

Spitfire provides rock solid Network Services for Pebble IT

Pebble IT is based in Vauxhall, London and specialises in Apple Mac network support for businesses in the creative sector, such as graphic design and advertising agencies. The company was established in 2006 and now has 10 staff. Managing Director Paul Evans explains more about how the business is structured:

"Our people are either in network engineering or tech support and consultancy. We don't have any salespeople as such, because we don't sell things to our clients, it's not the way we work. We help them and support them by taking the role of an external IT department. If we think they need additional services or hardware we recommend it as part of our service."

Choosing the right partner

Initially, when Pebble IT needed to provide external data and voice connectivity for its clients they used a sub-contractor - but as the business grew Paul started to look for a specialist company to partner with and selected Spitfire, as he continues:

"We realised that we needed to be more professional about voice and data connectivity so we began to look at suitable third party providers. Initially we chose Spitfire because of their proximity to us, which made things easier, but increasingly it came down to a shared approach to working. They're good at relationships and maintaining a dialogue. We're a relatively small team and we didn't want to deal with a faceless network services provider, where you're calling a contact centre and have to quote your account number and speak to someone you don't know."

Spitfire's Authorised Partner Service aims to enhance the range of services offered by IT service suppliers such as Pebble IT, allowing them to provide high quality Internet and telecoms services. For channel partners, Spitfire provides ongoing monthly commission paid automatically on all services including very generous call commission on SIP, with no minimum targets or sign up fees.



Enhancing the service

In terms of wider technology skill-sets such as telephony or data connectivity, Spitfire has also been able to offer Pebble IT the right solutions for its clients. Paul explains further:

"We do support PBX installations but now when clients want telephony services we involve Spitfire and advise the client on the solution proposed. Supplying and maintaining telephony systems requires specialist engineering skills and we're now happy to leave that to Spitfire, as it's not core to our business. With new voice technologies such as SIP trunks now an option for clients we needed that voice connectivity expertise."

"On the data connectivity side, there's increasing demand from our clients for products such as Ethernet and we have to educate them on the options and manage their expectations. Creative design companies generate massive graphic and video files and Ethernet is an ideal solution for them. The recent introduction of GEA Ethernet has dramatically reduced the costs and made it affordable for most clients. We now recommend Spitfire's GEA Ethernet to new clients and to any existing clients that find their existing ADSL connection too slow or unreliable."

A winning team

With regard to account management and support, Pebble IT has been pleased with the Spitfire service - and as pricing is always an issue in any business relationship, Paul has also been reassured by Spitfire's competitive approach as he concludes:

"In any price comparison of like for like services, Spitfire has always come out on top, which is very encouraging for us and our clients. At first we were dealing with several network service providers but we have now concentrated on Spitfire. The relationship is better and more personal, with good products that are well priced. That suits our approach to business and meets the needs of our clients."

"We've also got a good relationship with our Spitfire account manager - we don't need a lot of support, but they're very reactive when we do."



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