

# [Gamma Mobile FAQs](#)

## What is Gamma's Enhanced Mobile Network?

Following a deep strategic review of the UK mobile landscape and evolving business market requirements, Gamma has decided to extend and deepen our partnership with Three UK. This has seen us engage in a programme of network improvements throughout 2020, culminating in an upgrade to the Gamma Mobile network. This upgrade will provide our customers with access to VoLTE and native WiFi calling as well as 5G.

## Why Have You Partnered With Three?

Our new agreement with Three UK ensures that Gamma will have true network parity and access to the latest technology as it becomes available on the Three network. This includes access to the world's first self-healing network and as things stand, the only UK network able to provide the full benefits of 5G to business customers.

Three UK have committed to spend over £2 billion on improving and upgrading their current UK network and are dedicated to becoming the UK's number one network for mobile, this has seen investments in; new antenna and additional spectrum, upgraded dark fibre and data centres, the UK's first cloud core network and VoLTE across Three's entire 4G network of over 11,000 sites.

We're confident that with these changes and Gamma's Customer Service and Support excellence, we'll continue to provide a best-in-class business grade mobile solution, underpinned by one of the UK's leading mobile networks.

## Three is a Consumer Network?

Traditionally Three are viewed as a consumer first mobile network, we don't see that as a detractor, in fact we see it as a positive, not only do Gamma get to build the business wrap to Three's network, utilising our twenty years of experience dedicated to serving the UK business market but in analysing Three's network usage we can also see that it typically peaks outside of business hours,

meaning the bandwidth is there during typical business hours to use without being clogged up by consumer traffic.

## How is This Different to Gamma's Existing Mobile Proposition?

In some regards, you won't notice any difference between this and Gamma's existing Mobile product, but the changes that have been made are all in place to improve your customers service, the main differences are:

Network Parity - Access to the same radio spectrum as Three UK as well as access to the same technology now and in the future

VoLTE - Make and receive voice calls and texts, over the 4G network and extended call coverage into the 800mhz spectrum which allows for much better in building signal

VoWiFi - Allows calls and texts to be sent over WiFi networks natively without any need to download an over-the-top application

5G - Faster data throughput, lower latency, and greater device density than 4G

Handset Performance - Data settings are pre-populated and connect to the network faster when roaming

## This is the Fourth Iteration of Gamma Mobile, What Makes This the Winning Formula?

We now have ten years' experience as an MVNO and that's given us great insight into our strengths and also our weaknesses. By allowing Three to control the network, but with complete parity we're able to rely on one of the UK's leading MNO's meaning our customers will experience the same great connectivity that any consumer would.

That allows us to focus on our key strengths, which are bringing that network to life for a business customer. Three have limited experience in the business market and are trusting Gamma to be a route to market for them. We're able to provide our best-in-class service wrap with flexible tariffing options to suit every user.

We've listened to what our customers have said and acted and are confident that with the Three network and Gamma's service and support this will be the best mobile network for UK businesses.

## How Does Tariff Optimiser Work?

Tariff Optimiser is a bolt-on for Channel Partners that allows your customer to select the Tariff that is right for their business, and then at the end of each month Gamma's algorithm will look at their usage and whether they've gone over or under that selected tariff. Rather than being hit with bill shock, or overpaying for allowances they're not using, they will be automatically charged as if they were on the tariff that best matched their usage, and we will credit the difference. Value will be delivered every month for the duration of their contract.

