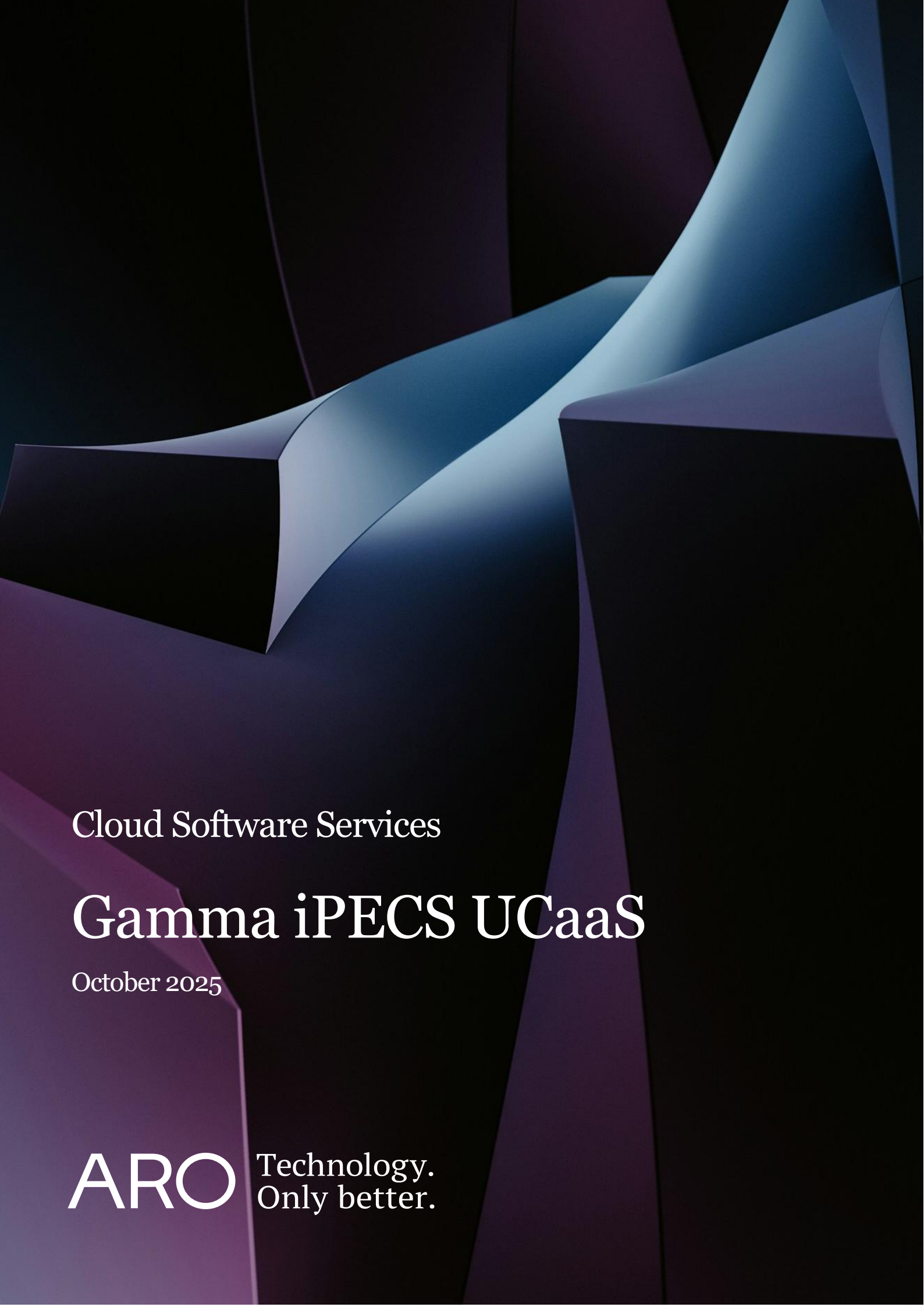




Cloud Software Services

Gamma iPECS UCaaS

October 2025

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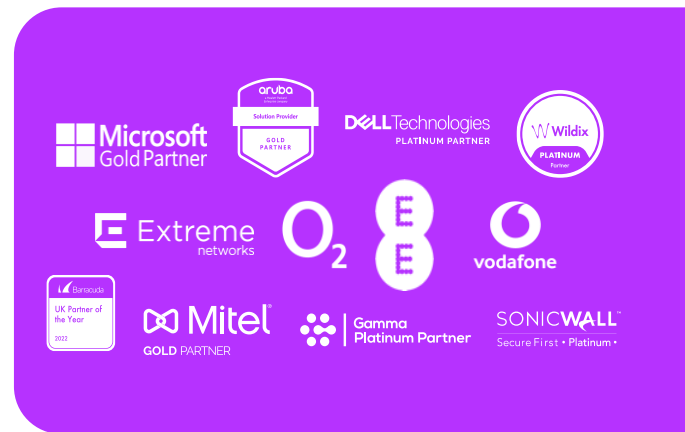
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Sustainability

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Energy Compliance
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20

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220

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Schools

350

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1. Services Overview

Gamma provides the iPECS Cloud Unified Communications as a Service (UCaaS) platform, a highly flexible solution that gives customers the ability to make and receive telephone calls to each other and to the Public Switched Telephone Network (PSTN). The iPECS platform is a modular, cloud-based

solution that provides a full suite of services, including voice, messaging, presence, and multi-media collaboration through its dedicated soft clients and physical IP handsets. The service is managed end-to-end, requiring minimal on-site equipment, and includes comprehensive service, support, and optional hardware, all designed to create a custom communications solution tailored to a customer's specific needs.

2. Cloud Voice Services

Platform

