

SPITFIRE

NEWS

Summer 2009

FOR THE LATEST COMMUNICATIONS NEWS, VIEWS AND ISSUES



NEW WEBSITE HAS IMPROVED NAVIGATION AND ACCESS TO INFORMATION

Recent visitors to our website will see that it has undergone a complete overhaul with an entirely new 'look and feel' and a restructuring of the different product sections. The aim is to provide a more contemporary look to the site while also improving site navigation through better 'signposting'.

The revised site gives full details of the Spitfire range of products and services, as well as

a customer support section and a secure login area for our channel partners. There is also an "About Spitfire" section with marketing information including case studies, press releases and back issues of our newsletter.

People may notice that the site no longer mentions our range of Telephone System products – these have been moved to a new website, www.spitfiredigitalnetworks.co.uk.

As telephone systems have become more sophisticated we felt that a separate website would allow us to have more in-depth information on the different telephone systems we offer.

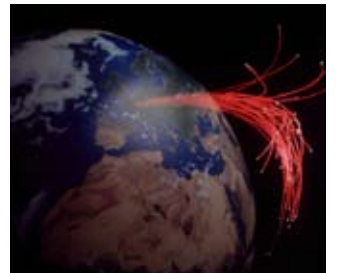
These are Panasonic, Avaya and Nortel – all of which are IP and SIP enabled, ideal for modern businesses looking to reduce costs and improve customer service.

CONTENTS

02-03 NEWS



04-05 COMMS



06-07 STAFF NEWS



08 CAPTION COMPETITION

Enter our new caption competition and win a case of wine



6-7 SBBC, PONTON ROAD
LONDON SW8 5BL



FOREWORD

Welcome to the latest issue of Spitfire News. A recurring theme of these newsletters is the pace of technological change in the telecomms market. But those changes are now having an impact on the character of Spitfire itself as a company. Today we see ourselves less as suppliers and maintainers of hardware and more as service providers of both Internet and voice communications. Increasingly it is our own technology solutions that we are offering to our customers rather than products manufactured by third parties.

This reflects a change in the market, which is moving rapidly from the supply of customer premises equipment to the provision of voice and data comms services. To meet this challenge we have invested heavily in services such as our SIP Communicator™ and SIP Trunking offerings. I'm delighted to say that this investment has resulted in Spitfire becoming a market leader in these technologies as they have matured into reliable 'business quality' alternatives to conventional phone systems and ISDN circuits.

Ironically the recession and the credit crunch in particular have been drivers for the take up of these new services. SIP Communicator™ requires minimal upfront capital outlay, and as service expenditure, it is an entirely tax deductible business expense, unlike capex. In these straightened times customers are also looking for ways to cut costs while still maintaining service levels. Our services such as SIP Trunking and PureStream™ SDSL provide business quality alternatives to ISDN and leased lines for up to half the cost.

We welcome change in the dynamic market of business communications because it allows us to differentiate Spitfire from other communications providers. Focusing on the developing needs of our customers has ensured that Spitfire is a leader in these emerging technologies.

JUSTIN ORDE

Joint Managing Director



SIP Communicator™ now in version 2

Spitfire has launched Version 2.0 of our successful hosted telephony service SIP Communicator™. Version 2 offers a wider feature set and the ability to access the system from anywhere in the world, ideal for today's increased requirement for flexibility. SIP Communicator™ provides advanced phone system functionality hosted remotely by Spitfire and only requires SIP compatible handsets, making the service an extremely cost-effective solution for business start-ups and small businesses that are growing and anticipate moving premises.

Designed as an end-to-end service, SIP Communicator™ is also ideal for multisite operations such as retail branch networks or small businesses employing home workers. Where a business

has home workers or workers in many different locations, then SIP Communicator™ provides real business and economic benefits because staff can call each other free of charge and incoming calls can be routed to any location.

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

In Version 2 just launched, SIP

Communicator™ now includes additional features and functions such as:

- Conference scheduling
- Parking a call
- Voicemail to e-mail
- Web browser voice mail interface

SIP Communicator™ requires no capital outlay except for the cost of the phones, or in-house technical expertise and the service is very flexible. Billing is based on a monthly service charge and the costs are about fifty percent less than a conventional phone system.

