Spitfire Launch GEA Ethernet

Spitfire is one of the UK's leading providers of Ethernet Leased Lines and we have recently launched our new GEA Ethernet service providing a low cost, fast Leased Line Replacement Service.

Ethernet is the correct name for today's leased line services and provides a dedicated Internet or site to site connection for customers who need guaranteed speeds and a circuit for their exclusive use rather than broadband services which are shared contended connections. Ethernet is ideal for running voice over, and Spitfire's range of SIP Trunks and SIP Communicator™ Voice over IP products are guaranteed to give you ISDN30e quality – Ethernet is the perfect partner for these services, allowing you to reduce your telephone line rental by around 70%.

Spitfire use the BT Wholesale Ethernet network to deliver uncontended circuits back to our core network – we believe that BT Wholesale as the UK's National Infrastructure provider are best placed to deliver the most reliable and widespread Ethernet service, combined with Spitfire's management and market leading support this is an unbeatable combination.

Spitfire's Ethernet service consists of Fibre Ethernet at speeds of 10Mb – 100Mb costing from £390.00 per month; EFM Ethernet at speeds of 2Mb – 35Mb costing from £290.00 for 10Mb and £160.00 for 2Mb and our new service GEA Ethernet which is available at speeds of 2Mb – 20Mb and costs from only £225.00 per month for 10Mb or from £165.00 for 2Mb, including a free Fibre Broadband back-up which can be connected to work in an auto fail over mode.

With regard to costs, if you currently use ISDN30e utilising 1Mb of an Ethernet circuit will allow 10 simultaneous, guaranteed phone calls – the rental cost of 10 SIP Trunks is £40.00 compared with the rental of 10 ISDN30e channels at £154.50 – saving you £1,374.00 per year.

The key with Spitfire's Ethernet is that it is the same service delivered over different delivery methods – Fibre Ethernet is over a Fibre Optic cable, EFM Ethernet is delivered over multiple copper pairs and GEA is delivered over VDSL (Fibre Broadband) Technology – fibre to the cabinet (FTTC) and then a copper pair from the cabinet to the premises.

As there is a single Ethernet service, the SLAs are identical 0.01% guaranteed packet loss, latency of a maximum of 10 milliseconds, and delay of a maximum of 3 ms. Uptime is guaranteed to be a minimum of 99.93%. This quality assurance is the key reason that we can guarantee your call quality
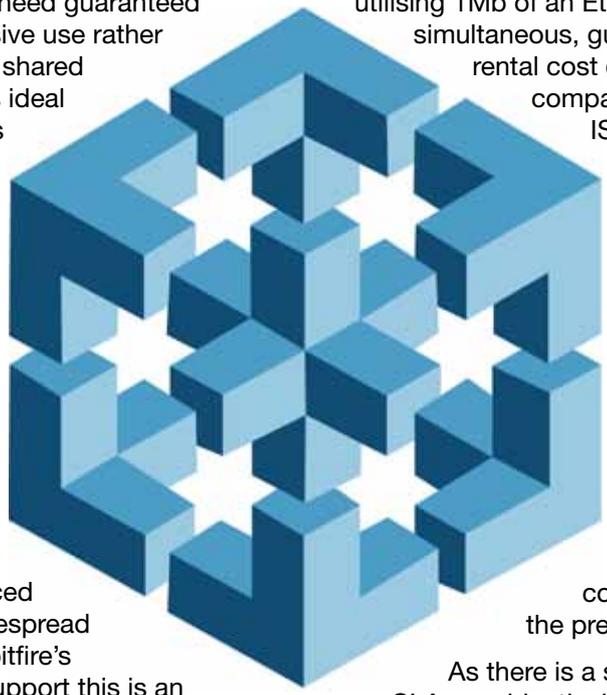
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www.spitfire.co.uk

Foreword

In this issue of Spitfire News we seem to be marking milestones in the company's evolution. The most significant of these has been our move to The Printworks on Clapham Road, SW9.

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 Freeman's which grew to become the largest mail order business in Great Britain.

