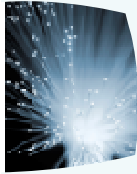




▶ **VOIP:** THE WAY FORWARD FOR BUSINESS....1

▶ **FIBRE BROADBAND:** AFFORDABLE CONNECTIVITY THAT TRAVELS AT THE SPEED OF LIGHT.....1

▶ **ETHERNET:** YOUR OWN DEDICATED BUSINESS CLASS CONNECTION.....2



○ NOVEMBER | ○ 2011

SPITFIRE

VOICE • INTERNET • DATA

The account management team here at Spitfire would like to fill you in on latest technologies and current developments across the industry and

SIP: Next generation voice communication

ADDRESSING THE NEEDS OF BUSINESSES, DELIVERING HIGH GRADE VOICE OVER IP SOLUTIONS, LEADING YOU INTO THE FUTURE....

VoIP has been identified as the new way for businesses to communicate, increase flexibility and reduce costs. According to OFCOM "As well as offering a much simpler way of adding and altering phone connections within an office,...[the] call tariffs are usually much lower than those charged by conventional telephone companies".

The theory behind SIP is that voice data is transferred over a dedicated circuit that uses IP technology similar to broadband. Depending on each client's needs we can offer both SIP Trunks and SIP Communicator. Advanced call features of Spitfire's SIP hosted system, SIP

Communicator, include mobile twinning, conference bridges, auto-attendant, call recording and many more from £6/month per extension. Furthermore, it enables the user to make phone calls as if you were in the office from anywhere in the UK due to the system being hosted at Spitfire's core network.

Unlike many providers Spitfire offers dedicated VoIP approved circuits to ensure quality is never compromised. To extend this quality of service we run our SIP circuits over our network and never across the public Internet.



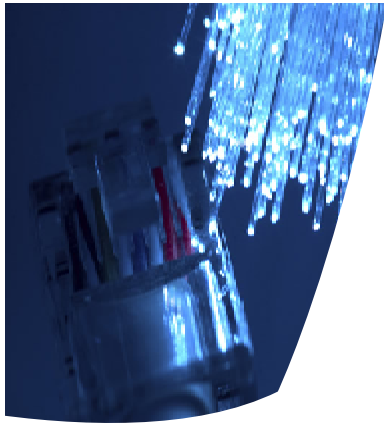
Find out more about our SIP Trunks & Communicator: http://www.spitfire.co.uk/SIP_VoIP.shtml?



FIBRE BROADBAND WATCH

Up to **40Mbps** travelling across fibre optics over the majority of network has been predicted to revolutionise broadband Internet connectivity in the 21st century. At present most businesses are only able to receive a maximum of up to 24Mb (if you are lucky!) due to the limitations of copper wires.

The UK's fibre infrastructure is constantly growing. Telephone exchanges that have been recently enabled include **Amersham, Bedford, Exeter, Oxford, Slough, Streatham, Surbiton, Wembley** and many, many more. To find out if you can be connected contact the Spitfire Sales team on 020 7501 3333 or email accountmanagement@spitfire.co.uk.



Ethernet: Your own dedicated business class circuit

Do you want Resilience and Reliability for Less? EFM is the answer to your business requirements.

Find out more about our FREE CONNECTION OFFER UNTIL 30th NOVEMBER at:

http://www.spitfire.co.uk/Ethernet_efm.shtml

EFM uses the latest 21 Century network providing copper from the local exchange to the site, and fibre between the local exchange and our core network. Ethernet provides a dedicated high speed, un-contended symmetrical bandwidth solution for Internet or site to site access.

EFM technology comes with the same guaranteed Service Level Agreements as Fibre Ethernet, meaning it can carry voice and data to a high standard. Ethernet over copper also increases resilience and redundancy as the circuit may operate over multiple copper pairs, therefore should one pair experience a fault, the circuit would continue to operate at a reduced bandwidth. Great for expanding businesses - The bandwidth of EFM circuits can go

up to 10Mb (Fibre reaching 1Gb), and we are able to provide a throttled circuit which will allow for future growth; for example a 10Mb circuit with a 4Mb useable bandwidth. Spitfire are currently one of the largest providers of EFM in the UK, second only to BT and we can provide you with a 2Mb circuit from as little £180 per month. EFM is the logical upgrade from SDSL, providing a more reliable and efficient circuit at comparable prices.

Please contact your account manager to confirm availability in your area

To find out more about Ethernet please visit our website: http://www.spitfire.co.uk/Ethernet_Services.shtml



Spitfire at the 2011 IP Expo

The New Business Team here at Spitfire were delighted to attend the 2011 IP Expo at Earls Court this Autumn; standing amongst the most competitive businesses in the industry. Cloud technology being the general interest as it is seen as the future of data communication. There was a strong interest in our VoIP products as we are the leading SIP provider in the UK.



Chris Stassen: IP Expo Scalextric Champion

What's happening at Spitfire?

- We welcome four new graduates to the account management team as part of Spitfire's expansion plans: Chris Stassen, Nathalie Duncan, Laura Gillen and Chris Joyce.
- With this expansion Spitfire will be moving into a brand new office in the Oval area due to the current office now bursting with new employees in all sectors. Just in time...as we make way for the US Embassy!

- During Spitfire's attendance at the IP Expo (see above) one of our new graduates managed to win the fastest race in the Scalextric Competition and will soon be driving a Lamborghini and Ferrari for a day as his prize.
- And...Congratulations to Jim Farquharson and his wife for their beautiful new baby girl, Holly.

INTERESTING FACT!

"The longest phone cable is a submarine cable called FLAG (Fibre-Optic Link Around the Globe). It spans 16,800 miles from Japan to the United Kingdom and can carry 600,000 calls at a time"

<http://www.ldsearch.com/information/usefulinformation/telecommunications-fun-facts>