



Energising success of the Horizon IPT through effective CPE supply and logistics management: **SIPHON** is key partner in the supply and pre-configuration of Polycom end points to Gamma Telecom.



#### About

Gamma is a rapidly growing, technology focused provider of communications services to the UK business market. Services from Gamma, such as Cloud PBX, Inbound Call Control Services and SIP Trunking, leverage its expertise and in-house intellectual property and are designed to meet the increasingly complex voice, data and mobility requirements of businesses.

Gamma also provides services such as business-grade broadband, Ethernet, mobile and data services. As a consequence of its history, Gamma also has a substantial voice service capability, which means that it can offer a comprehensive range of complementary communication services.

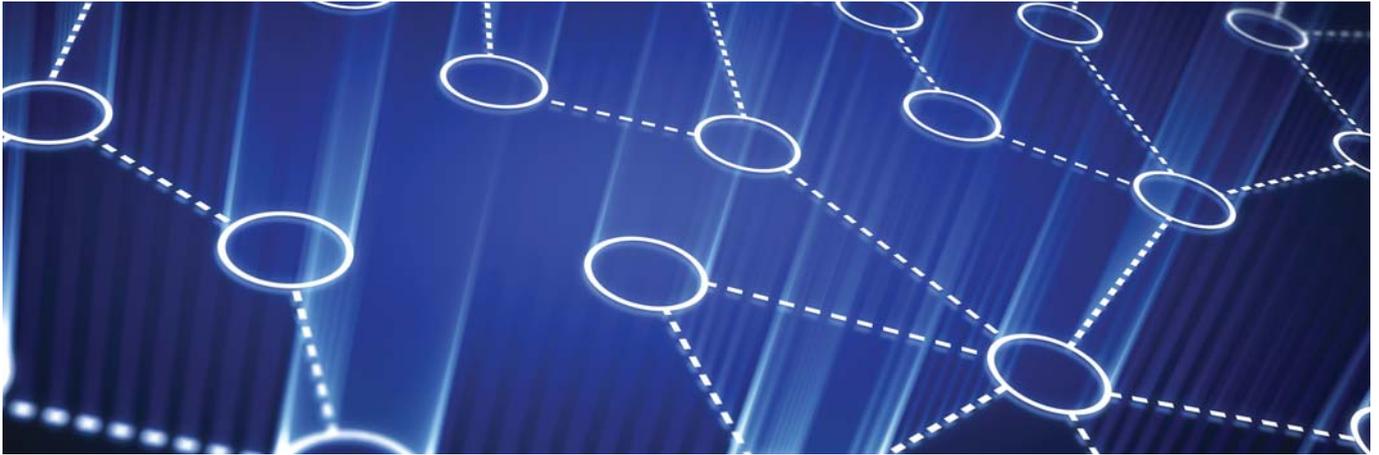
#### Background

Having already launched the Horizon Hosted Telephony service, Gamma was reviewing various supply options with distribution and logistics partners to support the significant level of growth it was experiencing in service adoption.

“Through this evaluation exercise, we were looking at equipment vendors and beyond, assessing our supply chain, as well as every player in it who could add further value to support our objective of driving incremental improvements in the quality of our service offering as well as continued growth,” said John Haw, Sales Director of Gamma.

**“Our resellers and partners like the simplicity and reliability of working with Gamma and we wanted to partner with a company that demonstrated a good cultural fit, together with complementary skills and experience in the delivery of SIP services”**

*John Haw, Sales Director, Gamma*



### Solution

Due to the acquisition of VCOMM by SIPHON Networks, Gamma had an existing relationship with SIPHON and it was a natural progression to explore how the partnership could be broadened and deepened with an agreement to supply Polycom handsets, as well as all associated logistics services, in a way that would significantly increase the deployment footprint of Polycom UC terminals.

Haw acknowledged that Gamma expected its selected partner to take ownership of all stock control and management, pre-configuration services, as well as technical support and addressing any hardware issues and returns. The services offered by SIPHON, which include a lifetime Polycom handset warranty and advanced RMA replacements, gave Gamma the impetus to wrap a VVX400/410 into its hosted offering, thereby enabling Gamma to activate its channel with access to a unique and valuable “starter bundle”.

**“We wanted to offer our partners a genuine selection of quality handsets and the Polycom VVX range was an obvious choice to expand our portfolio. SIPHON is able to deliver all the logistics services we need and is clearly demonstrating that they can meet our growth forecasts with a seamless logistics operation.”**

*John Haw, Sales Director, Gamma*

**“The exceptional skill set demonstrated by SIPHON means that they are now working closely with us as we review our expansion plans for the Horizon offering. At Gamma, we pride ourselves on being a driving force behind the innovation of SIP-based services. The fact that SIPHON shares this vision has made them a highly valued partner for Gamma”**

*John Haw, Sales Director, Gamma*

“We came to the conclusion that by building on existing relationships, a valuable partnership could be forged between ourselves, SIPHON and Polycom that would dovetail very nicely with our overall requirements” added Haw. “We wanted to offer our partners a genuine selection of quality handsets and the Polycom VVX range was an obvious choice to expand our portfolio. SIPHON is able to deliver all the logistics services we need and is clearly demonstrating that they can meet our growth forecasts with a seamless logistics operation.”

“The exceptional skill set demonstrated by SIPHON means that they are now working closely with us as we review our expansion plans for the Horizon offering. At Gamma, we pride ourselves on being a driving force behind the innovation of SIP-based services. The fact that SIPHON shares this vision has made them a highly valued partner for Gamma” concluded Haw.

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