

A complete communications service for your business



Easily control your fixed
and mobile telephony

WHAT IS HORIZON?

Horizon is a complete communications service for business that provides an extensive range of fixed and mobile telephony capabilities via an easy-to-use web portal. The service allows you, the administrator, to easily manage your environment whilst enabling your employees to maximise their productivity.

The service has lots of clever features and an emphasis on control and administration through the web that takes the burden away from your IT team. For administrators, you can quickly configure the system according to your organisation's changing requirements, while your employees can manage calls easily and effectively.

With only a minimal capital outlay required, a reliable and proven service, and a jargon free approach to telephony and communications, Horizon is suitable for any sized business looking to improve their productivity and image.

THE BENEFITS OF HORIZON

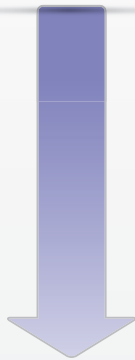
- **Features you can easily control** – Horizon puts you in complete control of your phone system and is provided with an extensive range of call handling and management features, all operated through an **easy-to-use web interface**.
- **Empower your staff with 'one number anywhere'** – Horizon conveniently **integrates your fixed and mobile capabilities** so that you never miss a call. Callers need only dial one number to reach your desk phone and mobile phone simultaneously; ongoing calls can be moved seamlessly from one device to another without hanging up and a single voicemail box can be accessed from any device.
- **An on-demand service with no hidden costs** – As Horizon is hosted on your behalf, you only pay for what you need on a simple per seat basis. As you are not buying a PBX, there is no major hardware investment and there are no financing costs to consider.
- **Lower call costs** – All the cost benefits of IP Telephony including free site-to-site calls (even across international boundaries) and cheaper call rates. If you use Horizon together with our mobile services you benefit **from incredibly competitive rates** for calls between your fixed and **mobile devices**.
- **Enables flexible working** – Horizon helps businesses become more efficient by enabling flexible work environments through **hot-desking, home working**, and extending the service to mobile devices.
- **Number choice** – You have **total flexibility** with the numbers you want to use. You can keep your existing numbers – or get new numbers. Extend your business reach and use any local area number no matter where you are located. Have a London number in Leeds!
- **A business continuity solution** – Unexpected events such as snow, floods or strikes won't disrupt your business. Because Horizon **sits in the "cloud"**, the service provides business continuity features that allow your organisation to carry on making and taking calls.



