



Spitfire News

for the latest communications news, views and comment

SUMMER 2010

SPITFIRE[®]
VOICE • INTERNET • DATA

Spitfire offers complete Voice over IP/SIP solutions with leading IP Telephony Systems

Spitfire are one of the UK's leading VoIP providers for businesses with our award winning Hosted Telephony Solution and our SIP Trunk Service.

SIP is VoIP for business and with our unique position of providing the underlying connectivity and call termination via our own networks Spitfire are able to deliver the same quality as normal ISDN30e on our SIP services – at a saving of around 50% on rental and also lower call charges.

As part of our aim of delivering business class SIP to as many businesses as possible we have fully tested our SIP Trunk service with 15 leading telephone system manufacturers, allowing our customers a fantastic range of options to use with our service.

As well as this general testing, we also offer in depth support on 5 leading manufacturers. Spitfire have been installing Avaya and Panasonic systems for many years and have developed in depth knowledge on SIP and VoIP with these systems which have excellent SIP Interoperability and functionality.

In addition Spitfire has formed excellent relationships with three 'new-wave' manufacturers who are challenging the status-quo. 3CX, ipcortex and SARK all offer excellent options for customers wanting to move to a pure VoIP system.

All offer solutions that will appeal to different clients, and as an example of the deep relationships and additional support available via Spitfire, Spitfire SIP Trunk configuration is built into the latest release of 3CX software, with support for Spitfire SIP Trunks being available from 3CX's global technical support centre.

The 3CX phone system is a Windows based IP PBX that replaces a traditional PBX. 3CX's IP phone system has been developed specifically for Microsoft Windows and is based on the SIP standard.

Spitfire also sell our services via a network of independent IT companies who recognise the need for high quality broadband, Ethernet and other Internet services, and are also interested in

bringing VoIP solutions to their clients. Spitfire in a joint seminar for Spitfire Partners at the end of January 2010 promoted the benefits of using Spitfire SIP trunks with the 3CX IP phone system.

For 3CX Stephen Corrigan, EMEA Manager said, "We are extremely pleased to be working with Spitfire. There is perfect synergy between the 3CX IP phone system and Spitfire's highly resilient SIP Trunk solution. We anticipate that Spitfire's Channel of IT support companies and data VARs that want to deliver voice solutions to their customers, will find 3CX and Spitfire an irresistible combination."

Spitfire offers over 22 years experience in the voice market and is now also a leader in SIP Trunks, VoIP and business Internet connectivity. Our customers and Partners wanting advice on the newest generation of business telephony can rely on our expertise and knowledge in this fast changing arena to ensure they choose the right solution for their business, whether it is VoIP or traditional ISDN.



Spitfire launches bonded Internet Service offering customers double Internet speeds at a fraction of the cost of available alternatives. **P2**



Onlico, an IT services and support company that provides a complete range of IT solutions, chooses Spitfire SIP Communicator for telecoms. **P4**



Competition Winners. **P8**

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Foreword



In this issue of Spitfire News we include a brief overview of the latest developments in the industry. As voice and data communications

converge, the variety of services and applications on offer increase. For this reason we have continued to review and add to our portfolio of equipment and services in order to provide the best mix available to suit your business needs.

Our SIP Trunks have now completed interoperability testing with over 15 telephone system manufacturers.

Alongside more traditional voice systems we now offer IP systems from ipcortex, Sark and 3CX as well as our award winning hosted solution, Spitfire SIP Communicator™.

We are pleased to announce the launch of our Bonded Broadband service to complement our range of connectivity products, including Ethernet, SDSL, Annex M, VDSL2 and ADSL services.

The industry is changing fast, driven by both technological and commercial innovations. With our extensive portfolio of services we feel that Spitfire is ideally placed to guide you through the ever changing communications landscape so please do contact us to discuss any of the technologies mentioned in our newsletter or to review your business communication requirements.

