

Spitfire works for Your IT Works

Your IT Works was originally established in 2010 to meet the IT needs of a select group of SMEs in Milton Keynes and Northampton. In this short time the company has grown rapidly, based on a customer-focused approach to support, and today the team supports clients as far away as Antigua and the United States. Your IT Works is now a specialist provider of enterprise cloud solutions and has achieved the Cloud Industry Forum (CIF) Certification.

Finding the right partner

Your IT Works had partnered with service providers for data connectivity and voice communications, but the experience had not been ideal - until the company contacted Spitfire, the leading ISP and internet telephony service provider. Managing Director Tony Capewell explains further:

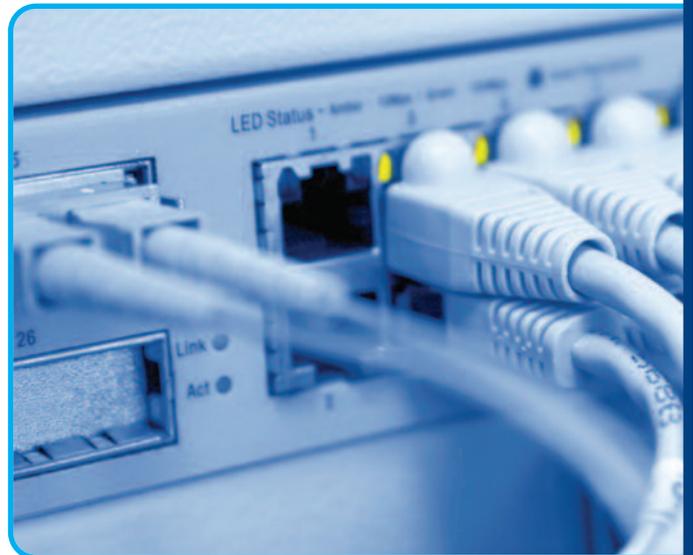
"We pride ourselves on the quality of our service delivery, so naturally we expect that level of service from our suppliers. We were partnering with one business ISP, but the service we received just wasn't good enough - and the same was also true of the hosted telephony supplier we were using. We started working with Spitfire in a small way, but the quality of the solutions and also the backup was so good that we soon started using them for all our clients' voice and data needs. In fact we are now migrating customers from our previous hosted telephony platform to Spitfire's SIP Communicator™ hosted solution."

It's all about the quality

Spitfire's SIP Communicator™ hosted telephony solution offers some significant advantages over rival services. As a leading business ISP and Internet Telephony Service Provider, channel partners benefit because Spitfire SIP Communicator™ provides quality of service (QoS) and cost advantages not offered by other VoIP service providers.

As an ISP, Spitfire can guarantee end to end quality of service, when the solution is deployed on suitable products from a range of available options - providing direct connection between the customer's premises and Spitfire's core network, over the UK's widest range of market-leading, competitively priced SDSL, ADSL or Ethernet circuits. Meanwhile, any concerns about service failure are met with backup provision such as automatic call divert to mobile. Tony continues:

"We have moved our own telephony and 70% of our customers' over to SIP Communicator™. And because it's so robust, so we don't have anything like the amount of hassle we had with the previous provider."



Spitfire is one of the largest independent voice and data solution suppliers in the country, providing carrier network services and ISP connections to over 300 channel partners and their customers. The company employs over 100 staff and has an annual turnover of nearly £20 million. Spitfire's Authorised Partner Service aims to increase the range of network and broadband services offered by IT service providers, such as Your IT Works.

Adding Spitfire SIP Trunks

Spitfire is also one of only a few internet telephony service providers with its own SIP Trunk solution. So, in addition to hosted telephony, Your IT Works has also started to implement Spitfire's SIP Trunks for customers, as Tony explains:

"We have used Spitfire's SIP Trunk service for a couple of customers now, using the 3CX soft PBX solution. They have proved to be very reliable, so we haven't had any customer issues arising from their deployment."

Spitfire's SIP Trunk solution typically offers business quality secure telephony at up to 50% less than the monthly rental cost of an equivalent ISDN service. This compelling saving also incorporates the cost of the Internet circuit which carries the calls.

And in terms of data connectivity, Your IT Works has also been deploying solutions from Spitfire's comprehensive portfolio of network services, as Tony concludes:

"The cloud is the future for IT and we are gradually migrating our client base to 'desktop as a service' provision, instead of solutions deployed on customer premises hardware. To accept using a virtual hosted desktop, we have to ensure that the client's data connectivity is up to mission-critical standards in terms of QoS. As a result we are using Spitfire Ethernet circuits with backup for maximum uptime and business continuity."

"We've had training on products including SIP Communicator™ at administrator level. Our account manager is very good and I know I can always rely on him to support us. We have definitely made the right decision in switching to Spitfire."



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