



G3 WORLD

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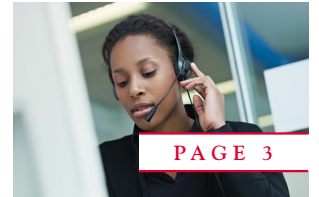
Unified Communications Enter The

Boardroom

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Unified Communications Enter The Boardroom

New communication technology is rapidly changing the world of work – how we work, where we work from, and what we can achieve. But for businesses to extract maximum value from technology investment, the complexities of modern converged voice, data and video systems require the skills of people that have the specialist knowledge and experience to successfully bring that technology to life.

In a 24/7 business environment where downward pressure on operating costs and high customer expectations drive the need for cutting-edge, flexible, streamlined communications, no organisation can afford to make the wrong procurement decisions. With an average age of 51*, today's CEOs were born into the computer generation and are increasingly IT-savvy. Today, IT is on the boardroom agenda and business-IT alignment is improving. There's no real place for generalists and, for business managers and technology managers alike, it's specialist experience, knowledge and communications expertise that adds the greatest business value.

At G3, we help our clients achieve their business goals with telecoms solutions and network services that intelligently combine to set the standard in world-class unified communications. Accessed from a single contact point for true expenditure accountability, clients trust our end-to-end expertise on both sides of the firewall and rely on our ability to plan, implement and maintain their mission-critical technology, as well as optimise TCO.

Take our 4D network management service, for example. A ground-breaking, proactive managed support service, G3://4D can



The Issue
Board members are increasingly IT savvy and the business-IT gap is closing.

The Answer
Business and IT managers are looking to service providers for more depth in technical knowledge and expertise.

“Today, IT is on the boardroom agenda and business-IT alignment is improving. There's no real place for generalists and, for business managers and technology managers alike, it's specialist experience, knowledge and communications expertise that adds the greatest business value.”

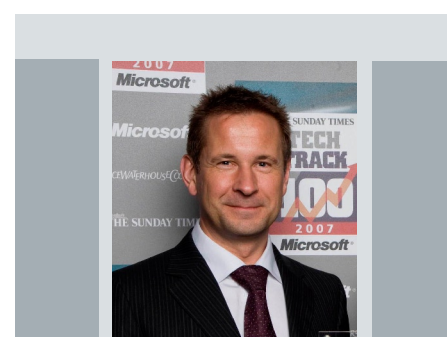
monitor an entire communications network so that technical issues can be predicted, identified and resolved – before they become business issues. It's a pioneering approach to managing a complex mix of voice and data over a single connection that optimises efficiency and dramatically reduces business risk.

G3's specialist skills are in demand across the entire IT supply chain. Even the largest and most respected systems integrators are reliant on our depth of knowledge and the technical competence necessary to plan and execute challenging converged communication projects. That's why, for example, leading integrators, Fujitsu, chose to work with us on their massive Transport for London assignment – a long-term project that represents the single largest Avaya deployment in the UK.



As the founding member of Avaya's largest global alliance, the Aura Alliance, G3 is also going further than any other telecoms or network services provider to deliver a joined-up, consolidated approach to converged communications that reduces administration, simplifies management and cuts costs on a global scale ■

* Gartner

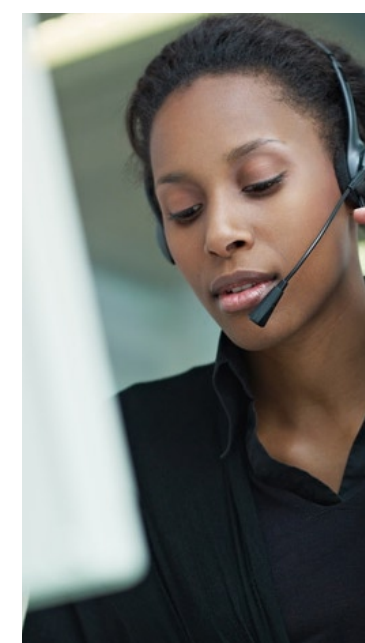


“At G3, we help our clients achieve their business goals with telecoms solutions and network services that intelligently combine to set the standard in world-class unified communications.”

