



***COLLABORATE BATTLECARDS***





# Horizon Collaborate Battlecard

## What is Collaborate?

Collaborate is a complete Unified Communications and Collaboration solution offering services such as instant messaging, presence, video, desktop and application sharing, and the calling features that you get with Horizon today. All driven through a single, intuitive interface available on PC and Mac as well as IOS and Android smart devices. Think of it as a feature-packed, cloud-based single unified communications replacement for Horizon calls, Skype for Business and LoopUp, with all the features and functionality of the Horizon telephony service.

## Key Features

<b>Instant messaging</b>	Online chat between users, reducing email inefficiencies
<b>Presence</b>	Shows personal status that helps determine the best way to communicate
<b>Hosted PBX features</b>	The full telephony feature set and service including bundled minutes
<b>Video calling</b>	Create a stronger collaborative experience using visual communication from mobile, tablet or desktop app
<b>Ad-hoc and planned conferencing</b>	Quick and easy multi-party collaboration using My Room, a personal and fully-managed conferencing space for voice, video and sharing

## Opportunity for the Channel

- Integrated upsell option for existing Horizon customers
- Horizon desktop and smartphone clients will no longer include IM&P features, providing low hanging fruit upsell opportunity
- Differentiated proposition when competing for new business
- Packaged simply
- Delivered quickly through the Gamma portal with complete service wrap and all elements of onboarding and support processes
- Minimal capital outlay makes selling easier
- Suitable for any business looking to improve productivity, increase collaborative team working, attract more diverse talent and speed up business decisions





## How does it help businesses?

### Employee engagement

Attracting and retaining the best people is vital in today's highly competitive world. Providing the up to date tools demanded by employees, keeping them engaged and being able to attract resource from a broader resource pool is not just desirable but a must-have.

### Customer satisfaction

Customers demand ever more rapid decision making from their suppliers. With Collaborate, businesses can find the right people and open the appropriate channels without the typical delay of legacy communications systems.

### Meeting social obligations

Reduced travel not only means cost savings, but also lowers the carbon footprint as part of a company's social obligation.

### Business growth

Success means not only growing revenue but also managing and reducing cost. Collaborate reduces the need for travel and facilitates flexible working, thereby lowering both operational costs and real estate overhead. It also helps business growth through providing effective business continuity, mitigating risks through natural disasters, weather and terrorist impact.

### Flexibility in an ever-changing world

Buying Unified Communications as a Service (UCaaS) not only means minimal upfront costs and quick and easy deployment, but also flexibility to meet the demands of today's challenging economic and political world.

## Staying one step ahead

Expanding the resource pool

Improving customer satisfaction

Meeting social obligations (Carbon Footprint)

Managing business continuity threats (terrorism, weather, unforeseen events)

Being able to be flexible in challenging times - conducting business in an aaS model allows scalability

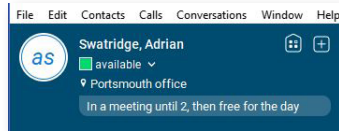
## 'Try before you buy' offer

- 2 months free for all customers taking Collaborate
- Automatically applied to all new bolt-ons when ordered by GBC/GNS customers
- Will be billed FOC for 2 calendar months

