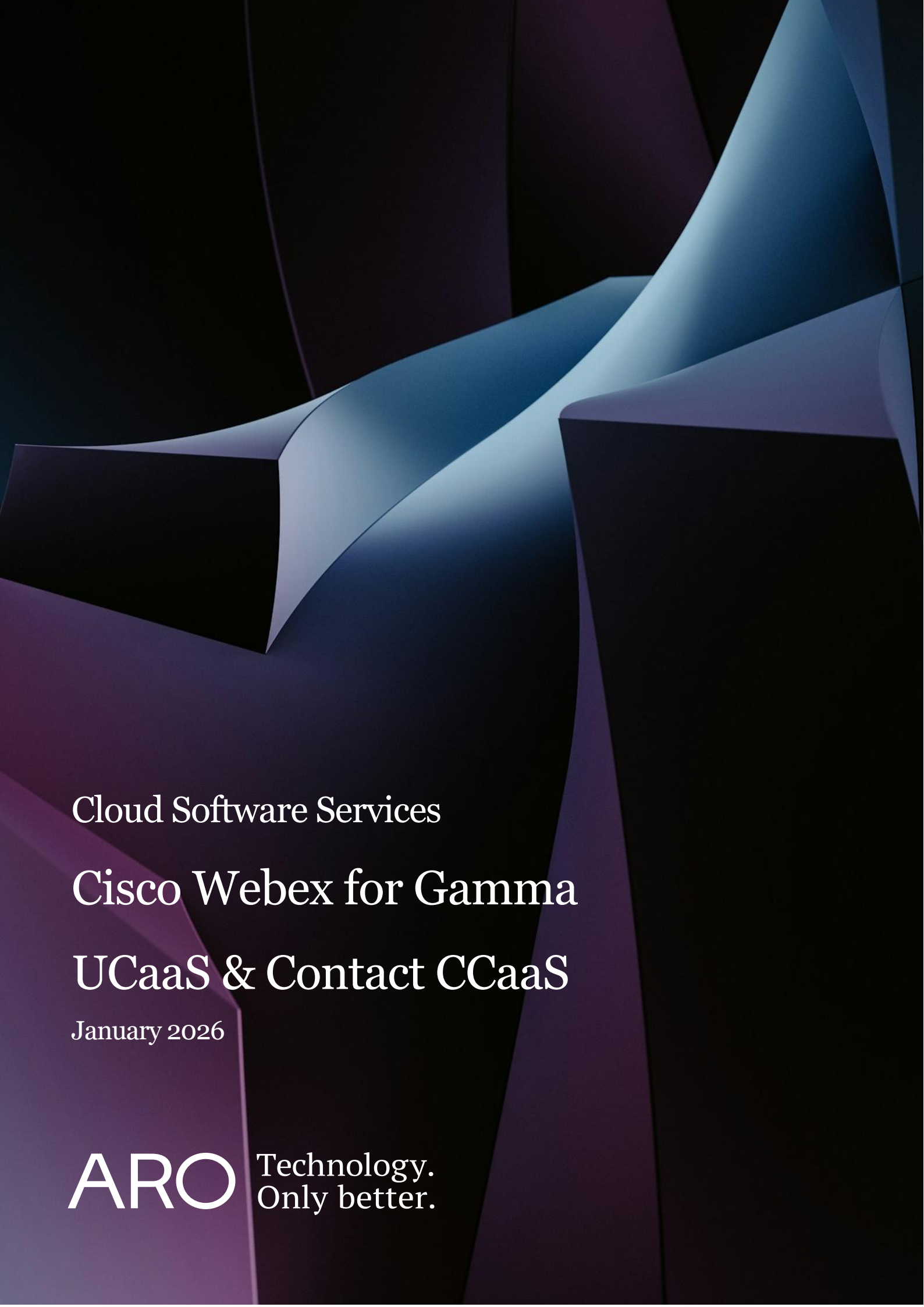




Cloud Software Services

Cisco Webex for Gamma

UCaaS & Contact CaaS

January 2026

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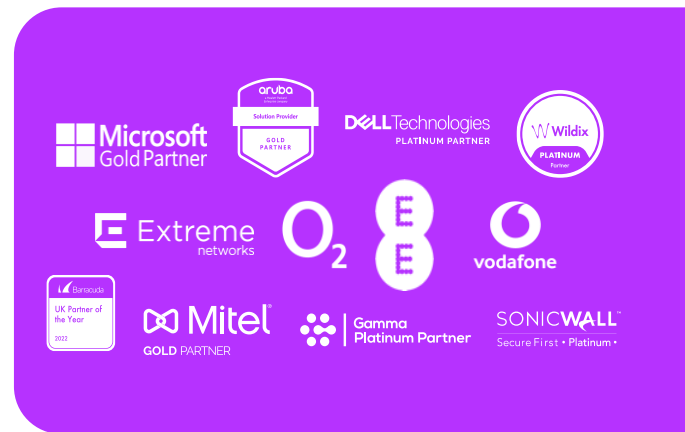
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1. Services Overview

Gamma provides a Cloud Collaboration solution (Webex for Gamma) that enables businesses to make and receive calls, message, meet, and collaborate seamlessly. It is a unified platform that combines the Webex suite of collaboration tools with Gamma's reliable voice and network services, requiring no on-site equipment beyond the user's device. The solution is fully managed end-to-end, including the service, support, and optional hardware.

2. Cloud Voice Services

Platform

Webex for Gamma is a fully resilient cloud collaboration platform built on Cisco's technology and deployed across Gamma's secure, geographically diverse data centres within its own UK network. The platform is peered with various communication networks, including multiple PSTN providers, mobile operators, IP networks, MPLS providers, and the internet. This allows businesses to adopt Webex for Gamma without needing to change their Wide Area Network (WAN).

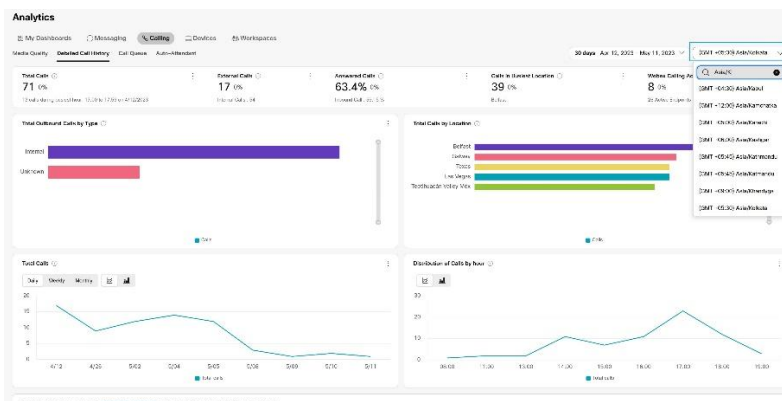
The platform is multi-tenanted, with each customer securely partitioned. Webex for Gamma requires no on-site PSTN interconnects.

System Administration

Webex for Gamma provides each customer with the Webex Control Hub, a secure, intuitive, and centralised web portal that allows them to undertake the following administrative tasks:

- Site and Location Management – Control location-based settings, including numbers, schedules, music on hold, and call barring.
- User Management – Create, edit, and manage users, assign licenses and devices, provision telephone numbers, and configure calling features.
- Group and Collaboration Management – Manage shared lines, hunt groups, and contact centre services, as well as configure team spaces and meeting settings.
- Data and Analytics – Access detailed analytics and reporting on usage, adoption, and call quality to optimise the collaboration environment.
- Security Management – Manage user access, authentication, and security policies, including password and soft client settings.

The administrator can also access detailed statistical information and reporting across their entire organisation for inbound and outbound calls, as well as meeting and messaging usage.



3. Network Access

Webex for Gamma needs to be delivered over a high-quality network, ensuring the required bandwidth is available for all collaboration activities, including voice calls, video meetings, and screen sharing.

