

# ADDED DIMENSION EVENTS RELIES ON SPITFIRE FOR OVER 20 YEARS

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***Based in London, Added Dimension Events was founded in 1995 by Anthony Daniel, and has grown to become a leading UK event management companies. When he established the company Anthony needed a telephone system and Spitfire was recommended to him. Anthony explains why Added Dimension Events has remained a Spitfire customer for over 20 years.***

***"I'm a great believer in sticking with someone who looks after you and Spitfire have always taken good care of us."***

Spitfire is one of the largest independent voice and data solution suppliers in the country, providing voice and data network services, including phone systems, with a full support and maintenance service. The company 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.

Recently Added Dimension Events switched to Spitfire's cloud based SIP Communicator™ telephony service. "We have always been located in SW11, but I anticipated moving the business to west London and Spitfire recommended their cloud based SIP Communicator™ as the most flexible choice for our needs."



Instead of a conventional on-premise phone system, SIP Communicator™ provides phone system functionality remotely in the 'cloud'. SIP Communicator™ only requires SIP compatible handsets, keeping capital expenditure to a minimum. Billing is based on a monthly service charge, which can have added tax benefits, meaning the costs are estimated to be about fifty percent less than an on-premise phone system. SIP Communicator™ is ideal for a business such as Added Dimension Events which anticipates moving premises because relocating the service is a simple 'plug-and-play' procedure. Anthony continues,

***"I'm not the most technical person so I was somewhat nervous about a cloud based service as we had always had our own phone system. But it went in without a hitch and has been very reliable with no service issues whatsoever."***

Installation of SIP Communicator™ is very simple and Spitfire can supply SIP compatible handsets from a number of vendors. Deployment is plug-and-play with a router simply plugged into the customer's network. Most SIP Communicator™ installs are up and running in under an hour.

The system uses Spitfire SIP trunks connected to the hosted SIP Communicator™ service.

Innovative • Flexible • Reliable • Supportive • Cost Effective



Designed as an ISDN replacement, Spitfire's SIP trunks typically offer business quality secure telephony at up to fifty percent less than the monthly rental cost of an equivalent ISDN service. Spitfire provides a complete end-to-end SIP service via its own network infrastructure, to ensure reliability and quality of service.

A particular advantage of the SIP Communicator™ service for Added Dimension Events is that allows easy porting of phone numbers, so the company can continue using its well-established contact number when moving to the new location. Because Spitfire is an Interconnected Fixed Line Operator and one of only 29 CPS Operators in the UK, the company can offer business customers number ranges on all UK dialling codes, together with non-geographic number ranges.

As a longstanding customer, Anthony has always been satisfied with Spitfire's technical support.

***"It's very good. They get right on the case and they always keep me informed of progress."***

Spitfire's SLAs emphasise fast fault response and sophisticated on-line fault tracking, backed with a 'Keep-Customer-Informed' policy, ensuring regular updates by phone, email or text from a Support Technician who manages issues to completion.

Anthony has also been pleased with Spitfire's account management response.



***"I only have to pick up the phone and speak to our account manager and whatever I want just happens. There's no bother with call centres or having difficulty speaking to the same person."***

Spitfire assigns a personal account manager for each customer to gain an understanding of their organisation and recommend the best solutions to support their requirements. Confirming why he has stuck with Spitfire for more than two decades, Anthony says,

***"Spitfire provides a first class service and I would recommend them to anyone."***

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