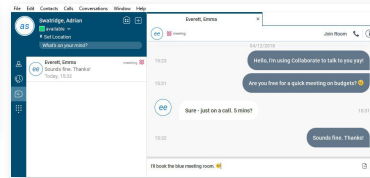


## What can it do?

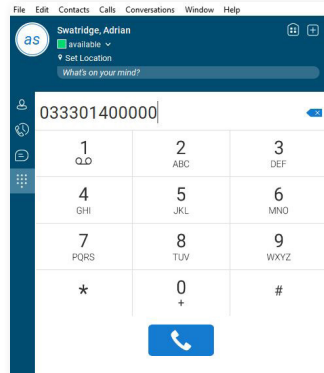
### Presence



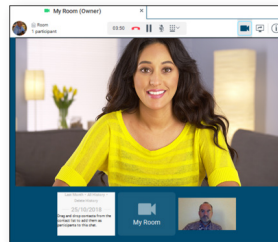
### Instant Messaging



### Voice calls and Horizon features



### Video calls / conferencing



Availability, presence, status

My Room for conferencing

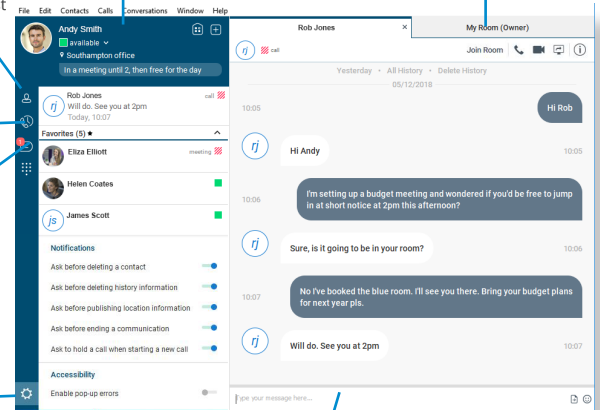
Contact list

Call history

Chat history

Preferences

Live Chat



## FAQs

<p>Who will Gamma and our channel partners be selling against?</p>	<p>Our direct competitors in the UK are: network operators (e.g. BT, Vodafone), and cloud-based telephony providers also supplying UC (e.g. RingCentral, MITEL/ShoreTel, NFON, 8x8, Fuze, NTA). Alternative solutions are provided by suppliers of conferencing tools (e.g. Cisco WebEx, LoopUp) and collaboration tools (e.g. Slack, Trello), and by Microsoft with its Skype for Business/Teams product..</p>
<p>What are our USPs against the competition?</p>	<p>Adding Unified Communications is very much about catching up to the competition in terms of features, and is required to defend our position against of the likes of NFON, Daisy and 8x8 who have moved into the SME market and are targeting the reseller channel. Our 'silver bullets' are mobile working and our support capability. We have additional strengths in the UC key feature set we provide, the availability of our service, our vendor profile, and Collaborate being easy to manage.</p>
<p>What's our positioning statement on Collaborate?</p>	<p>Improving business performance with better communications tools, integrated with business applications and processes.</p> <ul style="list-style-type: none"> <li>• Making businesses more agile through solution flexibility and faster decision-making</li> <li>• Expanding the resource pool, attracting the best candidates irrespective of location</li> <li>• Improving the bottom line by reducing business cost and complexity</li> <li>• Increasing employee productivity, effectiveness and satisfaction</li> <li>• Improving customer interaction to increase satisfaction</li> <li>• Creating a more interactive and rich communications experience with suppliers and partners</li> </ul>
<p>Where a CP can source this product from another provider, why buy it from Gamma?</p>	<p>The proposition is an integrated upsell option for the channel partner reselling Horizon, all delivered via our portal suite, that provides a complete service wrap encompassing all elements of the onboarding and support processes in an 'easy to do business with' fashion.</p>



## FAQs

<p>How do we position Collaborate against Microsoft S4B/Teams?</p>	<p>Although inclusive in a licence pack, Skype for Business (S4B) requires additional cost to enable voice, cost that is similar to, if not more than Collaborate, without the level of support we offer, fewer features and less minutes. Microsoft are pushing customers strongly to Teams, which lacks the features of S4B, so many customers have a migration plan of using both side-by-side in order to provide users all that they need. This can be confusing for users.</p>
<p>Will the Collaborate mobile app work over 3G/4G?</p>	<p>We cannot guarantee how the Collaborate app will work on a 3G/4G network as mobile operators apply their own settings and rules. We recommend users try to ensure they are connected to WiFi when using Collaborate to avoid any issues. Please refer to the Horizon Network Configuration guidelines for more information.</p>
<p>How are calls to a conference room charged?</p>	<p>a. Initiating a call from My Room: The calls will be charged from the user's minutes bundle b. Users call into My Room: The calls will come out of the My Room owner's minute bundle for Call Me, and out of the calling party's bundle if they call in using the optional PSTN (dial in) number.</p>
<p>What is the maximum number of participants allowed on the conference bridge?</p>	<p>The conference feature supports up to 50 users, of which up to 15 can be video.</p>
<p>What is the maximum number of participants on the video conference bridge?</p>	<p>15</p>



## ***BLIZZARD TELECOM***

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