Gamma iPECS is a highly flexible, cloud-native UCaaS platform based on Ericsson-LG Enterprise technology. It is a fully resilient platform deployed in secure, geographically diverse data centres within Gamma's own UK network. The platform is fully owned and operated by Gamma, ensuring end-to-end management and control.

The iPECS platform is multi-tenanted, with each customer's data and configuration securely partitioned. It is also peered with a wide range of communication networks, including multiple PSTN providers, mobile operators, and data networks. This robust peering infrastructure allows customers to adopt iPECS seamlessly without the need for significant changes to their existing WAN.

Unlike some platforms, iPECS offers a strong hybrid solution capability, which can be a key benefit for businesses with existing infrastructure. It supports both cloud and on-premise components, providing a smooth transition path for customers looking to move to the cloud without a full-scale infrastructure overhaul. This modularity allows businesses to leverage their existing assets while gaining the benefits of a modern cloud-based solution.

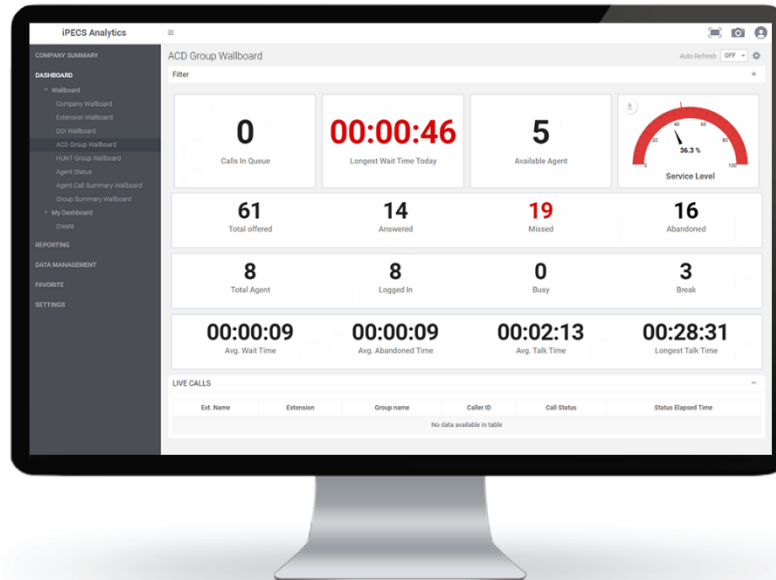
System Administration

Gamma iPECS provides each customer with a secure web-based management portal that offers a highly flexible and customizable administrative system. This portal, along with its modular applications, allows administrators to undertake the following key tasks:

