

# NEWSLETTER

## THUS Volume Channel Partners



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Welcome to the latest issue of the THUS plc Channel Newsletter dedicated to Volume Channel Partners.

In this issue we bring you up to date with recent and planned activity that is directly related, and hopefully of interest to your business.

### CHANNEL MESSAGE.

2005 will be an exciting year for the Volume Partner (VP) channel at THUS.

Getting the New Year off to a flying start we're upgrading our provisioning tool which launched at the end of January. This upgrade will make a real difference to every VP, saving VPs many hours of effort each month. You can find out more about the upgrade later in the newsletter.

In addition we will see lots of enhancements to traditional voice services and a whole range of new data products.

2005 will be the year that VoIP starts to develop within the traditional reseller voice arena, although I am not expecting this to impact on voice revenues yet.

THUS's proposition for VPs, is a quality service with high levels of support making THUS a Company that is easy to do business with.

Keeping to these principles, last year we added Private Circuits, Internet Leased Lines, and ISDN30's. Enabling THUS VPs to get a greater share of end user Telecom's spend than from most other carriers.

THUS intends to develop the new VoIP services, keeping to the basic principles and allowing VPs that sell the service and make margins at least as good as they are now with traditional voice.

This will set THUS apart from other carriers even more.

Thank you for all your business in 2004, we do not take any of it for granted.

I look forward to an equally successful 2005 for every one of our VP's.



Stuart Finlay, Volume Channel Partner Sales Manager at THUS "2005 will be an exciting year for the Volume Partner (VP) channel at THUS."

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## EVENTS

### Comms Channel Expo - 12/13 April 2005 - Stand CC424

Once again THUS plc will be exhibiting at Comms Channel Expo, the leading exhibition for voice, data and wireless comms resellers. Comms Channel Expo is more than just an exhibition – it's an industry event focusing on the sharing of knowledge and the exchange of ideas relevant to YOUR industry.

At the 2005 Exhibition THUS will be talking to Channel Partners about new products and opportunities as well as defending our hard won 2004 Award for Network Operator of the Year.

Picture caption: Duncan Wilkinson accepts the Comms Channel Network Operator of the Year 2004 Award from Alistair McGowan and Ian Margeson of Sponsor Alcatel.

### Margin in IP Telephony 2

THUS recently attended "Margin in IP Telephony", a one-day conference and evening dinner in November at the Forest of Arden Marriot Meriden Hotel , in Coventry. THUS sponsored the Champagne Reception for delegates at the conference dinner.

"Margin in IP Telephony" focused on the continuing upsurge in IP implementation by British enterprises. The sole objective of the event was to provide resellers with valuable information and knowledge about the profit streams available from this rapidly developing market.

For More information go to <http://www.margin-in-ip.com/>



[Click here for FREE Registration to the Comms Channel Expo 2005.](#)

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## Product Update

### Call Conferencing

In a recent interview with Comms Business Magazine, Duncan Wilkinson, Head of Channel Sales, was asked to comment on new innovative THUS applications and what was next in the pipeline for the channel?

Wilkinson commented, "We are developing a voice conferencing product that will enable our Channel Partners to offer professional and flexible solutions to their customers. Each of our Channel Partners will be provided with one conference account, which includes a dial-in number, i.e. 0871 271 XXXX for UK callers, an 0870 number for international callers, and a personalised welcome announcement, e.g. "Welcome to (company name)'s conferencing service". This will enable access to up to one million virtual conference rooms, which are identified by a six-digit room number and a four digit PIN. Features include the option for conference room owners to record their own personal room greeting, the ability to hold conference calls with up to 30 participants and a link to a personalised web page, which allows them to create new rooms or modify existing rooms. Volume Partners will set up conference "rooms" via our web site and generate money through our payments of rebates per minute for every call to the 0871 dial-in number.

This is just one of a number of examples THUS can point to introducing over the last twelve months and these, together with our excellent Channel Partner support program, makes me believe THUS can defend its Network Operator of the Year title again in 2005."

## Provisioning goes Proactive - Upgrades to the Web Provisioning Tool.

After much consultation with Volume Channel Partners (VP), THUS has made considerable improvements to the online provisioning tool. A significant number of small enhancements have been made, the highlights are detailed below.

Instead of the VP having to go online to request CLI status changes, the tool can now be set up to send email reports with all provisioning status changes. For example, when a CPS CLI is requested to be transferred to another carrier by BT the VP will be notified before the transfer takes place.

It is now possible to check the status history of a CLI via the tool. There is no longer the need to phone channel support to check the status of a CLI.

All CDR's can be downloaded via the web - a popular request by VPs.

THUS believes that ease of provisioning can be a differentiator when VPs choose which carrier to work with, feedback from VPs has shown that THUS is one of the easiest carriers to provision with.



Duncan Wilkinson , "We have launched a voice conferencing product that will enable our channel partners to offer professional and flexible solutions to their customers."

Not satisfied in upgrading the provisioning tool to be the best in the industry THUS has gone even further by taking away part of the back office work that some VPs do each day and which other VPs would like to do each day if they had the time.

VPs will be able to receive ZERO billing reports daily. If an end user made calls on Monday but didn't make calls on Tuesday, on Wednesday the VP will be notified by email. This feature can save hours each day downloading CDRs, uploading the CDRs in to a billing platform and then running/analysing the report.

In addition THUS VPs can download a report listing all CLIs that have failed to make a call in the last 30 days, and a report for all CLIs that have made a call in the last 30 days.

Another time saving feature is the ability to check the last time a CLI made a call.

By improving the existing provisioning tool and adding the additional functionality, we have reaffirmed the commitment to make THUS one of the easiest and best carrier for a VP to work with.

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William Allan, Chief Executive, THUS plc, "A new compulsory scheme is urgently required that gives end-users access to authoritative, trusted information..."

