

Handsfree IT gets a helping hand from Spitfire

Handsfree IT is described by director Colin Semple as a 'boutique IT consultancy'. Elaborating on this, he explains,

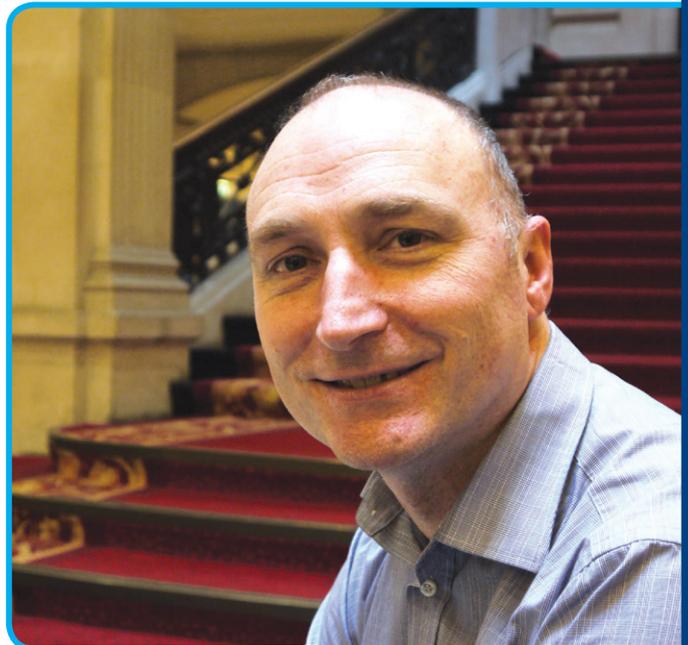
"There are three of us in the team and we have a background in IT networks in the US corporate environment. So what we offer our SME client base is network consultancy, to corporate enterprise standards. We deliver best practice and the most advanced functionality currently available. It's a level of skill and expertise that would be hard to find elsewhere and difficult to cost-justify as an internal resource."

A single source supplier

The company was established in 2005, and in 2009 began partnering with Spitfire, the major business ISP and Internet Telephony Service Provider. Colin continues,

"At the time, we weren't supplying clients with external data connectivity and voice communications, so we had to deal with multiple suppliers of these services to our customers, and this was complex and extremely time consuming. We wanted to be a single source for our customers for all business communications. Partnering with Spitfire meant we were able to recommend one supplier of network services to all our customers, making life simpler all round and ensuring better standards of service for our clients."

Spitfire is one of the largest independent voice and data solution suppliers in the country, providing carrier network services and ISP connections to over 400 channel-partners and their customers. The company employs over 100 staff and has an annual turnover of over £21 million. Spitfire's Authorised Partner Service aims to increase the range of network and broadband services offered by IT service providers.



Colin outlines more about working with Spitfire:

"Spitfire is a very reliable partner, that we can count on not to let us or our clients down - which is critical in this business. It makes a huge difference to know that if they commit to something it gets done without the hassle of having to constantly chase. The account management levels are excellent, with personalised service from Spitfire's Midlands account team. We're treated as valued partners, not just a name on a list."

Expanding the partnership

With growing confidence in the relationship, Handsfree IT is now actively marketing Spitfire's hosted telephony service, SIP Communicator™.

"We're not voice focused," explains Colin, "But with voice and data convergence, and the development of cloud hosted services, we recognise that we have to move into the voice sector. Although we are based in the East Midlands, most of our clients are in London. We recommended SIP Communicator™ to a client in Mayfair and it was easy to implement as a plug and play solution. It exactly met the client's needs and caused us no support issues or complications."

Spitfire's SIP Communicator™ hosted telephony offers some significant advantages over rival services because the virtual PBX servers are hosted on Spitfire's own wholly-owned core network, and are designed to give high quality and reliability. Call termination is done over SS7 interconnects and calls are never routed over the public Internet. This ensures that Spitfire remains in control of all aspects of call quality from end to end.

Making the connection

Spitfire has been able to meet the needs of Handsfree IT's client base for data connectivity too, as Colin confirms:

"We're finding that clients want faster and more reliable connectivity, with products such as VDSL and Ethernet now on the market. Clients in London have a lot of options, but Spitfire offers an extensive portfolio of network solutions at competitive rates, and with back-up options for business continuity. It means our clients are well served and we don't have to worry about being undercut or outgunned."

Colin has also found the cooperation with Spitfire very beneficial in client-facing situations, as he concludes:

"Spitfire will also support us on pitches and accompany us on presentations and their engineers will assist on installations, ensuring smooth deployments for our customers. We have found that our relationship with Spitfire has added value to our client service offering. They not only have a comprehensive product portfolio, but most importantly we can count on them to be as reliable and committed to customer service as we are."



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