- **User Management** - create, edit, and manage user accounts, assign devices and phone numbers, and control individual settings.
- **System Configuration** - manage call routing, configure features like hunt groups, call queues, and IVRs, and set up call barring and music on hold.
- **Security** - manage user authentication, passwords, and access controls for all clients and devices.
- **Call Recording** - manage call recording policies and access recorded files.

For in-depth statistical information, administrators can leverage the dedicated iPECS Analytics application, which provides comprehensive dashboards and reports for inbound and outbound calls, offering a granular view of communication activity across the customer's entire estate. This modular

approach ensures that the administration tools scale with the business's needs, from basic management to advanced reporting.



3. Network Access

Gamma iPECS, like any high-quality voice platform, must be delivered over a voice-focused network. This ensures that the required bandwidth has been provisioned based on the number of simultaneous calls and the chosen codec (G.729, G.711, or G.722).

To ensure optimal performance and call quality, Gamma can provide dedicated Quality of Service (QoS) based access options. These range from SoGEA to single or highly available Ethernet access circuits, all of which are designed to prioritise voice traffic and guarantee a consistent user experience.

4. Key Features and Functions

Key iPECS Features

- **Automatic Call Back**
 - Allows a user to request a callback when an internal extension is busy. The system will automatically place a call to both parties when the line becomes free.
- **Bulk Speed Dial**
 - Enables administrators to create and manage speed dial lists and apply them to multiple users across the organisation, simplifying the management of common contacts.
- **Busy Lamp Fields (BLF)**

- Provides a visual presence indicator that allows a user to monitor the real-time status of other extensions within the group, showing who is on a call, busy, or available.
- **Call Barge**
 - Allows a supervisor or designated user to "barge" into an active call between two other parties, creating a three-way call for purposes such as training or intervention.
- **Call Forwarding**
 - Provides the ability to forward incoming calls to a number of choices or to a voicemail message box. This can be set up unconditionally, when busy, when there is no answer, or when the user is unavailable.
- **Call Log/History**
 - Provides a detailed record of all incoming, outgoing, and missed calls for the user. This is synchronised across all devices (PC, mobile, and physical handset) and is easily accessible from the soft client.
- **Call Notify by Email**
 - Allows a user to receive an email notification for a missed call, voicemail, or other specific call events, ensuring they are always aware of important communications even when away from their device.
- **Call Paging**
 - Enables a user to make a one-way announcement to a pre-defined group of users all at the same time, with all handsets in the group automatically answered on loudspeaker.

Additional Core Features

In addition to the features above iPECS includes a number of other critical functionalities as standard:

- **Do Not Disturb (DND):** Users can activate DND to silence incoming calls and send them directly to voicemail.
- **Call Parking:** Allows a user to place a call on hold in a communal "park" location, from which any other user can retrieve it.
- **Hunt Groups:** Automatically routes incoming calls to a group of users in a pre-defined sequence or pattern, ensuring calls are answered efficiently.
- **IVR (Interactive Voice Response):** Provides an automated menu system for greeting callers and routing them to the correct department or extension without human intervention.
- **Music on Hold:** Allows administrators to upload custom audio files to be played to callers while they are on hold.

5. Reporting

Reporting for Administrators

For administrators, iPECS Analytics offers a comprehensive and customizable platform to monitor and manage the entire communications estate. Key features include:

- **Real-time Dashboards:** Admins can view live data on call activity, agent status, and queue performance through configurable dashboards. This allows for proactive management, such as re-routing calls during a traffic spike.