Tony Parish,
CEO G3 Telecommunications

New Senior Appointments Underline Customer Service Commitment

With the increasing complexity of converged networks and unified communications, customer service and support is key to mitigating business risk and reducing total cost of system ownership. In a world where service delivery is arguably even more important to business performance than the technology itself, G3 has reaffirmed its commitment to customer service with two recent senior appointments.®



The Issue
Disruption from mergers and acquisitions of service providers can place service delivery at risk.

The Answer
There is growing demand for experienced and reliable technical support.

Shorten and Anderson bring with them impressive track records and a considerable depth of sales, marketing and management experience gained in a variety of senior roles that have carried both domestic and international responsibilities. “Customer service and support are becoming the real differentiators for service providers,” comments Shorten. “From system design, de-

ployment and integration to longer-term support and maintenance, businesses are increasingly reliant on the specialist expertise of the technology partners they work with. The problem is, the kind of skills and levels of service required to support today's sophisticated converged networks are in short supply. This is where G3's vast experience in both telecommunications and network services can add unique business value.”

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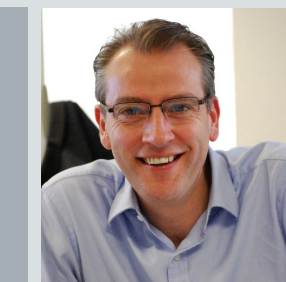
Anderson's reputation for building strong client relationships, his knowledge of Avaya and his experience in the data networks arena are key to enhancing G3's service offering and improving the overall customer experience. “I have previously followed G3's progress with great interest and have been impressed with their professionalism and ambition,” he says. “With the most advanced voice and data solutions and best-in-class services, I believe G3 Telecommunications and G3 Network Services are well placed to deliver on the value of unified communications.



“Customer service and support are becoming the real differentiators for service providers”

Lee Shorten, Business Advisor

“At a time when some of our competitors are being acquired by larger organisations service delivery is coming under great scrutiny – and is an area in which G3 already excels. Having recently been awarded ‘Partner in Customer Excellence’ recognition by Avaya following an independent survey, and with our continuing investment in pioneering new ways to constantly improve the service we're able to offer our clients, G3 is the partner of choice for converged network design, deployment and maintenance.”



At a time when some of our competitors are being acquired by larger organisations such as Vodafone and Capita, service delivery is coming under great scrutiny – and is an area in which G3 already excels.

Niall Anderson,
G3 Group Sales Director

A Driving Force Behind The World's Largest Avaya Alliance



The Issue

Deploying complex communications systems globally is a huge challenge for the multinational enterprise.

The Answer

Businesses need a single, consistent service managed by a single provider at global and local levels.

Streamlined global communications are a priority for today's multi-national businesses. International operators require world-class telecoms solutions that seamlessly connect people, places and processes to improve productivity, reduce business risk and cut operating costs.

But the successful deployment of global telecommunications infrastructures demands much more than leading-edge technology. The complexities of today's communication solutions and variations in service levels and pricing across continents and countries create significant challenges for global businesses. That's why, in 2009, G3 founded the Aura Alliance.

The Aura Alliance brings together 50 Avaya accredited business partners and more than 2,000 Avaya accredited individuals from around the world to deliver one consistent, centrally managed telecommunications service. With specialist local support in over 90 countries, it has grown to become the

largest Avaya alliance on the planet – and the provider of choice for global enterprises planning worldwide deployment of Avaya systems.

“The expanding global coverage and increasing capabilities of the Aura Alliance are having a real impact on the world stage,”

Every Alliance member complies with a set of stringent selection requirements and each holds Avaya Certifications for sales, network design and engineering staff, product authorisations and service quality. Alliance partners are chosen for their dynamic approach to business, their commitment to customer service and their commercial integrity. This means that wherever clients are based, they can depend on the same high standards, as well as consistent service levels, pricing and support.

