

Gamma's path to market leadership

A collaborative ambition with Cisco

Gamma Communications is redefining the Unified Communications as a Service (UCaaS) and Contact Center solutions landscape in Western Europe, with an ambitious mission to become the region's number one provider. Eager to overcome competition from legacy incumbents, rapidly deliver AI-driven advanced solutions, and increase market share, Gamma has strategically aligned with Cisco.

Customer Summary

Company Name

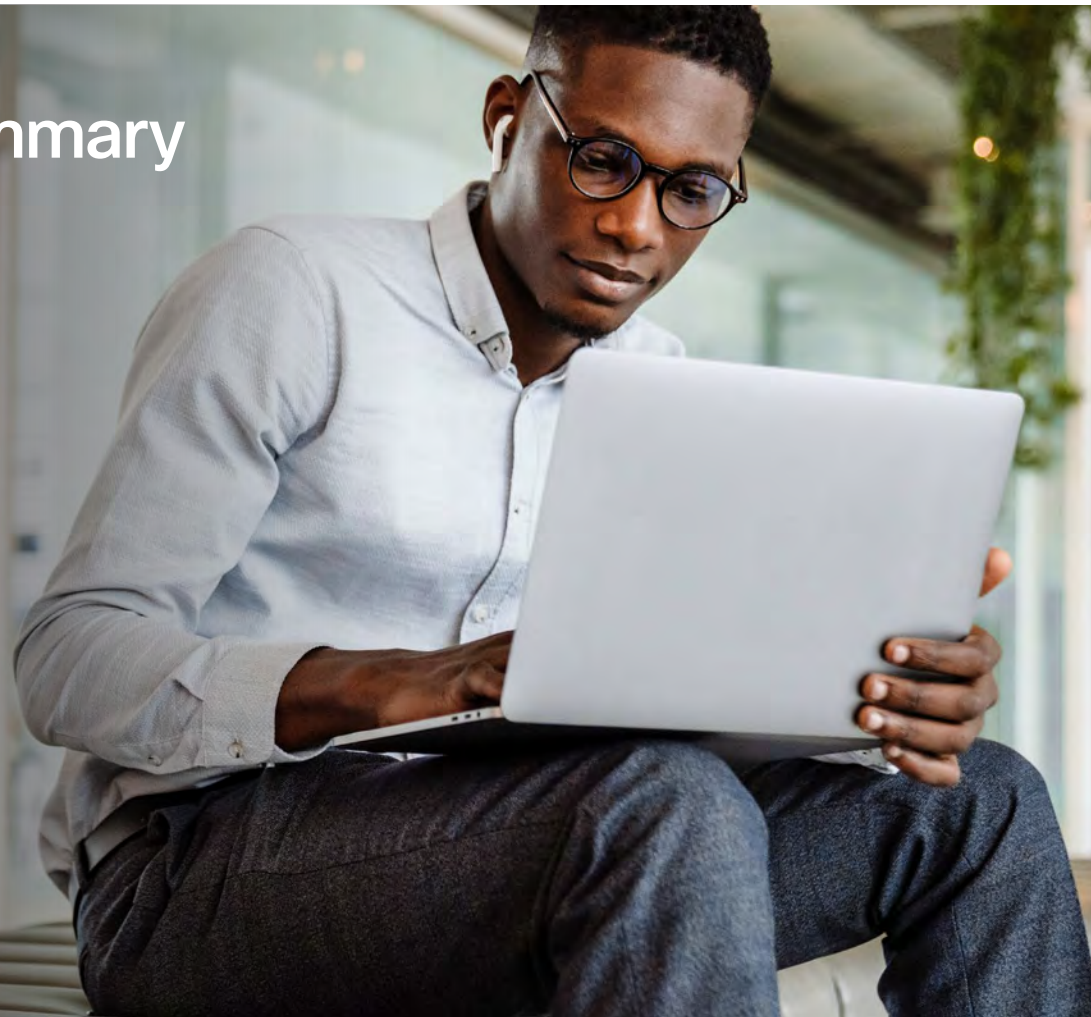
Gamma

Industry

Telecommunications

Headquartered

**United Kingdom, Germany,
Netherlands, Spain**





Challenge

- Deliver advanced UCaaS and CCaaS solutions that meet continuously evolving customer expectations
- Develop targeted market & technical expertise
- Rapidly Expand UCaaS and CCaaS offers across Europe



Solution

- Partner with Cisco to deliver AI driven Webex technologies across the region
- Perform strategic acquisitions in key markets with expertise in Cisco
- Build a regional partner channel to sell and support services in Europe



Outcome

- Launched Horizon with Webex to SME segment in UK and began upgrades
- Acquired Placetel, a German Webex Provider, and BrightCloud, a Cisco expert Provider of CCaaS
- Launched Webex via Wholesale model through partners

Navigating market challenges with strategic partnerships

Gamma's journey to UCaaS leadership began with its launch of the Horizon platform, powered by BroadSoft. As the communications landscape evolved, Gamma faced significant challenges, including growing competition from established players in the industry.

