Spitfire News

WINTER 2010/11

Spitfire wins prestigious award!

Spitfire has won the Service Provider of the Year category of the Comms National Awards! The Comms National Awards are widely acknowledged as a benchmark of excellence within the telecoms industry.

The judges were looking for demonstrations of a service provider's ability to identify new market opportunities and to effectively deliver solutions, they also looked for evidence of support, reliability and ease of doing business. The entries were judged by a panel of six independent judges who awarded Spitfire their trophy for the SIP Communicator™, our hosted telephony solution.

Tom Fellowes, our Sales Director collected the award with Susie Ward, Marketing & HR Director. Commenting on the award Tom says, "We are delighted with the achievement. Hosted telephony has come of age in the last two years as the recession has made the possible cost savings compelling to many SME business owners. SIP Communicator™ requires little capital outlay, no in-house technical expertise and the service is very flexible. Billing is based on a monthly service charge and the costs are estimated to be about fifty per cent less than a conventional phone system. To receive this award for SIP Communicator™ is a terrific endorsement."

SPITFIRE®
VOICE • INTERNET • DATA

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cna comms national awards 2010 WINNER

2010 SERVICE PROVIDER OF THE YEAR

www.spitfire.co.uk

Foreword

This issue of Spitfire News contains much of what we believe will become some of the dominant telecommunications technologies for the second decade of the 21st Century.

VDSL (Very high speed DSL) and EFMC (Ethernet in the First Mile over Copper) will provide small and medium size businesses with sufficient high quality bandwidth to run demanding voice and data applications over the same access circuit to their premises. Five years or more from initial conception and development SIP trunks and hosted pbx services are main stream products which have moved past the early adopter stage and can be recommended as the preferred cost effective solution for most businesses. Finally we have the opportunity to implement the Voice over IP and application service provider or cloud computing that has been talked about for most of the first decade.

Conception and implementation can be some distance apart, but our position has been reached through relentless work on research, development and practical experience. We work closely with the leading suppliers and have an ongoing training and development programme for all staff to ensure that our customers receive the best advice and support.

We very much hope that this year will be a refreshing and prosperous start to the new decade for all our customers.

Harry Bowlby
Joint Manging Director

SIP Communicator™
installed across 19 sites

A 19 site SIP Communicator™ hosted telephony system went live earlier this year. The customer concerned is in the personnel business and has 19 offices located around the UK. There were a variety of legacy phone systems at its various locations which were costly to maintain, with public phone network charges incurred for inter-office calls.

Spitfire's SIP Communicator™ was recommended by one of our reseller partners, providing phone system functionality remotely hosted by Spitfire. This solution requires only SIP compatible handsets, making the service extremely cost-effective with minimal capital expenditure. Designed as an end-to-end service, SIP Communicator™ is ideal for multisite operations such as this customer, because home workers or workers in different locations can call each other free of public network charges and incoming calls can be routed to any location.

For the 120 users on the system handsets from the Yealink range of IP phones were chosen. But some users opted for 'soft client' applications installed on their PC, so they can manage calls from their computer screen with a headset.

SIP Communicator™ offers all the usual phone system features of holding and transferring calls but also has a number of additional benefits. The system can be configured via the Internet, allowing change of feature set-ups as when required, without incurring any engineering charges. Multiple hunt groups can be set up for incoming calls to ring telephones simultaneously or sequentially across a number of sites.

The system uses a Spitfire SIP Trunk broadband or Ethernet connection. Designed as an ISDN replacement, Spitfire's SIP Trunks typically offer business quality telephony at up to 50 per cent less than the monthly rental cost of an equivalent ISDN service.

Ethernet provides a cost-effective, highly reliable Internet solution

For many of our customers Internet connectivity and inter-company data links are critical to the commercial activities of their business. What is needed is dependable connections that are cost-effective. To meet this growing requirement Spitfire has developed a range of Ethernet based solutions. Spitfire is now a market leading provider of Ethernet for high speed Internet access and data network solutions.

Ethernet provides a dedicated high speed, uncontended symmetrical bandwidth connection for Internet or site-to-site access over either fibre or copper. Ethernet has the advantage that it is much less expensive than using conventional dedicated leased line circuits, but is also more robust and reliable than Broadband.