- **Historical Reports:** A wide range of historical reports provide insights into long-term trends. These reports can cover key metrics like call volumes, average handling times, missed calls, and peak call times.
- **Customisation and Automation:** Reports can be tailored to fit specific business needs and can be scheduled to be automatically generated and emailed to key stakeholders.
- **Call Recording Management:** Admins can easily search, play back, and download call recordings for quality assurance, training, or compliance purposes.

Reporting for Users

End users, such as agents and supervisors, also benefit from the reporting and analytics tools:

- **Personalised Dashboards:** Individual users can have their own dashboards to track their personal key performance indicators (KPIs), such as the number of calls taken or their average talk time.
- **Performance Monitoring:** Supervisors can use the platform to monitor agent activity, listen in on calls, and provide real-time coaching. This is crucial for maintaining quality and providing effective training.
- **Gamification:** Some iPECS solutions include features to display agent performance on a wallboard, fostering healthy competition and motivating the team to meet targets.

This modular approach ensures that a basic user can access essential reporting, while administrators and supervisors have access to a sophisticated suite of tools for business intelligence and performance management.

6. End User Portal

The individual user portal, often accessed via a web browser or directly from their soft client (iPECS ONE), is designed to empower users with self-service capabilities. This reduces the administrative burden on IT teams and gives employees control over their own settings.

Key features of the user portal include:

- **Call Forwarding Rules:** Users can set up and manage call forwarding to their mobile, voicemail, or another extension. This is particularly useful for remote workers or when they are out of the office.
- **Call History and Call Recording Access:** Users can view their personal call history, including incoming, outgoing, and missed calls. If call recording is enabled for their extension, they can also access and listen to their own recordings.
- **Directory Management:** Users can manage their personal contacts and view the company directory.

- **Personalised Settings:** They can configure various personal preferences, such as their voicemail settings, notification preferences for messages, and their personal password.
- **Presence Status:** Users can manage their presence status (e.g., available, busy, do not disturb) and set up custom statuses to inform colleagues of their availability.
- **Device Management:** In some cases, the portal allows users to manage their registered devices, such as their softphone and a physical desk phone, from a single location.

This self-service functionality is a key part of the modern UCaaS experience, making the system more flexible and user-friendly while freeing up administrators to focus on higher-level tasks.

7. End User Devices

Handsets and headsets

As devices change on a regular basis, please contact ARO for the latest list of available devices and associated costs. All devices on Gamma's recommended list have been tested for satisfactory performance on the network and in combination with the broader range of Gamma services.

Device Authentication and Access Management

The Gamma iPECS platform uses centralised auto-provisioning to securely authenticate handsets, while a web-based administrative portal provides granular control over user-level features and access to ensure a secure environment.

Soft clients—PC/Mobile

The iPECS soft client, **iPECS ONE**, is a single application for both PC and mobile that provides a seamless Unified Communications (UC) experience, allowing users to make calls, message, and collaborate from any device.

- **Communicate** - Make and receive calls using their business number, send instant messages, and initiate HD video calls.
 - **Collaborate** - Participate in video conferences, use screen sharing, and share files in persistent chat spaces.
 - **Manage Calls** - Control calls with features like transfer, hold, and call forwarding, and access voicemail and call history.
 - **Stay Connected** - View the real-time presence of colleagues to see their availability, and synchronise conversations and call logs across all logged-in devices.
- Integrate with Business Tools** - Access contacts and initiate calls directly from integrated applications like Microsoft Outlook and various CRM systems.

8. iPECS ONE

iPECS ONE is the central soft client that acts as the single point of access for all communication and collaboration services within the Gamma iPECS platform. It is a comprehensive application designed to seamlessly unify multiple services into a single, intuitive interface on both PC and mobile devices.