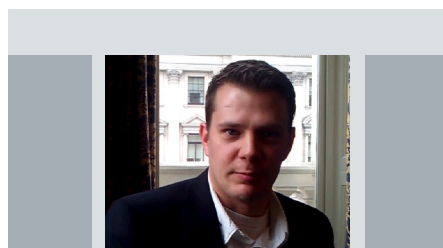
G3's Managing Director and CEO of the Aura Alliance, Tony Parish, is a major driving force behind the dramatic growth and continuing success of the Alliance. “The expanding global coverage and increasing capabilities of the Aura Alliance are having a real impact on the world stage,” he says. “On average, our members now spend around \$600 million with Avaya each year – and that figure is increasing all the time. It's a solid indication that the Alliance structure, the membership quality controls we have in place, and our global service offering are striking a positive chord with multinational businesses.

“Avaya works closely with us to continually develop processes, services and technical excellence. This support, combined with our members' depth of experience and expertise means that no other alliance is better placed to design, implement and maintain global communication infrastructures.”




Jan Lawford,
Avaya Senior Director EMEA Channels

“The Aura Alliance takes a fresh, new approach to fulfilling the service levels expected from this increasingly demanding market and Avaya gives its full support to help make that happen.”



“The collaboration between AA members allows customers to tap into a vast range of skills and knowledge that is essential in global communications management.”

Armin Toepper,
Sievers Communication GmbH, Germany



“Today, business is global and we need to meet our clients' strategies with communications that perform globally.”

Rodney Everard, Beltech SA, Chile



“For a long time, customers have been asking for a single partner to deliver their communications globally. The Aura Alliance meets this challenge.”

Kenny Heitner,
Consolidated Technologies Inc., USA

G3://4D. Network Management Services That Eliminate Business Risk

Converged networks are the lifeblood of today's communication systems. They carry a highly tuned mix of voice, data and video that empowers the sophisticated features of modern telecommunications. Maintaining these networks at optimum levels is critical to system performance and business continuity and requires ongoing, expert technical support.



The Issue

The traditional 'break-fix' approach to system maintenance no longer fits customer SLA requirements.

The Outcome

Businesses need preventative maintenance

With G3 as a telecoms partner, as well as award-winning hardware and software maintenance services for the entire Avaya Aura and Avaya Communication Manager solutions, businesses can depend on first-class network support from a team of certified engineers with vast experience in managing and maintaining the most complex deployments. On top of this, customers can now benefit from the latest innovation in proactive network management – G3://4D.

“G3://4D services can add value at every stage of the system lifecycle – from the pre-project network review phase, throughout installation, and on an ongoing basis post-deployment,”

G3://4D Proactive Monitoring is a groundbreaking managed service that monitors and assesses the performance and behaviour of converged networks so

that any potential issues can be identified and addressed, before they become a business risk. Using the most up-to-date developments in dependency modelling, business alignment and network forensics, G3://4D penetrates deep into the network to uncover hidden problems, raise alerts and assist in remediation. With granular analytic capabilities and historic and real-time reporting across IT management teams, the services are available as part of a bespoke SLA designed to fit individual business needs and budget.

By preventing rather than resolving problems, G3://4D reduces the need for deploying engineering resource and cuts the total cost of service delivery. In addition, for G3 clients including the Royal Albert Hall, Simmons & Simmons and the British Medical Association, the service has already proved its worth in preventing major system outages and downtime.

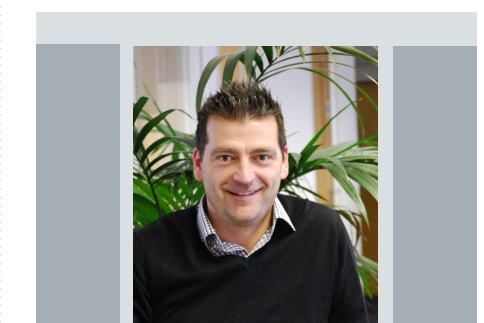


To Fix is To Fail

“G3://4D services can add value at every stage of the system lifecycle – from the pre-project network review phase, throughout installation, and on an ongoing basis post-deployment,” explains G3 Service Director, Adam Young. *“Customers are able to opt for a variety of services that offer deep insight into every aspect of system integrity.”*

Site Survey for example, provides clients with an inventory of major communication server hardware and software components, identifying 'end-of-life' and other unsupported equipment. SourceBook gives complete documentation of Avaya and Heritage Nortel Communication Servers, while Traffic Study analyses networks, trunks, consoles and processors and offers clear recommendations for improving service. With Security Audit, businesses can review details of system programming, assessing 83 separate features along with security implications, and with Backup, customers can restore system configurations online with minimal cost and effort as part of their disaster recovery process.