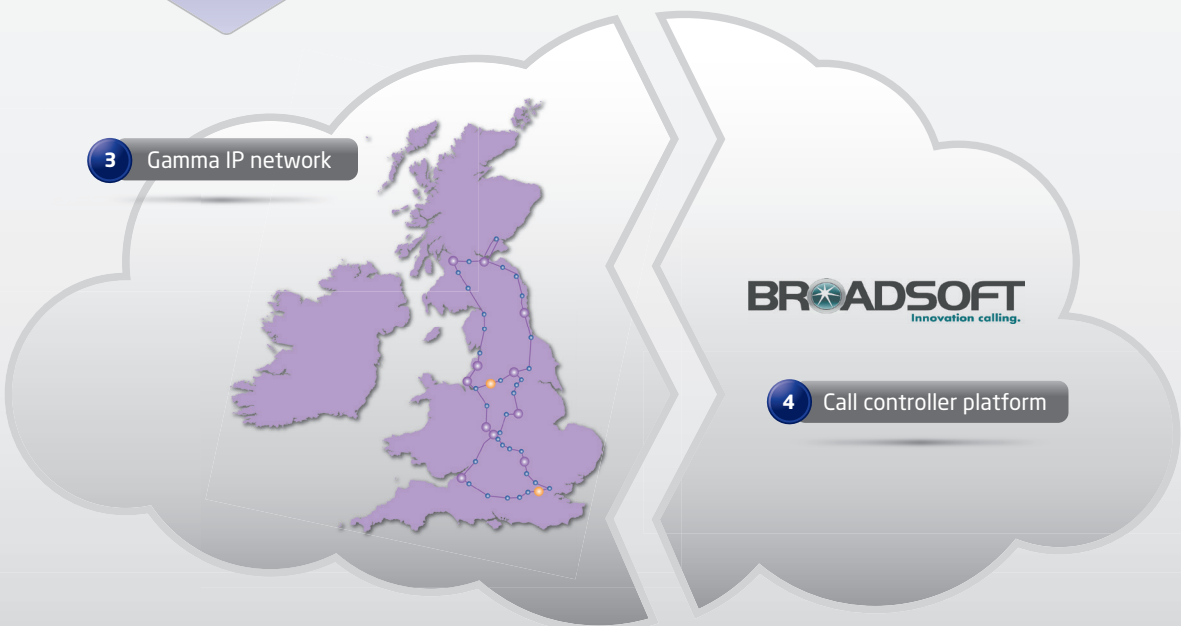
1 Premium handsets and Desktop Client



2 Web portal



3 Gamma IP network



BROADSOFT
Innovation calling.

4 Call controller platform

GAMMA HOSTED - THE WINNING FORMULA

1. Premium handsets plus desktop client

Horizon provides high standards of phone interoperability with its useful desktop client plus a choice of premium handsets from a range of manufacturers.

2. An easy-to-use web interface providing feature control and valuable user information

With an experienced inhouse software development team, Gamma is able to provide a positive user experience for both using the service and monitoring performance.

3. The Gamma IP network, reliable and secure

Gamma leads on quality of service and scale and reliability. In addition to the network, we can easily and quickly transfer your existing phone numbers onto the Horizon platform.

4. Broadsoft call controller platform

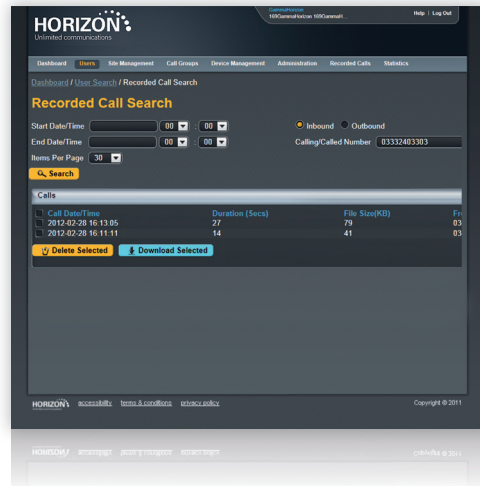
Supporting millions of business users worldwide, the world's leading call controller platform from Broadsoft sits at the heart of Horizon providing the broadest feature set and a sole focus on delivering the richest user experience in Unified Communications.

HOW DOES IT WORK?



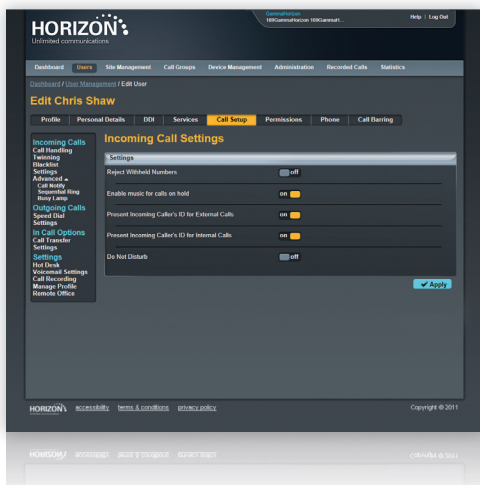
EASY TO USE INTERFACE

Horizon provides a broad range of call handling features that are accessed via the web. The dashboard gives you convenient access to information such as your call history, voicemail and recorded calls. Personalised settings are quick and easy to



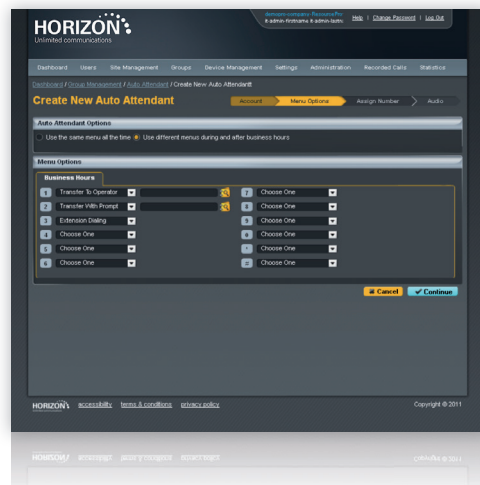
CALL RECORDING

Record inbound or outbound calls for compliance, customer service or audit purposes. This optional feature allows secure online access to file storage and retrieval of call details. You can set Horizon to record some calls, all calls or record calls on demand.