The Spitfire SIP Communicator™ is generally supplied with the Snom range of handsets but following requests from customers has now completed testing with a wide range of comms equipment, including handsets from Polycom, Cisco, Linksys and Counterpath.

SPITFIRE EXHIBIT AT CHANNEL EXPO IN THE NEC

Spitfire took an exhibition stand at the NEC for Channel Expo on 20th & 21st May to showcase our fantastic range of products and services. The show was a great hit with over 300 visitors to the stand over the two days. Demonstrations of SIP Communicator™ version 2 sparked a lot of interest as did our wide range of SDSL and VoIP services. We will also be exhibiting at IP 2009 at Earls Court on 7th & 8th of October and at the Convergence Summit at Sandown on 13th & 14th October. Please do drop by our stand to see our latest products and services if you are coming to the shows.



SIP Trunking is the economic ISDN30e alternative

Spitfire has now completed interoperability testing and accreditation for our SIP Trunking service with the Panasonic range of phone systems, including Panasonic's next generation phone system, the KX-NCP (Network Communications Platform, Avaya IP Office, Asterisk, PBXnSIP, Solutions 11 and Vegastream and soon hope

to add Nortel and the Avaya ACM to this portfolio. Testing is also underway with Cisco, Epygi and IP Cortex equipment.

Our SIP Trunking has been designed as an ISDN30 and ISDN2 replacement offering business quality secure telephony at typically a third less than the monthly rental cost of an equivalent ISDN service.

As one of the first ISPs and fixed line operators to launch a SIP service, we offer a complete end-to-end SIP service via our own IP and TDM infrastructure. We can provide a direct connection between the customers' premises and the Spitfire core network over the UK's widest range of reduced price SDSL circuits, ADSL or WES circuits.

As an Interconnected Fixed Line Operator and one of only 29 CPS Operators in the UK, Spitfire also has number ranges on all UK dialling codes, together with non-geographic number ranges, allowing provision of one of the only fully integrated SIP services available today, delivering a genuine ISDN30e replacement.

Disaster Recovery (DR) is a real strength of SIP and we have developed a range of back up services to provide a variety of DR solutions. These help to ensure that Spitfire SIP Trunking is a mature technology that customers can adopt as a cost effective alternative to ISDN30e with full confidence.



Panasonic selects Spitfire for SIP Trunks

As further evidence of Spitfire's success as a leader in the developing market for SIP Trunking, we have completed interoperability testing with the Panasonic range of telephone systems and will also be providing some SIP Trunks for Panasonic's new training centre in Newport, Wales. Panasonic is a major manufacturer of phone systems and Spitfire has a long relationship with the company as a Panasonic dealership. So to be one of the providers selected to supply SIP Trunking is a terrific endorsement of Spitfire's competence in this new telecoms technology. As part of the service provision Spitfire has also supplied SDSL broadband links to four Panasonic offices for video conferencing between the sites.

Spitfire's SIP Communicator™ provides the perfect solution for Inspirium

Inspirium is a human resources solutions company established to find the right personnel for major contract projects in the public and private sector. As a new start up business Steve Olson, a director of the company was keen to get the Inspirium's business communications right. "Our business is based around the telephone so it was critical that we get the right phone system, providing the functionality we needed and to be fully scalable, so it could grow as our business expands."

To meet this need Steve allocated £4,500 for a business phone system and approached three potential suppliers for advice, including Spitfire. "We had supplied some staff to Spitfire, so I knew the company reasonably well. I expected that they would recommend a conventional digital PBX system, similar to the one I used in my last business. But they told me about a completely different option made possible by the new IP technology."

To meet Inspirium's needs Spitfire proposed its SIP Communicator™ hosted telephony service with phone system functionality provided remotely by Spitfire and only SIP compatible handsets required at Inspirium's offices in Chelmsford. This makes the SIP Communicator™ service an extremely cost-effective solution for business start-ups such as Inspirium.