“G3://4D has added a completely new dimension to the ways we're able to help our clients manage their systems and networks,” says Young. *“The kind of detailed information we can now extract is having a major impact on improving the quality, efficiency and reliability of enterprise communications – and most importantly, eliminating business risk.”*



“G3://4D has added a completely new dimension to the ways we're able to help our clients manage their systems and networks.”

Adam Young, G3 Service Director

Customer Satisfaction and Technical Excellence Drive 10 Years of Success



This year, G3 celebrates its tenth year. In a highly competitive market sector characterised by constant change, technological innovation and challenging trading conditions, it's a significant milestone. Still fiercely independent and proudly debt-free, G3's steady organic growth and success in customer acquisition comes down to a unique combination of attributes, as Operations Director, Matt Dawe, explains:

"As a business we've always stuck to a strong set of guiding principles and the belief that what makes G3 different can be summed up by our attitude, our ability and our agility."

"Attitude" because we attach great importance to the value of long-term relationships – internally and with our clients. Our staff turnover amongst the engineering team for example, is less than 1% over the last 10 years – a tiny fraction of the industry average and a reflection of the working environment and 'can-do' culture we have created within the company. Our customers stay with us for longer too -

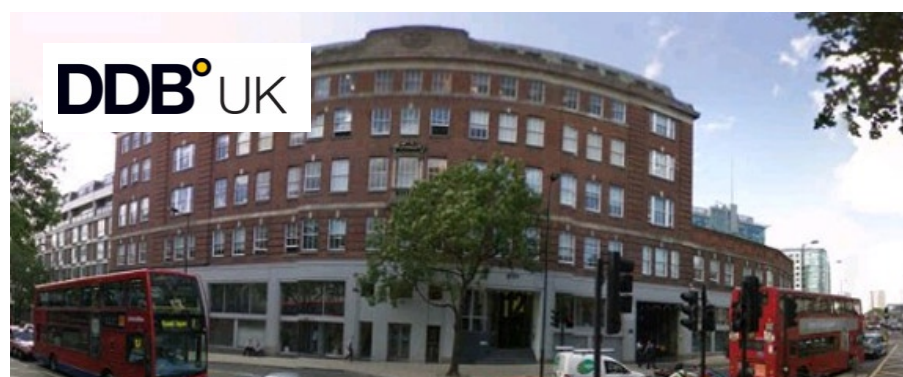
more than 90% have been clients over the 10 years. Again, that's way above average in this fast-moving sector and testament to G3's service commitment and our desire to always go the extra mile. For many of our clients the 'people factor', or 'return on intangibles' is just as important as 'return on investment' – a fact borne out by the number of awards we've achieved for outstanding customer service.

"Ability" because technical competence is at the heart of what we do. G3 is one of only eight Avaya Gold Business Partners in the UK, and has always held Platinum or Gold Certification - never anything less. It's an accreditation that requires our sales, network design and engineering teams to meet the highest standards in product knowledge, service quality and technical capability. Importantly, G3's technical

Jon Done: Some Of Our Work



In addition to delivering a sophisticated IP telephony system connecting the entire Leavesden site, G3 designed and deployed a scaleable, integrated voice and data contact centre solution to enable bookings for the Studio Tour to be managed efficiently.



"When you're dealing with this scale of change in an environment where keeping people and processes connected is a business essential, you have to have complete confidence in the abilities of the people you're working with. G3 added value at every stage of this complex operation – from dealing with our incumbent carriers and consolidating their services, to bridging our legacy PBX system with new VoIP technology while our office infrastructure was refurbished. Simon Burton, CTO at DDB UK"



Joined-Up Thinking Powers Service Innovation

Every day, corporations benefit from the specialist skills of the G3 network services team. Their expertise combined with the latest network connectivity ensures that converged networks are intelligently designed to maximise return on infrastructure investment across fixed, mobile and wireless networks. Working seamlessly with G3's telecoms experts, the business is able to deliver joined-up communication solutions and service support that cover every base.



The Issue

New products arrive in the telecoms market every day, but service innovation is much harder to find.

