



Spitfire News

for the latest communications news, views and comment

WINTER 2011/12

Cisco and Spitfire SIP Trunk Interoperability Testing Successfully Completed

Spitfire and Cisco have successfully completed Interoperability Testing with Spitfire SIP Trunks and the Cisco UC320 and UC500 telephone systems. Cisco are one of the global leaders in telephone equipment and in conjunction with Spitfire's award winning SIP Trunk Service the combination offers a truly superb telecommunications solution.

Spitfire are one of the leading UK providers of business quality SIP Trunk services in the UK, delivering a real alternative to using ISDN30e telephone lines. As an Internet Service Provider, an Interconnected Operator and a Voice over IP (VoIP) provider of SIP Trunks we are ideally positioned to manage the provision and ongoing support of our SIP service in the same way as ISDN30e.

The advantages of SIP Trunks have been clear for some time, both in terms of cost and flexibility. Using SIP trunks can halve the cost of your telecomms by saving you up to 50% over the cost of ISDN30e rental and 75% on connection charges.

In the past users of SIP Trunks have worried about issues with reliability and quality. These issues can arise if the technology has been provided by a variety of different operators so there is no clear line of responsibility to ensure the solution works. At Spitfire we offer a fully joined up service by specifying the correct type of internet circuit, bandwidth, numbering and SIP Trunks as one complete service so you can be assured that you will have a solution that works for your business.

With substantial savings to both installation and rental as well as lower call costs and the ability to move your existing phone number to anywhere in the UK, the use of SIP Trunks is growing fast.

Spitfire SIP Trunks now have proven interoperability with a range of systems including 3CX, Avaya, asterisk, Epygi, IPCortex, Panasonic, Patton, PBXnSIP, SARK, snomOne, Trixbox and VegaStream.

To talk to us about the benefits SIP Trunks could bring your business please call your Account Manager on 020 7501 3333.



SPITFIRE®
VOICE • INTERNET • DATA



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www.spitfire.co.uk



Foreword



Looking out of my office window towards the west, I have a once in a century clear view of Battersea Power station over a flat muddy 500 yard expanse of demolished land interrupted only by the beginning of a building site for the future US embassy: four portacabins, a generator and some earth moving equipment.

Watching the demolition teams

at work was an impressive sight and in July 2012 they will be moving towards my office. Motivated by some sense of urgency we have spent much of the last year and a half locating new offices of 15,000 square feet on the ground and fourth floor of The Printworks at Clapham Road, London SW9. As well as providing a nice view of south London, we will have room to expand staff numbers by 50% and a data centre close at hand for our core network engineering team.

For the next six months we will be hard at work on making the most of the fit out of the new premises and I am very much looking forward to then putting property development behind me and returning to working full time on our normal business and customers.

Best wishes to all for a prosperous 2012.

Harry Bowlby

Finance Director and Joint Managing Director



Spitfire on the move

By summer 2012 we should be in new premises. In common with much of the Nine Elms area of Vauxhall including the New Covent Garden, our existing offices at South Bank Business Centre are to be redeveloped for the new American Embassy.

We will be moving about a mile away to offices near the Oval Cricket Ground. Our new office will be on the top floor of a former Printworks factory. The original building was constructed in 1903 and as the name suggests housed the printing firm of Sir Joseph Causton and Sons Ltd. In 1937 the building became the home of Freemans which grew to become the largest mail order business in Great Britain. The site has now been developed by Galliard Homes to provide a combination of office and residential housing.

The fitting out of our space begins in early 2012 and as well as providing us with the space we need for our growth will include facilities for demonstration suites and meeting rooms for presentations. We are all very excited about our move and look forward to welcoming you to our new HQ.

Spitfire hits the Airwaves

If you live in the North Hampshire and Berkshire area and listen to Heart we hope you have heard our adverts for SIP Communicator™ our award winning hosted PBX solution and Spitfire Ethernet, the adverts have been running on Heart Berks and North Hants since October and although they go off the air over Christmas they will recommence again

mid January. The adverts can also be played from our website by going to www.spitfire.co.uk and going to the SIP Communicator™ and Ethernet pages.