ADMINISTRATOR INTERFACE

Horizon provides IT managers with a powerful administrative management capability while giving employees freedom to control calls quickly and effectively. Set up is quick and easy and you can choose to pass down control to the user or you



AUTO ATTENDANT

You can use Auto Attendant to provide callers with call routing options for different areas of the business or create announcements to inform callers of details such as opening hours and website address when the office is closed.



WHO IS HORIZON AIMED AT?

Horizon is ideal for any sized business and is highly effective in organisations that have more than one site that work together. The system is capable of serving hundreds of employees. Here are some examples of how Horizon is often used:



Dynamic businesses wanting flexibility – businesses with employees who are regularly on the move or out of the office will **never lose calls** as each user can simply tell the system, at the click of a mouse, where their calls should be sent: their desk, their mobile (or both), or their colleague. And if they miss a call they can pick up their voicemail no matter where they are.



Ideal for multi sites – the service is provided centrally so you don't need an expensive system on each site. Horizon connects branch offices together, **calls are free between locations** and everyone shares the same dial plans and directories.



Organisations that prefer outsourcing and Opex – hosted on your behalf, there are **no expensive maintenance** or running costs and you pay for what you use on a simple per-user basis.



Organisations who need a business continuity solution – in the event of a disaster the services can be instantly moved across to a backup plan that can include, for example, **diverting calls to different locations** without loss of functionality and without expensive call forwarding costs.



Improving customer contact – put **calls on hold**, **play marketing messages**, **move calls** seamlessly between users and offices, and your customers will get the best experience when calling your business.



Training and monitoring – Horizon provides a cost-effective way to **record calls**. This centralised feature means calls can be recorded from any location, in any direction and configured instantly at the click of the mouse.

YOUR CHOICE OF HANDSETS

Horizon can be used with a range of handsets from a choice of manufacturers; it's not tied to one type of manufacturer or hardware for an installation. The Horizon service can also be connected through an easy-to-use desktop client, details of which can be found in the Horizon bolt-on datasheets at the end of this brochure. For a full list of hardware that can be used with Horizon please speak to your service provider who can provide you with an overview of the features, phones and options available.

Some current examples include:



SoundPoint IP 650

Ideal for high performance and features such as executive offices or receptionists

- Backlit display (B&W)
- 2 line keys
- 4 Programmable keys/Busy Lights



SoundPoint IP 450

Ideal for general office use

- Backlit display (B&W)
- 2 line keys
- Programmable key/Busy Light



SoundPoint IP 331 and IP 335

Ideal for basic telephony or where used in warehouse or high use areas

- Backlit display (B&W) only available on 335 device
- 1 line key



Additional expansion units and conference phones available, please speak to your account manager for more detail



SPA525G

Ideal for high performance and features such as Bluetooth connectivity or executive offices

- Hi res colour display
- Bluetooth compatible
- WiFi compatible
- 2 line keys
- 3 Programmable keys/Busy Lights



SPA504G

Ideal for general office use

- Backlit Display (B&W)
- 2 line keys
- 2 Programmable keys/Busy Lights



SPA502G

Entry level device for general office use

- Backlit Display (B&W)
- 1 line key



SPA501G

Ideal for basic telephony in warehouse or high use areas

- No Display
- 2 line keys
- 6 Programmable keys



Analogue converter boxes available, please speak to your account manager for more detail



KEY FEATURES

Horizon is available with the comprehensive range of features below. Separate datasheets are available about the range of Horizon bolt-on options.