The Insight

New services can raise client productivity and lower costs usually on a scale far beyond that achievable by technology.

expertise is wholly concentrated within our business – unlike other larger service providers that always sub-contract the kind of specialist work we routinely undertake in-house. Over the years we have earned respect from Avaya for our technical competence and our willingness and ability to adopt and implement the very latest technology. This is reflected most recently in G3 being the first company to successfully deploy the Avaya Aura Contact Centre solution – Avaya's newest contact centre product."

"Agility" because G3 is an entrepreneurial business. We have a reputation as pioneers in our field – leaders in a cutting edge industry. We work hard to stay ahead of the curve, to spot market trends and adapt our business services to the changing needs of our customers. Many of our clients are recognised as leaders in their own specialist areas in this country and around the world. Names like Warner Bros. Omnicom and Westpac depend on G3 for the expert knowledge that keeps their communication systems, and their operating costs, optimised. We take the responsibilities we have to all our clients very seriously and make significant investment in ensuring that we continue to add value to their business operations. The recent introduction of G3://4D services, for example, is a major risk-reducing innovation in the management of converged networks, and our founding role in the Aura Alliance is in direct response to the increasing communication demands of global enterprise." ■



"We work hard to stay ahead of the curve, to spot market trends and adapt our business services to the changing needs of our customers."

Matt Dawe, G3 Operations Director

Service innovation is a fundamental part of G3's success. "It's about constantly developing and delivering the services our customers need to continually improve their operational efficiency; services that harness the power of new technology and apply it to addressing specific business issues," says James Jeffs, Director of G3 Network Services. "Our focus is on making technology work for our clients, finding new and better ways to create advantage in a challenging business environment."

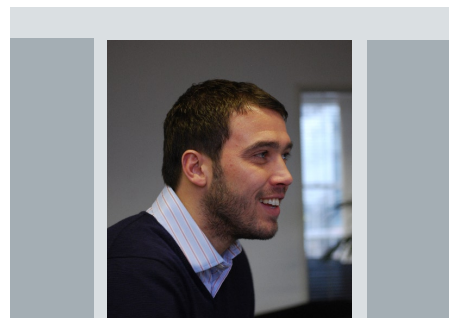
Over the coming months, G3 will be adding to its ever-expanding service portfolio with the launch of two new solutions aimed at helping clients take greater control of their business processes and operational expenditure. The first is called AdMeter and is designed to improve the accountability of advertising and promotional spend.

"AdMeter provides a unique insight into the effectiveness of your marketing campaigns," explains Jeffs. "In the past, efficient marketing and media planning has been compromised by a lack of reliable information about where previous enquiries have originated. Until now, it's been impossible to accurately track, monitor and analyse leads and responses generated by promotional activities and therefore difficult to pinpoint areas that are delivering the best returns. G3's AdMeter service overlays existing telephone systems and IT networks to provide a transparent call, SMS, email and web lead tracking solution, routing responses and enquiries from different marketing activities through unique phone numbers and pre-determined email addresses. AdMeter detects where your leads have come from and allows you to make informed decisions



about how to spend your marketing budget using a feature-rich online dashboard.”

Following the launch of AdMeter, G3 also plans to introduce a pioneering, fresh new approach to network provisioning. CRISP is a core routing infrastructure facility that enables the routing of voice and data services between multiple network carriers, customers and service providers, as well as allowing the provision of co-location services and hosted applications and services. “With CRISP, G3 is able to create bespoke converged network solutions that cut costs, reduce business risk and optimise connectivity,” says Jeffs. “By linking the resources of all national network operators and incorporating advanced features like direct private line connections for hosted application and service providers, CRISP will revolutionize the way our clients are able to do business.” ■



“Our focus is on making technology work for our clients, finding new and better ways to create advantage in a challenging business environment.”

James Arnold-Roberts,
Director G3 Network Services.

Making More of Voice Services

There’s a common theme that runs throughout G3’s business. Whether it’s developing and deploying the most complex converged communication solution or providing a managed inbound call service, G3’s approach is focussed on a commitment to constantly improve services and to always add real business value.



The Issue

Established voice services can be neglected as sources of business performance and cost reduction.

