



Energising success of the Horizon IPT through effective CPE supply and logistics management: Nuvias UC is key partner in the supply and pre-configuration of Polucom end points to

## 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.

## Challenges

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 Nuvias UC, Gamma had an existing relationship with Nuvias UC 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 Nuvias UC, 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".

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- John Haw, Sales Director,

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- John Haw, Sales Director, Gamma

"We came to the conclusion that by building on existing relationships, a valuable partnership could be forged between ourselves, Nuvias 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. Nuvias UC 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."

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