Our new offices include a series of demonstration rooms to enable us to demonstrate the latest developments in telecommunications and our own SIP Trunks and SIP Communicator™ hosted telephony.

We have recently signed our 300th I.T. partner. Our partners incorporate Spitfire products and services into solutions they specify onto their customers. Our partners also provide Spitfire with critical on-site capability throughout the UK which greatly enhances the service we provide.

Advances in the the replacement of ISDN with SIP Trunk technology means we can now provide the cost benefits of Spitfire SIP Trunks even to customers with pre-IP compatible phone systems.

With the Diamond Jubilee and the hosting of the Olympic Games in London after 64 years, 2012 has been a milestone year for the country as well as for Spitfire.

Justin Orde

Justin Orde
Joint Managing Director

Buzzword watch 'Cloud Computing'

Cloud Computing is perhaps one of the most used and abused terms being thrown around today. People use it to describe almost any service or application that is not located physically on the site at which it is used.

The use of the term today encompasses related concepts such as a service provider offering physical or virtual hosted servers (Infrastructure as a Service or IaaS), hosted shared storage (Platform as a Service or PaaS) or a third party providing a software application (Software as a Service – SaaS). For example Spitfire's hosted PBX service SIP Communicator™ could be described as a cloud based telephony service.

The original strict definition of cloud computing was the provision of computing services such as processor power and data storage "on demand". By "on demand" we mean being able to scale up and down remote computing processing power within minutes or hours – so called "elastic computing" or "utility computing" where you pay for what you use. It is an alternative to having to make capital purchases of computing equipment that may lie idle for large periods of time or using the traditional server hosting model where whole servers are rented on monthly or annual contracts for a fixed amount of processing power.

Cloud computing is compelling to small companies with for example a rapidly growing web application who may not be able to scale their own infrastructure. It also gets used by larger companies who want to try out new applications without making large capital expenditure themselves or who are unsure how rapidly a service may grow. Companies that offer seasonal applications are able to scale them up and down as needed – for example a retailer may need increased web application processing around Christmas which will no longer be required a few days afterwards.

300 I.T. partners and counting…

We recently recruited Tek24 as our 300th I.T. partner. Based near Woking in Surrey, Tek24 offers its customers Spitfire's hosted SIP telephony, SIP Trunks, EFM (Ethernet First Mile) and ADSL/VDSL data connectivity products from our portfolio of comms solutions.

Spitfire's Partner Service aims at enhancing the products and services offered by I.T. companies, consultants and other organisations that want to offer customers a superior, more integrated service than that offered by the large telecoms providers. Our I.T partners benefit from outstanding training, technical support and assistance.

Tek24 is an I.T. support firm for SMEs in south-east England. With over 18 years of I.T. experience and a strong network of qualified resources, Tek24 proactively ensures that customers' I.T. needs are taken care of, leaving customers free to focus on their core business activity. A range of services are offered including I.T. support, VoIP, infrastructure, web and email hosting, supply chain and consultancy.

Alex Franklin, Technical Manager for Tek24 stated, "We're delighted to be Spitfire's 300th I.T. partner. As an I.T. and data services supplier we wanted to partner with a provider of voice and data network services that was big enough to provide sophisticated network solutions, but small enough to care about us and our customers. In Spitfire I'm certain we have struck the right balance."

For Spitfire, Nick Goodenough, Partner Service Manager said, "Whilst our products are market leading and competitive in price, most of our partners use us because of our friendly, can-do attitude. Our approach is based on a consultative and personalised service for our I.T. partners.