The Answer

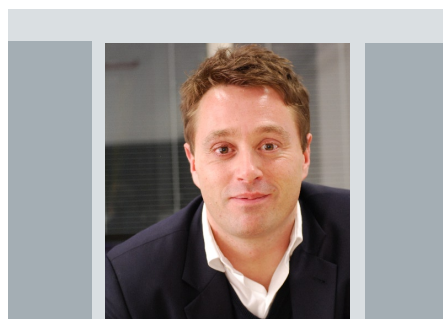
Fixed and mobile voice services continue to offer innovative solutions that streamline administration and costs.

There’s a common theme that runs throughout G3’s business. Whether it’s developing and deploying the most complex converged communication solution or providing a managed inbound call service, G3’s approach is focussed on a commitment to constantly improve services and to always add real business value.

“On the network services side, that means taking a range of well established products and services and continually striving to make them better,” says G3NS Director, James Jeffs. *“These days, every business resource is precious and the more we can do to reduce clients’ operational costs, simplify their administrative processes and help improve productivity, the more value we’re able to add.”*

Offering a range of professionally managed voice services and the most up-to-date connectivity options, all from a central point of contact for true accountability, G3 has carved an industry-leading position

in the provision of innovative network services. *“We help businesses work more efficiently,”* continues Jeffs. *“Our services*



“These days, every business resource is precious and the more we can do to improve productivity, the more value we’re able to add.”

James Jeffs,
Director, G3 Network Services

are designed to improve operational agility, giving clients the tools and dedicated support they need to do business the way they choose.”

But it’s not just cutting edge technology that’s in demand. *“Clients are also looking for simple solutions that are easily implemented and deliver exactly what it says on the box,”* continues Jeffs. *“For example, our Inbound Call Manager allows calls to be diverted, recorded, queued, emailed, faxed or re-routed to virtually any destination, fixed or mobile. It lends itself to some really innovative business solutions and it’s all managed on our web-based portal with no capital expenditure.”*

“It’s a straightforward service to set up and is particularly valuable for businesses that want to create a national, local or even international presence – without the obvious associated expense.”

Whatever the network service, product or solution, it comes backed by G3’s unique brand of personal customer support and technical competence. As G3NS

Director, Mark Smale, explains, *“Our call management platform now delivers far more than just consolidated billing. With WLR3 services, our Helpdesk has direct access to BT Openreach, giving clients a more responsive, more informative service across key processes in BT network management – including streamlined order processing, line transfer and fault management. We also give clients portal access to the fault resolution process so they are always in touch with progress.”*

