



Spitfire partner roundtable generates valuable feedback

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Spitfire, the leading business Internet telephony service provider and ISP, recently held a roundtable lunch event for channel partners in the Midlands to discuss 'Opportunities for IT Companies in Voice and Convergence'. Chaired by Peter Goddard, Manager of Spitfire's Midlands office the event was attended by eight representatives of Spitfire channel partners who provided invaluable feedback on Spitfire's channel model and service portfolio. Discussion points included the benefits of converged solutions for customers; is the cloud a threat or opportunity for the channel; and on-site or hosted PBX – which is the future.

The lunch roundtable held in Birmingham was also attended by Tom Fellowes, Spitfire Sales Director and Nick Goodenough, Partner Service Manager for Spitfire. They joined in a spirited discussion with partners over an excellent curry on important issues such as SIP Trunking and hosted developments, customer business continuity planning and the roll-out of Ethernet circuits for reliable fast Internet connectivity. The Midlands roundtable lunch event is the first of several regional channel consultation events planned by Spitfire.

Spitfire's Partner Service is aimed at enhancing the products and services offered by IT companies, consultants and other organisations that want to offer customers a superior, more integrated service than that offered by the large impersonal telecoms providers. Spitfire partners benefit from generous commission payments, outstanding training, technical support and assistance and the ability to generate new revenue from voice and data connectivity related services from their clients.

Commenting on the Midlands lunch event, Peter Goddard stated, "At Spitfire we feel it is critical to maintain personal relationships so that the businesses that make up our channel are partners in fact as well as in name. We gained a lot of valuable feedback from the Midlands lunch and were also able to brief channel partners on our market

Press information



development plans for 2013. We're looking forward to our next roundtable event in Bristol for partners in the West".

Ends.

Spitfire Technology Group – delivering cost-effective comms solutions

Spitfire Technology Group was established in 1988 and today is one of the largest independent voice and data solution suppliers in the South East region providing carrier network services and Internet connections. The company also supplies voice and data networks, including phone systems produced by a number of leading manufacturers, with a full support and maintenance service.

Spitfire Technology Group can supply a comprehensive service for customers that extends from designing and implementing a telephony and data communications network to providing line rental and call billing, with complete after sales technical support and customer service.

Based in London and with a Midlands office in Redditch, Spitfire Technology Group employs over 100 staff and has an annual turnover in excess of £18 million. The company is dedicated to providing customers with integrated communication solutions that deliver cost savings and real benefits for business productivity and efficiency.

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