"I liked the way Spitfire advised me rather than trying to sell me an expensive phone system. It was clear that SIP Communicator™

would meet our needs both in terms of the system functionality and its scalability. Extra capacity required only additional handsets making it very easy to expand rapidly. And if we grow out of our current premises the SIP Communicator™ service simply transfers to the new location."

SIP Communicator™ has been designed as an end-to-end service and is ideal for small start-up SMEs and multisite operations such as retail branch networks or small businesses employing home workers. Where a business has home workers or workers in many different locations, then SIP Communicator™ provides real business and economic benefits because staff can call each other free of charge and incoming calls can be routed to any location.

Spitfire supplied Snom handsets for Inspirium, which include an LCD display, speakerphone and message-waiting indicator. "Altogether the initial cost of acquiring the service and handsets came to about £1,500 which was far less than I had budgeted for and provided us with a significant saving in our start up costs." SIP Communicator™ is available for an initial set-up cost and an ongoing monthly service fee from Spitfire.

Installation also proved to be simple. "Spitfire supplied a set-up CD which was plug and play and went like a breeze. I simply put it into our server and the service configured itself. If I had needed help then Spitfire's customer support team is very good at talking you through procedures."

In terms of functionality SIP



Communicator™ has also lived up to Steve's expectations. "To be honest we've only scratched the surface of what it can do, but it's really easy to configure if we need to make changes, so we don't need an engineer to come on site."

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

The system uses a Spitfire ADSL Max broadband connection instead of a conventional ISDN circuit and Steve has found this very reliable.

"We've had no problems with the VoIP (Voice over IP) link. In terms of both reliability and line quality it's been great. It has also cut our call costs enormously. I'd budgeted for call charges of £200 to £300 a month but it's been far less than that because we are using VoIP."

For Inspirium's broadband data needs Spitfire also installed an ADSL2+ circuit. "We've had no problems with our broadband connection which is a critical part of any business nowadays", confirms Steve.

Summing up his experience with Spitfire's SIP Communicator™, Steve says, "It's a completely different solution to what I imagined when we were originally looking for a phone system, but it has met our needs completely at less than half the price I budgeted for. The service is tried and tested and Spitfire also gives great back up, so I can definitely recommend SIP Communicator™."

PureStream is cost effective leased line replacement

For our customers requiring high bandwidth SDSL, coupled with resilience we have introduced PureStream™ SDSL, which combines a 2Mb uncontended LLUStream SDSL (including market leading service level guarantees), with a 2Mb uncontended SDSL(M) as a backup circuit – all for a fraction of the price of a 2Mb leased line. This offers outstanding resilience combined with network redundancy as the circuits are provided over different network infrastructure and routing.

IP configuration is the same on each circuit, allowing users to transfer between the circuits when required. Not only will the office regain Internet access but remote workers and sites are able to reconnect without any

further reconfiguration, so there is almost no degradation in network performance.

SDSL is distinguished from the more usual ADSL by providing the equivalent bandwidth for both upstream and downstream traffic to and from the ISP. This gives fast upload speeds of up to 2Mb, four times faster than standard ADSL Max (448Kb).

Spitfire has the widest range of SDSL products available on the market today. As a business ISP we understand the key Internet requirements for all types of businesses. SDSL is ideal for customers that want to link sites, homeworkers or anyone who needs to upload large amounts of data, for example to a FTP site, or for backup purposes.



INTERNET CONNECTIVITY - ETHERNET SERVICES

Ethernet is fast becoming the IP Connectivity of choice for medium and larger organisations. Prices have reduced significantly and the rental of a 10Mb direct fibre circuit is now around £700-£900 per month for most locations, and even less for many metropolitan areas.

On 1st April Ethernet in the First Mile was launched, which 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. One of the main advantages is the lower connection costs. 4Mb per month is available from around £350.00 per month depending on the exact location.

Ethernet over Fibre remains the gold standard of high quality internet connectivity and is a service any business who relies on their internet connection should consider. The rental may be a significant increase on a £49.00 ADSL circuit but many businesses rely on this connection for their entire business and have thousands of pounds revenue dependant on this connection per week.