Justin Orde
Joint Managing Director



Bonded Broadband

Spitfire have launched a Bonded Internet Service offering customers double Internet speeds at a fraction of the cost of available alternatives.

The Bonded service joins two ADSL / Annex M / SDSL M circuits together to provide a single high bandwidth connection for users.

This will give customers a highly resilient, high bandwidth solution for applications such as VoIP telephony. The Bonded service allows up to 30 high quality calls, providing a major cost benefit for customers, especially those with a high volume of outbound calls.

Customers uploading large graphic files and / or using bandwidth-hungry applications, such as FTP will see major time saving benefits from the service. The solution will also deliver a major benefit for companies using conferencing and 'video-to-the-desktop' applications. Bonding also helps to overcome the problem of Internet speed degradation experienced by some customers on the extremities of a local exchange.

Susie Ward, Spitfire's Marketing and HR Director commented, "With the massive growth of VoIP telephony and cloud computing, a service such as this will open up the choke points that have restricted our customers' ability to benefit from the massive cost reductions available through IP calls, Software as a Service computing and remote teleworking. We see the Bonded Internet Service as complementary to our SIP Trunk service, providing greater bandwidth and increased resilience for our customers using SIP."

Making an exhibition of ourselves!

The exhibition season has started and in March Spitfire exhibited at UC Expo held at London's Olympia to demonstrate the range of unified communications solutions it provides for business customers. This included demonstrations of the call quality on Spitfire SIP Trunks as well as demonstrations of Sark, 3CX and SIP Communicator™, our hosted system. The exhibition proved to be a great success with a lot of interest shown in the Spitfire stand.

From 12 to 13 May the company exhibited for the second year at Channel Expo, a trade show, held in the National Hall at Olympia. At the show Spitfire demonstrated the range of SIP solutions available for partners to offer their customers. Prospective Partners visiting the exhibition heard about our partner proposition including, outstanding technical support and assistance and the ability to generate new revenue for voice related services from their clients.

After a break in the summer Spitfire will be exhibiting at Earl's Court from 20 to 21 October for IP Expo, an exhibition dedicated to the latest developments in IP technology. As a leading business ISP and Internet telephony service provider, Spitfire will demonstrate the range of SIP solutions it provides for business customers.

This will include live demonstrations of Spitfire's SIP Communicator™ hosted telephony service, and visitors can also discuss Spitfire's SIP Trunk service.



▶ UC Expo and Channel Expo proved to be a great success with a lot of interest shown in the Spitfire stand.

Spitfire sponsors CNA Award

Spitfire is sponsoring the Vendor Category at the prestigious Comms National Awards to be held in October. In their ninth year, the Comms National Awards celebrate and reward excellence in the provision of ICT solutions. The awards are widely acknowledged as a benchmark for excellence in the comms industry.

Explaining Spitfire's sponsorship, Susie Ward, Marketing and HR Director for the company says, "As a well established company with over 22 years in the telecoms industry Spitfire is one of the largest independent comms providers in the UK, specialising in business-class Internet connectivity, SIP and Voice over IP. As such, it's important that the company gives back something to the industry and sponsorship of the CNA Vendor category is a fitting way to do that. We're delighted to be associated with such a prestigious event and look forward to presenting the Award in October."