Buzzword watch ‘PWAN’

What's a PWAN?

A Private Wide Area Network (PWAN) is a way of linking company sites together so they can share data and voice in a closed secure private network. They are different from an MPLS VPN (Virtual Private Network) in that the access circuits into it can be a mix of MPLS Ethernet circuits and broadband IP circuits. They are more cost effective than a traditional IPsec VPN because specialised routers or firewalls are not required at each site. If Internet access is needed from the PWAN then this is provided by a centralised firewall – a “firewall in the cloud” as the marketing people would say.

In fact Spitfire MPLS VPNs have always offered the ability to mix Ethernet and broadband circuits into a private network along with a hosted firewall option so we have been offering PWAN's all along without even knowing it!



Comms out of the cloud

Most of readers will now have heard the expression ‘the cloud’ and perhaps ‘software as a service’ with the inevitable acronym SaaS. The provision of ‘cloud’ based services is rising because the increased memory storage of centralised server ‘farms’ and the greater capacity and quality of Internet connections, makes it more practical to access business software applications which are hosted remotely, rather than hold them on your own computer.

Hosted applications have a number of benefits. The need for local storage capacity for both applications and files is greatly reduced. In terms of disaster recovery and business continuity offsite provision of applications and storage of files is much safer. The growth of cloud services has seen an increase in hosted telephony, where telephony functionality is provided as an offsite service instead of with a conventional phone system housed on the customer’s premises.

The main resistance to hosted telephony is around call quality. Where we believe Spitfire differentiates itself from other hosted providers is in this crucial area of service delivery. Because Spitfire is a business ISP our SIP Communicator™ hosted telephony solution is designed as an end-to-end

service to guarantee quality by using a range of available circuit options from Ethernet to special Voice Approved ADSL. We also offer subsidised circuits for our SIP Communicator customers allowing us to deliver real value for money.

The PBX servers are hosted on Spitfire’s own wholly owned core network designed and operated to give business call quality. Calls are never routed over the public Internet ensuring that Spitfire remains in control of all aspects of call quality from end to end. Call quality is checked using special software that continuously monitors voice traffic and rates each call that passes through with a quality score.

SIP Communicator™ only requires SIP compatible handsets, so the initial capital expenditure is very small compared to a conventional phone system. Ongoing service costs are a tax deductible business expense. This makes the service an extremely cost-effective solution for business start-ups



and small businesses that are growing and anticipate moving premises or are spread over multiple sites. For larger enterprises SIP Communicator™ is the ideal solution for staff working remotely from home or another office as they have full access to phone system functionality, just as if they were in the office.

Larger businesses also benefit from the disaster recovery potential of SIP Communicator™ because if it is not possible to operate from the normal premises, staff still have access to SIP Communicator™ from another location with Internet access, either using physical phones or a free, downloadable softphone. As additional back-up we can offer call divert services to landlines, ISDN30 and mobiles.

Spitfire's Premiership signing

At the start of the current season Spitfire was contracted by Tottenham Hotspur Football Club to provide telecoms, network services and technical support to the football club on Premiership match days and for European fixtures. Spitfire has successfully provided similar services for two other London based football clubs, West Ham and Arsenal in recent years.

Network traffic is exceptionally high during matches as journalists and other media need fast, secure and reliable services. Spitfire manages TV and radio broadcasters' match day requirements, and provides engineers at each game. With market leading SLA's and comprehensive disaster recovery solutions Spitfire provides complete

security to businesses throughout the country which rely on telecoms and network services as an essential tool for their business.

Speaking on the recent addition of Tottenham Hotspur to the Spitfire customer base Marketing and HR Director Susie Ward said, “At Spitfire we’re delighted that Tottenham Hotspur has chosen us to provide them with comms support. We’re the experts in providing business grade network solutions even during the most demanding of real-time situations. With our complete range of services and first class support Tottenham only needs focus on the scoreboard for home matches.”