Ethernet over Copper brings these services within reach of smaller businesses looking for an improvement of ADSL/SDSL resilience and performance.

Please contact your Account Manager for further information on what Ethernet Services are available at your premises.



The Mobile Office

The mobile office is a reality, and can turn business productivity around – which is more important now than ever. The market for mobile email is exploding, but with all the excitement over Blackberry, don't overlook the offering that is associated with Windows Mobile handsets.

There is an increasing pressure on businesses to be more responsive and with the recession biting, getting more out of the working day has never been more important, especially if you are between client meetings, or stuck on a train. 1 in 10 businesses now expect a 30 minute turnaround on new business emails while one in three businesses expects a response within two hours.

Greater mobility also allows businesses to save on expensive office space, and enable more flexible working, which is becoming increasingly important in recruitment and staff retention.

Windows Mobile Email is a great proposition for businesses which operate on Microsoft programmes and wish to align their mobile working devices with this.

The service is aimed at customers

large enough to be already operating their own Microsoft Exchange email system. Prices start at £7.50 per month ex VAT for the 500MB plan, which is an add-on to whichever voice tariff customers have chosen or £20.00 per month ex VAT for the 5GB plan. This high user plan is suitable for users who regularly browse the internet and check their email, use web applications, watch streaming media, send or receive large files and want to control data costs by not incurring excess charges by going out of bundle.

Spitfire offer most handset brands of Windows mobile devices ranging from the Samsung i200 or Vodafone 1230 to the popular Palm Treo Pro.

All your mobile phone contract invoicing and usage can be included in Spitfire's single monthly bill for your fixed line and mobile call/data traffic. Spitfire's billing format is designed to be clear and easy to understand making communications cost management simple. For more information on the range of mobile communication solutions from Spitfire call 020 7501 3170 or email us at:

mobiles@spitfire.co.uk.

Spitfire offers Oak Comms Suite for call logging and recording

As a sales partner for Oak, Spitfire is able to offer the Oak Comms Suite range of solutions for call logging and call recording. Oak is the market leader in this field with installations at over 20,000 sites.

The modules in the Oak Comms Suite can be used independently or together to build fully integrated systems.

Oak's distinctive user web interface makes it easy to use all of the advanced features and gives the flexibility to manage communications effectively.

Oak's Comms Suite comprises:

Report 09 - a powerful call logger with exceptional reporting



capabilities

Record 09 - a comprehensive call recording solution packed with innovative new features to search, record, play and archive calls.

Display 09 - a flexible wallboard type display

showing live call data and xml feeds on PC or display screens, providing a real-time overview of current business activity.

Installation of the Oak Comms Suite is easy with a single module or the whole suite installed with just one process. Upgrading to use more modules when business needs demand it requires only a license release for activation.

Partner seminars are a hit!

During 2009 we have been holding a series of seminars for our IT Partners with considerable success. The aim is to brief our Partners on the range of services that Spitfire can provide, in particular in the area of SIP technology where we are a market leader. As an incentive to attend, IT Partners have been offered free technical training sessions and these have also proved very popular with full take-up of the two sessions a week that we have been making available.

The Channel Partner scheme aims to broaden our route to market for the Spitfire range of services,



allowing other communication providers to offer Spitfire services to their customers. Spitfire is evolving into a business telecommunications operator and Internet Service Provider and the partner scheme is part of this development strategy.



Spifire chosen as BT Wholesale VDSL Triallist

Spitfire is one of nine ISPs in the UK to have been selected by BT to trial VDSL (very high speed digital subscriber line).

The initial areas covered by the trial are Muswell Hill in London and Whitchurch near Cardiff. If the trial goes well a further 28 exchanges will be enabled for VDSL early next year of which 8 will be in the London area. This exciting new product is available from £29.00 per month

and will offer downstream speeds of between 15Mb and 40Mb and an upstream speed of up to 2Mb. Later in the trial the downstream speed will be upgradeable to 5Mb.

If you are on either of these exchanges and are interested in participating in the trial please contact your Account Manager on 020 7501 3333.