For more information on Spitfire Partner Services visit **www.spitfire.co.uk**
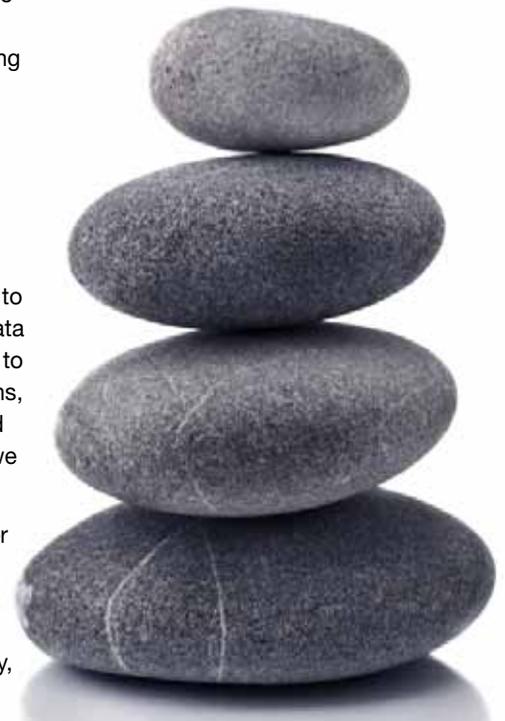
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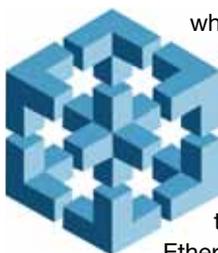
when calls are delivered using our SIP Trunk services over Ethernet.

The benefits of GEA using VDSL technology to deliver Ethernet are firstly that the lower price point brings guaranteed high quality Internet services within reach of Small and Medium Sized businesses who rely on a constant Internet service, it also dramatically increases the availability of Wholesale Ethernet with over 1,000 exchanges enabled for GEA. Because the service uses fibre to the local street cabinet and then copper from there to your premises fault finding is much faster than with a service that uses copper all the way back to the exchange, most cable runs are a few hundred metres at most – this is reflected in the guaranteed repair SLA of 8 hours – the same as Fibre and EFM Ethernet.

The Spitfire solution includes an auto fail over back up – should there be a failure with your GEA services (very unlikely with a 99.93% uptime guarantee) the auto fail over will kick in without you needing to reconfigure any of your network; crucially – it will also fail back when the GEA service is restored.

As one of the UK's leaders in Ethernet (listen out for our radio ads in London and the M3/M4 corridor), we believe GEA will bring the benefits of Ethernet to a wide range of customers who have been unable to benefit from the service before.

If you are interested in the benefits of using GEA Ethernet (and saving money by changing your phone lines to SIP Trunks) please call your Account Manager on 020 7501 3333 to discuss the options.

Latest phone systems from Avaya and Panasonic

While our main focus is on providing network services and hosted telephony, Spitfire also supplies and supports conventional telephone systems from a number of leading suppliers. Here we look at two systems available from Avaya and Panasonic.

Avaya IP Office 500

A highly modular unified communications platform designed to meet the requirements of small and medium enterprises. IP Office 500 can support a combination of up to 384 analogue, digital, and IP telephone end-points. Analogue lines and SIP trunks are also supported, for connection to virtually any network interface.

A range of messaging, auto-attendant and interactive voice response (IVR) capabilities are provided by IP Office 500 to support incoming callers, without the need for staff intervention. IP Office 500 also includes up to 128 conference channels (maximum 64 parties per conference) to allow quick set up of impromptu teleconferences or scheduled using IP Office to notify participants automatically.

As a 'solid state' system IP Office 500 contains no moving parts such as hard drives or fans, which can fail or cause the system to overheat. Because IP Office 500 uses a proprietary operating system it is less vulnerable to intrusions or hacking than products based on open operating standards.

Panasonic NS1000

Supporting up to 1,000 users in a fully transparent network, the system is built on open standard SIP and IP technologies. The Panasonic NS1000 offers powerful built-in Unified Collaboration and Communication components including desktop tools, voice messaging and an interactive voice response system. This flexibly programmable messaging and response system gives access to a full range of routing options and call groups. All required hardware is built-in, with only licences required for increased capacity.

'Presence' technology built into the NS1000 allows users to know who is available, and how best to contact them at any time. A comprehensive range of handset terminals, accessories and applications software are available for the system.