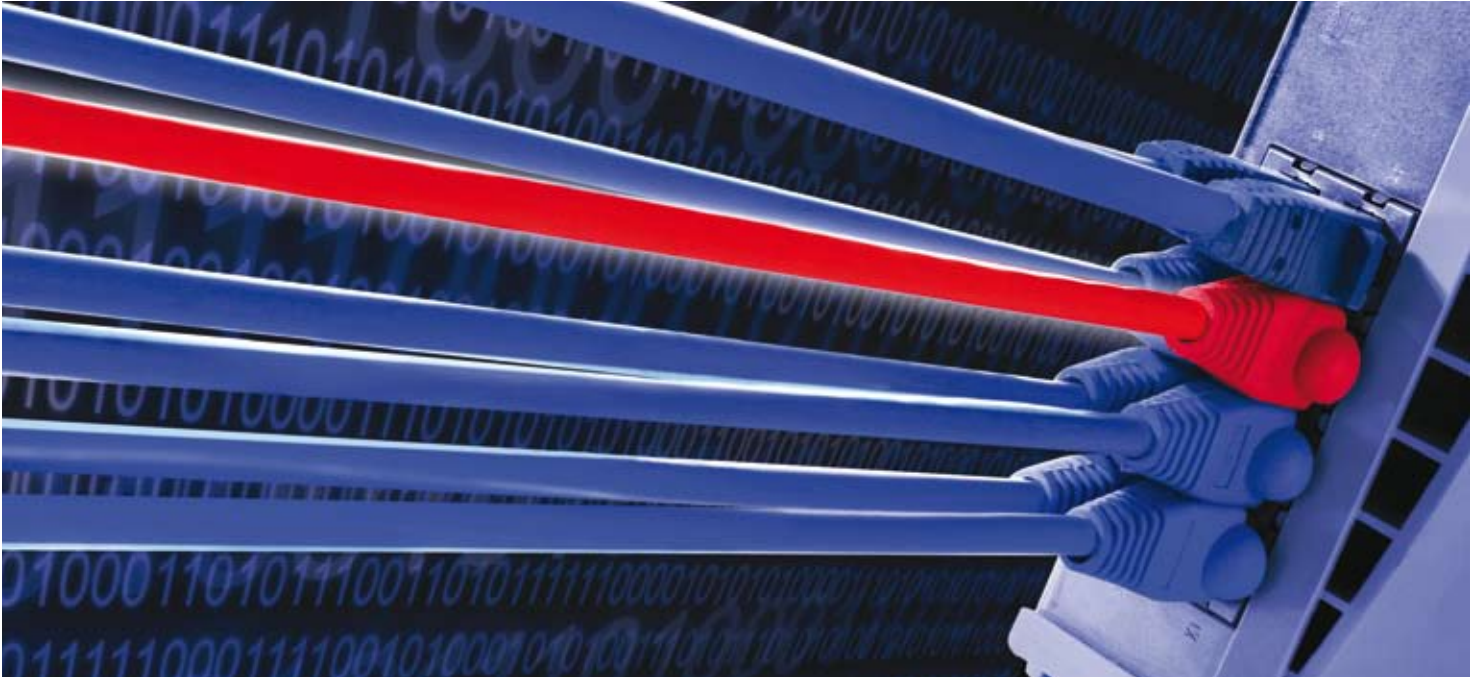
Midlands Partners make seminar a success

In May we held the latest in a series of seminars for our Partners. This event was held at the Marriott Forest of Arden Hotel near Birmingham and was very successful with good attendance by Spitfire reseller Partners based in the Midlands region.

The Seminar was a joint venture with ipcortex, a specialist provider of converged network products and expertise. The company's IP PBX solution provides full phone system functionality across an IP infrastructure. Spitfire Partners can now offer ipcortex to their customers.



0800 33 34 35



Onlico choose **Spitfire SIP Communicator** for telecoms

Onlico is an IT services and support company that provides a complete range of IT solutions for its customers. This can range from a 'Foundation' 24-7 technical support service through to outsourced IT facilities. Flexibility and excellence in delivery are the key characteristics of the Onlico approach. To ensure service provision is maintained to the highest level, Onlico uses its own Traffic Light Reporting system.

With the convergence of voice and data comms, Onlico decided about five years ago to partner with Spitfire to provide converged services for its customers. David Brook-Wilkins, Technical Director for the company explains. "We were approached by Spitfire to become a partner. We liked their attitude to service and the fact that they were not a big, impersonal corporation like some ISPs. At the same time they have the infrastructure and resources to provide the converged services our customers require. We are very satisfied with the Spitfire ISP and voice telephony services we have

recommended to our customers."

