a promotion that provides Channel Partners with free SIP Trunk Call Manager when ordered with voice-enabled Gamma access services. Due to customer demand this will be extended for a further 6 months to 30th June 2019.

Why are we doing this?

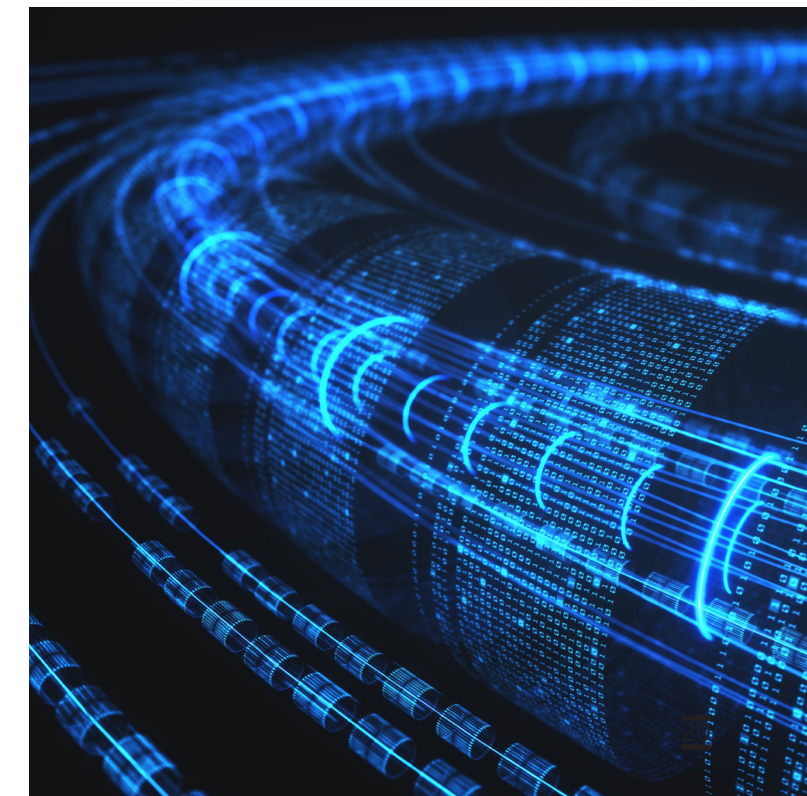
We want to help you drive more SIP Trunking sales by:

- Encouraging more solution selling, combining both SIP and Inbound
- Making it easier to sell longer term contracts to customers
- Helping partners target larger estates
- Allowing partners to differentiate their offerings in the market

To find out more please contact your BDM.

Benefit from free STCM on Gamma Access - Any Gamma Connectivity with Gamma SIP on 3 year term receives STCM FOC up to 1,000 DDI's.

Channel Partners can also now benefit from our new SIP Consolidator promotion which will see you pocket £50 for bringing SIP Channels to Gamma from another provider if they sign up for a 3-year term on Gamma's standard tariff of £4.50 per channel per month.



Now is the time to Accelerate

Software as a Service vendor Akixi, welcomes the digital transformations that organisations have implemented but says the benefits they can bring now need to be accelerated in terms of increased productivity and customer service excellence. Akixi Managing Director Bart Delgado explains how this can be done.

Have you noticed that customers increasingly expect things to be available wherever they are, to use, to order, to pay, to interrogate usage and to ultimately effect change during provisioning or in life, whether they are in the office, at home or on the move.

The good news here for channel partners is, that by their very nature and construct, cloud based Software as a Service (SaaS) applications are at the very foundation of supplying these customer needs.

Until very recently, digital transformations (DX) have been almost entirely focussed on the need to develop a customer led business strategy that would lead to the achievement of customer service excellence. But this focus has shifted somewhat and in mid-2018 analyst firm IDC, the early headline advocate of the DX mantra, announced that organisations were now prioritising productivity over service excellence – albeit these two aims are now actually pretty much neck and neck on the DX shopping list.

Of course, you can have both – the two objectives are both highly valid and certainly not mutually exclusive. Neither need their achievement be intolerably complex, expensive nor restricted to large enterprises. The technologies sitting behind business transformations are today affordable and available to everyone; they provide the tools to be able to differentiate both product and service offerings and improve productivity – a fact we can immediately example through our own Akixi call management and analytics application which has deployments across the full spectrum of business sectors and organisation sizes.