Key benefits provided by iPECS ONE

- **Voice:** iPECS ONE serves as a full-featured softphone, allowing users to make and receive calls using their business number. It includes all standard call control features such as call hold, transfer, call forwarding, and voicemail management.
- **HD Video and Audio Conferencing:** The client supports high-definition video for one-to-one and multi-party calls. Users can easily escalate a voice call into a video meeting, enhancing collaboration with face-to-face communication. It provides dedicated tools for scheduling and joining audio and video conferences.
- **Presence and Messaging:** iPECS ONE enables real-time presence, allowing colleagues to see each other's availability (e.g., online, in a meeting, do not disturb) before making contact. It also includes a robust instant messaging service for both one-to-one and group conversations, which is essential for quick communication and team collaboration.
- **Collaboration Tools:** The client offers a range of collaboration features to improve productivity. These include **screen sharing**, which allows users to share their desktop or an application during a call or meeting, and **secure file sharing** directly within chat conversations.
- **Integrations:** iPECS ONE is designed to be a single point of integration with other business applications. It provides pre-built integrations with popular systems like **Microsoft Outlook** and a number of **CRM systems**. These integrations enable streamlined workflows, such as:
 - **Click-to-Dial:** Users can initiate a call directly from a contact in their Outlook or CRM.
 - **Screen Pops:** When an incoming call is received, the corresponding customer record in the CRM can automatically pop up, providing the user with a complete history of the customer before they even answer the call.
 - **Call Logging:** The details of a call can be automatically logged in the CRM, saving agents from manual data entry.

Advanced Collaboration Tools

Gamma iPECS has several advanced collaboration tools that use AI, which are offered as optional add-ons to the core platform. These AI features are a key part of Gamma's strategy to enhance the value of their iPECS offering beyond traditional unified communications.

The primary AI-powered tools include:

- **Sidekick:** This is an AI-powered call assistant that works with call recordings. It uses artificial intelligence to automatically:
 - **Transcribe calls:** It converts spoken conversations into text, making them searchable and reviewable.
 - **Summarise calls:** It generates a concise summary of the conversation, highlighting key topics and action items.

- **Provide Sentiment Analysis:** It assesses the caller's sentiment (e.g., happy, frustrated, neutral) to provide a quick understanding of the customer's mood and the overall call quality.
- **Suggest Next Steps:** It can identify and suggest follow-up actions, which helps improve productivity and ensures tasks are not missed.
- **Engage:** This is an AI-powered web chat tool designed to improve customer service on a company's website. It uses AI to:
 - **Answer Customer Questions:** It can be trained on the website's content to automatically provide accurate answers to common customer questions.
 - **Route Enquiries:** It can intelligently route more complex queries to a live agent, who can then take over the chat or escalate it to a voice or video call.

These AI features are typically offered as part of the broader iPECS ecosystem of applications, allowing businesses to add advanced capabilities without the need for a full, large-scale contact centre solution.

9. iPECS ONE and Advanced Collaboration features

Key features include:

- Inbound and outbound iPECS voice calling.
- Access to iPECS call features and user settings.
- Hosting and joining iPECS video meetings.
- Instant messaging.
- Presence including custom presence options.
- Persistent group chat.
- HD video calling.
- Advanced collaboration features, including screen and file sharing.
- AI-powered call assistant (Sidekick), which provides features like call transcription and summaries (optional add-on).

10. Remote Access

The iPECS ONE client is a cloud-based application that allows users to access their full suite of communication and collaboration services from any location with an internet connection, without the need for a corporate VPN. The client is designed to establish a direct, secure, and encrypted connection to the Gamma iPECS cloud platform.

This cloud-native architecture means that users are not required to be on the company's private network, which simplifies remote access, improves call quality by reducing network hops, and

enhances business continuity by ensuring employees can remain productive regardless of their location or network setup.

11. Receptionist Console

The iPECS receptionist console is a dedicated application designed specifically for receptionists, operators, and anyone who manages a high volume of inbound calls. The receptionist console is a separate application from the standard iPECS ONE soft client. It provides a more robust and visual interface tailored for professional call handling.