Spitfire can supply comprehensive Internet and voice services extending from designing and implementing a voice solution to providing analogue and ISDN line rental and call billing, with complete after sales technical support and customer service. As one of only 30 CPS (Carrier Pre-Select) Operators in the UK, Spitfire has full quality control over its network ensuring that calls are delivered with premium quality. In addition, Spitfire does not sell network capacity onto other resellers, ensuring volumes are controlled and quality is not compromised.

Recently Onlico decided to adopt Spitfire's hosted telephony solution, SIP Communicator™ for its own requirements. "Provision of voice and data services is moving away from customer premises equipment to remote hosting. With the development of 'cloud' computing and hosted telephony, we felt that it was essential for us, as service and support providers, to be ahead of the curve on this. You can't honestly preach the benefits

of hosted solutions unless you have experienced them", says David.

SIP Communicator™ provides phone system functionality hosted remotely by Spitfire and requires only SIP compatible handsets, making the service an extremely cost-effective solution for business start-ups and small businesses that are growing and anticipate moving premises. "Before SIP Communicator™ became available we had tried a hosted telephony solution from another vendor, but that had been an awful experience. With SIP Communicator™ the implementation went very smoothly and we were up and running straight away."

SIP Communicator™ offers all the usual phone system features of holding and transferring calls, but has a number of additional benefits. The system can be configured via the Internet, allowing change of feature set-ups as and when required. Multiple hunt groups can be set up for incoming calls to ring telephones simultaneously or sequentially. SIP Communicator™ also provides voice



mail, auto attendant and conference call functionality. Onlico use Snom handsets, which include an LCD display, speakerphone and message-waiting indicator.

“All the phone system features you could want are there”, David confirms. “In the first month we did some system reconfiguration, but it was very easy and the technical support from Spitfire was excellent.”

The system uses a Spitfire SIP Trunk broadband connection instead of a conventional ISDN circuit and Onlico has found this very reliable, says David. Designed as an ISDN30e and ISDN2e replacement, Spitfire’s SIP Trunk typically offers business quality secure telephony at up to 50 percent less than the monthly rental cost of an equivalent ISDN service. As one of the few ISPs and fixed line CPs to offer a SIP Trunk service, Spitfire offers a complete end-to-end SIP service via its own IP and TDM infrastructure.

SIP Communicator™ is ideal for multi-site operations such as retail branch networks or small businesses employing home workers.

Where a business has home workers or workers in many different locations, then SIP Communicator™ provides real business and economic benefits because staff can call each other free of charge and incoming calls can be routed to any location.

In the recent severe winter Onlico staff were able to work from home using SIP Communicator™, says David. “When people were snowed in, they could work remotely and were able to answer and transfer calls just as if they were in the office. It was a clear demonstration of the disaster recovery potential of the system, which gives us complete confidence to recommend SIP Communicator™ to our customers.”

In fact Onlico has already supplied a SIP Communicator™ system to one of its customers. “One of our customers is a recruitment agency and we have supplied them with a 15 extension SIP Communicator™ system. Obviously, in the recruitment industry phone communication is a ‘mission critical’ application, so we would not have recommended SIP Communicator™ unless we had complete faith in its reliability.”

Asked to sum up Onlico’s experience with Spitfire, David says, “We like to deal with

Spitfire because you can talk to a person, usually someone you know, who understands who we are and what we do. It’s not just some impersonal helpdesk. We appreciate that because service delivery is the backbone of our business. That gives us the confidence to recommend Spitfire services to our customers including SIP Communicator™ which is the future for telephony.”



To iPhone or Not to iPhone?

Simone Kemp, Mobile Comm’s Manager

For the past five years, I’ve been a die-hard Windows Mobile user, but now, I’m wondering whether there are better options out there.

