

# SPITFIRE.

## NEWS

Winter 09/10

FOR THE LATEST COMMUNICATIONS NEWS, VIEWS AND ISSUES



## SPITFIRE SIP TRUNKS COMPLETE EXTENSIVE TESTING

Interoperability testing and accreditation for Spitfire's SIP Trunk service has now been completed with the Epygi IP PBX range, marketed in the UK by Electronic Frontier Ltd. The Epygi range of feature-rich IP PBX units combine telecommunications network technology with emerging computer telephony protocols, to deliver robust VoIP communications.

Interoperability testing and accreditation has also recently been achieved with IP Cortex. The solution provides full phone system functionality across an IP infrastructure and is an open, scalable, accessible and feature-laden converged communications solution.

In addition to Epygi and IP Cortex, Spitfire SIP Trunks have successfully completed interoperability tests with

comms equipment from Asterisk, Avaya, Panasonic, 3CX, Vegastream, Snom, Polycom, Trixbox, Patton, Swyx, Linksys and Counterpath. This extensive interoperability testing programme is designed to ensure that customers benefit from the widest choice of equipment to connect to Spitfire SIP Trunks.

Designed as an ISDN30e and ISDN2e replacement, Spitfire's SIP Trunks offer business quality secure telephony over a range of IP circuits at typically up to 50 percent less than the monthly rental cost of an equivalent ISDN service.

Tom Fellowes, Spitfire Sales Director says, "We have completed interoperability testing with a range of IP phone system manufacturers, allowing our customers access to a wide range of comms platforms

that combined with our resilient and high quality SIP Trunks give an outstanding SIP solution. We have been determined to carry out rigorous testing on all hardware platforms that we recommend to our customers, to ensure that we are able to deliver a genuinely business class service for customers. This is the underlying principle in our approach to SIP Trunks – rigorous testing, combined with our own circuits and call termination allows us full control over call quality and customer satisfaction. With the range of backup services including IP circuits that Spitfire offers, we are confident that Spitfire SIP Trunks are now a new technology that customers can adopt as a cost effective alternative to ISDN30e."

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### CAPTION COMPETITION

Enter our new caption competition and win a case of wine



#### Christmas Opening Times

Over the Christmas and New Year period our office opening times will differ slightly from our normal 8am to 8pm

Thursday 24th December	09.00 – 17.00
Friday 25th December	Closed
Monday 28th December	Closed
Tuesday 29th December	09.00 – 17.00
Wednesday 30th December	09.00 – 17.00
Thursday 31st December	09.00 – 17.00

For help outside of these times please call 020 7627 3333 to speak to the duty manager



6-7 SBBC, PONTON ROAD  
LONDON SW8 5BL

## Foreword

Welcome to the eleventh edition of Spitfire news. To refresh my memory I took a look at the first issue published in the summer of 2003. Back then the front page led on an article about Spitfire launching ISDN30 for our customers. Well how times change! We are now marketing our own SIP Trunk solution as a direct cost-cutting alternative for ISDN30.

Cutting costs has been very much at the forefront of business planning through the recession. We have seen a marked reluctance on the part of customers to invest in new capital projects, with the result that one of our principal suppliers Nortel has withdrawn from the phone system market, having sold its Enterprise business unit to Avaya.

Fortunately, as we enter 2010 we are seeing the beginning of economic recovery with a general easing of the purse strings. As confidence returns we anticipate that many companies will release expenditure for comms projects that have been needed, but put on hold while caution overrode other considerations.

I'm pleased to say that Spitfire has weathered the economic storm and with a team of over 80 skilled staff, we are ideally placed to meet increased demand. As reported in this issue we have recently completed a highly complex comms installation for Fleming Family & Partners. This multi-site installation required a 100Mb fibre optic cable link between two sites in central London – a considerable logistical challenge achieved with help from our friends at Openreach.

But our focus and the basis of our success is close attention to the smallest needs of our customers. So whether it be a single analogue line, or a 100Mb fibre optic link you can be assured it will receive the same dedicated level of service from the Spitfire team.

**Harry Bowlby**  
Joint Managing Director



## Spitfire selected for BT Wholesale VDSL broadband trial

BT Wholesale has chosen Spitfire to be part of a select group of ISPs to take part in trials of VDSL (Very high speed digital subscriber line). Nine ISPs including Spitfire have trialling VDSL from July to December 2009.