Cloud based applications such as ours contribute greatly to that affordability factor and at the same time provide scalability and flexibility in terms of deployment provision. For users that ask how our product can accelerate their digital transformation by improving their productivity and customer service levels we can quickly point to feature illustrations to assure them our channel partners are really in this game.

Just put these features in to business scenarios your

customers will immediately recognise. How many calls to the organisation were not answered nor had return calls made to the caller? If the business can't answer then they are just throwing productivity in to the wind and losing income. All the effort put into marketing their products and services to generate business is wasted. To establish how much resource and income is wasted just multiply the lost calls by a typical conversion rate and an average order value. Do it daily, weekly and monthly and you get a big number.

Another scenario looks more closely at that marketing effort. For example, which promotional sales campaigns are the most effective for the organisation? How do they assess each? If a different, discrete phone number is assigned to each campaign, applications such as Akixi can measure the success and rate each accordingly. You can see which contact channel was the busiest, which channel was most productive in terms of sales. All that before you see who was the most successful call handler in converting sales.

Lastly, imagine a wallboard that indicated response times for call answering. Is that the only form of contact measured? Today we are in a digital age; many customers, especially the Millennial generation, like to do everything on their phone and that means not just call you. They like messaging and they like chat. So does your customer know how

many emailed sales enquiries they get every day and what the response times and success rates are for each of these?

Multi-channel experiences such as these have become the norm for a generation of customers which leads us on to another question – is the business open at the right times of the day? Unless a business can see the frequency of contact and time patterns for each, how do they know what further business productivity and income is being flushed down the toilet?

Customer service excellence can only be assessed by customers, and customers want their calls, emails, chats and other contact methods answered and dealt with in a timely manner. Business productivity can always be improved and these three illustrative scenarios should be givens for any organisation. Get them right and the investments made in digital transformation journeys will be realised faster.

The good news here for channel partners is, that by their very nature and construct, cloud based Software as a Service (SaaS) applications are at the very foundation of supplying these customer needs.

DECT IP Phone-W52P



- Exceptional HD sound with wideband technology
- Up to 5 cordless DECT handsets
- Up to 4 simultaneous calls
- Up to 5 SIP accounts

About Yealink:

Yealink is a global leading unified communication (UC) terminal solution provider that primarily offers video conferencing systems and voice communication solutions. Founded in 2001, Yealink's high-quality UC terminal solutions enhance the work efficiency and competitive advantages of its customers in over 100 countries. Yealink is now the global TOP 1 in Open SIP Phone Shipments 2017.

(source: Frost & Sullivan 2018 report)

Yealink offers a broad selection of highly reliable, easy-to-use IP phone endpoint portfolio to effectively address the needs of productive and easy workspace communication and collaboration. **Yealink one-stop solution includes conference IP phone, desktop IP phone, DECT IP phone and Yealink Management Cloud Service.**

Ideal for business users from:



Warehousing



SOHO / SMB



Retail

MyWifiCaller

Back in November we be launched MyWiFiCaller; an OTT (Over The Top) WiFi calling app exclusively for Gamma subscribers.

As we all know, geographically-based coverage issues are inevitable with any radio network and poor in-building coverage is a particular problem for sales and customer retention in the business to business market. MyWiFiCaller is an unbranded app specifically designed to address this issue as we build the UK's best and most reliable business mobile network.

MyWiFiCaller is fully integrated with the Gamma Mobile core network, which means that once the app is downloaded to the device and registration has occurred, it will work seamlessly. Where Wi-Fi is available, calls will be routed to and from the device via the Wi-Fi network. Where there is no accessible Wi-Fi network, but there is normal mobile coverage, then calls will be routed to and from the device via the regular mobile network. The app is free of charge and the service can be used on a wide range of Android and Apple devices and it works with the customer's usual Gamma Mobile number - so it couldn't be easier.

Device Supply

Gamma is always looking to make it simple for you to win more business and provide a complete service for your customers. We now offer a wide selection of smartphones and connected tablets to be ordered via the Gamma Portal.

Here's why we think using Gamma for your device supply when connecting to our network is the smart choice:

- Brands include Apple, Samsung, Motorola and Sony
- Stock will be UK open market variants and have full manufacturer warranty and support
- Ordering is quick and easy with free next working day delivery
- Advanced replacement services

Global Daily Business Traveller

We recently extended the reach of our Global Daily Business Traveller service so that all countries are now included under the single provision and Usage Management controls.

We have developed two new Global Business Traveller Zones, making a total of three zones, each zone has its own daily allowance and charge.

