



# Gamma Mobile Sales Pack- Q3 2025

## Q3 2025 Update

### Welcome to the Q3 Gamma Mobile Sales Pack

The mobile landscape is shifting and fast. With the formation of **VodafoneThree**, the UK now has what's promised to be, the largest and most powerful mobile network. As a Gamma Mobile partner, you're perfectly placed to take advantage of what this means for performance, reach, and reliability, right from day one.

To match this moment of transformation, we're **Supercharging Gamma Mobile** with our most compelling promotions yet; including our headline **Unlimited 4G/5G smartphone and broadband data tariff from £6.99 per month**. We're not stopping there. **We're also introducing 6 months FREE on Static IP addresses**, giving you even more ways to stand out and win on value.

Even better, **you can combine these offers** to create a more powerful, flexible, and high-value mobile solution.

This is just one part of a bigger picture: **Gamma Edge is here.**

Gamma Edge is our brand-new growth programme, built entirely around you. Designed using partner feedback, it's a structured programme focused on **helping you sell more, scale faster, and future-proof your business.** From tailored business planning and smarter commercial rewards, to flexible product initiatives and support for legacy migrations, Gamma Edge gives you the tools to win in today's competitive landscape.

And with **FUSION IoT now officially launched**, we're hitting the road this summer with a series of **Product Showcase events across the UK.** Join us in Manchester, Glasgow or London to get a first-hand look at Gamma's latest innovation in IoT connectivity and discover the opportunity it presents for your business.

**This latest pack includes:**

- News in Brief
- VodafoneThree Merger
- Gamma Edge
- Supercharge Gamma Mobile with Boost
- Key Changes
- FUSION IoT Product Showcase Events
- Gamma eSIM
- Gamma Mobile Static IP
- Tariff Optimiser
- Pricing and Tariffs
- Tariff Guide
- Best practices when going abroad
- Three's network in numbers
- Useful Information

You will find the [\*\*latest tariff\*\*](#) guide as an attachment within this pack.

Watch: Chris Rose, Mobile Sales Specialist, introduce the Q3 Sales Pack



## News in Brief



### A round up of some of the major developments this quarter

- **Opensignal Compares 4G and 5G Performance of Three UK and Vodafone** - Network benchmarking firm Opensignal has published an updated study that compares Vodafone and Three UK's mobile broadband performance in terms of 4G Download Speed and

“Excellent Consistent Quality“, which is intended to help provide an indication for how the recently completed merger might impact things. [read more](#)

- **Three UK Delivered Fastest Mobile Broadband Speeds at Glastonbury** - Network testing firm Ookla (i.e. Speedtest.net, Downtdetector.co.uk) has today revealed that mobile operator Three UK delivered the fastest 4G and 5G mobile broadband speeds during last weekend’s Glastonbury Festival. [read more](#)
- **Mobile Operators to Test UK Wide Emergency on Sept 7th 2025** - The UK Government recently announced that mobile network operators will conduct a second nationwide test of the Emergency Alerts service on Sept 7th 2025, which is normally only intended to be used if there’s a “danger to life nearby” (e.g. severe flooding, fires and extreme weather). [read more](#)

## VodafoneThree



### **Gamma welcomes VodafoneThree**

Gamma welcomes the **completion of the merger between Vodafone UK and Three UK, creating the new entity VodafoneThree**. This marks the formation of the UK’s largest mobile network and represents a major leap forward for the country’s digital infrastructure.

As a provider of mobile services via the Three UK network, Gamma views this merger as a significant opportunity to enhance the quality, speed, and reach of our mobile offering. The

newly combined network will benefit from £11 billion of investment over the next decade, accelerating 5G deployment and delivering a superior experience for mobile users nationwide.

### **What This Means for Gamma Customers**

We want to reassure our customers and partners that:

- There will be no disruption to your current services.
- Gamma mobile customers will continue to benefit from strong 4G performance and cutting-edge 5G capabilities.
- The scale and investment behind VodafoneThree will further improve network coverage, capacity, resilience, and speed — supporting Gamma’s mission to deliver best-in-class mobile connectivity. Customers will start to see benefits emerging from “day 1” as the programme to bring the two networks together commences
- A Stronger Network for the Future. Vodafone Three has promised to deliver one of Europe’s best Mobile networks.