VDSL provides customers with downstream speeds of up to 40Mb and upstream speeds of up to 10Mb. The trial has been taking place in

Muswell Hill, London, Whitchurch, Cardiff and Glasgow Halfway. A further 28 exchanges are expected to be enabled for VDSL early next year, of which eight are in the London area.

Spitfire is a Voice Communications Provider, leading business ISP and member of LINX (London Internet Exchange).

Commenting on the VDSL trial,

Justin Orde, Joint Managing Director, said, "We are delighted to have been selected by BT Wholesale for this important trial. SIP trunks and hosted SIP telephony are now moving into the mainstream and VDSL will give an important boost to the take-up of these critical new comms technologies."

## Spitfire's SIP Communicator™ wins Editor's Choice

Spitfire's SIP Communicator™ hosted telephony service has won the Editor's Choice award from Business Info magazine. Published for over ten years Business Info is a national, monthly business technology and workplace magazine for buyers and specifiers of

business equipment in SME size companies. SIP Communicator™ provides phone system functionality remotely hosted by Spitfire. It only requires 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 or are spread over multiple sites. SIP Communicator™ has recently been improved and is now available in version 2. Designed as an end-to-end service, SIP Communicator™ is ideal for multisite 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.

Neil Trim of Business Info and Tom Fellowes >

## M&M Computing Services moves into SIP solutions with Spitfire

Over recent years Spitfire has broadened its route to market by making its services available through a network of partners. Partner companies are generally providers of computer and data network services that also want to offer voice communications as part of a complete solution.

One such Spitfire partner is M&M Computing Services, based near Horsham, West Sussex. The company provides a total range of IT services for customers as director Greg Roffe explains. "Basically we offer a 'one-stop-shop' for clients for all their IT needs. We provide complete data networks, hosting and email and have used Spitfire for years to provide full Broadband and Ethernet services. For the smaller clients we operate as an outsourced IT department, relieving them of the need to divert resources from their core activities to IT management."

Recently M&M Computing Services has been offering its cli-

ents SIP trunk services provided by Spitfire. "We put in some IP systems from another vendor a few years ago and the quality just wasn't good enough. There was jitter and



echo on the lines and an unacceptable level of call dropouts, so we backed away from SIP. But Spitfire's high grade codec coupled with its dedicated IP circuits and quality of service ensures the delivery of a business class service so we are now confident to offer SIP trunks as an alternative to ISDN30."



M&M Computing Services is also marketing Spitfire's hosted telephony solution SIP Communicator™. "We have implemented SIP Communicator for a

number of customers so far this year. As more and more IT services move into the 'cloud,' clients are becoming less hung-up on the perceived need to have their own premises equipment." Greg confirms.

"For two of our clients that were moving office the critical issue was number and area code retention when they moved out of the

area. With SIP Communicator and Spitfire's network we were able to allow them to port their existing phone numbers to their new locations." As an Interconnected Fixed Line Operator, Spitfire has number ranges on all UK dialling codes, together with non-geographic number ranges, such as 0800 and 0845 if required.

In conclusion Greg comments, "To support voice solutions for our diverse client base we needed to partner with a company that matched our own levels of service provision and had the resources to support all our clients' needs. Our positive experience with Spitfire confirms that we have made the right choice of partner."

## Fleming Family & Partners invest in Comms technology from Spitfire



Fleming Family & Partners was formed in August 2000. The Group has a number of companies that work closely together to offer a complete family office service, including asset management, trustee and advisory services. Spitfire has been supplying business communications services for Fleming Family & Partners since its establishment.

By 2008 Fleming Family & Partners had outgrown its premises and acquired a second office in central London for expansion. There was a need to link the two sites seamlessly and to provide up to date business telephony and data communications. To meet the firm's needs Spitfire suggested a number of alternatives with a recommendation for the Avaya Communication Manager telephony system.

"We were keen that the implementation of a new phone system, would run as smoothly as possible with minimal impact to the business. After a tender process Spitfire were selected as the provider to implement an Avaya solution, as they offered the best fit for our business", explains Karen Stanley, Head of Operations for Fleming Family & Partners.

