

IDT FINDS POSITIVE INTERACTION WITH SPITFIRE

IDT

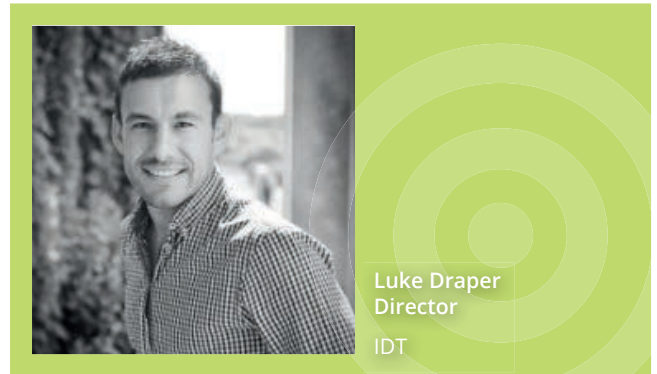
Based in Risley, Derbyshire, Interactive Data Technology (IDT) was established in 1997 to provide IT support for clients. Today the company has over 200 support contracts serving clients both nationwide and internationally. Most are long standing clients that rely on IDT for IT services and technical support.

As a trusted supplier IDT is asked frequently by clients for advice on network services, as Luke Draper, Director for the company explains. "We have always recommended the best supplier of network services for our clients' needs. But we got very little support from network suppliers in return and it was even difficult to speak to the same person twice, although we were feeding them valuable new business."

Four years ago IDT was contacted by Spitfire, the multi-award winning internet telephony service provider and ISP.

"We really wanted to establish a good relationship with a network service provider that we could trust to support our clients. So we started with Spitfire in a small way to prove the relationship. I also wanted to deal with the same account manager and we have been dealing with the same person ever since," Luke confirms.

Spitfire's Partner Service is aimed at enhancing the products and services offered by IT companies such as IDT, that want to offer customers a superior, more integrated service than that offered by the large impersonal consumer ISPs. Over 400 Spitfire



reseller channel partners now benefit from generous commission payments, outstanding training, technical support and assistance.

Initially IDT recommended Spitfire for clients' phone lines, call billing and broadband needs, but that has expanded to include Ethernet, voice approved circuits, SIP trunks and phone systems. IDT is also moving into voice network services with the help of Spitfire. "We have previously offered clients another supplier's hosted telephony system, and had our engineers trained to support it. But we have found both the platform and the relationship with the supplier not very flexible, so we are now offering the hosted and on premise 3CX telephony solutions with help from Spitfire."

Innovative • Flexible • Reliable • Supportive • Cost Effective



Spitfire is now offering the 3CX Phone System as a hosted solution for its resellers and their customers in the UK. Hosted 3CX removes all the barriers that have been blocking the hosted PBX market with superior architecture and flexible delivery options. 3CX in the cloud is a fully virtualised instance, with its own set of dedicated PBX services, as well as completely separate data stores. With 3CX in the cloud, customers have a dedicated PBX separated from and unaffected by other tenants. In addition they have access to all the features of the on-premises version such as web conferencing, instant chat, presence and so on.

“Clients are migrating to virtualised services provided in the cloud, so the move to cloud based telephony is a natural progression. Moving forward we want to host 3CX in our own data centre with support and help from Spitfire. This further cements relationships with our clients and closes off an entry point into our accounts for competitors,” Luke states.

Reflecting on the relationship with Spitfire, Luke comments, “Of course issues are going to arise but it’s how you manage those issues which is critical. Spitfire’s technical support is brilliant; you can always get through and whoever takes the call, owns the problem through to resolution. There’s no getting passed around and being left in the dark. The account management is equally as good and responsive. I always say, if you don’t take care of your customers, someone else will and I’m pleased to say Spitfire take good care of us and our clients.”



**interactive data
technology ltd.**

Innovative • Flexible • Reliable • Supportive • Cost Effective