### **Steven Lowe, Product Director Mobile at Gamma, said:**

“This is a pivotal development for our customers. The merger of Vodafone and Three UK is not just a combination of two networks — it’s a step-change in what’s possible for mobile in the UK. Gamma customers will benefit from faster rollout of new technologies and a more robust, future-ready network.”

### **Continuing Our Commitment**

As VodafoneThree begins its investment and integration journey, Gamma will continue to work closely with our partners to ensure our customers enjoy uninterrupted service and the benefits of a more powerful network. We remain focused on delivering innovative, reliable, and value-driven mobile solutions to businesses across the UK.

**Please contact your Business Development Manager if you have any questions.**

Gamma Edge is LIVE!



#### **A New Era of Partner Acceleration**

We're thrilled to unveil **Gamma Edge**, our brand-new initiative designed to change everything about **how we help you grow faster, sell more, and scale with confidence**. It's a complete growth programme, meticulously shaped by the valuable insights and feedback from you, our partners.

Gamma Edge is a structured approach to supporting your unique business goals, built around five core pillars covering everything from tailored business planning and powerful commercial rewards to product flexibility and robust support for legacy migrations.

#### **Gamma Edge gives you:**

- **A joint plan built around your goals:** Through **PartnerPulse**, we'll co-create strategic plans with data-driven insights.
- **Smarter rewards for real growth:** Our **Velocity** rebate engine is designed to reward your momentum with scalable rebates.
- **Commercial offers that win deals faster:** **Boost** provides ready-to-go commercial offers and incentives to help you compete more effectively.
- **Support to move your legacy base, protect revenue and future-proof your business:** **Migrate** offers tools and resources for seamless legacy transformation.

It's bold. It's joined up. And it's built for business results. We're incredibly excited for you to experience the power of Gamma Edge, and we look forward to building what's next, together.

Visit our [website](#) for more information on Gamma Edge or alternatively, please contact your Business Development Manager.

## Supercharge Gamma Mobile with Boost



### Gamma Boost "Limited time only"

The future of mobile just got stronger, and we're excited to bring you new "limited time only" promotions that reflect the momentum and Supercharge: Gamma Mobile!

 **Unlimited 4G/5G smartphone and broadband data tariff from £6.99 per month – Save up to 67%**

- Take advantage of our most competitive Unlimited 4G/5G smartphone and broadband data tariff from £6.99 per month. That's a 67% saving versus our standard mobile broadband tariff pricing. Available on 12, 24, and 36-month terms. Perfect for winning on value.

### **6 Months FREE on Static IP addresses**

- Enable secure internet connectivity with Gamma Mobile Static IP, perfect for remote access, backup connectivity, and interim 4G/5G broadband fast start. With 6 months FREE on a 24-month term, that's a 25% cost saving, while gaining a reliable, secure, and quick-to-deploy solution.

**Even better, you can combine Static IP with our Unlimited tariff to deliver a high-value, more compelling proposition.**

**These offers are available now through to 31st October 2025, and we're backdating all promotions to 1st July, so you can claim eligible connections from the start of the month.**

If you have any questions or want help activating the promos, speak to your Business Development Manager or Mobile Sales Specialist.

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## Key Changes



## Fair Usage Policy, Now Even Fairer

We've made a positive change to our Mobile Fair Usage Policy to give your customers even more freedom and flexibility. From July 2025, the **monthly data fair usage allowance has increased from 650GB to 750GB, an additional 100GB at no extra cost.**

Our goal is to support genuine business use, so rest assured: Gamma will not disconnect users for high usage, unless that usage is clearly in breach of legal regulations or involves spam activity. We're here to keep your customers connected, not cut them off.