With more businesses looking to modernize their communication systems, the demand for innovative, scalable solutions grew. To stay ahead of the curve, Gamma sought a partnership that would not only strengthen its offering but also enable its partners to expand their reach into new segments.

With the Cisco acquisition of BroadSoft, Gamma saw the opportunity to realize a portfolio of new capabilities that aligned seamlessly with Gamma's vision. Cisco's innovations in Webex communication, collaboration, and contact center were setting a new standard for technological excellence. And Cisco shared Gamma's strong track record of enabling partners to succeed, which was critical to Gamma's partner-led sales and delivery model. Together, Cisco and Gamma could deliver transformative solutions while Gamma stayed true to what it does best—providing exceptional service, dedicated support and tailored solutions to meet the needs of its clients.



This collaboration was the catalyst for the creation of Horizon with Webex. Chris Wade, Gamma's Chief Marketing and Product Officer, articulates, "By bringing the Webex client on top of telephony that just works, we can bring to life solutions for businesses of all sizes."

Horizon with Webex

The introduction of Horizon with Webex marked a significant evolution in Gamma's UCaaS strategy. Horizon with Webex is tailored for small and medium-sized enterprises (SMEs), to modernize their communication infrastructure effortlessly and meet the demands of today's fast-paced environment.

"Smaller businesses have to compete with larger ones, so they must be able to deliver the same communication and engagement experiences," explains Chris Wade.

Webex for Gamma

With Gamma's ambition to be the largest provider in Europe, an additional solution was required. Available through Gamma partners as a wholesale service or directly to enterprise and public sector customers, Webex for Gamma brings Cisco's collaboration capabilities to a broader audience. Andrew Belshaw, CEO at Gamma, highlights the strategic importance of this addition: "With the introduction of Webex into our portfolio for both partners and customers, we are providing the choice of tooling that's right for their business to thrive in today's dynamic world."

Strategic acquisitions with purpose

Gamma's commitment to strategic growth in the European market led to the acquisitions of BrightCloud and Placetel. By acquiring these two businesses—both key parts of Cisco's ecosystem—Gamma significantly enhanced its capabilities in two key areas.

BrightCloud, a European Enterprise partner of Cisco, brings specialized expertise in Contact Center as a Service (CCaaS) and customer experience transformation, enhancing Gamma's service offerings and strengthening its Cisco partnership.

Placetel, a leading Cloud PBX provider in Germany, present a broader set of opportunities, giving German businesses access to Cisco collaboration solutions both through streamlined digital channels and a robust network of local partners.

“Acquiring Placetel wasn't just about expanding our portfolio, it was about gaining the insights and tools necessary to truly understand and serve small businesses in Germany,” explains Andrew Belshaw.

A partnership built on mutual appreciation

The partnership between Gamma and Cisco is characterized by a mutual appreciation of each other's core competencies: Cisco in AI-driven technologies and Gamma in exceptional customer experiences. "Our recent acquisitions of BrightCloud Group and Placetel underscore our strategy to deepen our Cisco partnership. These moves have not only expanded our market footprint in the UK, Germany, and wider Europe but also enabled us to deliver highly tailored solutions. By integrating Webex with Gamma's telephony expertise, we aim to empower businesses with tools that drive measurable improvements in workforce productivity, streamline communication and collaboration, and deliver exceptional customer experiences," said Andrew Belshaw.



Positioned for future success

The strategic initiatives undertaken by Gamma have positioned the company for sustained success and growth.

By integrating Cisco's Webex technology into its solutions and adding new market and technical expertise through key acquisitions, Gamma is set to deliver advanced, AI-driven communications and contact center solutions across the European continent. The robust partnership with Cisco ensures that Gamma remains at the forefront of innovation, not just keeping pace with the industry's evolution, but leading it, and setting a new standard for excellence across the region.

"We aim to empower businesses with tools that drive measurable improvements"

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For more information

Please visit cisco.com/c/en/us/products/contact-center