Unified communications and fixed mobile convergence

For the average business person life today has become increasingly complex. In terms of devices they may have a smart phone, a notebook computer and a fixed line phone in the office. Each of these terminal devices may have messaging capabilities for both voice and email. Coordinating all of this and trying to ensure all the devices are synched together can be a challenge even for the technophiles.

A unified communications (UC) strategy seeks to overcome these challenges by providing a 'one-number' contact point and a single message box. With a 'one-number' solution the recipient's terminal devices such as desk phone and mobile phone are registered with the phone system so that they will ring simultaneously, providing callers only one number to reach them. A unified communications solution for messaging

also provides one mail box for all message types providing easy and secure message management.

In a further development fixed mobile convergence (FMC) is being driven by the growing preference of workers to use their smart phones for calls, rather than a conventional desk phone. Many users, especially the younger generation, don't have landlines at home and prefer to use a mobile device, with its contact book, business apps and so on in preference to a desk phone.

To facilitate this trend but to also bring mobile use and costs under business control, phone system manufacturers are providing downloadable client apps that turn users' smart phones into an extension of the phone system. Users then benefit from having access to desk phone features on their smart phone device. For



example they can transfer calls, make conference calls and have access to a central company directory, all from their mobile handset.

Presence technology is an integral part of a unified communications strategy because it allows staff to see when colleagues are available for call transfers, even when they are working remotely from each other.

UC and FMC are emerging technologies and we will have more information on developments in forthcoming issues. For more information on UC and FMC solutions call our sales team on 020 7501 3333.

MPLS provides multisite solution

Many customers want to link multiple sites into a voice and data network without the expense of dedicated leased lines. MPLS (Multi Protocol Label Switching) is a way of achieving multisite connectivity efficiently and at a lower cost compared to previous methods.



MPLS works by adding an extra layer of label information to data packets so that packets are recognised by network hardware and are kept within the customer's private network.

Spitfire MPLS allows customers to deploy a private managed network linking

multiple sites directly into Spitfire's core network using a wide range of circuits, including:

- Fibre Ethernet
- Copper Ethernet
- SDSL M
- VDSL (Fibre Broadband)
- ADSL2+ / ADSL Max

As the circuits connect into Spitfire's central 'cloud' all sites are interconnected. This makes an MPLS network more flexible and resilient than using site to site leased lines or VPNs (Virtual Private Networks) which require expensive routers and configuration. Adding a new site into an MPLS network is as simple as just ordering a single circuit at the new address. Spitfire will then connect this into the MPLS network, allowing data to securely route between sites.

Spitfire MPLS networks offer high security while reducing overall cost of ownership. Standard circuit routers are used on site, meaning expensive IPSec security routers and firewalls are not needed,

nor is any complicated on site customer configuration and management.

For external Internet connection an integrated cloud based hosted firewall service provides a centralised Internet connection, for all sites. With a single large connection to the Internet through one firewall, the cost of Internet bandwidth is reduced, while improving reliability, speed and management control.

Spitfire MPLS is ideal for VoIP and SIP Trunks providing lower cost external calls and free calls between sites, with Service Level Agreements (SLAs) for assured performance levels. An MPLS network is easily scalable and flexible providing a secure, resilient multi-site solution. In addition Spitfire can set up quality of service options on the network to prioritise types of network traffic over others so that for example voice traffic can have priority over email traffic when needed but allowing full use of bandwidth when no calls are in progress.



Talking around converged solutions

At a recent round-table event hosted jointly by Spitfire and 3CX several issues facing our channel partners regarding the deployment of IP telephony solutions and SIP Trunks were discussed. As a leading business ISP and Internet Telephony Service Provider, Spitfire offers a SIP Trunking service designed as an ISDN30e and ISDN2e replacement. Spitfire's SIP Trunking offers business quality secure telephony at typically up to 50 per cent less than the monthly rental cost of an equivalent ISDN service.