## THUS in the Press:

### THUS highlights urgent need for replacement carrier performance indicators

THUS plc has voiced its concerns about the time it will take to implement Ofcom's proposed replacement for the Comparative Performance Indicator (CPI) scheme, involving new compulsory Quality of Service (QoS) measures for telecoms providers.

Ofcom's proposed replacement to CPI is expected to take up to eighteen months to instigate. Ofcom is currently reviewing its proposed scheme after receiving responses to its consultation paper from industry players including THUS. With no measures currently in place, customers could be left unnecessarily exposed to low quality of service from operators. THUS therefore believes that new measures are required urgently and is calling for a quick response from Ofcom and the industry in moving these proposals forward.

Full story >> [Click here](#)

### Tribunal dismisses BT appeal over CPS "Save" case

The Competition Appeal Tribunal (CAT) announced today that it has dismissed BT's appeal on the Carrier Pre Select (CPS) "Save" case. The CAT upheld the Director General of Telecommunications finding on 7 November 2003 that BT's "Save" activity in the course of CPS transfer had unlawfully misused confidential customer information for marketing purposes.

Bill Allan, Chief Executive Officer of THUS, said "The dismissal of BT's appeal by the Tribunal vindicates our complaint and the Regulator's original decision, and reinforces the need for continued regulatory vigilance in the UK telecommunications market."

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Gerry Duffy  
Sales Director  
THUS plc.

## Channel Message

We offer a variety of ways in which to work with THUS, one of which is via our Volume Partner unit. Effectively our wholesale arm, we enable Volume Partners to buy or lease THUS products and services at competitive wholesale prices to sell to their own customer base. Channel Partners can choose whether to leverage the THUS brand, or combine THUS's products and services with their own solutions to add value to customers.

THUS is keen to attract new resellers and currently we have a compelling offer in place (see below) where all new Channel Partners who sign an agreement with THUS for a period of 12 months can take advantage of a free "Oak aBILLity" reseller billing engine. Subject to a minimum level of billing being reached, THUS will cover the install and maintenance costs of the platform for 12 months from the date of the first THUS invoice.

At THUS we work to support our Channel Partners in winning business via a proactive, dedicated account management team whilst at the same time maintaining our focus on delivering market leading back office support.

Backing all this up of course is the fact that THUS is one of the most successful carriers in the UK today. A truly unique combination of technology, fiscal performance and customer focus makes THUS a clear choice for Channel Partners.

**Gerry Duffy**  
**Sales Director**  
**THUS plc**

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James Emm, CEO at Oak Telecom,  
"Oak Telecom's aBILLity takes all the  
pain out of call detail record (CDR)  
processing."

## Billing Offer\*

### THUS JOINS FORCES WITH OAK TELECOM FOR VOLUME PARTNER PROMOTION

THUS Announces Joint Promotion To Offer Discounted Billing Systems To new Reseller Partners In Return For Exclusivity On CPS Minutes Usage.

THUS has announced that it has teamed up with Oak Telecom, one of the UK's leaders in call management systems, on a joint promotional offer aimed at resellers looking to join THUS's Volume Channel Partner (VP) Scheme. From now until March 31st 2005, new VP's can take advantage of substantial cost savings on Oak Telecom's market leading CPS billing system, aBILLity, when the reseller bills all its CPS traffic through THUS.

During the promotion, THUS and Oak Telecom will waive the installation fee, which the reseller would normally pay, as long as the VP reaches specific billing targets during a 12 month period. Once signed up, the promotion will run for a maximum of 12 months and THUS will have exclusivity of CPS minutes billing during this period.

James Emm, CEO at Oak Telecom, explained, "Oak Telecom's aBILLity takes all the pain out of call detail record (CDR) processing. Its ease of use and excellent performance allows telecoms resellers to enhance their value proposition. aBILLity can process multiple services, from voice minutes through to data, enabling the reseller to provide several different services using one billing platform. This promotional effort provides any reseller joining THUS's Volume Partner Scheme with generous discounts and ensures benefits such as lower total cost of ownership of the billing system and increased revenue generation."

"This offer will allow new Volume Partners to take full advantage of one of the UK's most popular billing platform at no additional costs, added Duncan Wilkinson, Channel Sales Director at THUS plc. "We are pleased to be able to offer our new Volume Partners this winning combination of THUS's superior telecoms services, coupled with Oak Telecom's aBILLity billing platform."

\* Note Terms & Conditions Apply

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**FOR ANY QUERIES PLEASE REMEMBER TO CONTACT YOUR CHANNEL ACCOUNT MANAGER IN THE FIRST INSTANCE.**

**THUS Contacts:**

**Name/Department (click to email)**

**Phone Number**

[Channel Sales Volume Partner Support](#) for general enquires

0800 027 1037 - between 8.45 am - 5.15 pm Monday to Friday.

[Charlotte Mundell](#) - Channel Partner Marketing Support

07001 280973

[Customer Service](#)

0800 027 0000 - to log or update a fault, choose Option 1, to query an invoice, choose Option 2, for moves, amendments and cancellations for an existing customer, choose Option 3, then either Option 1 (Internet Customers) or Option 2 (Voice & Data Customers)

[Automated ADSL Order Tracking](#)

0845 275 5527 - You should have the ADSL installation telephone number to hand

**To Escalate an Issue:**

[Caroline Sherry](#) - Channel Sales Support Manager

0141 566 2550

[Stuart Finlay](#) - Volume Channel Partner Sales Manager

07770 926 837

[Complaints](#) - To log a complaint and speak to a customer relations representative

0845 270 0054

[Automated ADSL Order Tracking](#)

0845 275 5527

THUS plc is Comms Channel Network Operator of the Year 2004.

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