Designed for organisations with either large or sophisticated comms requirements, Communication Manager is a scaleable telephony solution that supports up to 36,000 extensions across multiple sites. It is a pure IP system providing both the comprehensive functionality and consistent telephony support required to enable all locations across a multisite enterprise to communicate effectively. Communication Manager is highly configurable with the flexibility to meet the needs of virtually any organisation, and its specification lists over 700 features.

Given the potential size and complexity of such a system Communication Manager has some

significant disaster recovery features including a dual processor that can be located several miles away from the main processor via a fibre cable link. As an Avaya accredited partner, Spitfire is one of a limited number of telecoms providers that can supply and support Communication Manager.

To provide a dedicated link between the two central London sites for voice and data communications, Spitfire installed a 100Mb fibre optic cable, assisted by Openreach. Spitfire also supplied a phone number range for Fleming Family and Partners. As an Interconnected Fixed Line Operator and one of only 29 CPS (Carrier Pre-Selection) Operators in the UK, Spitfire has number ranges on all UK dialling codes, together with non-geographic number ranges.

Ensuring that the switch over to the Communication Manager went smoothly was critical to the success of the installation, so Spitfire worked closely with Fleming Family & Partners' IT department on the IP network issues involved. In fact the switch over went smoothly with the two sites linked seamlessly via the fibre optic link for both voice and data communications. Calls between the 250 staff at the two locations are free and are made just by using the appropriate extension number. Outside callers are greeted by operators at either location, depending on availability. Essentially, for the purposes of telephony, it is as if the firm is operating from one site.

"Spitfire assisted through all stages of the project, from site visits to Avaya, planning and implementation meetings and a final project plan. Spitfire took full ownership of the project, ensuring all services were installed and working to the time scales we needed. This included additional PRI circuits, hardware and software purchases, installation, configuration and finally installing phones at staff

desks", Karen confirms.

Spitfire provided full training for staff on the system ensuring optimum usage of the new functions and features available to staff. Where constant contact is essential, five staff have been provided with mobile twinning so that their desk phone and mobile phones ring simultaneously. The system also provides some staff with teleworking facilities from home. "A real success point was the way Spitfire tested every desk phone was working correctly, and trained staff on how to use the phones. Their personal approach at this stage ensured the IT staff could continue with the core IT business", says Karen.

Broadband provision is supplied by Spitfire as well. As a major ISP, Spitfire is a member of LINX - the London Internet Exchange, the world's largest independent IP exchange. Being connected to LINX reduces the number of hops that traffic has to take to reach its destination which increases download speeds to users such as Fleming Family & Partners and also adds resilience to Spitfire's network.

As part of the service Fleming Family & Partners also uses Spitfire's consolidated call and Internet

billing. Spitfire's advanced billing system provides customers with one bill covering all communications, including landlines, mobiles and Internet. Bills can be customised to show vital information such as breakdown by site and number, destination reporting and so on. With a high level of clarity Spitfire's advanced billing systems mean that customers can monitor and control communication costs easily. On-line billing is also now available. Karen adds, "Cost savings were made as we were able to incorporate voice recording which was at the time a pain point for us using legacy solutions".

In the future Fleming Family & Partners plan to provide Avaya client software for their staff so that they can manage calls via their computer, with features such as 'screen popping' of incoming calls and dialling direct from applications such as Outlook. This will allow the firm to fully leverage its investment in the features and functions of the Avaya Communication Manager system.

"The project was a success with a solid solution which offers us flexibility and growth for the future", states Karen.

## Hosted Firewall Solutions from Spitfire

We are now pleased to offer Hosted Firewalls as an additional service within the Spitfire portfolio. Having provided MPLS based VPN solutions to customers for some time now it was a natural progression to develop our Hosted Firewall solution.

The hosted firewall provides you with a fully featured, individual instance of the Cisco ASA™ (Adaptive Security Appliance) firewall. This firewall, hosted in our core network, allows you to link sites together using different kinds of broadband connection, creating private VPNs and allowing internet access with restrictions of your choosing. This means that you

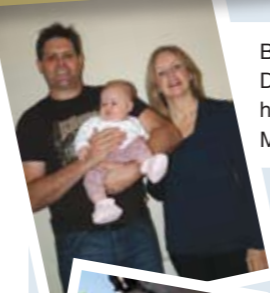
will also have the opportunity to terminate VPN tunnels on an "off-site" concentrator, allowing remote users to reliably connect to your corporate network without the need to invest in and secure expensive equipment or maintain complicated configurations.