Working as part of a team
N-Way Call for convenient collaboration with colleagues
Hunt Groups for distributing and allocating calls across your team
Call Transfer to any internal or external number
Common or customisable settings for Sites, Groups, Departments
Hold a call and pick it up on another phone with Call Park
Answer a group member's phone with Call Pick Up
Instant Group Call enabling efficient collaboration
Working efficiently
Last Number Redial for convenient repeat dialling
Easily make a call with Click to Dial through the user interface or client
Assign calls to cost centres using Account Codes
Use Presence or Pre-set Availability Profiles to manage incoming calls
No more unwanted calls with Anonymous Call Rejection or Selective Call Rejection
Automatic Callback so that you can stay productive
Call your colleagues when they are free using Busy Lamp Keys
Show you are unavailable using Do Not Disturb
Company directory available from the handset and up to 100 speed dials for your favourite numbers
Use Call Recording for audit trails, compliance or training purposes
Improving your company image
Call Waiting ensures you're ready to take your next call
Get your messages across with Music on Hold
Avoid your calls being passed on and on with Diversion Inhibitor
Provide callers with menu options for call routing using Auto Attendant
Enhance your brand through uploading your company logo and specific adverts
CLI Flexibility to allow you to present any number you have permission to call on behalf of
Mobile & flexible working
Manage incoming calls effectively with Call Forwarding
Home Worker lets you take your profiles and settings to your home office
Play a Voicemail message from your desktop, save it or forward a copy to your entire team
Never miss a call with One Number Anywhere and Sequential Ringing
Keep track of important calls with Call Notify by Email
Use your number and preferences, on any enabled phone in your company, with Hot-Desking
Use your number and profile on any phone, anywhere with Remote Office
Ensuring security / preventing fraud
Use Call History to view all calls made, received and missed
Bar unapproved call types with Call Barring
Allow access to phones using Authorisation Codes

CALL QUEUING

Horizon Call Queue helps you present a professional image to your customers by managing incoming calls effectively and delivering them to groups, as soon as users become available.

Using Horizon Call Queue Users and Groups means you can benefit from:

- **Unlimited Call Queues** – Set up as many call users as you need to answer calls and add them to as many Call Queues as you want - a flexible, low-cost solution for taking calls from multiple numbers or companies.
- **Customised messaging** – Customise your Welcome and Hold music and set up a Comfort message at timed intervals to let the caller know their call is important.
- **User breakout** – Add a specific digit to the Call Queue Group to let a caller break out of the queue to leave a voicemail message.
- Queue up to a total of 25 calls.
- **Simultaneous Hunt Group** – Instantly deliver the call to all available contacts within the Call Queue Group.

The screenshot shows the 'Edit London Main' configuration page for a Call Queue Group. The page has a dark theme and a navigation menu at the top with options: Account, Options (selected), Users, Number, Announcements, Call Recording, Voicemail, and Advanced Settings. The main content area is divided into three sections: Queue Settings, User Settings, and Overflow Settings. Queue Settings includes 'Queue Length' set to 25 calls, 'Play ringing when offering call' checked, and 'Allow users to dial 1 to leave a message' checked. User Settings includes 'Allow users to sign in/out of Queue Group' and 'Allow Call Waiting on users', both unchecked. Overflow Settings includes 'Enable overflow after calls wait 300 seconds' checked, 'Send to Voicemail' selected as the overflow action, and 'Play default announcement before overflow processing' unchecked.

Horizon Call Queue adds a low-cost way of managing your incoming calls professionally and provides constant information and choices to your callers, reducing the risk of losing valuable incoming calls.





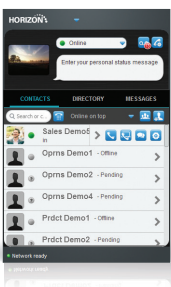
DESKTOP CLIENT

Bring the power of Horizon to your Windows or Mac-powered desktop or laptop device and access a range of features to ensure your colleagues and customers are always in contact.

Using the Horizon Desktop Client you can:

The Horizon desktop client lets you connect your office phone to your preferred business device, such as a laptop or PC. It works seamlessly with the Horizon service and mobile client to ensure that wherever you are, you can control your user account and handle calls efficiently.

- Reduce the cost of entry to an IP hosted service by using the client as a softphone and simply adding a headset.
- Reduce telephony costs when on the move, abroad or in temporary access points such as hotels, coffee shops, customer premises etc.
- Monitor your favourite contacts' Presence status to check their availability to take calls or to communicate with you.
- Send an Instant Message to get an immediate response from a colleague whose Presence status tells you it might not be convenient for them to take a voice call.
- Connect customers who use other messaging services to your company so you can quickly communicate with them and build a new route for direct customer support.
- Directly control your user account to implement Call Forwarding, Do Not Disturb or other call features.