A powerful computer-telephony interface allows the NS1000 to work with many customer relations tools, to maximise customer contact data. With best in class, high definition voice quality and on-demand capacity enhancements, the NS1000 is the core of a powerful VoIP communications solution offering flexibility, simplicity and productivity.

Cisco Partner status for Spitfire

We have recently achieved Cisco Premier Certified Partner status so Spitfire can now offer customers the full range of Cisco SMB comms solutions.

Because Spitfire is a leading provider of network services we can offer customers a comprehensive business comms solution that includes Cisco UC Communication Managers and Spitfire's SIP Trunk service. Spitfire's SIP Trunks typically offers business quality secure telephony at up to 50 per cent less than the monthly rental cost of an equivalent ISDN service. This saving also incorporates the cost of the Internet circuit which carries the calls.

Tom Fellowes, Spitfire Sales Director says, "Cisco sets the bar very high for its Premier Certified Partners, so we are delighted to have achieved this status. It means that we can now offer our customers a holistic comms solution that includes Cisco UC Communication Managers and Spitfire SIP Trunk connectivity. As one of the few ISPs and fixed line operators to offer a SIP Trunk service, Spitfire offers a complete end-to-end SIP service via its own IP and TDM infrastructure. Spitfire can provide a direct connection between the customers' premises and Spitfire's core network over the UK's widest range of SDSL, ADSL or Ethernet circuits."

The Printwork's Fit-out

Cundall are extremely pleased to have acted as the Building Services Engineering Consultants for the fit-out of the 4th Floor of 'The Printworks' in Clapham Road for Spitfire.
Written by Steve Cook – Partner, Building Services, Cundall London. www.cundall.com

Cundall became involved in March 2011. At the time I was on crutches having broken my foot whilst hitting the ground rock climbing, and later feedback from the Project Manager was that Harry Bowlby, (Joint MD), was suitably impressed by my attendance.

The first challenge was that Harry and Susie Ward, (HR & Marketing Director), really liked the building and its views, but from an engineering point of view it was a bit of a confused design. The 4th Floor had lots of openable doors and windows to provide natural ventilation but appeared to have ignored the issues of traffic noise and draughts to those adjacent to open windows. The cooling situation was odd, as when cooling was operating and windows opened to for fresh air, all the cooling units would be reducing the temperature of south London as well as the 4th floor.

The challenge was how to deliver the required quantities of fresh air for occupation in a controlled manner allowing the windows to stay closed, achieve planning consent and have a solution visually and aesthetically acceptable. Numerous options were studied of ductwork on the 4th floor, one with ductwork on the roof, another with exposed ductwork (very arty) fixed to the ceilings in the office areas, but for planning regulations and architectural reasons, neither were acceptable.

The 4th Floor of the building is in fact a lightweight structure sitting on top of the old roof of the building, and there is a very deep void under the floor of approximately 500mm. A flash of inspiration was to have a supply/extract air handling unit in each wing delivering tempered fresh air into the floor void, with circular floor outlets discharging the required air flow for all the occupants.

Extract air passes into the central bulkhead via return air grilles and back to the air handling units and then via a heat exchanger (to recover any heating/cooling energy into the incoming fresh air) before discharge to outside. The existing cooling units within the ceiling bulkhead have been re-arranged to suit the room layouts and supplemented in some areas for additional cooling.

The installed arrangement allows each wing to operate with ventilation air and heating/cooling independent from the other wings. The quantities of fresh air is 12 litres/second/person which is in excess of Building Regulation requirements of 10 litres/second/person.

