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Gamma Highlights MSP Opportunities

Whilst telecoms connectivity may be viewed as a commodity, the quality of network services and the experience of the end customer, is still a major differentiator.

With the right tools and the right information, Gamma aims to enable its reseller partners to seize this market opportunity by delivering superior services to their customers. To achieve this, Gamma has adopted, and is sharing with partners, the Highlight network and application monitoring and reporting platform.

Grasping the opportunity



David Doherty, Product Director of Data Services at Gamma says,

“As businesses make the move to cloud, services, quality and performance of their connectivity have become even more important and are, in fact, crucial to the businesses that use them. Companies can have a range of critical applications but if they can’t access those applications in the cloud then that business will grind to a halt.

In my past working life, I was a CIO in a number of Service Providers for many years, and much of my focus has been in search of tools that are useful to us and our customers; tools that are robust and user friendly, not complicated and confusing. Highlight ticks all the boxes. Its graphic tiles are an excellent way to communicate lots of information in a fast and efficient way.”

Highlight delivers clear, real-time visibility into the performance of managed communications including voice, data and mobility services. The cloud-based service has been fully integrated within Gamma’s entire IT estate and customer environments, monitoring every endpoint that Gamma supplies, both direct and indirect.

According to David, the ability to see how applications are performing is vital. “If there is problem or even a change of usage, Highlight sends an alert. Spotting a problem today is good, but it’s even better to see if services are slowly degrading. UCaaS and video/voice sharing services in particular cannot tolerate poor performance. And whilst a customer may be prepared to wait a few seconds during set up, if voice cuts out, it can be extremely annoying and unusable.”

One portal for all

Gamma is working to ensure its partners know that Highlight is available for them to forecast performance and work proactively with their customers.



Andy Scutt, Sales Account Director at Highlight explains how partners can make the most of Highlight. “We are working closely with Gamma to equip their partners with Highlight. It enables them to bring all their network and application services together under one platform to deliver a single view across all IT services. This provides visibility where they may have had none before or removes the need to access multiple portals.”

Partners have their own unique access to Highlight to see how services are performing and can share that information with all their end customers. Andy adds, “Customers can be given access to Highlight, sharing the same information. This transparency demonstrates to customers that services are performing and helps the partner differentiate their services.”

The data from Highlight provides independent evidence to justify upgrades to networks and cuts the time needed to resolve issues. Overall, it helps to deliver greater control over day-to-day operations, creates more time for strategic planning and provides a platform to foster winning partnerships.

The MSP opportunity

David Doherty concludes, “Everyone involved from the end-user customer, Channel Partner and our Operations teams now has full transparency of service performance. Being able to see at a glance, the patterns of what’s happening or changing, and then being able to forecast and adapt the design, gives partners the chance to contact the customer and offer valuable advice.”

“This is a major benefit for both parties and partners can truly offer a managed service. Not least, partners can include Highlight across their services with the option to add further in-depth reporting and analysis at a profitable margin.”