The 3CX phone system is a Windows based IP PBX that replaces a proprietary hardware PBX. 3CX's IP phone system has been developed specifically for Microsoft Windows and is based on the SIP standard. Spitfire has completed full Interoperability testing with 3CX and promotes the 3CX phone system to Spitfire's 200 strong partner channel. Spitfire has become a 3CX Supported SIP Trunk provider, with Spitfire SIP Trunk configuration built into the latest release of 3CX software, and support for Spitfire SIP Trunks being available from 3CX's global technical support centre. Using Spitfire SIP Trunks in combination with 3CX reduces up front and ongoing costs for a new telephone system by up to 50 per cent, whilst also providing greater flexibility and superb call quality.

The round-table event was attended by eight Spitfire and 3CX channel partners.

From the media Matt Egan, Technical Editor of PC Advisor and Mike O'Brien, Managing Director of Comms Dealer sat in. For 3CX Stephen Corrigan, UK Channel Manager took part and Nick Goodenough, Partner Service Manager for Spitfire attended.

The general theme of the round-table debate was 'transition' and the level of acceptance regarding IP telephony and SIP Trunks in the business community today. There was general agreement that the cost-savings offered by VoIP and SIP Trunks are proving irresistible to the business community and that customers are not so much concerned with means as with results.

However, there was agreement that free public Internet telephony services such as Skype and Vonage had been confused in many customers minds with business grade VoIP services. Nick Goodenough was keen to emphasise that Spitfire uses dedicated circuits for VoIP telephony with end-to-end control guaranteeing business quality service delivery, unlike free public telephony services.

Beyond cost-savings it was agreed that phone number porting and business continuity were two important benefits driving the take up of VoIP converged solutions. Number porting allows a customer to retain their existing telephone numbers even when moving premises to another exchange area. In fact number porting allows customers



to adopt numbers from just about any exchange area, regardless of their current location, which is very useful when they are promoting services into a different exchange area, for example a company in Reading can have a London 020-7 telephone number.

SIP is ideal for mission critical applications because it provides robust business continuity solutions. Any number on the Spitfire network can be forwarded to any other location – as long as it is connected via a SIP Trunk or a normal telephone line. In the event of a failure of the main site, calls can be forwarded to home telephone numbers, mobile or other sites – or a combination of locations/numbers.

Mobile integration was seen as an important factor in any converged comms solution. 3CXPhone has a VoIP client available for Windows, iPhone or any Android based smart phone. This means mobile phones can be included in a converged solution rationalising the customers' costs.

Email was seen as a 'killer app' for mobile integration and comms providers had to make mobile integration with email work for customers, regardless of their choice of device. However, there was uncertainty as to whether customers recognise the benefits of 'one-number' technology as yet.

Stephen Corrigan for 3CX wrapped up the roundtable event by stating "The landscape is changing fast. The younger generation have different expectations regarding devices, apps and accessibility. But to coin a phrase 'it's good to talk'."





Value of Call Recording to Business



Call Recording has developed greatly from being just a business tool which facilitates best practice, dispute resolution, compliance and information verification. More and more businesses are realising the true value call recording can bring to their business in terms of quality and training. In today's challenging market place, all customer enquiries need to be handled effectively and efficiently. Call recording offers a vital link in ensuring that quality standards for both sales and customer service training are maximised and maintained.

Similarly, performance management and training particularly in the current climate, offers the key to all important sales conversion and customer retention rates. It is for this reason call recording offers not only a tool which serves best practice, but a strong case for a valuable return on investment. Equally, there is a good business case for call recording as a record of your telephone calls for future reference. Naturally, we wouldn't delete all our e-mails, therefore, why would we want to delete a record of our telephone calls?

Spitfire's recording partner of choice is Retell, a UK manufacturer of recording cards and platforms, who recently won the 2011 CN Award for Peripheral Product of the Year, in the Vendor Category for its feature-rich Sense Multi-Channel Recording Platform. Retell has over 25 years' experience in the call recording business with a strong customer base ranging from Small to Medium sized businesses to Corporate

Enterprise level. Solutions range from single line desktop recorders and entry level recording solutions to the larger Sense Multi- Channel recorder, which is server based.