Ethernet over Fibre is the gold standard of high quality Internet connectivity and is a service which any business that relies on its Internet connection should consider. Spitfire offers flexible bandwidths with 10Mb, 100Mb and 1Gb bearer circuit options starting from £420 a month.
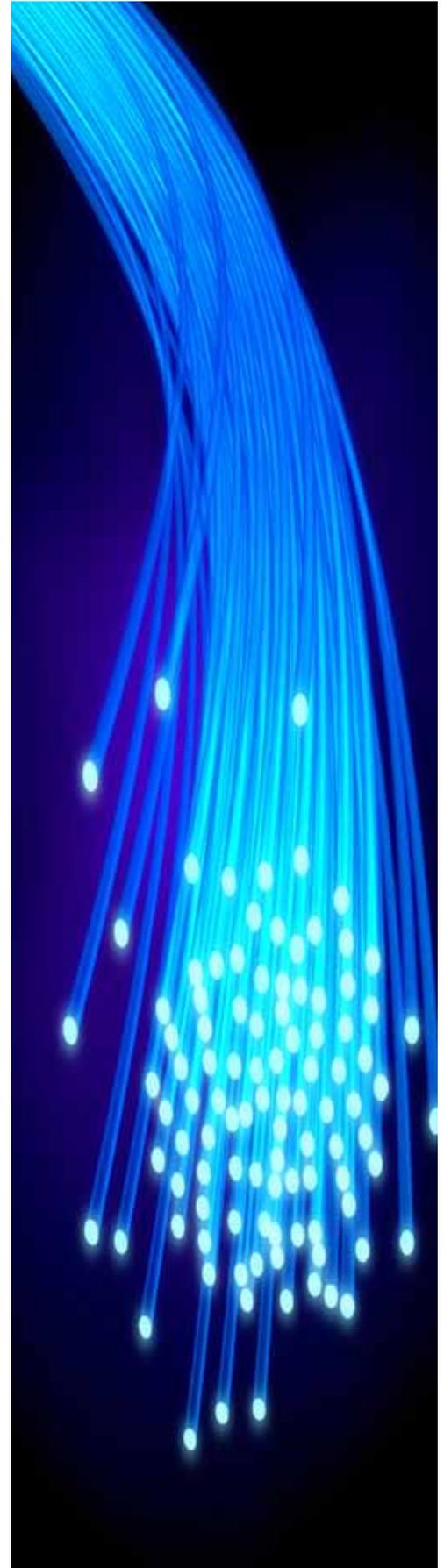
Fibre Ethernet for direct Internet access is ideal for businesses that have mission critical applications requiring high bandwidth such as the financial sector, advertising agencies, the print and graphics industry and professional service providers like legal and accountancy practices. Every direct Internet circuit includes a guaranteed Service Level Agreement.

Spitfire Fibre Ethernet for site-to-site applications provides an uncontended, dedicated link between two sites, for example branch offices of the same company, where high volumes of data and guaranteed service provision is a necessary requirement. Site-to-site circuits also include a guaranteed Service Level Agreement. In addition to dedicated site-to-site circuits, Ethernet can be deployed as part of a larger data networking solution using Spitfire's state of the art MPLS network.

For business continuity and disaster recovery Ethernet installed over fibre can be provided in three resilience formats (Standard, Protected and Diversely Routed) depending on requirements. Alternatively Spitfire can offer cost effective backup SDSL and ADSL circuits.

Ethernet in the First Mile (EFM) delivers Ethernet over standard copper pairs from the local cabinet to the customer's premises. This offers significantly lower costs for circuits between 2Mb and 10Mb, bringing Ethernet services within reach of smaller businesses looking for an improvement over ADSL/SDSL resilience and performance. Spitfire offers EFM circuits starting from under £200 a month.

If you would like to discuss Ethernet solutions for your Internet and data networking needs please call us on 020 7501 3000.

SIP solutions
shown at IP Expo

The recent IP Expo show was a great success with visitors able to see the range of SIP solutions that Spitfire now provides for business customers. This included live demonstrations of our SIP Communicator™ hosted telephony service, with phone system functionality provided remotely by Spitfire.

Visitors to the Spitfire stand could also see Spitfire's SIP Trunk demonstrated with the 3CX phone system, a Windows based IP PBX that replaces a proprietary hardware PBX. 3CX's IP phone system has been developed specifically for Microsoft Windows and is based on the SIP standard. Spitfire has become a 3CX supported SIP Trunk provider, with Spitfire SIP Trunk configuration built into the latest release of 3CX software.

Commenting on IP Expo, Susie Ward, Marketing & HR Director says, "Spitfire's stand was a real hit at the show with visitors keen to see our range of IP based telephony solutions. Our IP based solutions offer significant savings against legacy solutions coupled with real-world proven reliability and resilience, to commercial operating standards. At IP Expo visitors saw demonstrations of these technologies for themselves and there was great interest in the Spitfire stand."

IP EXPO

Meet the need for speed
with VDSL2

We have recently launched VDSL2 next generation broadband, providing customers with Internet speeds of up to 40Mb downstream and 10Mb upstream.