If required, Gamma can provide dedicated Quality of Service (QoS)-enabled access, ranging from SoGEA to single or highly available Ethernet, to guarantee performance.

4. Key Features and Functions

Feature	Function
Ad Hoc Conference	The ability to invite other participants to a call creating a conference call.
Anonymous Call Rejection	Ability to reject calls from anonymous parties who have explicitly restricted their Caller ID. The user's phone does not ring, and the user sees or hears no indication of the attempted call.
Authorisation codes	Performs an authorisation of calls made to external parties by prompting a user for an authorisation code prior to making a call.
Auto Attendant	Allows callers to be automatically transferred to a person or group without the intervention of an operator or receptionist.
Automatic Call Back	Enables a call back to be set when dialling a user within the Webex for Gamma group, if a busy tone is received.
Bulk Speed Dial	Creates a speed dial list and applies to multiple users
Busy Lamp Fields	Allows a user to monitor a defined extension by the colour of the lamp of the line key assigned.
Call Barge	Allows specified users to "barge" into an active call and set up a three-way call.
Call Forwarding	Ability to forward incoming calls to a number of choice or to a voicemail message box.

Feature	Function
Call Log/History (Top 10 missed, received, dialled)	Provides the user with a short-term view of both incoming and outgoing calls, and the relevant results of each, through graphs displayed on the user dashboard.
Call Notify by Email	Define which call types you would like to be notified about via email.
Call Paging	Allows a user to call numerous users all at the same time with one-way audio (i.e. only the caller can speak). Once a call is placed then all handsets set up to receive a call in the call paging group will be answered automatically on loudspeaker.
Call Park	Enables a call to be parked and retrieved from another phone within the same Call Park group.
Call Pickup	Enables an incoming call to be picked up by another user within a Call Pickup group.
Call Queue Group	A basic simultaneous Hunt Group with the ability to queue up to 25 calls at network level should all users be busy.
Call Recording	Ability to record Inbound, Outbound or both Inbound and Outbound calls. This can be done at a user level or on a whole hunt group. Call recording can be set up to record a percentage of calls, record on demand or to not record calls at all.
Call Transfer	Provides various options when transferring a call including blind and consultative transfers.
Call Waiting	Provides sight of additional incoming calls to the user's device while the user is engaged on another call.
Calling Line ID	Allows this system to show or block an incoming caller's number and present or block the user's number and identity.
Calling Name Retrieval	Provides the ability to deliver a user's name, as well as a number for calls made and received if the name exists in the corporate directory.
Click to Dial	Enables a user to use the Webex for Gamma Portal to call someone within the Webex for Gamma directory.
Comfort Messages	Up to 4 different files can be uploaded also includes a "Time between Messages" option.
Device Customisation	Users have the ability to set up the line keys and soft keys of their Webex for Gamma handset.
Directory	Webex for Gamma provides two types of directory, one that is updated by the company administrator and one by end users, both of which can be accessed by the Webex for Gamma handset and soft clients.
Distinctive Ring	The ability for external calls to be given a different ringtone to internal calls.

Feature	Function
Do not Disturb	Allows a user to set their phone to unavailable so that incoming calls are given a busy tone.
Emergency Call Support	Gamma's Webex for Gamma service is a VoIP service as defined by Ofcom and supports Emergency Services calls.
Hot Desking (Login/Logout)	The ability to log in to any telephone handset in the organisation, this assigns user's extension and features to the handset logged into including an automatic log out (timeout)
Hunt Group	Variety of hunt groups offered to route calls to multiple locations when an incoming call is received.
Instant Conference Group	The ability to setup a conference group allowing up to 20 different people to be called automatically once the conference has been started.
Music on Hold	Allows the administrator to setup and maintain audio files that can be used in various call scenarios (e.g. Call Park, Call Hold). These files can be recorded through supported devices or uploaded through saved files.
Nuisance Call Management	Ability to reject incoming calls from a user defined list and/or anonymous numbers directly via the Hunt, Auto Attendant, Call Queue and Call Centre type Call Groups.
Remote Office	Allows a Webex for Gamma user to use any phone as their 'Webex for Gamma phone' - meaning they won't need to pay locally for calls and their Webex for Gamma number will be presented on outgoing calls.
Scheduling	Allows the definition of set schedules for business hours, and other company specific events. These schedules can then be implemented over IVR or Hunt Groups to provide specific routing during set hours or days.
Sequential Ring	Allows a user to define a "find me" list of numbers that incoming calls will route to sequentially
Twinning	Twinning of the Webex for Gamma extension/DDI number with another external number such as a mobile.
Voice Messaging	Enables voicemail services to be established either against users or hunt groups so that messages can be left and accessed by users.
Voice Portal	Provides an interactive voice response (IVR) application that can be called by any user, from any phone. The IVR allows the user to manage their services and voice mailbox, as well as changing their passcode if needed.