To maintain a fair network experience for all, a Mobile Fair Usage Breach Charge will only be applied if the threshold is exceeded twice within a rolling 3-month period. The charges are as follows:

- **UK Data: £25 per 750GB (or part thereof)**
- **Voice: £25 per 4,000 minutes (or part thereof)**
- **SMS: £50 per 2,000 texts (or part thereof)**

Charges are based on total usage within the billing period. **Importantly, we won't begin applying breach charges until 1st November 2025**, giving you time to review usage patterns, communicate with customers, and make any necessary adjustments.

**To help you proactively manage data usage across your users, you can apply Mobile Usage Control Management to specific users for 750GB per month.**

This feature can be easily provisioned via the **Gamma Portal**.

Details of our fair usage policy can be easily accessed via the Gamma Portal under Billing Home > Special Billing Rules – Mobile.

This is all about giving you more value, more visibility, and more control.



### You're invited! FUSION IoT Product Showcase Events

We'd love for you to join us at one of our upcoming **FUSION IoT Product Showcase events**, where you'll get a first-hand look at Gamma's latest innovation in IoT connectivity.

**FUSION IoT officially launched on 30th June**, and these events are a great opportunity to explore what it can do for your customers, how it fits into your wider portfolio and open new revenue streams for your business.


Whether you're already active in the IoT space or just starting to explore it, these sessions are designed to give you practical insight into how FUSION IoT can add value to your portfolio and support your customers in a rapidly evolving market.

#### **Event Dates & Locations:**

- **Manchester - 30th July** - 10am-12pm - Arbeta, 11 Northampton Rd, Manchester, M40 5BP
- **Glasgow - 31st July** - 10am-12pm - 2 West Regent St, Glasgow, G2 1RW
- **London - 1st August** - 10am-12pm - 63 St Mary Axe, 3rd Floor, London, EC3A 8AA

[Click here to register](#) and save your place.

Spaces are limited, so early registration is recommended. We hope to see you there!

 **Connecting devices, empowering smarter decisions, and shaping the future for your business.**



## Gamma eSIM



 **Gamma eSIM is now available across all of our mobile tariffs.**

These complement our traditional SIM cards to meet your evolving customer needs.

**Key details about our eSIM offering:**

- **Ordering eSIM Vouchers:** You can easily order eSIM vouchers in the usual way through the Gamma Portal. eSIM vouchers are available in boxes of 50, ensuring you have an adequate supply to meet customer demands. The minimum order for eSIM vouchers is one box.
  - To order eSIM vouchers please follow: ***Provisioning & Service Management > Mobile > SIM Ordering***
- **Pricing:** Our eSIM vouchers are priced at just £2.50 each, making them 50p cheaper than our traditional SIM cards. This pricing allows you to offer a more budget-friendly option to your customers.
- **Environmentally Friendly:** eSIM technology contributes to sustainability goals by reducing the need for plastic SIM cards. This eco-friendly choice aligns with the growing focus on environmental responsibility for businesses.
- **Branded eSIM Options:** If you want to add a personalised touch to your eSIM, we can also offer branded eSIM options. These customisable eSIMs allow you to maintain your brand identity and distinguish yourself in the market.

For additional support and resources, please visit [www.setupyourbusinessmobile.co.uk](http://www.setupyourbusinessmobile.co.uk). This micro-site provides customers with tutorials and videos on how to download and activate eSIM on their device, making it easier than ever for your customers to enable eSIM.

#### **Watch our recent eSIM Podcast**

Our experts **Steven Lowe (Product Director Mobile)**, **Rob Kittler (Head of Connectivity Practice)**, and **Christian Krug (Managing Director, Gamma Epsilon DE)** are here to guide you through the world of eSim, its transformative power, and how it's making waves in the mobile market. Covering what eSIM technology is, how it's creating new opportunities for businesses, and its environmental benefits.



## Gamma Mobile Static IP



### Latest Promotion - 6 Months FREE on Static IP

Enable secure internet connectivity with Gamma Mobile Static IP, perfect for remote access, backup connectivity, and interim 4G/5G broadband fast start. With **6 months FREE** on a 24-month term, that's a **25% cost saving**, while gaining a reliable, secure, and quick-to-deploy solution.