VDSL2 (Very high-speed Digital Subscriber Line) from Spitfire uses fibre from the local exchange to the BT cabinet in the street to provide bandwidths of up to 40Mb downstream, five times faster than conventional ADSL Max. Upload speeds of up to 10Mb are available on Spitfire's Premium VDSL2 service and up to 2Mb on the Standard VDSL2 service.

As fibre is used to the local cabinet this should also extend the 'reach' of VDSL2, meaning greater coverage for businesses currently restricted by distance limitations on ADSL. Spitfire VDSL2 is available where BT has enabled Fibre to the Cabinet (FTTC) at the customer's required location. At present there are approximately 100 exchanges within the UK that have been enabled, with a further 400 due to come online over the next six months.

Spitfire offers two VDSL2 services with unlimited monthly usage:

• VDSL2 Premium Unlimited, up to 40Mb up to 10Mb upstream - £59 / month

• VDSL2 Standard Unlimited, up to 40Mb downstream, up to 2Mb upstream - £39 / month

Spitfire provides free ADSL migration and upgrade to the VDSL2 service. Static IP addresses are included as standard with unlimited telephone support. Spitfire can also provide fully managed solutions including VPN (Virtual Private Network) and firewall configuration.

Tom Fellowes, our Sales Director says, "Many business customers need VDSL2 because they are deploying more and more bandwidth hungry applications, such as video conferencing. Spitfire's VDSL2 is a highly cost-effective solution to the need for faster upstream and downstream bandwidth, at under £40 a month for the Standard service. We anticipate great demand for our VDSL2 service."

Spitfire SIP Trunks complete testing with Sark UCS

We have recently completed interoperability testing and accreditation for our SIP Trunk service with the Sark UCS Asterisk-based PBX range, produced in the UK and marketed by ProVu Communications.

As one of the few ISPs and fixed line Operators to offer a SIP Trunk service, Spitfire offers a complete end-to-end SIP service via its own IP and TDM infrastructure.

In addition to Sark UCS, Spitfire SIP Trunks have successfully completed interoperability tests with comms equipment from 3CX, Asterisk, Avaya, Counterpath, Epygi, ipcortex, Linksys, Panasonic, Patton, PBXnSIP, Polycom, Solutions 11, Snom, Trixbox and Vegastream.

Commenting on the Sark UCS accreditation for Spitfire SIP Trunks, Tom Fellowes, Sales Director says, "As a mature technology our customers can adopt Spitfire SIP

Trunks as a cost effective alternative to ISDN30e with full confidence. Providing the IP circuit ourselves allows us to control the quality of service delivery to the customer. We have also developed a range of back up services to ensure that Spitfire SIP Trunks offer business class voice telephony for our customers. We are extremely pleased to add Sark to our range of approved PBXs and have been very pleased with the performance of the system and the support provided to our partners."

Annex M

ADSL Annex M business broadband from Spitfire is designed for companies that require a higher upstream bandwidth compared to ADSL 2+. ADSL Annex M changes the profile of the circuit reducing the downstream slightly in order to provide up to double the upstream compared to ADSL 2+. ADSL Annex M is rate adaptive and so will provide the best possible speed that the phone line will support up to a maximum downstream of 16Mb and upstream of 2.5Mb.

Spitfire offers two versions of Annex M

	Downstream	Upstream	Assured Minimum Data Rate	Latency, Jitter & Packet Loss Guarantee	Monthly Rental
ADSL Annex M Standard	Up to 16Mb	Up to 2.5Mb	N/A	N/A	£59.00
ADSL Annex M Premium	Up to 16Mb	Up to 2.5Mb	1Mb	Latency < 80ms Jitter < 45ms Packet Loss < 1%	£69.00

Subject to availability

ADSL Annex M broadband is a cost effective Internet circuit allowing customers to download and send data effectively within a range of applications giving both reliability and business grade performance.