Sick Building Syndrome has been much reported in recent years, and whilst exact reasons are not known, there is general acknowledgment that it is due to a number of contributory factors including such things as:
- Lack of fresh air and stuffiness
- Build-up of chemicals/toxins in the air (photocopiers etc.)
- Poor lighting and lamp flicker
- Lack of views outside

The installation at Spitfire has significantly more fresh air delivered to the space than Building Regulations requires which helps with air movement, odour/chemical removal and keeping the rooms fresh. The light fittings use high frequency ballasts which overcomes the problems of lamp flicker (even though it may not be visible to the naked eye, the human brain experiences it) and there is certainly no lack of views to the outside. **The project was difficult at times, but I think the result is great.**
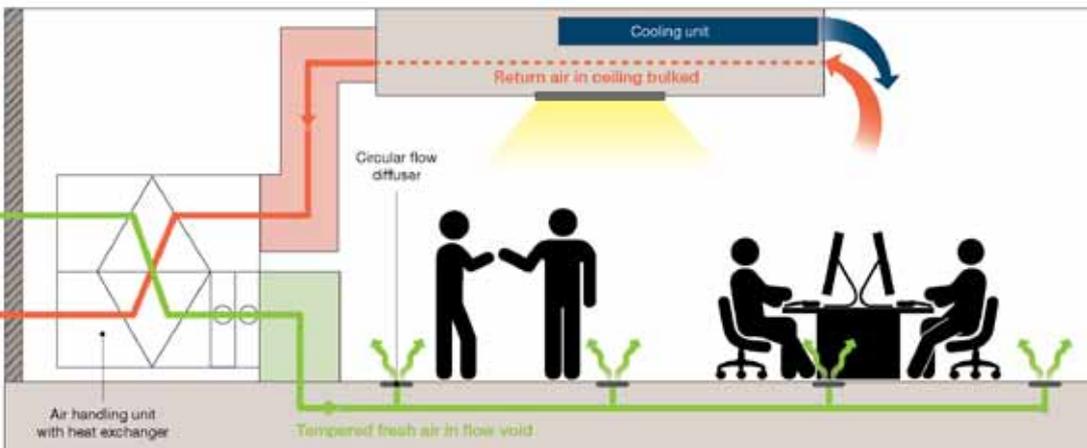
The sketch (left) illustrates the principle of the fresh air being ducted into the floor void and delivered to the occupants through the floor diffusers.

CUNDALL

Spitfire achieves sales and service excellence accreditation by Retell

Over the last year we have successfully implemented Retell recording solutions for many of our clients covering a combination of landlines and mobiles for compliance, training and sales order verification purposes.

In recognition of our clear focus on promoting recording solutions to our customers as a valuable business tool Retell has rewarded us with Gold Accreditation for Sales and Service Excellence. The continued success of our partnership has made it easy for us to take the relationship to the next accreditation level enabling us to install and conduct first line support on Retells' own UK manufactured

Sense recording product range.

Due to the large uptake of our hosted SIP comms service by our clients, we are launching a new low cost monthly rental option for call recording using Retell Sense IP. This will be focussed initially on our hosted SIP Communicator™ clients but will eventually be rolled out to include all customers.

Spitfire is proud to be associated with Retell, as the partnership offers our clients reliable, flexible and cost effective technology in what is a very competitive and complex market place.

Susie Ward of Spitfire receiving the accreditation certificate from Everton Stuart of Retell

On Show

Spitfire enjoyed a successful two days at IP Expo last year showcasing our multi award winning hosted PBX SIP Communicator™. As always, it was good to meet up with our customers and partners on the stand.

Our next show will be UC Expo at Olympia on 5th & 6th March 2013.

On the Airwaves

Following the success of our radio campaign on Heart FM in Hampshire, we have launched a new campaign on Heart FM in London centered around Ethernet and SIP. If you haven't had a chance to hear them log onto our website www.spitfire.co.uk and go to our Ethernet page for a listen.

Buzzword watch – 'HTML5'

HTML5 is the latest version of the Hyper Text Markup Language that all web pages are written in.

HTML5 is designed to enable developers to write sophisticated applications for web browsers with great looking and sophisticated interfaces. It supports multi-media features such as animation and video without having to use plug-ins such as Adobe Flash™.

HTML5 has features that acknowledge the shift to mobile Internet access which **may well have intermittent Internet connectivity. These applications are designed to work on and off line.**

Have you given Android a thought?

By Simone Kemp – Spitfire Mobile Product Manager

"I have been using mobile email since day one in the UK."