Retell's Sense recording platform offers a feature-rich platform which can include options for Blackberry Mobile On-Premises Recording or hosted mobile recording for other handsets, Call Management to track inbound and outbound call activities, Stop/Start recording for PCI Compliance, Firewall to protect PBX from telephone hacking and Customisable 'your calls are recorded' announcements.

If you would like to find out more information about call recording solutions for your business, please contact your Account Manager on 020 7501 3333 or e-mail sales@spitfire.co.uk.



World IPv6 Day results

In the last issue we told you about World IPv6 day and many of you have asked what the results were.

World IPv6 day was widely considered a success. The Internet didn't break and Spitfire saw no issues reported by customers as a result.

A jump in IPv6 traffic was seen at all major Internet Exchanges indicating that far more people could be using IPv6 than currently do. There was no major drop off in IPv4 traffic which would have indicated users having problems connecting. Google enabled IPv6 on Youtube which generated a large amount of IPv6 traffic and left IPv6 support on for some time after the end of IPv6 day.

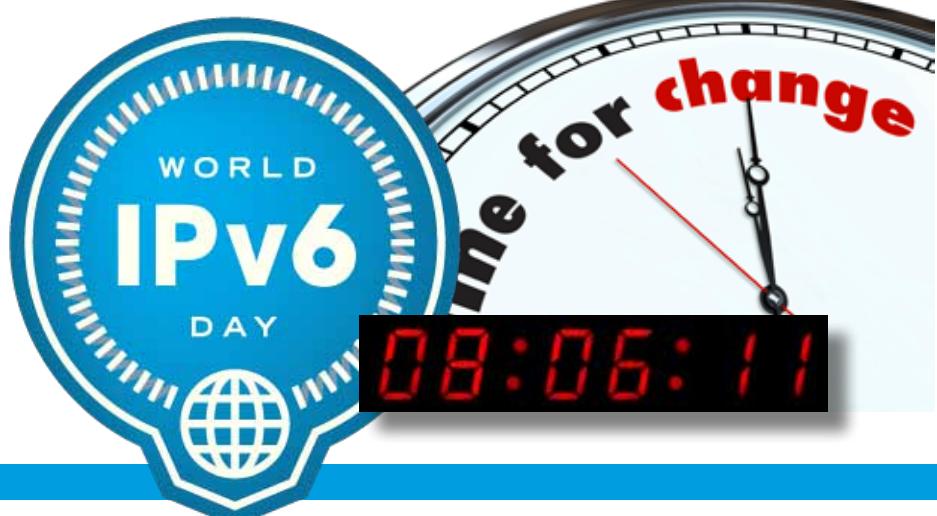
Google search engine reported a 65% increase in IPv6 traffic which is in line with others results. It has started moving

some services to IPv6 but has moved the main search site back to IPv4 only. It maintains a separate IPv6 URL at www.ipv6.google.com

Facebook reported no user issues and reported over 1 Million IPv6 users. As a result Facebook have left their developer site dual-stacked but returned their main site to IPv4 only, though they continue to

operate a separate URL for IPv6 users.

A survey in Network World suggests that most corporate IT networks expect to support IPv6 by 2013. Spitfire have allocated more IPv6 addresses to customers as a result of increased interest in IPv6 though we are currently only offering IPv6 over our Ethernet services.





Buzzword watch – ‘Whitespace’

Whitespace refers to parts of the radio spectrum that are assigned to TV broadcasts but are not used in some geographic areas. TV broadcasters can't use the same frequencies on adjacent transmitters to prevent interference and this leaves pockets of unused radio spectrum in each transmitter area.

There is much excitement in the mobile telecoms world that this whitespace could be used for new data services. The intention is that whitespace will be made available license free for data services.

Such services would work over greater ranges but at lower speeds than Wi-Fi. It is thought data rates up to 16Mbps over distances of 10Km are possible. Because the frequencies available are higher than Wi-Fi they will have better penetration

through buildings so providing broadband to remote areas is the most anticipated opportunity at the moment. Other possible uses include remote meter reading and monitoring of devices in a world where everything is connected.