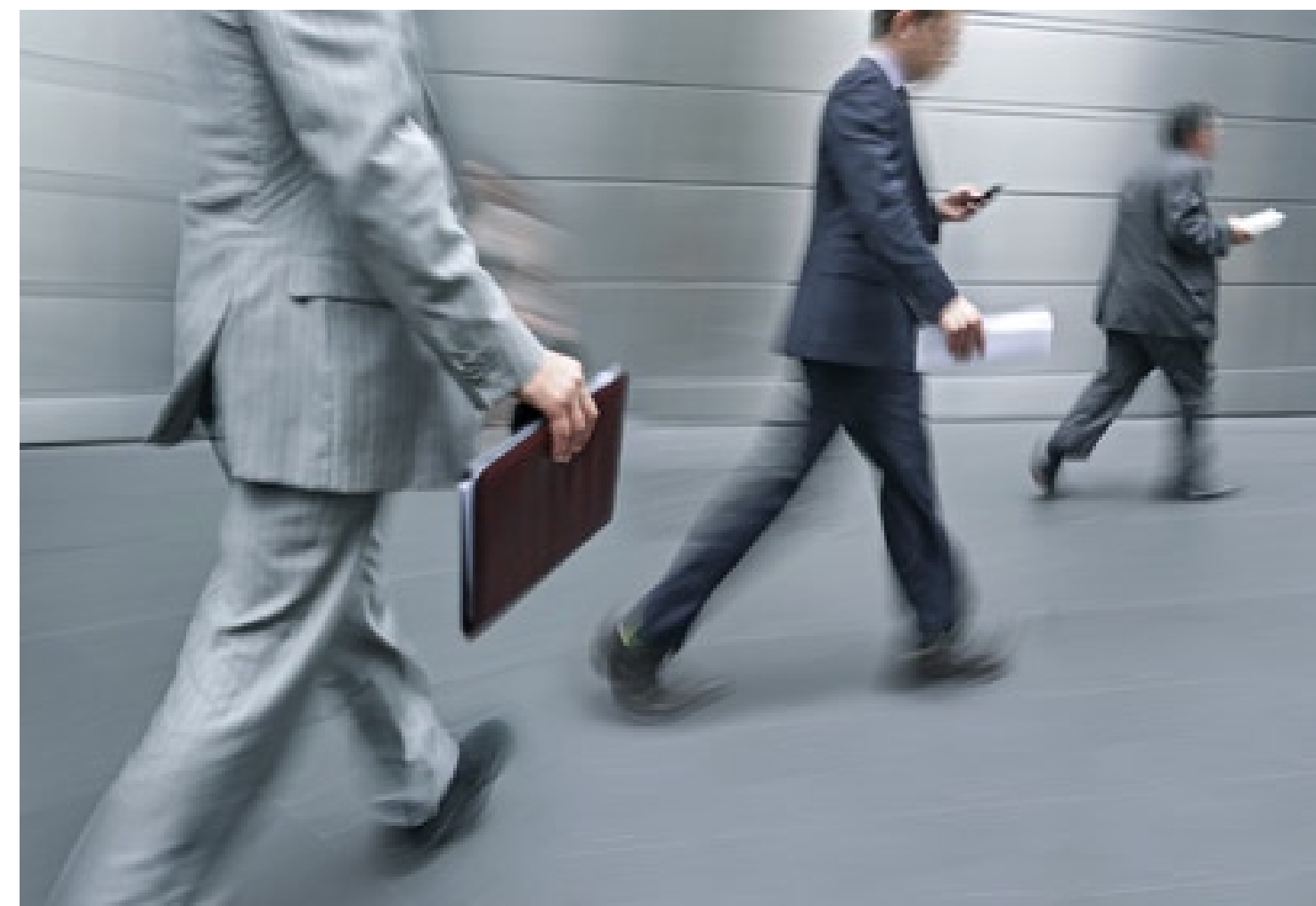
“Most recently, we’ve integrated mobile and fixed line billing, giving clients even simpler control over an ever-growing area of administration. That’s especially important in an environment where remote and mobile working is powering huge growth in mobile technology, an area where we are committing significant resources to support our clients’ growing demands.”

“Factor in our experienced account management services and it’s easy to understand why our clients stay with us year after year.” ■



Fixed and mobile voice services incur a significant proportion of IT budget and resource. There is always room for improvement.”

Mark Smale,
Director, G3 Network Services



Helpdesk Improvements Set New Standards For Customer Support

Over the years, G3 has earned an industry-leading reputation for setting the standard in customer support. Ongoing investment in continually improving the way issues with systems and products are resolved is testament to G3's commitment in this area, and most recently reflected in two important developments.

Firstly, Natalie Ricketts has been appointed as HelpDesk Manager, taking on all operational responsibilities, along with the remit to drive service performance. Natalie's previous experience as HelpDesk Co-ordinator has given her a unique and practical insight into identifying opportunities for improvement and has directly led to the second major development – introduction of new, state-of-the-art HelpDesk system software.

"G3 has always taken great pride in its customer service support," says Natalie. "Customers depend on us to rapidly resolve problems and give informed advice around the clock. Our new system takes that support to the next level, streamlining our own processes to deliver an even better customer experience."

"Clients still have single-point, direct access to a team of qualified engineers on both the maintenance and installation sides of the business, so they'll always be able to trust in people that are equipped



The Issue

Helpdesk communication needs to be flawless in order to ensure minimum time to respond.

The Answer

Helpdesk efficiency is achieved by transparent communication direct with skilled engineers.

with the knowledge to provide detailed technical advice on fault repairs, product upgrade information, passwords and administration, user training, and inventory management. In fact, 95% of all customer faults are fixed remotely, with only the most serious faults requiring an onsite engineering visit.