Migration from Non-EU 7 day Business Traveller to Global Business Daily Traveller tariff, means that your customers will be protected from bill shock due to your ability to cap on this tariff. Alerts and caps can be set up on the Usage Control screens on the Gamma Mobile Portal. Migrating these customers gives the added benefit of being able to access Zone B and it's daily allowances, which was excluded when provisioning the Non-EU 7 day Business Traveller.

Device Leasing

The ability for customers to lease devices is increasingly important. With smartphones costing four figures in some cases, spreading the cost of hardware over a 2 or 3 year period at highly competitive rates is a great way to balance the customers' desire with their budget.

Gamma will provide a simple click through from the Portal into the leasing partner's online application service, where you will be able to take advantage of the low interest rates we have negotiated and improved end customer terms. Leases can be offered to your Limited Company customers only.

For more information and to sign up for any of these new services talk to your BDM or Sales Specialist.

Sponsored Content

Proving value shouldn't prove difficult

Why is supplying a managed service better than selling connectivity?

Margin. You can charge more for a managed service than simple connectivity.

It's a straightforward reason, but we can't say that to customers. Instead we might describe the managed service features as 'customer service', 'SLAs', 'monitoring' and '24x7 support'. We offer a vision of a team of people proactively looking after a customer's network and services, to improve performance and ensure the best user experience.

These are great deliverables to tell a potential customer of what they can expect, but how do we prove it?

Shining a light

To be successful in the Managed Service Provider marketplace, you need to clearly demonstrate what makes you different. For many years we have worked with MSPs who have used Highlight to help differentiate their service offerings during sales and to give a transparent view to customers during contract.

Gamma and Highlight's strategic partnership, offers you the option to provide your customers excellent connectivity and support through a single tool. Demonstrating that you and your customer share the same view, whilst building trust that you understand their ICT needs.

Working together with your customers, with this single shared view, you can use application usage and performance data to deliver improved user experience. Here is how one customer, Antony Pugh (Head of Service Delivery, Elis) describes Highlight: "It's a great addition and it gives us a massive amount of visibility. It has all been perfectly set up and we can truly see how much use we're making of all our lines, what might need upgrading, where misuse is happening and where there are issues that need to be fixed. Things are faster, more stable and we can see which lines are approaching 90% or 100% usage. It's great to be able to see detail like that."



Using Highlight with your customers

The good news is that you can now use Highlight in the same way with your customers. The information currently in Highlight can be rearranged to display folders for each of your customers and their locations, and presented as a single view that you can give your customers access to.

Let us show you how

Come and try Highlight at the Gamma Roadshow events and see how you can prove what a great managed service you deliver.



Come and try Highlight at the Gamma Roadshow events and see how you can prove what a great managed service you deliver.

Proactive marketing is key in the channel

Today's Digital Transformation will be tomorrow's old news. Last year over 90% of Gamma channel partners declared they'd benefit from marketing support or guidance from Gamma.

With a lack of resource and lack of time cited as key hurdles for channel partners in terms of formulating their year-on-year marketing plans, the channel is a prime example of a business environment that is sales rich and marketing poor. The increased adoption of UC in the working environment, will have a detrimental impact in our market endeavours in 2019, and we're encouraging channel partners to prepare for increasing demand into next year. Remaining flexible and proactive, while also ensuring we have a hardwired marketing plan at the centre of any business strategy, means we keep ahead of the curve, shaping the sales tactics of our future.

In the channel, where KPIs, leads and conversion numbers become increasingly competitive, a focus on sales numbers is inevitable. In a world where we are all focused on lead nurture, competition and remaining ahead of trends, it's easy to be reactive, firefighting our way into 2019 with what we believe is a flawless sales strategy, plugging the greatest new technologies and solutions.

But a focus on generating sales and profit margin is great, until the day you run out of leads. It's important, in this environment of constant change and evolution of technologies, to have a focus on proactive marketing strategy in addition to a flexible and reactive sales approach. In an increasingly competitive market, it's becoming more and more important for the channel to embrace key marketing tactics, to work alongside their sales, to make sure that the pool doesn't run dry.

Spring clean your strategy

Having the ability to take a step back from the day-to-day is imperative in giving channel partners the headspace and clarity for a more forward-thinking approach.

With many partners appointing an admin person to look after marketing outside of their day-to-day responsibilities, marketing can often become the neglected younger sibling of sales. Mapping out a clear marketing function is an important part of future-proofing your strategy and while it's easy for channel partners to continue with the 'status quo', the attitude of 'If it's

A focus on generating sales and profit margin is great, until the day you run out of leads. It's important, in this environment of constant change and evolution of technologies, to have a focus on a proactive marketing strategy in addition to a flexible and reactive sales approach.

not broken why fix it' can be a damaging one in an industry where constant change is inherent.