5. Reporting

Webex for Gamma provides both administrators and users with detailed analytics on usage, adoption, and performance. The information includes a number of metrics for calls, meetings, and messaging, such as; incoming and outgoing call volume, call duration, originating and terminating numbers, and geographical location. The data is presented via a customizable dashboard within the Control Hub and can be manipulated to provide user-specific views and reports.

6. End User Portal

Webex for Gamma provides individual users with the Webex App, a unified client that allows them to manage their settings and review their collaboration usage. The key features are:

- Call Handling – Manage inbound and outbound calls, including call forwarding, call waiting, and Do Not Disturb settings.
- Voicemail – Access and manage unified voicemail, including transcriptions and email notifications.
- Call Association – Link mobile and other devices to their work identity for seamless calling across devices.
- Profile Settings – Set presence status and call routing based on availability.
- Speed Dials – Maintain a personal directory of contacts and speed dials.
- Hot-desking – Log in and out of shared devices to access their personal settings and identity.

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 to ensure optimal performance on the network and in combination with the full suite of Webex for Gamma services.

Device Authentication and Access Management

Webex for Gamma utilises Cisco's robust security framework to ensure secure device authentication, supporting various methods from traditional password-based logins to more advanced multi-factor authentication (MFA). This provides administrators with flexibility in implementing security policies tailored to their organisation's needs.

Soft clients–PC/Mobile

The Webex App serves as the primary soft client for Webex for Gamma, providing a unified collaboration experience on Windows, macOS, and mobile devices.

8. Webex for Gamma App

Webex for Gamma is a combination of Gamma's telephony services and the full capabilities of Cisco's Webex platform. This means that when a user has a Webex for Gamma license, the Webex App becomes their single, unified tool for all business communication and collaboration. This provides a number of key features and benefits as outlined below:

Unified Voice, HD Video, Presence, and Messaging

- **Improved Productivity:** This is the most significant benefit. By consolidating all communication channels into a single application, employees no longer waste time switching between different apps (e.g., a separate phone app, a messaging app, and a video conferencing tool). This streamlines workflows and makes communication instant and efficient.
- **Enhanced Collaboration:** The integration enables real-time, face-to-face collaboration, regardless of physical location. A user can seamlessly transition from a chat conversation to an HD video call with a single click, or use features like screen sharing to work on a document together.
- **Reduced Friction:** Presence information (showing whether a colleague is available, in a meeting, or away) eliminates unnecessary calls and emails, making it easier to connect with the right person at the right time.

Advanced Collaboration Tools

- **AI-Powered Features:** The integration with Webex brings powerful AI capabilities. Key benefits include AI-driven features like:
 - **Automated Meeting Summaries:** AI can automatically transcribe meetings and create action-item summaries, so attendees don't have to take extensive notes.
 - **Noise Removal:** AI can filter out background noise (like a barking dog or a coffee machine), ensuring crystal-clear audio quality for all participants.
- **Comprehensive Meeting Capabilities:** Beyond basic video calls, the Webex client offers advanced meeting features such as virtual whiteboarding, in-meeting chat, and breakout rooms, which are essential for effective brainstorming and project management.