The first issue is whether I actually need a device that provides access to mobile e-mail and, if needed, the Web. How much time do you have to spend away from your desk to justify having a SmartPhone?

And if you do concede that having a SmartPhone is a necessary evil, how much data do you need to handle the basics such as e-mail?

Finally, do you go BlackBerry or iPhone or Nokia or Samsung or Windows Mobile? The BlackBerry is a work-horse – durable, dependable, drop-able – except for the BlackBerry Storm. The iPhone is sleek and sexy but the keyboard is wanting. Some people swear by HTC and Windows Mobile, as easily integrated with most existing IT infrastructures, while Nokia is getting good reviews for some of its newer smart phones.

So, what do you use and why?

I think that we have come full circle with Mobile Email, and are now at a place where there are so many options, whether on hardware or software, that it is basically a matter of preference. We are no longer held to ransom by RIM, with the BlackBerry being the only player in town, and if we don’t run Microsoft Exchange Server, there are now

affordable options available, that allow us to express our companies individuality.

Essentially, at this time, when the new watch word is converged communications, I think that we have available to us, the equipment required to cover any and all requirements.

As for the iPhone, well I think I will give it a whirl, if for no other reason, than for the app’s!



Spitfire offers the iPhone on a choice of Vodafone and 02. Please e-mail us at mobile@spitfire.co.uk or call us on 020 7501 3170 if you have any questions.



A brief guide to telephony developments

To keep you up to speed, we have put together a short guide to the current 'state of the art'.

Introduction

Voice telecommunications and data processing started out as two distinct technologies. But over the last decade there has been a convergence of voice and data, driven by the obvious economic advantages of having a single network to deliver both.

The main challenge to convergence has centered on the 'mission critical' nature of voice communications. If data packets are corrupted in transmission they can be resent, but in a voice conversation speech will become unintelligible. There were also bandwidth (capacity) issues. Because of the 'mission critical' nature of voice communications it requires a lot of bandwidth and it also has to be prioritised over data traffic across a network.

Advances in capacity for both public and private networks plus technological advances in network management have led to the development of so called, 'next generation networks' (NGNs) to meet the challenge of voice and data convergence

The next decade will see the end of telephony as a distinct technology and it will become another network application.

Next Generation Networks

The problem with using an existing public Internet connection for voice communication, such as Skype, is that there is no way to prioritise voice communication over the vast amount of data being transmitted across the Internet. This means that an excellent quality Skype connection can suddenly become unintelligible or drop out altogether. This is fine during a free Skype call to a friend, but not for business class communications - without a guaranteed QoS (quality of service) level, Voice over IP (VoIP) communications is not suitable for business class communications. NGNs allow business class VoIP because



of advances in high speed broadband coupled with the development of Multi-Protocol Label Switching (MPLS). MPLS provides a means of distinguishing high priority 'mission-critical' voice or video packets from lower priority data. MPLS achieves this by adding an extra layer of label information to packets so that packets are recognised by network hardware and are prioritised across the NGN, with delay sensitive packets travelling more quickly than data packets such as e-mail. This type of prioritised QoS delivery is termed policy-based networking.

The new 21CN network infrastructure will allow delivery of much greater service provision than is currently possible using a circuit switched technology.

BT Wholesale chose Spitfire to take part in trials of VDSL2 (Very high speed Digital Subscriber Line) using FTTC technology (Fibre to the Cabinet), made possible because of the 21CN network upgrade. Nine ISPs were trialling VDSL2 in the period from July to December 2009.

VDSL2 provides customers with downstream speeds of between 15Mb and 40Mb and upstream speeds of up to 10MB. There are currently 100 exchanges enabled.

SIP Trunks

SIP stands for Session Initiation Protocol. In any comms session across a network there has to be a set of protocols for establishing and ending the session. SIP is the new industry standard for control of call setup and management functions for Voice over IP calls across an IP broadband connection. It has been developed to exploit the full potential of VoIP and with the transition from circuit switched telephony to VoIP, SIP will become the dominant standard for managing phone calls and increasingly video calls.

