

# SPITFIRE MARCH NEWSLETTER

## Foreword

Welcome to the March Spitfire newsletter.

This month we look at the rapid drop in prices of Ethernet, SIP solutions for voice, increased VDSL Fibre Broadband availability and the success of the recent UC Expo at Olympia.

The account management team is available on 020 7501 3333 or alternatively email [accountmanagement@spitfire.co.uk](mailto:accountmanagement@spitfire.co.uk)

We look forward to speaking with you soon.

Thank you

The Account Management Team

## BUSINESS GRADE ETHERNET PRICES DROPPING ALL THE TIME



Ethernet is the premium type of Internet access available today. It has better reliability, versatility and higher transfer speeds. Historically Ethernet required fibre optics to be present at the customer site. This meant high installation and monthly rental costs.

Ethernet in the First Mile has addressed this issue. Using copper from the customers site to the local exchange has increased Ethernet availability and at a more cost effective price. Offering up to 10Mb *dedicated* bandwidth.

Please contact your account manager to confirm availability in your area or visit [www.spitfire.co.uk/Ethernet\\_efm.shtml](http://www.spitfire.co.uk/Ethernet_efm.shtml) for more information.

## ACCOUNT MANAGEMENT EXPANSION

We have put even more emphasis on our existing customer care levels by recently expanding our account management team. Welcoming Elliot Baulf and Jack Hampton to Spitfire, we hope that we can take a more pro-active approach in caring for our customers' business requirements. Elliot and Jack will be calling to introduce themselves to their account contacts over the coming weeks.

To talk to your account manager about which Spitfire solutions could improve your business efficiency, reduce costs and further enhance your company's communications please call or email them now.



## AWARD WINNING HOSTED TELEPHONY & VOICE OVER IP

Spitfire's SIP Communicator is a multi award winning hosted telephony solution that achieves the same performance as a high end business phone system, without the large overheads. All the necessary hardware to provide SIP calls for your business can be rented from Spitfire, saving up to 60% on the cost of more traditional phone systems.

Voice over IP (VOIP) works by routing phone calls over a dedicated Internet connection. Spitfire offers dedicated Voice Approved circuits for both our SIP Trunks and SIP Communicator products. These circuits have SLA's on latency, jitter and packet loss meaning the quality of your telephone calls remain at ISDN level. Find out more here: [www.spitfire.co.uk/SIP\\_VoIP.shtml](http://www.spitfire.co.uk/SIP_VoIP.shtml)



## FIBRE BROADBAND – NEXT GENERATION VDSL COMING TO AN EXCHANGE NEAR YOU SOON!

With over 100 exchanges already enabled in 2010, many more customers are starting to experience extremely fast broadband at ADSL prices! By using fibre from the local exchange to the BT cabinet on the street VDSL Fibre Broadband is able to deliver speeds of up to 40Mb/s downstream and 10Mb/s upstream.

The popularity of this high-speed service is plain to see as availability will rocket through out 2011. In fact by the end of the year, over 600 exchanges across the UK are expected to be enabled for VDSL Fibre Broadband! Call your account manager now to find out when this service will be available for your business or visit the Spitfire website for more info: <http://www.spitfire.co.uk/vdsl.shtml>



### SPITFIRE: MAKING WAVES AT THIS YEAR'S UC EXPO

Spitfire continued their relationship with Unified Communications featuring at this year's UC Expo at the Olympia London on the 8<sup>th</sup>/9<sup>th</sup> of March. The event hosted a number of seminars on improving your company's communication awareness. One of the highlights was 'IP Convergence & SIP' which explored the benefits and pitfalls of modern telephony solutions.

Members of the Spitfire team successfully showcased demonstrations of our award winning SIP Communicator™ hosted telephony solution, as well as live business-grade SIP trunking on the latest IP telephone systems. The event was very successful with a notably increased interest in SIP and VOIP services. This bodes well for the upcoming IP Expo at Earl's Court in October, which Spitfire are also attending. Feel free to visit the website and register your visit to the IP Expo for free: [IP Expo 2011](#)



### VIEW SPITFIRE'S BRILLIANT NEW VIDEOS

Spitfire is pleased to announce that you can now view all our full range of telephony and Internet solutions online in the new video section on our website.

The videos include a general overview of Spitfire as a company and how we go about providing excellent communications for businesses across the UK.

Also in the section are videos which show an in depth look at the most recent advancements in the communication sphere.

Both of our SIP solutions are covered in their own specific videos. Our hosted telephony solution, SIP Communicator, removes the usual overheads associated with installation and maintenance of older telephone systems. Our SIP Trunks route calls using data via our voice approved dedicated circuits, where an IP-PBX is present on the customer site.

Full step-by-step installation and training guides will take you through SIP Communicator™ in more detail.

There are also testimonials from some of our many satisfied customers.

To take a look at Spitfire's directorial debut follow this link:

[http://www.spitfire.co.uk/video\\_overview.shtml](http://www.spitfire.co.uk/video_overview.shtml)