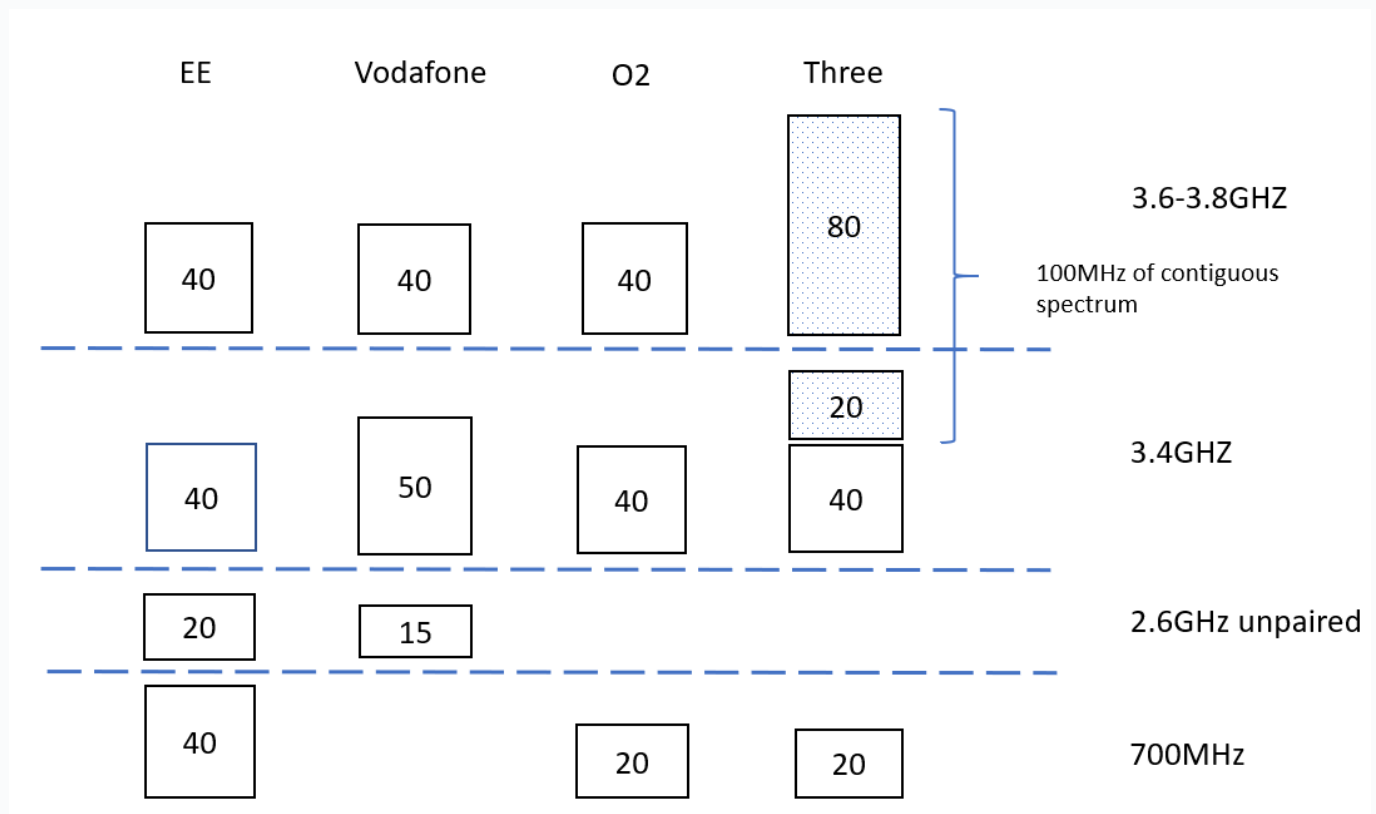
## When Will Our Existing Connections be Moved Across to the Enhanced Mobile Platform?

We have a programme of Migrations running throughout the rest of 2021, we will contact you a minimum of 6 weeks in advance of when your first connections will be migrated to the new platform to inform you of the impending migrations and provide instructions on what to expect. Migrations are scheduled to run from July to October 2021. If you have a need more information, please contact your Business Development Manager.

## What is Contiguous Spectrum?

Contiguous is just a way of saying that the 5G (Three's in this case) spectrum is joined up using the same frequencies. The frequency bands used are next to each other. Not separated by bands held by other MNOs. Having this one big slice of spectrum as opposed to lots of different pieces in different frequency bands gives Three's 5G a big advantage in that it can carry data faster than other mobile

broadband or even fixed broadband. 100MHz of contiguous spectrum is what is needed to see all of the benefits of 5G.



## Why Should we Sell Gamma Mobile?

We pride ourselves on the ability to enable our partners to effectively manage their own MVNO, we do this through four pillars: flexibility, control, business service, and ownership.

- Flexibility - Simple and flexible tariffing, PAYU options, carrier bundles, 30-day contracts, the option of bespoke tariffing
  - Allows you to - Build a solution specific to your customers, set rates, tariffs and contract lengths and control your revenue and margin.
  
- Control - Gamma provides open access to systems and access to real time information
  - Allows you to - Maintain complete control over the service you're offering to customers, gives faster response times, better customer service and improved retention rates

- Business Service - The service is designed specifically for businesses; network resilience and security are built in and we offer great customer service to support your business
  - Allows you to - Provide services to support a wide range of businesses and offer upsell opportunities
  
- Ownership - Our partners own their Mobile base, SIM's and network names can be customised
  - Allows you to - Increase the exit value of your business and promote your brand

Gamma Mobile is the only UK network built specifically and only for UK businesses. With Gamma's excellent support and customer service' including knowledgeable 24/7 UK based support staff, Three's network, built for data, and flexible tariffs to suit all users. We really believe that this is a best-in-class business grade mobile network.

## What is VoLTE?

VoLTE allows users to make and receive voice calls over the 4G (LTE) network. Using IP technology calls are transmitted as digital packets over the internet. 4G is more efficient than 3G, which is used for standard voice calls, up to 3 times more data can be transferred. Therefore, the Three UK network have begun the process of re-farming 3G spectrum to 4G, supporting more calls and better speeds.