Spitfire is certified SIP Trunk provider for snom ONE IP PBX

Spitfire has been appointed as the first certified SIP Trunk provider in the UK for the new snom ONE IP telephony system. snom ONE supports all the functionalities of snom's IP phones and Spitfire's appointment follows extensive interoperability testing with the snom ONE system.

snom ONE is a highly flexible, cost effective telephone system which costs just £995 for the software capable of running a telephone system of up to 150 extensions.

snom ONE offers the following features as standard, with no additional software licenses required regardless of the number of extensions or lines:

- Call Recording – record every call or choose to record calls on an ad-hoc basis

- Mobile twinning – simultaneous ringing of mobile and desk phone

- Conference Bridge – professional password protected conference calling facility built-in, with integration to Outlook or other mail client

- Voicemail to Email – voicemails are forwarded to your email, enabling them to be listened to remotely as easily as email

- Web interface included for every user, allowing diverts to be easily set-up, list of missed calls, directory etc

- Remote working – remote or home workers can be easily integrated with softphone, iPhone & smartphone integration

- All normal telephony features: Auto Attendant, central address book, hunt groups, music-on-hold, queues etc

- Compatible with Spitfire SIP trunks, allowing savings of up to 50% on line rental and reduced call charges

- Can also be connected to ISDN for back-up or for sites where SIP Trunks are not available

Snom ONE is supplied as software which your IT company or Spitfire can then load onto a simple server, with Windows, Mac and Linux all supported.

▷▷▷ **Please contact your account manager on 020 7501 3000 if you are interested in this or any other product.**

IP Exchange extends number portability

Spitfire is joining BT IP Exchange, so we should soon be able to port phone numbers from all network providers, and not just BT. This means that customers will be able to retain their existing phone number if they change network providers to Spitfire, as well as when they relocate away from their existing exchange area.

Number retention is an important issue for many of our customers with customer facing operations. A great deal of promotional investment can go into marketing a memorable phone number and its retention is critical to business sales, so number retention is an important consideration.

As an Interconnected Fixed Line Operator and one of only 29 CPS (Carrier Pre-Selection) Operators in the UK, Spitfire has number ranges on most UK dialling codes, together with non-geographic number ranges such as 0800 and 0845 if required.

People News

Lots of congratulations are in order:

David Grant on achieving his Masters in Business Management from the University of Wales

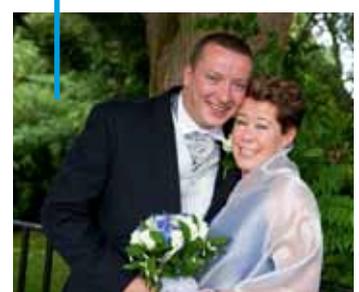Craig Smith on attaining his CCNA qualifications

Elaine and Adam Hussey on the birth of baby Jake in May

Gary Collis has been quietly honing his photography skill and had a successful showing in Visia's Carshalton's got Talent art showcase. His work depicted the candid natural emotion of the subject matter which focussed on nature and life

Richard and Georgie Brown on their marriage in August which daringly took place on a Friday 13th, they happily reported no mishaps on the day!

Vicki Stevens on her engagement to Ludovic Stephenson who went down on one knee to propose to her whilst on a romantic holiday in France last August

Paul and Corne Romao on the birth of their baby Joshua in September

Even Bumble got in on the act and sired his first litter of six bouncing fur babies

Our team of 15 runners who completed a10K run and raised over £1,700 for Muscular Dystrophy.

Win some celebratory new year wine!

Welcome to this issue's competition. Simply spot the 5 differences between the pictures for your chance to win a case of wine!

The winner will be the first correct entry which we pull out of the hat after the closing date on 25th February 2011. Simply ring the differences and send in with your name, address and contact details to the address below, fax it to 020 7501 3001 or e-mail it to competition@spitfire.co.uk.

**Spot The Difference Competition, Spitfire,
6-7 SBBC, Ponton Road,
London SW8 5BL.**

The judges decision is final and no correspondence will be entered into.

Spitfire impresses at Business Startup Show

As part of our ongoing marketing effort we recently took a stand at the Business Startup 2010 Show, which as the name suggests focuses on fledging company start-ups. Every new business needs telephony and Internet connectivity and the show provided the perfect platform for Spitfire to demonstrate the range of solutions we can offer business start-ups.

We pride ourselves on focusing on the SME sector and providing a personal service with business advisors and support staff that take a direct interest in the needs of our customers. The show proved to be a great success with lots of interest and requests for information. We're sure many of the people we talked to will go on to achieve great things and we hope to supply their connectivity needs as they expand.

Spitfire exhibits in 2011

This year we will be exhibiting at UC Expo which is on at Kensington Olympia on the 8th and 9th March 2011 and again at IP Expo, which is at Earls Court 2 on the 19th and 20th October 2011.

These shows are two of the leading communications events in the UK and we will be demonstrating some of the systems we sell, including our award winning hosted solution, SIP Communicator™ as well as our SIP Trunks, which offer a robust, flexible and cost effective alternative to ISDN30. If you would like to come and see us we will be sending out a link nearer the time to enable you to register to attend the shows.

Competition Winner

The winner of our Summer Word-search competition was Gillian Greenaway from John Field Ltd who won a case of wine from Private Cellar.