Single Point of Integration

- **Streamlined Workflows:** The ability to integrate with platforms like Outlook and CRM systems is a massive benefit. Users can click-to-dial contacts directly from their CRM, and their call history can be automatically logged, eliminating the need for manual data entry.
- **Better Customer Experience:** By integrating with a CRM, agents have instant access to a customer's history before they even answer a call. This enables more personalised and informed conversations, leading to higher customer satisfaction.

Other Key Benefits

- **Mobility and Flexibility:** The Webex client is available on mobile and PC, empowering a hybrid and remote workforce. Employees have full access to their business phone and collaboration tools from any location with an internet connection.
- **Simplified Management:** For IT departments, having a single vendor and a single platform to manage all communication tools is a huge advantage. It simplifies administration, security, and troubleshooting, freeing up IT resources for more strategic initiatives.
- **Future-Proofing:** By partnering with Cisco, Gamma is ensuring that the Webex for Gamma platform remains at the forefront of UCaaS technology. The platform is designed to be continuously updated with new features and AI innovations, giving businesses a solution that will adapt to their needs for years to come.

9. Webex App Features

Key features (subject to Webex Package) include:

- Inbound and outbound Webex voice calling.
- Access to Webex call features and settings.
- Hosting and joining Webex meetings.
- Instant messaging.
- Presence including custom presence options.
- Persistent group chat (Webex Spaces).
- Video calling.
- Advanced meeting features including meeting transcription.
- Webex AI-powered assistant.

Calling and call control features are delivered from Cisco's Webex Calling cloud infrastructure, which is powered by Gamma's underlying telephony and network services.

10. Remote Access

The Webex App used for Webex for Gamma 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. The client is designed to establish a direct, secure, and encrypted connection to the Cisco Webex cloud infrastructure, which is then connected to Gamma's network to provide reliable and high-quality PSTN access.

11. 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 Webex for Gamma.

12. Call Plans

Webex for Gamma 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 Webex for Gamma calls on a pay as you use basis. The basic Webex for Gamma subscription includes a SIP trunk, however, if the customer requires, SIP Trunks can be purchased independently of Gamma.

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.

13. Optional Additional Services

Call Recording

Webex for Gamma provides a robust call recording solution that is seamlessly integrated into the core platform. As a managed service, ARO handles the provisioning and billing, while leveraging a best-in-class third-party provider, such as Dubber, to deliver secure, compliant, and scalable recording capabilities. This unified approach ensures that all call recordings are securely captured, stored, and easily accessible from within the Webex Control Hub, providing a single, comprehensive solution for all your collaboration and compliance needs.

Webex Attendant Console

The Webex Attendant Console is a desktop application that allows an operator to monitor, control, and queue incoming calls. It also provides the ability to see the presence status of colleagues, manage multiple queues and parked calls, and handle transfers (both blind and consultative) with a single click.

Webex App Hub - Integrations

Webex for Gamma has a powerful ability to integrate with applications and provide click-to-dial functionality, as this is a core feature of the Cisco Webex platform.

The Webex App provides an extensive and growing ecosystem of integrations through the Webex App Hub. This allows for a wide range of functions, including:

- **Click-to-Dial:** You can easily enable click-to-dial functionality from within applications like Microsoft Outlook and various CRM systems, allowing users to initiate a call directly from a contact card or an email.
- **Presence and Call History:** Integrations can provide real-time presence information and automatically log call history directly into your CRM or other business applications, eliminating the need for manual data entry.

- **Desktop Integration:** Webex integrates seamlessly with the Microsoft 365 and Google Workspace environments, offering a unified user experience for calling, messaging, and meetings.

Webex for Gamma's integration capabilities are delivered via the cloud and the Webex App Hub, simplifying workflows and enhancing productivity by linking your communication tools with the business applications you use every day, including popular CRMs like Salesforce and Microsoft Dynamics.