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Don't forget about Gamma Mobile Static IP, a valuable addition to our product lineup, with **simple pricing of £17.52 per month.**

Gamma Mobile Static IP is designed for businesses that require a permanent and secure connection to the internet. Unlike regular connections, which use dynamic IP addresses that change every time you connect to the network, Gamma Mobile Static IP provides a fixed IP address that remains the same.

When your customer inserts a Gamma Mobile Static IP SIM Card into their device, it will automatically connect to the network and obtain its fixed IP address.

Gamma Mobile Static IPs use the latest 4G/5G network to provide high-speed connectivity. The SIM cards can be used with various devices, including **routers, USB dongles, MiFi devices, IoT devices, laptops and smartphones**, making them a versatile solution for businesses of all sizes.

### **Key Features of Gamma Mobile Static IP:**

**Use Cases:** The service complements Fast Start and Backup for all our fixed connectivity\* solutions, as well as non-Gamma connectivity products.

**Fast Deployment:** Gamma Mobile Static IP enables your customers to be up and running promptly over our robust and award-winning 5G connectivity, even before their fixed connectivity installation is complete.

**Backup Solution:** In the event of any issues with your customers fixed connectivity after installation, our Mobile Static IP Backup service seamlessly takes over, ensuring uninterrupted connection until the problem is resolved.

**Simple Pricing:** With simple pricing of £17.52 per month, this will enable partners to choose from a list of public IP addresses as well as assign any tariff to a mobile SIM.

**Compatible with Tariff Optimiser:** Gamma's market leading value-added service providing built-in cost optimisation over your entire contract term.

**Ease of Provisioning:** Gamma Mobile Static IP is managed in the same way as all our other mobile connections, through the Gamma Portal. With the ordering process incorporated for ease of provisioning.

\*requires compatible 4G/5G router with SIM slot

**All connections are 4G/5G compatible.**

### **How to provision Static IP**



## Tariff Optimiser



### What is Tariff Optimiser?

Our market leading value-added service provides built-in cost optimisation over your customers entire contract term.

### **How does Tariff Optimiser work?**

To help assist your customers effectively and adapt to these changing economic conditions, we are pleased to introduce Gamma Tariff Optimiser. With the Tariff Optimiser bolt-on, each month Gamma automatically calculates the best tariff, based on actual usage, and credits any differences from the amount billed.

You can add this to each connection for **only £1.17 per month.**



Watch the video below:



**The process is simple:**

1. Customer selects a tariff that meets their needs today.
2. We'll automatically calculate the most cost-effective tariff, dependent on each users usage.
3. Any savings as a result of optimising the tariff are passed back to you.
4. That's it, you can track the savings to date.

*The benefits to your MVNO business and to end user customers are pretty much undeniable; be it a sole trader or large enterprise deployment.*

## Tariffs



### Q3 2025 - Tariff Guide

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marginwidth="0" max-width="100%" sandbox="allow-forms allow-modals allow-orientation-  
lock allow-popups allow-same-origin allow-scripts" scrolling="no" style="border: none; max-  
width: 100%; max-height: 100vh" allowfullscreen mozallowfullscreen msallowfullscreen  
webkitallowfullscreen></iframe>

## Best Practices when going abroad



### Setup and Provision

If your customers are going abroad, follow these best practices to ensure they get the most out of their Gamma Mobile services. This helpful video covers everything you need to know about tariffs and bolt-ons, highlighting key areas in the provisioning process. **You'll learn where to locate Unlimited Data bundles and get a crucial reminder to always select a data bolt-on to avoid costly data usage without a bundle.** Plus, you'll discover how to **easily manage international roaming** at the point of provision and how to apply the Global Business Daily bolt-on, the best and most cost-effective option for those travelling beyond Europe.