Many of our partners have found a quick spring clean of their strategy, taking the time to create a more holistic and streamlined plan of attack can generate incredible success. For example, when was the last time you took a step back and identified new cross-sell and upsell opportunities, thought about email marketing, awards and branding visibility or press and sponsorship opportunities?

We've come up with a few ideas to help you make the first steps to mapping out a flawless marketing plan:

Engage your audience

Simply identifying the questions your audience asks on a regular basis, can be an essential step in developing your best marketing plans. In the age of Google, end-users are increasingly self-educating, meaning channel partners can use this as the perfect opportunity for creating gated content. Answering customers most frequently asked questions with an e-guide, webinar or white paper which customers can access after a simple form-fill is a strategy that has proven incredibly successful, giving you fresher leads and a more detailed insight into audience interests and trends.

Teamwork makes the dream work

In our industry it's all about communication - but how often do we make the most of our peers' expertise? Team brainstorming sessions can be a really valuable way to encourage 'outside the box' thinking and share ideas and best practice when it comes to social media tactics or ways to generate new leads organically.

Recruit your best resource

According to a recent survey we conducted, 35% of our channel partners have 'Little or no in-house marketing resource'. Recruiting a professional marketer should be a key first step in taking marketing more seriously. Many channel partners have someone whose main role is admin looking after their marketing endeavours. But marketing is a full time job, especially in today's digital and content-hungry world. Alternatively- if budget will not allow for this outlay, be sure to make the team aware of key marketing campaigns, collateral and social media drafted posts, all available on Gamma's online marketing portal - Accelerate.

Create a plan and diarise

The greatest marketing success stories will start with a flawless and comprehensive plan. Due to popular demand, we have done the legwork for you, creating an easy to follow marketing planning guide available in Gamma Accelerate. Using a project management tool, or simply adopting better use of outlook calendars, once your plans are in place can really streamline your team - making delegation and tracking easier and keeping everyone in check with any marketing implementation across the team.



Ramp up lead generation with Accelerate

New web banner builder

This clever new premium feature lets you build your own website banner adverts, helping you extend the reach of your campaign to hot prospects and boost campaign performance.

The web banners are easy to set-up - simply choose from our library of templates, which you can find in Accelerate under 'Web Plugins > Browse', then follow the instructions.

To find out how you can upgrade your Accelerate access to include web banners, please email accelerate@gamma.co.uk.

Sales enablement - supporting your sales team to sell effectively

A winning marketing campaign is about more than volume of leads. What happens next is imperative to making it a real success. But do your sales team have the tools they need to maximise their chances of turning leads into sales?

The new sales enablement area of Accelerate aims to support your salespeople to sell effectively. It provides one, easy to access location to all the

“We’re always looking at ways to improve your experience with Accelerate and help you elevate your brand, boost lead generation and close more sales. Want to suggest ways we can help you further? Or need help getting started with Accelerate? Get in touch by emailing accelerate@gamma.co.uk.

latest information and sales tools to help close new business and upsell to existing customers. You'll find proposal templates, battlecards, calling guides, presentation templates and more!

Image library

Whether you're looking for a specific handset image, product logo or some visual inspiration for a campaign, Accelerate's searchable image library is the place to look. Can't find what you're looking for? Let us know!

Social media just got easier

We've made it even easier for you to promote your campaign through social. Thanks to your valuable feedback, Accelerate's posts are now prepopulated with links to the applicable content, already personalised, making the process zero-touch for partners - simply review the post and approve!

Latest Accelerate campaigns now available

Our white label campaigns are made up of a whole host of campaign assets including eGuides, infographics, whitepapers, social posts, web banners and emails. And don't forget, you can tailor these campaigns to inject your own

brand look and feel. Our latest Accelerate campaigns are ready and waiting for you to get started.

Connect vertical campaigns

We've focused on five of the top verticals that would benefit from Connect - Estate Agents, Recruitment, Healthcare, Professional Services and Logistics.

Data services campaigns

We've expanded our data services white label campaign material to include:

- The digital business age - staying connected' supports lead generation for our data services
- Full fibre has landed' campaign - promotes Ethernet services from CityFibre

Need help planning your marketing activity? Check out our step-by-step guide to marketing planning - <http://bit.ly/2rAldog>

Gamma Channel Partners can also download an easy to edit marketing plan template from Accelerate - Gamma Portal > Help and Support > Gamma Accelerate > Collateral > then search 'Marketing plan template'.

