

Spitfire is a gem for Blue Diamond IT

Based in the City of London, Blue Diamond IT was established 13 years ago by Kas Franks and Marc Shaffer, who had worked together previously. Today the company has eight staff and is totally focused on providing IT support and services for its SME clients. Marc and Kas explain more about the way the business works:

"We tackle absolutely everything to make IT run smoothly for our clients – even pairing a customer's smart phone with their car's Bluetooth hands-free system! We're in constant contact with our clients and we're very responsive to their needs, without any red-tape or unnecessary formality. We don't 'sell' to our clients as such. In discussion with them, we recommend solutions and agree a way forward to keep them on top of their game."

Finding a positive partner

In the last couple of years Kas and Marc began to realise that, as well as supporting their clients' IT infrastructure, they needed to supply external voice and data connectivity. Marc continues:

"Our clients were sourcing these services themselves, and then we had to make it work. This involved a lot of leg work dealing with third parties that were not always very cooperative. And at the end of it there was nothing in it for us. So we looked for a partner that could provide voice and data connectivity and we could have a positive relationship with."

With over 400 reseller partners, Spitfire's Authorised Partner Service aims to increase the range of voice and data services offered by IT service providers. For channel partners, Spitfire provides ongoing monthly commission paid automatically on all services - including very generous call commissions, with no minimum targets.



Kas explains further about how it works:

"We're now able to offer all the latest connectivity options and in the last two months we have placed orders for six EFM (Ethernet First Mile) connections and one fibre Ethernet circuit. EFM is now available at competitive prices and more and more of our clients want it for robust Internet connectivity. The reliability of the products coupled with the dependability of Spitfire's support gives us the confidence we need to recommend the new data solutions."

Adding voice expertise

Spitfire provides a comprehensive range of voice solutions, including the company's own SIP Communicator™ hosted telephony service - as well as phone systems produced by a number of leading manufacturers, with a full support and maintenance service. Spitfire also offers a choice of voice connectivity options, including conventional ISDN channels or the latest SIP trunk technology.

Marc adds:

"In line with our policy of not 'selling' to clients, we don't attempt to interfere with their existing arrangements. We prefer to wait until an issue arises and then provide advice because they will trust our judgement to recommend what's right for them".

"We have the technical expertise to discuss the data connectivity options with our clients," continues Kas. "But if we need to discuss voice issues we would ask Spitfire to support us. In our experience, clients are happy to take recommendations on Internet connectivity, but want to shop around when it comes to voice communications."

Working together flexibly

Blue Diamond IT has found that Spitfire's flexibility suits their own approach, as Kas concludes:

"Since we started working with Spitfire, it has been a very successful for us. Being able to depend on them for support is a vital part of the relationship. We have hundreds of SME clients, many in the shipping industry, and they want 24/7 service - so we need a supplier partner that we can count on. The relationship with Spitfire works exactly the way we want it to, with the minimum of formality and the shared goal of excellence in customer support."

"They are big enough to provide the range of services and support our customers' needs, but not so big that it's impersonal." agrees Marc. "We have a great relationship with our account manager and are very pleased we chose to partner with Spitfire."



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