Instead of using analogue or digital (ISDN) lines to connect a phone system to the Public Switched Telephone Network (PSTN) for voice communications, IP systems can use a SIP enabled broadband circuit. These so-called 'SIP Trunks' provide an IP connection between a business and the PSTN.

SIP Trunking has a number of advantages over conventional ISDN circuits, the chief being that it is typically half the rental cost of an equivalent ISDN30 link. Designed as an ISDN30e and ISDN2e replacement, Spitfire's SIP Trunk typically offers business quality secure telephony at up to 50 percent less than the monthly rental cost of an equivalent ISDN service. As one of the



only ISPs and fixed line operators to offer a SIP Trunk service, Spitfire offers a complete end-to-end SIP service via its own IP and TDM infrastructure. Spitfire can provide a direct connection between the customers' premises and Spitfire's core network over the UK's widest range of SDSL, ADSL or Ethernet circuits.

Hosted telephony

Private Branch Exchange (PBX) is the traditional term used to describe a phone system used to route phone calls within an organisation. In the past some off-site telephony services were developed to provide call routing functionality remotely. These services were termed Centrex (Central Exchange).

However the development of high-speed broadband means a new generation of hosted IP phone systems are now available offering a high level of flexibility and cost benefits over acquiring customer premises equipment.

In operation hosted IP phone systems, such as Spitfire's SIP Communicator™, offer all the features and functionality of a conventional phone system such as extension dialling, call transfer, call forwarding and voice mail. IP phone system providers offer the service in the same way as any utility supplier and with the same logic – you wouldn't attempt to generate your own electricity so why go to all the bother of acquiring and maintaining your own phone service!

For the increasing number of organisations where individuals want to work remotely (usually at home), hosted IP phone systems, such as SIP Communicator™, provide the means of presenting a professional face to the outside world without the need for a dedicated business premises. Hosted IP is also ideal for multisite operations such as retail branch networks because colleagues can call each other using abbreviated extension numbers and without incurring public network charges. They can also transfer external calls, forward calls to other extensions and so on.

With the growing acceptance of 'cloud computing' where applications are provided remotely on a service provision basis, hosted telephony systems will become the norm for most SME businesses. Spitfire's SIP Communicator™ requires little capital outlay or in-house technical expertise and the service is very flexible. Billing is based on a monthly service charge and the costs are normally less than half of a conventional phone system.

Presence

If you use a free Internet telephony service such as Skype, you will know that a glance at your contacts list will instantly reveal who amongst your contacts is online anywhere in the world. This type of network detection is known as 'presence' and presence will start to play an increasingly important role in telephony as the market moves to an NGN IP based infrastructure.

Presence is an emerging technology where the network detects when a user terminal device (notebook computer, PDA, smart phone etc) connects to the network.

The SIP environment determines where the user is, how willing the user is to accept communications, the terminal device's media capabilities, and which devices have priority for connection attempts.

In practice presence will mean that you no longer have to remember phone numbers, or have multiple numbers for each contact. You just click on an entry in your contacts list and you will connect with the person you require. Depending on what device they are logged on with you may be able to hold an instant messaging session, a simple voice call, or a full video call. A video call could also include data application sharing so you can both share a spreadsheet for example. At some point in the video call you may want another colleague's input. If you can see that he or she is also online, you can call and set up an impromptu three-way videoconference.

Expect to see the rapid deployment of presence based applications as NGN infrastructure grows.

People News



Congratulations to Tony Skinner and Janet Carter on their engagement in the very romantic setting of Paris on Valentines Day.



Evelina Powell and Betty are doing their bit for global warming and have become a familiar sight riding around London.



Congratulations to Tom and Ivana Carey on the birth of their beautiful daughter Anna-Maria in April.



Bumble celebrated his first birthday by sharing his cake with everyone in the office.