### Watch our How to Guide



## Three's network in numbers



### Powering Gamma Mobile with Leading Connectivity

We're proud to partner with Three, enabling our partners on Gamma Mobile to benefit from exceptional connectivity and performance. Here's a look at how Three's network supports you:

- **34% of the UK's mobile data traffic** is carried by Three, more than any other operator, ensuring robust network capability.
- With **99% UK population coverage**, our Gamma Mobile users stay connected wherever their business takes them.
- Our partners benefit from **62% 5G population coverage**, helping them stay ahead in the 5G revolution.
- Three's customers, including Gamma Mobile users, use **2.4x more data than the average UK mobile user**, driven by our reliable and high-capacity network.
- Enjoy super-fast speeds with a **median 5G download speed of 249 Mbps, making it 1.5 times faster than the nearest competitor.**

- With **18,499 mast sites across the UK**, Three continues to expand and strengthen its network, providing unparalleled coverage.
- As the **largest 5G spectrum holder in the UK**, Three powers Gamma Mobile's **5G service in 655 cities, towns, and villages across 5,900 sites**.

Our partnership with Three means Gamma Mobile can deliver reliable, fast, and future-ready mobile connectivity for all our partners.

## Gamma Academy- New and Improved



### **Online e-learning portal for Gamma Mobile**

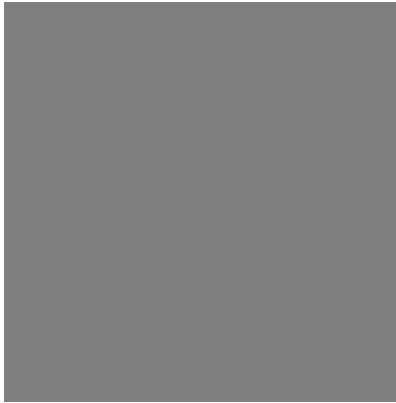
At Gamma, we know how important it is for you to hit the ground running. That means being able to activate your mobile connections quickly and easily. We're here to help you on that journey.

The Gamma Academy is our online e-learning portal that provides you with **exclusive access to video tutorials, courses, content and step-by-step guides** for Gamma Mobile as well as our other products.

Through our learning portal, you will be able to earn badges, create learning plans and monitor yours and your team's progress. As you progress on your learning journey, further service capabilities unlock, which you can use to deepen your expertise and broaden the service you offer to customers.

If you have any further questions, please let us know at [mobile@gamma.co.uk](mailto:mobile@gamma.co.uk).

## Welcome to the Gamma Academy



## Useful Information



## Contact Us

- **Phone:** 0333 014 0000
- **Gamma Mobile enquiries:** [mobile@gamma.co.uk](mailto:mobile@gamma.co.uk)
- **FUSION IoT enquiries:** [IoT@gamma.co.uk](mailto:IoT@gamma.co.uk)
- **Website:** [gammagroup.co/products/gamma-business-mobile/](http://gammagroup.co/products/gamma-business-mobile/)
- **Provisioning Email:** [mobileorders@gamma.co.uk](mailto:mobileorders@gamma.co.uk)

## Marketing support

We have a complete suite of marketing materials available on Gamma Accelerate to help you through the process. Speak to your Gamma Sales Representative for more information, or visit via the Gamma Portal >> Help & Support >> Gamma Accelerate.

- **Email:** [marketing@gamma.co.uk](mailto:marketing@gamma.co.uk)

## Mobile & IoT Specialists

- **Rob Kittler** - Head of Connectivity Practice - [rob.kittler@gamma.co.uk](mailto:rob.kittler@gamma.co.uk)
- **Oscar Taboda** - Mobile Sales Specialist - [oscar.taboda@gamma.co.uk](mailto:oscar.taboda@gamma.co.uk)
- **Chris Rose** - Mobile Sales Specialist - [chris.rose@gamma.co.uk](mailto:chris.rose@gamma.co.uk)



**ROB KITTLER**  
Head of Connectivity Practice



**OSCAR TABODA**  
Mobile Sales Specialist



**CHRIS ROSE**  
Mobile Sales Specialist