

Inspirium

Spitfire's SIP Communicator™ meets start-up business's needs

Inspirium is a human resources solutions company which was established to find the right personnel for major contract projects in the public and private sector. As a new start-up business, Steve Olson, a director of the company, was keen to get Inspirium's business communications right. *"Our business is based around the telephone",* he explained. *"So it was critical that we get the right phone system, providing the functionality we needed and to be fully scalable, so it could grow as our business expands."*

To meet this need Steve allocated £4,500 for a business phone system and approached three potential suppliers for advice, including Spitfire. *"We had supplied some staff to Spitfire, so I knew the company reasonably well",* continues Steve. *"I expected that they would recommend a conventional digital PBX system, similar to the one I used in my last business. But they told me about a completely different option made possible by the new IP technology."*

To meet Inspirium's needs Spitfire proposed its SIP Communicator™ hosted telephony service with phone system functionality provided remotely by Spitfire, and only SIP compatible handsets required at Inspirium's offices in Chelmsford. This makes the SIP Communicator™ service an extremely cost-effective solution for business start-ups such as Inspirium, as Steve explains:

"I liked the way Spitfire advised me, rather than trying to sell me an expensive phone system. It was clear that SIP Communicator™ would meet our needs both in terms of the system functionality and its scalability. Extra capacity required only additional handsets, making it very easy to expand rapidly. And if we grow out of our current premises the SIP Communicator™ service simply transfers to the new location."

About Spitfire SIP Communicator™

SIP Communicator™ has been designed as an end-to-end service and is ideal for small start-up SMEs and for multisite operations such as retail branch networks or small businesses that employ 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.

Spitfire supplied Snom handsets for Inspirium, which include an LCD display, speakerphone and message-waiting indicator. SIP Communicator™ is available for an initial set-up cost and an ongoing monthly service fee from Spitfire, and installation is also extremely simple, as Steve outlines:

"Altogether the initial cost of acquiring the service and handsets came to about £1,500, which was far less than I had budgeted for, providing us with a significant saving in our start up costs. Spitfire sent us a box with a router and the phones, we plugged them into our network and the service was up and running in less than an hour. We also found that Spitfire's customer support team is very good at talking you through procedures."

In terms of functionality SIP Communicator™ has also lived up to Steve's expectations. To be honest we've only scratched the surface of what it can do, but it's really easy to configure if we need to make changes, so we don't need an engineer to come on site."

Simple and Flexible

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, without incurring any engineering charges. 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, as well as advanced features such as voicemail to email, and a conference bridge allowing you to schedule conference calls which participants can dial into.

The system uses a Spitfire ADSL Max broadband connection instead of a conventional ISDN circuit which Steve has found very reliable, and for Inspirium's broadband data needs Spitfire also installed an ADSL2+ circuit.

"We've had no problems with the VoIP [Voice over IP] link", confirms Steve. *"In terms of both reliability and line quality it's been great. It has also cut our call costs enormously. I'd budgeted for call charges of £200 to £300 a month but it's been far less than that because we are using VoIP. Should the circuit go down, then all numbers are instantly diverted through to our mobiles so we can continue to receive calls, which is a great reassurance. We've also had no problems at all with our broadband connection which is a critical part of any business nowadays."*

Summing up his experience with Spitfire's SIP Communicator™, Steve concludes:

"It's a completely different solution to what I imagined when we were originally looking for a phone system, but it has met our needs completely at less than half the price I budgeted for. The service is tried and tested and Spitfire also gives great backup, so I can definitely recommend SIP Communicator™."



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