On another note lots of Kitty furbaby congratulations to Jane William's cat Cinnamon Cookie on the birth of her three gorgeous kittens.



Win a case of wine

Welcome to this issue's competition. Simply find all of the listed words in our Summer Wordsearch below, complete your details and send in your entry.

The winner will be the first correct entry which we pull out of the hat after the closing date on 10th September 2010. Simply send your completed Wordsearch and entry form to the address below, fax it to 020 7501 3001 or e-mail it to competition@spitfire.co.uk.

**Wordsearch Competition,
Spitfire Technology Group,
6-7 SBBC, Ponton Road,
London SW8 5BL.**

Find these words!

Please note, all items on the list which are shown as two words are all one word within the grid.

WIMBLEDON
THE DERBY
THE OAKS
WORLD CUP
GOODWOOD
OLYMPICS

FA CUP
THE ASHES
FARNBOROUGH
SILVERSTONE GP
THE OPEN
TOUR DE FRANCE

F	P	G	E	N	O	T	S	R	E	V	L	I	S
A	T	O	U	R	D	E	F	R	A	N	C	E	L
G	J	N	R	O	D	P	B	A	T	W	F	N	A
E	H	A	O	U	D	N	E	V	C	P	P	F	D
I	Q	K	S	D	J	F	F	C	T	U	O	A	U
O	E	D	R	L	E	X	I	E	G	C	P	R	I
L	T	T	F	K	A	L	O	H	S	D	K	N	A
Y	T	H	E	D	E	R	B	Y	M	L	Q	B	D
M	P	E	E	O	T	X	V	M	A	R	S	O	O
P	I	A	L	O	F	W	F	R	I	O	E	R	M
I	N	S	M	B	A	G	O	O	D	W	O	O	D
C	C	H	E	A	V	K	R	T	C	I	N	U	T
S	O	E	S	D	F	H	S	X	I	M	P	G	J
G	K	S	C	T	G	S	N	E	P	O	E	H	T

Name: _____
 Position: _____
 Company: _____
 Address: _____

 Tel: _____
 Emails: _____

WIN a case of wine from wine buying specialists Private Cellar, www.privatecellar.co.uk

The judges decision is final and no correspondence will be entered into.

High jinks on April Fools Day

Virgin Media broadband crew had us giggling

In a groundbreaking new project, specially-trained ferrets are being used to deliver broadband to rural areas. Currently around two million homes are without broadband and, for over a year now, Virgin Media has been using ferrets to help lay cables. They wear jackets fitted with a microchip which analyses damage in the underground network, and will help to increase broadband in



current Internet 'dead zones'. Virgin Media director Jon James said: "For hundreds of years, ferrets have helped humans in various jobs. We use them due to their strong nesting instinct, lean build and inquisitive nature, and for their ability to get down holes. We initially kept this enterprising scheme low-key as we wanted to assess how well the ferrets fitted into our operations before revealing it."

BT Missed Appointments

Please note that BT Openreach now charge for all missed appointments. This means when Spitfire book a BT engineering visit on your behalf, for both provision of a new line and to rectify a fault, any missed appointments will be charged at £ 90 + VAT.

Spitfire will always endeavour to advise you of the appointment time,

being am (8-1pm), pm (1pm to 5pm) or all day (8am to 5pm) and if the BT engineer can not gain access this charge will be itemised on your next Spitfire Network Services invoice.

For this reason it is essential that we have a valid mobile number, as if the engineer calls you and it goes to Voicemail, this is likely to lead to a missed appointment charge.



Competition Winners

Once again we had a difficult time choosing the Caption competition winner and awarded the prize of a case of wine from Private Cellar to two entrants: Shirley Brown at North Country Leisure with "This is BT's 21CN. Oh no it isn't, Oh yes it is." and Donald Butterworth at Fedex with "I think we need the wireless version as this is not doing what it says on the tin".