A trial is currently taking place in Cambridge and we are still a couple of years away from a commercial implementation of the technology. Technical problems exist in preventing interference with other devices and how the service would operate commercially is unclear. Ofcom has stated that it prefers that the service to be commercialised by competing private companies operating dynamic geolocation databases of available frequencies in different areas. These geolocation databases will be needed to dynamically configure devices as they move around and take into account nearby transmitter power and coverage.

Out of the Ether

Spitfire is now a market leading provider of Ethernet for high speed Internet access and data network solutions. Our Ethernet services have created a lot of interest amongst our customers, with many wanting more information about the technology involved.

Ethernet can provide a dedicated high speed, un-contended symmetrical bandwidth connection for Internet or site-to-site access over either fibre or copper. A dedicated, un-contended link means that it is made available exclusively for one customer's use, so the link will not suffer any degradation from other users 'contending' for the same bandwidth.

Symmetrical bandwidth has the same upload and download speed and this can be used either for secure, stable Internet access from one site or to link several sites in an Ethernet based wide area network (WAN).

Fibre or copper refers to the cabling which can be either fibre optic cable available now in many metropolitan centres, or over conventional copper wires. This means that Ethernet is available practically anywhere but greater bandwidth is available over fibre. Spitfire offers 10Mb to 1Gb bandwidth for fibre and 2Mb to 10Mb bandwidth over copper.

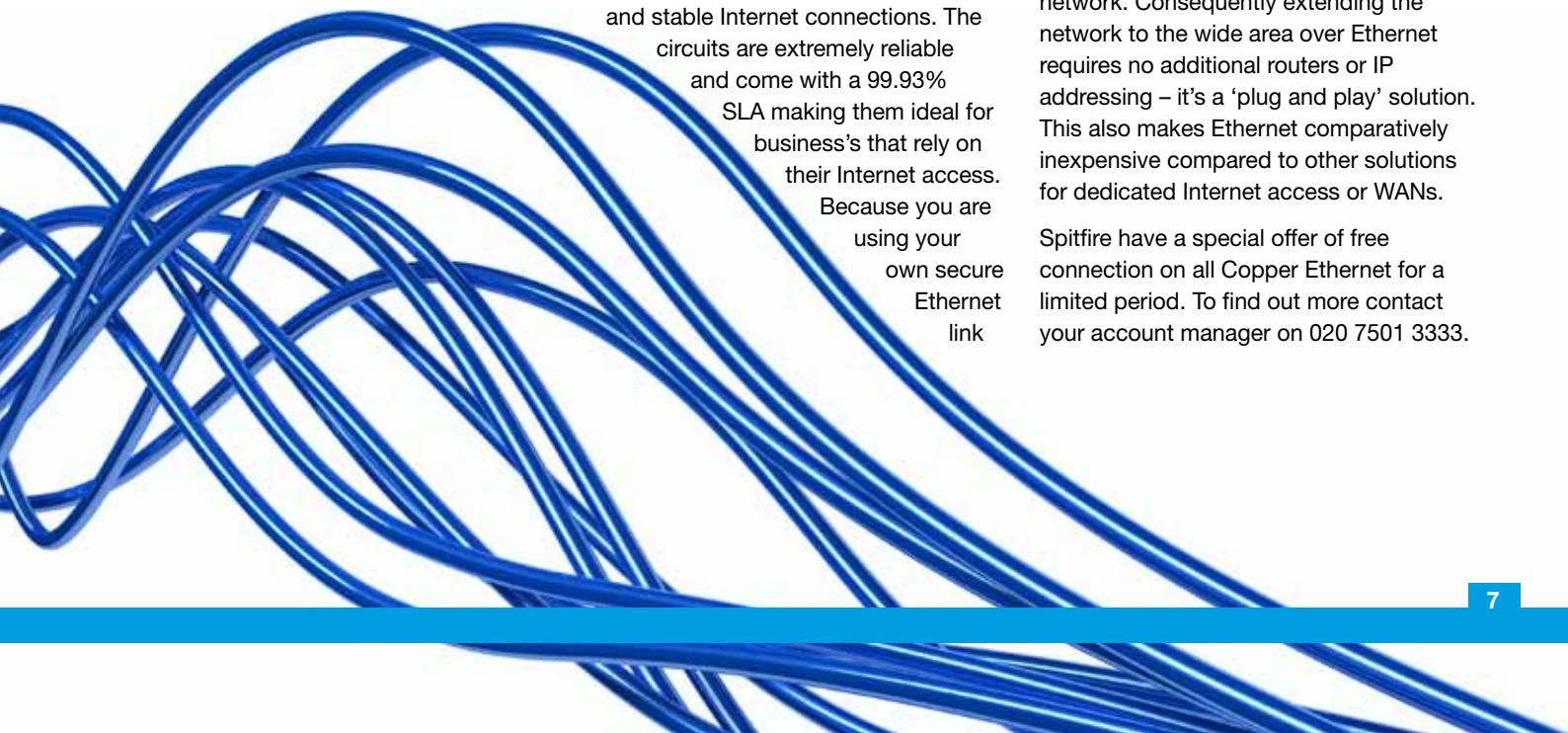
Ethernet is excellent for providing secure and stable Internet connections. The circuits are extremely reliable and come with a 99.93% SLA making them ideal for business's that rely on their Internet access.