We want to give our partners every opportunity for growth and success hence the substantial investments made into the partner platform Accelerate, expansion and re-structure of the team and the continuous development of new features, content and services around the programme.

We have achieved excellent growth in reported ROI from our partner base and continuous growth from those using and benefiting from the Accelerate platform. The Gold Partner initiative has exceeded targets and continues to grow with a perceived value from within our partner base and expansion opportunities to that next level. This has opened an additional £200,000 worth of marketing funding available to Gold partners per annum on top of the £250,000 already available to the Platinum base. We now have 35 partners that have qualified to join as Gold and some new faces on the Platinum Programme, so a warm welcome to Incom- CNS Group, Onecom, TSG- Technology Services Group and Online Systems. Having a dedicated Partner Programme Manager is key both for the face to face consultancy surrounding campaigns but also to gain insight into partners marketing plans and taking onboard valuable feedback that helps form changes and innovations to the programme. This adds value at every level. The Gamma ethos of 'making it easy to do business' remains and is at the forefront of our minds whilst continuing to develop and enhance a 'best in breed' Partner Marketing Programme.

Partner Programme goes from Strength to Strength

Introducing the Technical Alliance Programme

As the fourth arm to the Partner Programme, Technical Alliance is being introduced for partners wishing to differentiate themselves from other channel partners in what can be quite a saturated market. And where Platinum and Gold status is reliant upon a spend and volume based commitment, Technical Alliance is about commitment to Gamma for their chosen products ensuring that relevant support and provisioning staff are fully trained, qualified and engaged. This in turn will give the partner kudos and an 'accreditation' to take forward to proposal/tender bids etc proving they are a partner of choice for selling, provisioning and supporting those chosen product sets. Additionally, the value to Gamma is huge both in terms of the activity and competency metrics we will gain from the base and being able to take those statistics to develop the programme going forward.

The programme will take into account courses and subscriptions across the Academy, My Technical Knowledge and Portal notifications and Gamma will work with the partner to ensure all relevant staff members are completing the relevant metrics across the chosen product sets.

For the dedication to the programme, partners will receive an accreditation badge, marketing fund, website audit report and full access to premium features of Accelerate to help with their marketing efforts.

Managed Service Expansion

The objective is always to ensure the programme's fluidity and freshness and this has been achieved by continuous innovation. We now have over 700 partner organisations accessing Accelerate. In addition to the availability of customisable collateral and social media to all partners, Platinum and Gold partners have exclusive access to premium features including campaigns and content syndication. Listening to our partners we have introduced an enhanced, intuitive campaign set-up, more vertical targeted content and agency access for us to manage campaigns on their behalf. The launch of Accelerate and the Gold Programme was always the start of the journey. With the infrastructure and platform in place our objectives for expanding the managed service element could be achieved with services in place now for:

- Design service for both Gold and Platinum Partners
- Guidance on running online advertising services
- Agency access to partner Accelerate accounts for us to run their campaigns and upload content on their behalf
- Licence upgrade opportunities for Accredited partners to get running with campaigns
- On-line demo's and training of the platform

Stage two of the Managed Service offering sees some exciting enhancements this year and we'll be rolling out opportunities for telemarketing, digital advertising, social media profile analysis, copywriting and website analysis.

Based in Bristol, Blackstar Solutions is a trusted telecoms provider who deliver best-of-breed business communications solutions. Priding themselves on having long-established customer relationships, Blackstar have a 5-star Trustpilot rating. They work strategically with a wide range of technology partners whose expert knowledge helps them to meet their clients' communication requirements.

Working with Gamma for almost three years, Blackstar chose to partner with Gamma as they were looking to align themselves with a partner that provides highly resilient voice and data services that are critical to their clients. Blackstar sell a number of Gamma's voice services including Horizon, SIP and Inbound as well as broadband and Ethernet. They state that SIP is their most successful product that they take to market. As the channel market continues to crowd

Blackstar Solutions are first to join Gamma's new Technical Alliance Programme

many channel resellers are facing common challenges in their business. Blackstar have cited their challenges as being able to trust in a service provider, recruiting the right people to grow their business, the speed of response they get from their suppliers, complex implementation of solutions and overall support given to them as a partner. Simon Edwards, Head of Operations at Blackstar explains how working with Gamma overcame these challenges: "In our experience with Gamma, overheads are low and the solutions they provide are easy to deploy meaning minimal support

Technical Alliance Partnership

is required. Where we have encountered issues, Gamma have been quick to resolve problems, thereby increasing our productivity and efficiency."