## What do my Customers Need to do to Use VoLTE?

You will need to ensure your customers are using a VoLTE compatible device. Gamma's core device list, available on the Gamma Academy, has a list of handsets which enable VoLTE calls.

# Can my Customers use Native WiFi Calling?

Much like VoLTE your customers will need a compatible device. Fortunately, a WiFi calling device is also the same as VoLTE devices.

## Do you Offer 5G?

Your customers will need a 5G device and 5G coverage. Please refer to the Gamma Core Device list and the coverage checker on [www.setupyourbusinessmobile.co.uk](http://www.setupyourbusinessmobile.co.uk)

## What is Manage My Mobile?

Manage my Mobile is a business portal which gives a Customer network level control over their mobile estate. Saving on support costs and allowing you to self-serve

## Why Gamma?

As one of the largest network operators in the UK, with a reputation built on technical expertise and voice service delivery, we have an in-depth experience of VoIP implementations having worked with businesses of all sizes.

Where we really set ourselves apart is with our end-to-end infrastructure. We're known throughout the industry as being 'easy to do business with'. We have full management support, from provisioning to our UK based support teams available 24 x 7 x 365. We provide industry leading SLA's around our products and services (which we report on every month) and are as committed to helping you grow your business as we are our own and see any relationship as mutually beneficial.

- Our benchmark 98% customer retention rate speaks for itself (98 out of every 100 customers stay with us after their first year)

- Most customer issues resolved quickly in one call
- Experienced, knowledgeable, 24/7 UK based support team
- Continuously updated service status web page
- Ongoing programme to measure customer satisfaction routinely scores well above industry average.

Gamma is the number one provider of SIP services in the UK. We are approaching 500,000 live customer seats on our own platform and support over a Million SIP Channels enabling voice connectivity for millions of business users within the UK.

We are intensely customer-focused and committed to delivering a high level of service and operational efficiency. As such we are accredited to ISO 9001, ISO 27001, ISO 22301 and ISO 14001, further underlining our commitment to business continuity, compliance, service and product quality for your customers.

Our provisioning processes are already industrialised and heavily automated, allowing us to onboard these deployments, as “business as usual” with little human intervention except where required e.g. larger enterprise or particularly sensitive and complex builds.

Gamma is always striving to make your interactions with us easy, efficient and adding as much value to your business as possible.

## What Support do you Offer?

With Gamma Mobile, you get the same service excellence we already deliver for our other telecom services. Our UK support teams are co-located so you can always get through to the right person to handle your query, and our teams are experts in both fault resolution and provisioning. Top support our Channel Partners you will also be able to:

- Access to key product information and learning opportunities on the Gamma Academy
- White Labelled Content - Access to Gamma Accelerate providing marketing collateral in your branding to help in your approach to prospective customers
- Access to Gamma's Sales specialises, helping you to take the proposition out to your prospective customers

## **Do you Support Number Porting From Other Networks?**

We have a fully automated porting process from end to end to ensure that when changing provider, it is done with minimal disruption. We have agreements in place with all major UK MNOs.

Our partners also have control allowing them to generate their own PAC codes.

## **Can we Trust our Mobiles to Gamma?**

We are already one of the UK's largest providers of fixed voice services and applications for thousands of UK businesses - and you can rest assured we have applied the same expertise and experience into making our mobile network and support services business class. We have been providing mobile services for businesses since 2007.

## **Do You Have Tariffs That Support High Data Usage?**

We have a range of tariffs to suit any data requirement. Our data network will give you the speeds/connectivity your customers need. We also do not cut your customers off when they reach

their threshold (unless you set a cap) - instead, an alert is sent letting them know they are reaching their limit.

## **Do you Have Cost-Effective Roaming Options?**

Gamma Mobile can help your customers control any expenditure when roaming overseas. We have a range of Business Traveller bolt-ons to suit their schedule, reducing the risk of bill shock and unexpected data charges.

## **How Do We Get Set Up to Sell The Product?**

Simply contact your Account Manager/BDM or the IAM Team and ask for the Mobile Addendum to be sent to you. The Team behind the scenes will create the paperwork and send it out presently for you to check and sign.

## **What KPIs Exist For Us to Sell The Product?**

We try to keep things as simple as possible at Gamma Mobile, there are no KPIs as standard that exist for you to sell the product. You will need SIM cards for connections, and these are ordered via the Portal in batches of 50 at £3.00 per SIM, these are all you need to begin connecting.

## **How Are Things Branded?**

Both the SIMs and handset have the network name displayed on them. There is the option to have your own logo on the SIM and handset if preferred; If you would like to customise the SIM, please contact your Account Manager/BDM or the IAM Team. Customising SIMs takes a few months and has associated set up costs, these SIMs are bought in batches of 2000 at £3.00 per SIM.

# Where Do We Find The Latest Product And Pricing Information?

All of our latest information is present in the Gamma Mobile Sales pack and it is updated quarterly, you can find this within Accelerate.