

# SPITFIRE HOSTED TELEPHONY IS RIGHT RECOMMENDATION FOR CITY ADVISORS

IFC  
Advisory

*IFC Advisory was established in 2014 to provide a first class advisory and bespoke communications service for clients focusing on investor relations, with an engagement in the wider market. Services include media relations, shareholder analysis and financial analyst relations.*

As a company specialising in investor and financial public relations, effective business communications is essential. So when IFC Advisory relocated offices within the City of London last year they needed a provider of voice and data network services that could deliver reliable and efficient solutions. Jane Allison, the company's Financial Controller, elaborates:

*"We had to move fairly quickly from our previous serviced offices so we asked the owners of our new building who they used and Spitfire were recommended."*

Spitfire is a multi-award winning Internet Telephony Service Provider specialising in supplying voice and data integrated solutions, carrier network services and internet connectivity that deliver cost savings, increased productivity and efficiency.



For IFC Advisory Spitfire proposed its Hosted PBX 2.1 telephony service. Hosted PBX 2.1 provides phone system functionality remotely in the 'cloud' hosted by Spitfire and only requires SIP compatible handsets, making the service an extremely cost-effective solution with minimal capital expenditure. Jane continues,

*"We had some problems porting our numbers from the old location and laying on our broadband, but Spitfire helped to manage the process which saved us a lot of bother. Implementing the hosted telephony service was simple and the Spitfire engineer was here for less than two hours. He ran through the setup with me and explained how to make changes."*

Management of Hosted PBX 2.1 is simple using an intuitive browser based administrator interface. This allows quick changes to functions such as hunt groups without the need for external technical support.

While Spitfire offered training for users, staff found the service easy to use, as Jane confirms. "Our staff are all pretty tech savvy and were able to use the service straight away."

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Hosted PBX 2.1 offers all the usual phone system features such as extension dialling, call transfer, call forwarding and so on, but has a number of additional benefits.

Multiple hunt groups can be set up for incoming calls to ring telephones simultaneously or sequentially across a number of locations. Jane explains,

***“Calls to our general number ring two extensions first and if unanswered a further group of extensions are called.”***

The system uses a Spitfire SIP Trunk connected to the hosted Hosted PBX 2.1. Designed as an ISDN replacement, Spitfire's SIP Trunks typically offer business quality secure telephony at up to 50 per cent less than the monthly rental cost of an equivalent ISDN service.

Spitfire provides a complete end-to-end SIP service via its own IP and TDM infrastructure, to ensure reliability and quality of service.

For IFC Advisory the SIP Trunk runs on an Ethernet circuit which also provides the company with data connectivity as Jane outlines.

***“We store our files in the cloud using Dropbox and the connection speeds and reliability are excellent.”***

Spitfire can supply comprehensive voice and data solutions for customers, which includes designing and implementing a telephony and data communications network.

Since the Hosted PBX 2.1 went live the service has performed without a hitch.



***“We have had no issues, it's performed flawlessly and does everything that we need. I haven't needed to call Spitfire although our account manager rings from time to time to check that we're okay.”***

***Spitfire's hosted service is definitely the right choice for us”***



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