Key features of the iPECS receptionist console include:

- **PC-Based Interface:** It is a software application that runs on a Windows PC, providing a large, clear interface for managing calls.
- **Intuitive Call Handling:** It uses a graphical user interface (GUI) with drag-and-drop functionality, allowing receptionists to easily transfer, park, or forward calls with a simple mouse click.
- **Real-Time Visibility (BLF):** The console includes a Busy Lamp Field (BLF) that shows the real-time presence and status of all users in the organisation. A receptionist can see at a glance who is on a call, available, or away.
- **Directory Management:** It provides quick access to a centralised directory and phone book, making it easy to search for and connect with colleagues.
- **Queue Monitoring:** The console can display a real-time list of calls waiting in a queue, along with their waiting time and priority, enabling the receptionist to manage call flow efficiently.
- **Embedded Softphone:** It has an embedded softphone function, meaning it can be used without a physical desk phone, which is useful for remote receptionists.

12. Integrations

iPECS offers a number of integrations with popular CRM packages, including Salesforce and Microsoft Dynamics. This is a key capability designed to improve productivity and the customer experience.

The integration is primarily facilitated through the iPECS ONE client and a specialised application called CONNECT for iPECS.

- **Out-of-the-Box Integrations:** iPECS has ready-made integrations with well-known CRM platforms like Salesforce, Microsoft Dynamics, HubSpot, and Zendesk. For these applications, the integration is often straightforward to set up with minimal development.
- **Click-to-Dial:** This is a core feature of the integration. Users can simply click on a phone number within a customer's record in their CRM, and the iPECS ONE softphone will automatically initiate the call. This eliminates the need for manual dialling, reducing errors and saving time.

- **Screen Pops:** When a customer calls in, the iPECS system recognises their phone number and automatically "pops" their corresponding record from the CRM onto the user's screen. This gives the agent a complete view of the customer's history before they even answer the call.
- **Call Logging:** The integration automatically logs call activity (e.g., call time, duration, and outcome) within the CRM record. This eliminates manual data entry and ensures the customer's history is always up-to-date.
- **Bespoke Integrations:** For specialised or industry-specific CRM systems, Gamma offers a custom integration service through its CONNECT for iPECS application. As long as the CRM has an open API, Gamma can develop a tailored integration to meet a customer's specific needs.

The integration capability of iPECS is robust and flexible, allowing businesses to seamlessly connect their communications with their customer data. This helps to streamline workflows, improve efficiency, and deliver a more personalised customer experience.

13. Call Recording

iPECS provides a call recording facility. It is a key feature of the platform, offered as an optional add-on service. This functionality is essential for businesses that need to monitor call quality, ensure regulatory compliance, resolve disputes, and train staff.

Key features include:

- **Integrated Solution:** Call recording is a tightly integrated part of the iPECS ecosystem. This means it works seamlessly with all types of devices connected to the system, including physical handsets, the iPECS ONE soft client, and even calls made from mobile devices using a special service like "ANYWHERE for iPECS."
- **Flexible Recording Options:** Administrators can configure call recording to meet specific business needs. The platform typically supports:
 - **Automatic Recording:** All calls (inbound, outbound, or both) are recorded automatically for a specific user, group, or across the entire business.
 - **On-Demand Recording:** Users can manually start or stop a recording at any point during a call.
 - **Percentage-Based Recording:** The system can be set to automatically record a certain percentage of calls for quality assurance purposes.
- **Secure Storage and Access:** Call recordings are stored securely in the cloud, often with encryption to ensure sensitive data is protected. Access to recordings is managed through the administrator portal, which allows you to set granular permissions so that only authorized personnel can listen to, download, or delete recordings.
- **Search and Playback:** The platform provides a web-based interface for searching and managing recordings. Users with the appropriate permissions can easily search for recordings by date, time, phone number, and extension, and then play them back directly in a web browser.
- **Compliance:** For businesses in regulated industries, iPECS offers features to help with compliance, such as the ability to play a consent announcement to callers before recording begins and PCI-DSS compliance features that can pause recording when sensitive information, such as credit card details, is being exchanged.