Because you are using your own secure Ethernet link

to the Internet it has what is termed low latency and jitter. Latency describes the time it takes for a packet of data to reach its destination and jitter refers to the variations in time for different packets. Low latency and jitter mean a stable connection with minimal packet loss. This makes Ethernet an excellent solution for organisations that depend on the Internet for accessing applications and data in the 'cloud'. The expansion in software as a service (SaaS) means this is a growing need.

For linking multi-site operations Ethernet is also ideal because it uses the same network technology as a local area network. Consequently extending the network to the wide area over Ethernet requires no additional routers or IP addressing – it's a 'plug and play' solution. This also makes Ethernet comparatively inexpensive compared to other solutions for dedicated Internet access or WANs.

Spitfire have a special offer of free connection on all Copper Ethernet for a limited period. To find out more contact your account manager on 020 7501 3333.





Spitfire is awards finalist and Sponsor

Spitfire achieved finalist status in the prestigious Comms National Awards. We were nominated in the Internet Service Provider of the Year category. The Spitfire entry was based on our business focused service, the broad portfolio of Internet connectivity solutions offered and our support for our channel partners and customers.

In addition to being a nominated finalist, Spitfire also sponsored the Vendor Categories of the awards for the second year running.

Our picture shows from left Spitfire Sales Director Tom Fellowes, Richard Herman MD and Everton Stuart, Business Development Manager from Retell with awards host Hugh Dennis



Spitfire shows SIP solutions at IP Expo



At the recent IP Expo exhibition held at Earls Court, Spitfire staff demonstrated the range of SIP solutions we provide for business customers. This included live demonstrations of Spitfire's SIP Communicator™ our hosted telephony service, with phone system functionality provided remotely by Spitfire.

Visitors could also discuss Spitfire's SIP Trunking service. Designed as an ISDN30e and ISDN2e replacement, Spitfire's SIP Trunking offers business quality secure telephony at typically up to 50 per cent less than the monthly rental cost of an equivalent ISDN service. As one of the only ISPs and fixed line operators to offer a SIP Trunk service, we offer a complete end-to-end SIP service via our own IP and TDM infrastructure.

Staff News



Congratulation to Jim & Adele Farquharson on the birth of Holly in August. Pictured here with her brothers Alexander and Jonathan.

Win some celebratory winter warmer wine!

...12 bottles of excellent wine from Private Cellar...



Simply tell us what the image above is and send in with your name, address and contact details. Either e-mail it to competition@spitfire.co.uk, fax it to **020 7501 3001** or post to the address below:

**What Is It? Competition,
Spitfire,
6-7 SBBC, Ponton Road,
London SW8 5BL.**

The winner will be the first correct entry which we pull out of the hat after the closing date on 2nd March 2012.

The judges decision is final and no correspondence will be entered into.