



Gamma enhances Customer Experience with Highlight

Highlight is helping Gamma to deliver clear, real-time visibility into the performance of its managed communications including voice, data and mobility services. Highlight helps Gamma to see clearly how its large to medium sized enterprise customers experience its services and it strives to remove the burden of them managing their own communications infrastructure.

The need

David Macfarlane, managing director of Gamma, says, *“Like most other network operators, we had one monitoring tool for our broadband environment and another for our Ethernet services, but we were missing the ability to monitor customers’ applications.”*

David continues, *“We wanted a system that could give us application visibility alongside a view of network availability. This was for use internally to monitor our customers’ environments, but we also wanted to give customers a tool so they could see first-hand how their applications were performing.”*

“Highlight was a silver bullet, it has enabled us to adopt a single platform to answer all our questions.”

David MacFarlane
Managing Director, Gamma



The solution

Highlight's cloud application is integrated within the Gamma network. It monitors every endpoint that Gamma supplies, both direct and indirect, capturing the data from equipment which is then processed by Gamma's platform and fed automatically into its monitoring and ticketing system. If Highlight picks up an issue – anything from basic availability through to application miss-performance – tickets are raised on Gamma's platform for an engineer to action.

"All of our direct customers enjoy Highlight today and we're now layering Highlight across our product

portfolio, so that our channel partners can also see the value; we want to give them the ability to work more closely with their customers who use Gamma infrastructure," adds David.

Gamma also uses Highlight for planning. As a large network operation, Highlight monitors some of Gamma's core infrastructure; helping to identify any potential issues.

"Mean-time-to-innocence is a favourite term we use and Highlight allows us to get to what 'isn't' at fault very quickly, so we can then drill down to an engineering level to find the issue," adds David.

Benefits

"As a SaaS-based platform, we only consume what we need, when we need it. This means we haven't had to make large capital investment in complex tools that quickly go out of date. It's therefore Highlight's challenge to keep it fresh and up to date so we can reap the benefits of all their development."

Highlight is a customer experience tool, enabling Gamma to improve both the services and the communication with the customer about how services are performing. It has enabled the company to move up the value chain in terms of the management information it gives customers.

"Having one tool means it's great value. Since we use the same tool as customers, everything is live

so we can't redact any information. Customers can really hold our feet to the fire to ensure they get the services that they want and expect."

David concludes, *"Working with Highlight has been exceptional. They really drive us which is how I like my business relationships. Going forward, we want to have more visibility into the applications so that we have greater detail into the quality and responsiveness of these tools. We are buying a service not a product, so the team at Highlight are always developing new versions and showing us new things. It is a value relationship where they are looking beyond their product and into how they can help me solve the challenges in my business."*

"The benefits of Highlight are numerous"

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