- **MiFID II:** The call recording facility is a critical component for financial services firms that need to comply with the MiFID II directive. It provides a secure, reliable, and auditable record of all communications related to client orders, transactions, and services, with recordings securely stored and accessible for the required retention period.

14. New numbers (DDIs)

As a network operator we have been allocated, by Ofcom, number blocks across all UK area codes so where additional numbers are required, Gamma can provide these from our pre-allocated pool and immediately associate them to the customer allowing them to be assigned to iPECS.

15. Call Plans

iPECS is typically provided on an all-inclusive basis where the user subscription, physical handset or soft client and calls (01,02,03 and Vodafone/EE/3/O2 Mobile) are provided for a fixed monthly fee. Optionally, Gamma can provide iPECS calls on a pay as you use basis.

Gamma bills calls on a per second basis and tariffs destinations to 4 decimal points. The final cost per call is rounded to 2 decimal places.

16. Optional Additional Services

Gamma iPECS is designed as a modular ecosystem, which means that in addition to the core unified communications functionality, there is a wide range of optional, add-on services and applications that can be tailored to a business's specific needs.

Here are some of the key optional additional services available for iPECS:

Advanced Productivity and Collaboration

- **iPECS Analytics:** A dedicated analytics and reporting application that provides real-time dashboards and detailed historical reports on call volumes, agent performance, and communication trends.
- **CONNECT for iPECS:** A web-based application that acts as a central hub for integrations. It provides native integrations with popular business applications (e.g. CRMs) and also allows for bespoke integrations with other software via an API.
- **iPECS ONE Add-in for Microsoft Teams:** This add-on integrates the full iPECS voice and collaboration features directly into the Microsoft Teams interface, allowing users to make and receive calls, manage presence, and access call history without leaving the Teams application.

AI-Powered Services

- **Sidekick:** An AI-powered call assistant that works with call recordings. It provides automated call transcriptions, concise summaries, sentiment analysis, and can suggest follow-up actions.
- **ENGAGE for iPECS:** This is an AI-powered webchat plugin that can be added to a business's website. It uses AI to answer common customer questions, and can seamlessly hand off conversations to a live agent when a query becomes more complex.

Mobility & Accessibility

- **ANYWHERE for iPECS:** A unique service that uses a mobile network SIM card to enable a user's mobile phone to act as a seamless extension of the iPECS system, without the need for a mobile app. This allows users to make and receive business calls on their mobile using their business number, with call recording and reporting capabilities. ARO will provide the Mobile Network voice and data sim card.
- **PCI for iPECS:** A solution designed for businesses that take card payments over the phone. It automatically pauses call recordings during sensitive data entry to ensure compliance with PCI DSS standards.

17. Service Availability

Gamma's business communications platforms, including iPECS, are built on a highly resilient network.

While the specific percentage can vary by product and contract, Gamma frequently cites a very high uptime percentage for its core network and platforms, often in the range of **99.999%** or more. This is an industry-leading figure.

18. Quality Standards & Security

Gamma's services are certified to:

- ISO 9001
- ISO 14001
- ISO 22301
- ISO 27001
- Cyber Essentials
- Cyber Essentials Plus
- Carbon Neutral and Net-Zero Ambition
 - Gamma has been a Carbon Neutral business since 2006. This means they have offset their carbon emissions with certified projects. However, they have moved beyond this and have committed to a more ambitious plan.
 - They have set a goal to become a carbon net-zero business by 2042.
 - This commitment includes a Science-Based Targets initiative (SBTi) validation, which confirms that their emission reduction targets are in line with the goals of the Paris Agreement to limit global warming to 1.5°C.

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