"The difference with our new bespoke Vivantio system is that we're now able to be much more transparent in the way enquiries are managed. When customers call or email, they're issued with an individual ticket - or job description - that relates to the specific SLA that's in place for a particular site, service or piece of equipment. It's easy to track issues and clients automatically receive progress updates. Also, the system escalates tickets to ensure to ensure that response times are always met."

"In addition to call, SMS and email interaction during a ticket's progress, customers are also able to view real-time

updates through a dedicated web portal, available 24/7. So whatever your preference for staying on top of the job, we've got it covered." ■



"Customers depend on us to rapidly resolve problems and give informed advice around the clock."

Natalie Ricketts,
G3 Service Desk Manager.

Helping Customers Through Tough Financial Times

For many businesses and individuals, the past four years have been painful. Equally, for those of us who have been through the ups and downs of previous recessions, one thing is consistently clear – never let your business-judgment be clouded by macro-economic indicators and shock stories driven by party politics and an audience-grabbing media. There is always the opportunity to help your customers survive the business pressures and, in doing so, survive yourself.



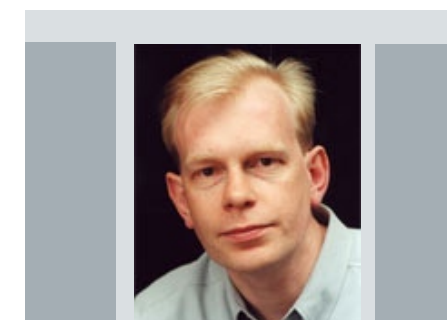
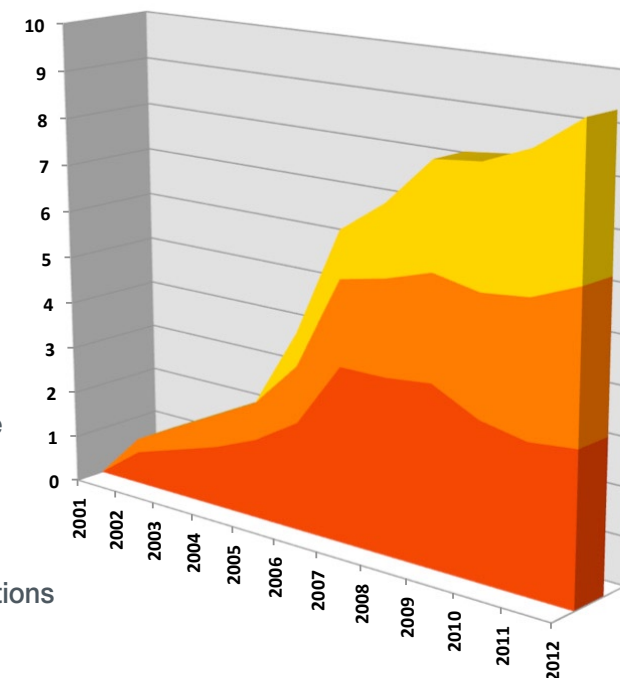
This is the philosophy that has seen the G3 Group experience continuous growth throughout its ten year history. Managing Director, Tony Parish, makes the point: "G3 was established in the recessionary years 2001/2002, so tough business conditions are nothing new to us. Then, as now, converged networks offer some amazing solutions that can improve clients' performance quickly and without big investment. Productivity solutions become all the more powerful when they involve integration of communications with the customer's management processes. A simple of this is our growing range of apps that let employees manage their desk phones and call centres remotely. They're great for personal productivity, they cut the cost of calls, and we actually give them away free of charge. This is the kind of thing we can do to help our clients through lean times."

"There is always the opportunity to help your customers survive the business pressures and, in doing so, survive yourself."

Evidence of the success of G3's philosophy is underlined by Steve Bradshaw, Director of accountants Montgomery Swann and financial advisor to G3: "Despite the recession, the company has continued to expand its team and invest in strengthening and expanding its investment in supporting cutting edge equipment and systems. Whilst system sales have been reduced due to the recession, income from maintenance and network services has steadily increased on the back of a strong client retention rate and new contracts won. The company is financially stable with a strong cash position and has not been required to utilise its overdraft facility." ■

G3 Group Sales (£million)

- G3 Network Services
- G3 Maintenance Services
- G3 Telecommunications



Steve Bradshaw, G3 Financial Advisor



Engage!



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