STAFF NEWS...STAFF NEWS...STAFF NEWS.

It's been a very busy year for Spitfire employees, four engagements, one wedding and two babies!

WEDDING CONGRATULATION TO:

Toby & Caroline Lelliott who went home to Sydney, Australia to get married in May

ENGAGEMENT CONGRATULATIONS TO:

Richard Lafferty who proposed to **Evelina Powell** under Tsitsikamma waterfall in South Africa last December.

Katy Challis who accepted **Willem Bosman's** romantic proposal written in the sand at sunset on Paternoster Beach in South Africa in April.

Richard Brown proposed to his girlfriend **Georgie Edmonds** by attaching a ring to the bottle of champagne he presented her with on popping the question on Christmas Day!

Helen Metcalfe who accepted **Tim Hoffman's** proposal in Italy on New Year's day.

BABY CONGRATULATIONS TO:

Terry Regan & Nikki Potter, pictured with Jack.

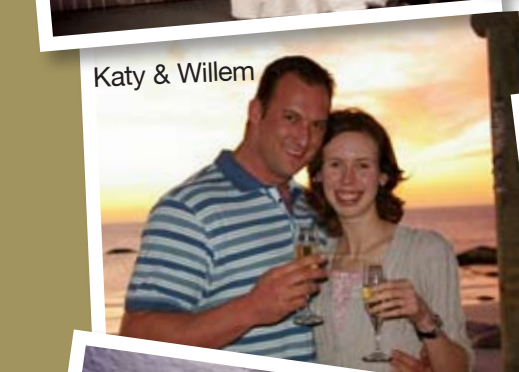
"Grandad" **John Silverton** on his first Grandchild **Kayleigh-Ann Jean**.



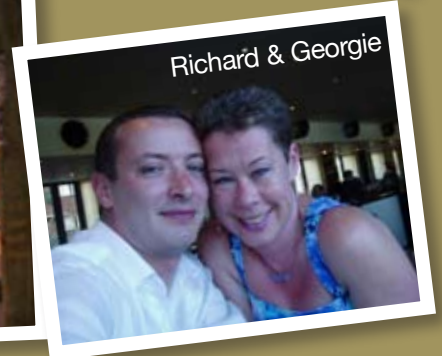
Toby & Caroline



Richard & Evelina



Katy & Willem



Richard & Georgie



Helen & Tim



Terry, Nikki & Jack

Winter 2008 Picture Caption Competition

We had some very funny and creative captions in response to our last competition. It was so difficult to pick an overall winner that we ended up picking three winners!

A case of wine went to:

Geoff Davies of WWAM Writer Ltd for : "I'm designing a new hat for the world's top bankers. (Pause) Yes, Bankers."

Joanna Hall of Peter Werth for: "Is that NHS Direct? I am feeling a shade unwell."

Barry Cash for: "Our Sales Managers shyness is becoming a problem!"

Other strong contenders included:

"Heads up, I am feeling a shade on the light side!" From Donald Butterworth at Fedex.

"Now I can see the light at the end of the tunnel." From Fiona Churchley at In-Volve HIAH.

"Can't talk now, I'm having a bright idea." From Angela Jones at Nebula Media Solutions Ltd

"Need to take this call in the shade." From Tracy Millington at LK Advisers

"Let me shed some light on this conversation." From Wendy Tetley of Dale Evans Broadcast Recruitment



"Is that NHS Direct? I am feeling a shade unwell."

PICTURE CAPTION COMPETITION WIN a case of wine.

Simply send in your completed caption to caption@spitfire.co.uk, fax to **020 7501 3001**, or post to the address below.

Caption Competition
Spitfire Technology Group
6-7 SBBC, Ponton Road
London SW8 5BL

My caption is:

Name _____

Position _____

Company _____

Address _____

Post Code _____

Tel _____

Email _____



Welcome to this issue's competition. Simply fill in the form on the left and include your witty caption to the picture above. The best caption will WIN a case of wine.

Competition ends 14/09/09. The judges decision is final and no correspondence will be entered into.