The Horizon Desktop Client provides a new way to interact with Horizon and using existing devices you can reduce the cost of entry to a hosted solution, as well as ensuring telephony costs incurred whilst on the move or in different locations are kept to a minimum.

New features such as Presence and Instant Messaging add to the core Horizon services and provide an informed way of communicating with your colleagues, as well as giving you a new route to gain immediate responses when it might not be convenient to speak on the telephone.



MANAGEMENT REPORTING TOOLS

Do you know how many calls you are getting? Do you know how they are being handled or who is handling them?

Horizon offers a number of key measurements through its reporting section but there is a growing requirement for more in-depth call management reporting and wall board integration to help organisations gain a real-time understanding of calls.

Through our partnership with Akixi, the leading hosted call-management service provider, you can now get a data feed for your Horizon service, which will let you export the statistics you need to help manage your business.



Additional benefits available by using Akixi:

- No server on site – Enables multi-site monitoring and supports business continuity
- Real-time stats – Provides wall boards with real-time traffic information and alarms to ensure critical routes into the business are constantly monitored
- Accessible from any internet-enabled device – Use the service via traditional desktop devices or monitor on the go through your mobile
- Push reporting and alarms – Customisable push reporting and alarms to ensure business-critical metrics are always available
- Cradle-to-grave reporting – Monitor a call throughout its path by seeing every divert leg and call detail, easily and accurately segmented for identification
- Track after-hours calls – Highlight suspicious activity or unauthorised calling
- Abandoned call recovery – Missed a call? See instantly if it has been returned
- Activity and extension activity monitoring – Quickly and easily monitor key extension or call routes to ensure maximum efficiency

By using management reporting you can:

- See what needs to be done instantly to improve customer service
- Monitor time to answer and manage calls more efficiently
- Analyse internal call patterns
- See how many calls are being abandoned with the ability to return them
- Optimise resources by ensuring the right number of operators is in place at all times



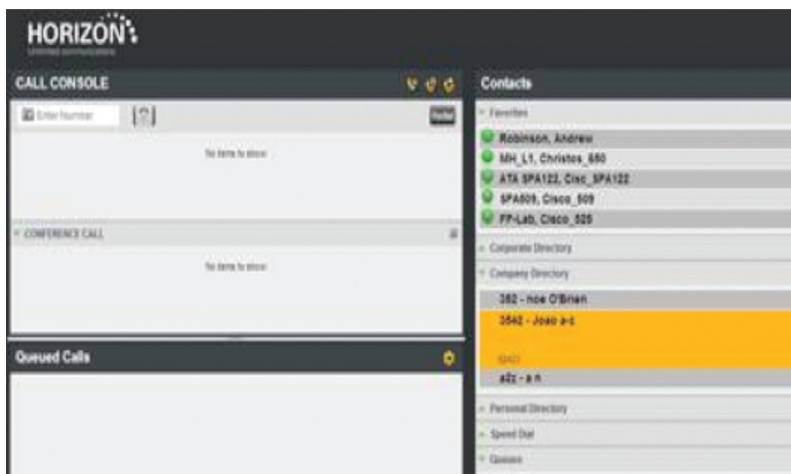
RECEPTIONIST CONSOLE

Manage incoming calls and call routing to single or multiple sites via a simple, easy to use interface.



Using the Horizon Receptionist Console you can benefit from:

- Full control over incoming calls to single or multiple sites, ensuring every call is answered or redirected, as required
- Access and monitor up to 800 directory contacts meaning call routing decisions can be made quickly and efficiently to ensure the best available outcome
- Monitoring and manipulation of call queues with caller priority
- Establishment and management of multiple conference calls, connecting key contacts and resources to deal with incoming queries in the most effective way
- Multiple receptionists managing single or multiple numbers



Horizon Receptionist Console adds a low-cost way to manage your key call routing and for monitoring of multiple contacts or sites, where this is not achievable through a more traditional phone and side car solution.

Ensure that every one of your calls is answered professionally and efficiently, improve customer service and increase business efficiency with Horizon Receptionist Console.

HORIZON

Unlimited communications

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Clear. Creative. Communications.