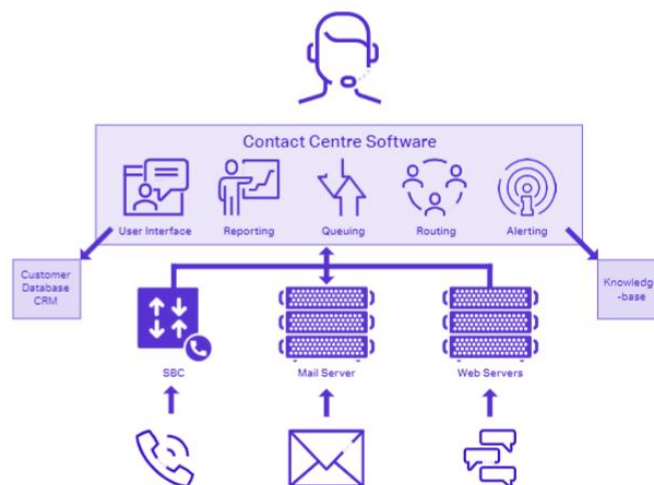
Webex Contact Centre

Webex for Gamma provides access to a full range of contact centre services. While the core Webex for Gamma product is a Unified Communications solution, it is designed to integrate with Cisco's advanced Webex Contact Centre platform, which is also offered by Gamma.

This means you can have a single provider for both your internal collaboration (UCaaS) and your customer-facing contact centre operations (CCaaS).

Key Features

- **Omnichannel Support:** The service goes beyond traditional voice calls to include interactions via email, web chat, and social media, allowing customers to communicate with your business on their preferred channel.
- **Intelligent Routing:** Calls and other interactions are routed intelligently to the most qualified agent based on skills, availability, and customer data.
- **AI-Powered Features:** The platform includes advanced features like AI-driven chatbots for self-service, real-time agent assistance, and analytics to analyse customer sentiment and improve performance.
- **Comprehensive Analytics & Reporting:** Supervisors can use real-time dashboards and detailed reports to monitor agent performance, queue lengths, and customer satisfaction, with the ability to create customizable wallboards.
- **CRM Integration:** It integrates with popular CRM systems like Salesforce and Microsoft Dynamics, providing agents with a complete view of the customer's journey and history as they handle an interaction.



14. Advanced Reporting

Webex for Gamma provides a robust suite of advanced reporting capabilities through the Webex Control Hub. This is a significant advantage of the solution, as it provides a wealth of data to help administrators and managers understand how the platform is being used and how to optimise it.

The reporting and analytics are broken down into several key areas:

- **Usage and Adoption Analytics:** This provides insights into how users are engaging with the platform. You can see things like the number of total and active users, the total call legs and minutes, and the number of messages sent. This helps you track adoption and identify areas where more user training or communication might be needed.
- **Call Quality Analytics:** This is a key feature for IT teams. Control Hub provides detailed, end-to-end analytics on call quality. You can monitor key metrics like **packet loss**, **jitter**, and **latency** to pinpoint the source of a poor-quality call—whether it's on a user's network, a specific device, or elsewhere. This allows for proactive troubleshooting before users even report an issue.
- **Meetings Analytics:** This provides a deep dive into meeting usage, including the number of meetings, total meeting minutes, and top users. It also offers insights into features used, such as screen sharing, video usage, and the use of the Webex Assistant.
- **Detailed Reports:** Administrators can generate and export detailed reports in CSV format for further analysis. These reports contain granular data on call history, including originating and terminating numbers, call duration, and call status.

In essence, the reporting capabilities of Webex for Gamma go far beyond simple call logs. They provide actionable intelligence on everything from user engagement and platform adoption to network performance and troubleshooting, all from a single, centralised dashboard.

15. Quality Standards & Security

Gamma's services are certified to;

- ISO 9001
- ISO 14001
- ISO 22301
- ISO 27001
- Cyber Essentials
- Cyber Essentials Plus
- Carbon Neutral

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Kilby House, Liverpool Innovation Park, Liverpool, Merseyside, L7 9NJ

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