From my original Nokia Communicator in 2000, to the revolutionary O2 XDA Touchscreen Windows Mobile device in 2002 weighing 201g with a 3.5" screen and my last XDA in 2005, weighing a whopping 285g with a huge 3.6" screen.

I have been there step by step, throughout Smartphone evolution, and whilst the above were were less than perfect by today's standards they were still miles ahead of the Nokia and Ericsson offerings of the time.

Then in Q2 of 2003 BlackBerry arrived, and we all started getting used to the idea of being told how to go about communicating with each other, and more importantly, that we had to pay through the nose for these services, could only do it their proprietary way or not at all, and for many years thereafter BlackBerry and Windows

were the only viable options.

So when the iPhone came along in 2007 it was revolutionary, and everyone had to have it, and as we were used to being told how to do things, we were happy.

Android picks up where the iPhone left off, and has given us for the first time, control of what we want to do, with which device and how, gone are the locked down Jobsian interface (iPhone), the Canadian take on business (BlackBerry) and the Microsoft Windows mandate, and once again there is something to be excited about in the mobile technology and interface sphere.

As we all know competition breeds innovation, and since the launch of Android in 2008 we have gone from a quirky platform with potential, in the tasty Android Donut software, to an interesting Froyo, a fantastic GingerBread, a delightful

Icecream Sandwich, and now we have the sublime JellyBean (I am sure you have noticed that Android are excited about sweets, and have named all their software versions after their favourites).

Now you can get a great SmartPhone, from a wide choice of manufacturers for less than the cost of a business lunch, have immediate access to the entire information highway within an instant, and with startling ease suddenly at your fingertips is the largest app store in the world, and if as a business you require something a bit more specific, to interact with your in-house sytems remotely, then developing an in-house app is no longer just for the multi-nationals, it is an affordable option for us all.

So next time you see an android device, give a cheer for the ability it provides us all to do business our way, as we please, without punitive licensing agreements, bespoke and failing infrastructure, or some other blokes vision of what our business should be run as.

CN Awards

Spitfire are pleased to announce that we received a highly commended award in the category of Best Channel ISP at the Comms National Awards. The awards were judged by an independent panel of experts and announced at a reception at the Park Lane Hilton on 11th October 2012.

Transforming 'The Printworks'

Staff News

A big well done to the Spitfire runners who competed in the British 10K run in June raising over £1,700.00 for McMillan Cancer Relief. Special mention goes to Chris Stassen for his efforts in raising £60 towards McMillan Cancer Relief by taking part in his very own Krispy Creme doughnut challenge and eating 12 doughnuts in one session. All part of the special diet to prepare for running as part of the Spitfire team.

Wedding congratulations to Vicki Stevens our desk-based Project Manager who married Ludo Stephenson on Saturday 26th May in Rochester, Kent.

Congratulations to Paul Romao Spitfire's IP CPE Maintenance Manager and his wife Corne with son Joshua and new addition Adrianna.

Win some celebratory winter warmer wine!
...12 bottles of excellent wine from Private Cellar...

Hidden in the wordsearch are animals/creatures that live in the British Isles – find them for your chance to win a case of wine.

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

B	O	X	G	D	E	R	O	L	N
C	O	S	T	O	A	T	T	V	R
F	G	Q	T	O	F	I	E	R	E
F	O	U	B	L	B	K	Q	E	I
P	H	I	B	B	I	M	L	G	N
O	E	R	A	P	X	M	U	D	D
T	G	R	T	D	T	O	O	A	E
T	D	E	A	W	D	L	C	B	E
E	E	L	E	V	Y	E	K	E	R
R	H	N	Z	T	H	A	R	E	S

Simply send us a list of the animals/creatures you can find in the WordSearch on the left 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:

WordSearch Competition,
Spitfire Network Services Ltd,
The Printworks, 139 Clapham Road,
London SW9 0HP.

The winner will be the first entry matching the judges list which we pull out of the hat after the closing date on 2nd March 2013.