As the first partner to join Gamma's newly launched Technical Alliance Programme, Blackstar see this as another benefit that Gamma provide to their partner base. The Technical Alliance Programme aims to recognise Gamma partners who are committed to keeping their teams updated and knowledgeable on the Gamma products they sell. Partners must prove they have a minimum number of provisioning and support staff who have completed all levels of relevant product courses on the Gamma Academy as well as having rated themselves through the Gamma Portal, and subscribed to all relevant Portal notifications.

In return, Technical Alliance Partners will receive annual marketing funding, an accreditation logo to use on their website and marketing collateral, full access to Gamma Accelerate's premium features and support from the Gamma Marketing team. Dylan Pepler, Head of Marketing comments: "The market place is crowded and we see this is an excellent opportunity to differentiate ourselves whilst demonstrating to our customer base that we have a highly skilled team

The quality of service matched with the competitive pricing that Gamma provide is key to our business success. Based on Gamma's track record we knew we could trust them to provide us with the highest levels of support.

and the technical knowledge to support their business. We feel the commitment you need to make to become Technical Alliance partner is fair and it shows ourselves as a trusted Gamma partner."

Looking into 2019

As Blackstar set their business goals for 2019 they are focussed on maintaining their 5-star rating on Trustpilot, providing their team with new skills as well as increasing the technical knowledge of the whole team, whilst steadily growing to ensure their customers continue to experience the highest levels of service at every touchpoint. Nick Smith, CEO at Blackstar discusses how their partnership with Gamma fits to meet their business goals:

"Gamma provides us with a core network and solutions that we can rely on. We are provided with high quality training modules through the Gamma Academy helping us to train our teams, whilst providing us with the highest levels of service and timely responses allowing us to focus on the customer."

Case study: swcomms

South West Communications began in 1983 as a provider of business telephone systems. Since then the company has grown considerably, in both size and technological expertise. Today, swcomms employ more than 140 people, providing the latest in voice, connectivity, cloud, security and data centre solutions to businesses across the South West. swcomms became a Gamma partner after looking for a product that would allow them to successfully enter the cloud telephony market. They decided Gamma was the right fit for their company. They sell Horizon, SIP and Gamma's connectivity solutions supporting these voice applications.



The challenge

Similar to most channel resellers the marketing team at swcomms is small, consisting of only two people. Caroline Moore, PR and Communications Manager at swcomms explains the challenges that their team were facing:

"As a small team, everything needs to be self-created from our own research and design, making it quite an arduous process. When you create a campaign from start to finish, gather the results and try to work on those results, it's almost impossible to achieve everything you set out to, but we did what we could."

The solution

After joining the Platinum Partner programme in 2015, swcomms were provided with marketing support amongst a plethora of other programme benefits. Starting with Gamma's campaigns-in-a-box swcomms found the content provided in Accelerate exactly what they needed. More recently, they've focussed their efforts on going after specific verticals including law firms, recruitment and the healthcare sector.

"When we started working with Gamma on our marketing activity, it was blessed relief. Suddenly we were given the option to have marketing resource that we could delve into whenever we wanted. Rather than having to create something from the ground up we could dip into the Accelerate platform and find content to use, adjust it slightly if required or ask Gamma to produce us something new. We also used the campaign-in-a-boxes for both hosted telephony and SIP. They were easy to use, simple to execute and simple to report on. A complete gift to us."

The results

The increase in campaign activity has seen a boost in opportunities, appointments and overall sales for swcomms. They created tailored, targeted and multi-faceted campaigns to multiple sectors. Caroline comments on how Gamma have helped them with their campaigns:

"As a small team, it's been enormously helpful to have the additional resource and to have people to not only bounce ideas off but to also help you implement them. Gamma have helped us with many aspects of our marketing campaigns,

including workshopping ideas, designing assets and rebranding existing content. This support has been imperative to how we have driven the Horizon product forward."

In terms of engaging with Gamma's marketing managed service we have found them fantastic to work with, friendly and completely up for helping you. For example the support and input they provided us in creating the bespoke healthcare sector campaign helped us achieve the results we have.

AMPLIFY

Gamma
Kings House
Kings Road West
Newbury
Berks
RG14 5BY

Tel 03330140000
gamma.co.uk