This allows your offices not only to communicate with each other, but also provides a vast range of internet based services and access which is fully supported and controlled by a team of our skilled IP Engineers.

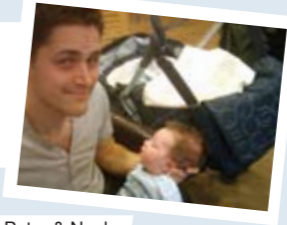
If you are interested in talking to your account manager about this or any of our other solutions please call us on **020 7501 3333**



## STAFF NEWS...STAFF NEWS...STAFF NEWS...STAFF NEWS



Baby congratulations to: Dale & Julie Ellwood pictured here with Kayla and to Peter and Mary Haas on the birth of Noah.



Peter & Noah



Welcome back to Simone Kemp who has returned to look after the mobile business within Spitfire after two years away renovating properties in Bulgaria.



Helen & Tim



Katy and Willem



The new office addition - Bumble

Well done to Tim Meredith on completing his GIAC exams, Michal Dobrzynski for attaining his CCIP qualifications and Peter Haas for gaining Extreme Networks' qualifications.



Michal Dobrzynski

Following on from their engagements earlier this year, wedding congratulations to Helen and Tim Hoffman who were married in France in September and to Katy and Willem Bosman who married in November.



Peter Haas



Tim Meredith



**News...News...News...**

One of our eagle eyed customers phoned us on the 1st October 2009 to tell us that a photo of a Spitfire Taxi was on the front page of the Business Telegraph. It had been used to illustrate an article about Manganese Bronze who manufacture the London Taxicab.

Spitfire has been advertising on London Black Cabs since 2002 which according to David Harrison of Metro Taxi Marketing is the longest running campaign in the UK.

Keep a look out for Spitfire taxi's, the first reader to e-mail Susie Ward our Marketing Director with the registration of one our current taxi's can win themselves a bottle of Perrier Jouet Champagne. Keep your eyes peeled!

e-mail your contact details and the taxi registration to:  
[susie.ward@spitfire.co.uk](mailto:susie.ward@spitfire.co.uk).

# Spitfire Taxi makes the news!

## Is your broadband buckling under the weight of traffic?

By Tim Meredith

Britain's broadband network is predominantly built on pairs of copper wire, with a range sometimes reaching thousands of metres between the telephone exchange and supplied premises. Those of us who can't quite justify the price difference between ADSL and fibre-based high speed services usually have to put up with a comparatively slow broadband connection. This kind of limitation is not only restricted to the frugal amongst us, but also the many businesses who are based a long way from telephone exchanges, or in regions where the latest broadband technology has not yet been introduced.

The solution to this problem is to make the most of what you've got and load balance between or bond multiple ADSL circuits, thereby increasing available bandwidth and providing redundancy at a

very low cost. This technology will allow you to make and receive more simultaneous VOIP telephone calls and pass larger amounts of data over the relatively inexpensive broadband circuits than you could normally, using a single ADSL connection.

Load balancing works by using a special kind of broadband router that is capable of sharing the load of your network traffic over several IP connections. Load balancers are even smart enough to maintain simultaneous RTP streams, essential for VOIP telephone calls. Each internet connection has its own range of static public IP addresses, so you can also route inbound traffic over a connection of your choice.

Bonding works at a lower level. This technology allows you to combine multiple internet connections together as if they were one and provides increased



bandwidth to a single public IP address range. Bonding is not performed on the physical copper wire, so all that is required is a Spitfire bonding-compatible router, which normally includes the appropriate interfaces to connect to your ADSL lines.

In either case, fault-tolerance is provided by "failing-over" between these multiple connections when

required. If a problem is experienced with one of the broadband circuits, then all you will experience is reduced speed until the fault is resolved, rather than a complete, extended outage.

