

PENSTONE FINDS THE RIGHT PARTNER WITH SPITFIRE

PENSTONE COMMUNICATIONS

Penstone is a national provider of voice and data services with offices in Surrey and Yorkshire. Since the company was established in 2004, Penstone has used Spitfire to provide network connectivity for its customers. Julian Robinson, a director of Penstone explains,

"I personally have known Spitfire since the 1990s so when Penstone started we naturally partnered with Spitfire for voice lines and data connectivity."

Spitfire is a leading independent business ISP and Internet Telephony Service Provider delivering carrier network services and ISP connections to over 500 channel partners and their customers across the UK. The company is one of the very few specialist business only ISPs, focusing on the needs of channel partners and their customers with business class ISP services. Spitfire understands that for channel partners such as Penstone, internet connectivity is a 'mission critical' service for their business customers, so partners want an ISP that is going to provide business class support and rapid fault resolution.

Julian had a particular reason for choosing Spitfire.

"We had been stung by other suppliers that wanted to take over our customers and sell direct to them, cutting us out."



Julian Robinson
Director
Penstone
Communications

"When we introduce a customer to Spitfire, we have no fear they will try to compete with us for that customer's business. As it's hard to secure new customers and almost impossible to win them back, being able to trust Spitfire was a significant factor for us."

When Penstone wanted to migrate its customer base from ISDN to SIP trunks, the company naturally turned to Spitfire, as Julian confirms.

"We're an engineering led company and we are very cautious about using new and untried technology. We only offer proven solutions that we know are stable and will work for our customers. So when SIP trunks became available we trusted Spitfire's expertise and experience to deliver a tried and tested SIP trunk connection."

Spitfire was one of the first ISPs and fixed line operators to launch a SIP service for reliable, deliverable telephony in 'real world' applications.



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Spitfire offers a complete end-to-end SIP service via its own IP and TDM infrastructure.

The company can provide a direct connection between the customer's premises and Spitfire's core network over the UK's widest range of voice approved broadband or Ethernet circuits. This ensures VoIP end-to-end call QoS with guarantees on latency, jitter and delay both upstream and downstream.

For customers requiring reliable data connectivity Julian says Penstone has found Spitfire to be a dependable supplier.

"We use Spitfire's range of data services because they are reliable and stable."

Spitfire can offer customers access to market leading, competitively priced Ethernet, FTTP, VDSL, SDSL, or ADSL circuits over the company's own core network. There is also a range of competitively priced backup solutions to ensure resilience and business continuity.

Spitfire works with partners such as Penstone to ensure that they choose the correct product for their clients' requirement, taking into account bandwidth, performance guarantees, reliability, resilience and budget.

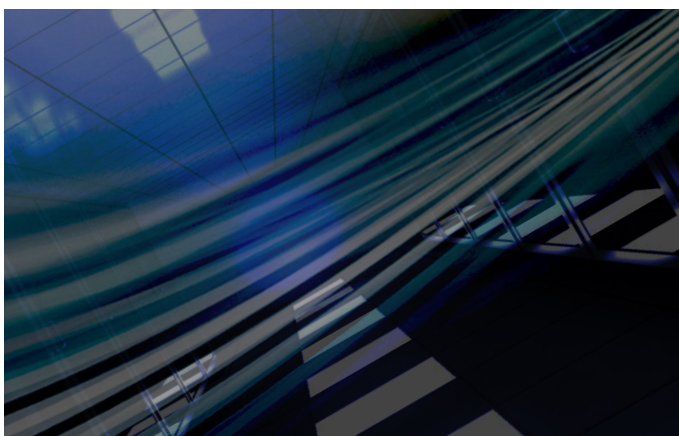


All circuits are backed up by clear SLAs and are available fully managed with monitoring, allowing partners to concentrate on providing their own services rather than worrying about network connectivity.

Unlike previous suppliers Julian says Penstone has no concerns about introducing Spitfire staff to its customers.

"We have presented with Spitfire in a joint approach to customers and we have never had any concerns about them competing for our customers. Their staff training is very good so their account managers are knowledgeable and helpful." In conclusion Julian states,

"Spitfire's major strength is the support they give to their partners and the honesty and integrity of their approach."



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