For more information on load balancing, bonding and supported equipment, please contact us on 020 7501 3333 or e-mail to: [adsl@spitfire.co.uk](mailto:adsl@spitfire.co.uk)

## Exhibition News... Exhibition News... Exhibition News...

October was a busy month for Spitfire as we exhibited in two venues. At the IP Expo show in Earls Court we successfully demonstrated the quality of our SIP trunks on a range of telephone systems including the Avaya IP Office, IP Cortex and Panasonic NCP as well as the versatility and cost effectiveness of our hosted platform the SIP Communicator™. Having such a range of equipment on the stand attracted lots of interest in our products and services; it was also a fantastic opportunity for us to catch up with a number of customers who came along to visit us.

The Convergence Summit at Sandown Park saw Spitfire showcasing the SIP communicator™ alongside the wide range of Internet and VoIP services we provide. With over 200 visitors to our stand it was a hectic two days.

**Don't forget - if you would like a demonstration of any of our products and services we have a fully equipped demo room at our offices in Vauxhall and the Midlands.**

**If you would like to arrange a demonstration please call your account manager on 020 7501 3333 to arrange a visit.**



## Spitfire offer cut-price back up broadband circuits to all business customers.

Internet access is the life-blood of most businesses today, with all companies relying on it for communication with suppliers and customers. With the growth of email, web browsing, on line banking, supplier ordering systems and e-commerce it has become essential to have a reliable internet service, which includes a back up and Disaster Recovery plan.

Only 37% of Spitfire business customers have a back up circuit should their main internet service

fail, this is an extremely dangerous position to put a business in, especially when BT Wholesale's repair times can be over 5 working days – have you considered how would you survive without internet access for a week?

In order to help protect our customers, Spitfire are offering a Business Broadband circuit for back up purposes (i.e. to be un-used while the main circuit is working) for a greatly reduced price of only £7.00 per month, plus

a 50% discount on the set up cost to £25.00. Compare these costs with the damage to your business of being without email and internet access for a week.

This offer will run for all back up circuits ordered before 31st March and we would urge all customers to take advantage of this special offer if they don't already have a back up circuit.

Please note that without a back up circuit in place we are entirely reliant on BT Wholesale to repair

most broadband faults, the 40 working clock hour SLA is not widely known and applies to all Internet Service Providers using BT Wholesale infrastructure (a clock hour is while they are working on the fault – the clock stops if they are asking you or us for further information or test results). Spitfire aim to provide excellent service and keep you updated with progress on any fault, however please bear in mind we are dependant on BT Wholesale SLAs.

## Summer 2009 Picture Caption Competition

Once again we had lots of witty and creative responses to the competition in our last newsletter.

**The winner** who received a case of wine from Private Cellars was:

**Mr Darryl Schrader the MD of Cameravaria with: "and a No13, Chow Mein - but without the Chow"**

The others that made us giggle and were close contenders:

**Liz Tubby** of Abbeygate Plc with "I'll have the 'Chow' Mein with a side order of 'Peke-ing' duck please"

**Nicholas Wilson** of Caxton FX Ltd with "Is that BT? You've made a right dog's dinner of our ISDN 30's."

**Ed Ware** of DBER with "I'm not a golden receiver!"

**Paul Carruthers** of North Country Leisure with "I'm conducting some Barket research" and "You think you've got it bad, I'm dressed up like a dogs dinner!"

**Andy Lear** of Acuity Solutions with "Woof! (This entry is not likely to winalot.)"



**"and a No13, Chow Mein - but without the Chow"**

### PICTURE CAPTION COMPETITION

## WIN a case of wine from PRIVATE CELLERS.

Simply send in your completed caption to [caption@spitfire.co.uk](mailto:caption@spitfire.co.uk), fax to **020 7501 3001**, or post to the address below.

Caption Competition  
Spitfire Network Services Ltd  
6-7 SBBC, Ponton Road  
London SW8 5BL

My caption is:

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Post Code \_\_\_\_\_

Tel \_\_\_\_\_

Email \_\_\_\_\_



Welcome to this issue's competition. Simply fill in the form on the left and include your caption to the picture above. The best caption will WIN a case of wine from Private Cellars.

Competition ends 26/02/10 The judges decision is final and no correspondence will be entered into.