

WINTER 2016/17

Spitfire partners with Virgin Media Business

Spitfire partners with Virgin Media Business to offer customers access to their nationwide ultrafast Ethernet network, providing even greater choice for network and pricing options.

Virgin Media Business owns the largest privately built fibre-optic network in the UK, with 186,000km of fibre-optic cables, 38,000 street cabinets and 330 Ethernet nodes. The company's IP technology provides a flexible, scalable network with MEF-14 certified Ethernet, supporting real-time services such as VoIP telephony and HD-quality video conferencing.

The addition of Virgin Media Business to Spitfire's product portfolio increases Spitfire's ability to offer customers fibre diversity and greater pricing flexibility for its Ethernet solutions. Spitfire's portfolio of Ethernet services includes delivery via Fibre, EFM and GEA from multiple vendors enabling Spitfire to offer the most appropriate solution for each customer.

Increased demand for high-speed Ethernet connectivity is being driven by the migration of applications and data storage to the cloud. This



accelerating trend is being powered by Google Apps, Microsoft Office 365 and other cloud based services.

Justin Orde, Joint Managing Director commented "Our new partner agreement with Virgin Media Business is great news for our customers because it allows us to provide Ethernet circuits to customers occupying buildings already on-net for Virgin Media Business, thus significantly reducing the delivery lead time without compromising performance and service."

Justin added "Increasing demand for high speed bandwidth means we need to offer customers prompt implementation and flexible pricing options. Our partnership with Virgin Media Business has increased our ability to achieve this objective."

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Foreword – Justin Orde

What a tumultuous year it has been, first Brexit and then President Trump. On a much smaller scale Spitfire has also achieved some milestones. We have added Colt and Virgin Media Business to our product portfolio for Ethernet connectivity. This means that we can offer customers routing through alternative fibre networks with physical separation from the BT Premium Ethernet Network that Spitfire already utilises. This also enables us to provide Colt and VMB fibre services in buildings which are on-net for these providers thus significantly reducing the delivery time.

Increasing demand for high-speed Ethernet connectivity is being driven by the migration of applications and data storage to the cloud. This accelerating trend is being powered by Google Apps, Microsoft Office 365 and other cloud based services.

As a leader in advanced IP engineering solutions, Spitfire is also ensuring that we offer the latest cloud based solutions. As you can read in more detail later in this issue, we now offer the 3CX telephony platform as

either a customer premises, hosted or cloud solution for customers. We have already enjoyed considerable success with 3CX in the Cloud.

Of course cutting edge products are only fully effective if backed by first class service delivery. So we were very pleased that our latest independent customer satisfaction survey reported that 90% of respondents stated that a service issue was resolved by the first person who took the call. But we never rest on our laurels. We have made significant improvements to our standard Service Level Agreements, with sixteen significant improvements in all.

On a personal note, earlier this year I stepped down as Chairman of the Federation of Communication Services. I enjoyed chairing the comms industry's representative body, but after five years I felt that it was time to hand over the reins, although I shall continue my association with the FCS as a non-Executive Director.

Finally, as we look forward to 2017, you can be assured that Spitfire will continue to provide you with outstanding comms and data services.

Justin Orde, Joint Managing Director

Conference supports our channel partners by Nick Goodenough, *Partner Service Manager*

On 19th January 2017 we will again be holding our annual channel partner conference in Westminster. This event is always well attended with over one hundred delegates taking part from all parts of the UK. The aim of the conference is to brief our channel partners on the latest developments in our service offerings, inform them of new technology innovations and give them a wider view of current trends in the communications industry so that they can provide their customers with the best advice and service. The conference also helps promote a sense of community amongst our partners and lets them interact and network with other Spitfire partners to share best-practice.

Spitfire now has over 500 channel partners throughout the UK. Spitfire's Partner Service aims to enhance the products and services offered by IT companies, consultants and other organisations that want to offer their customers a superior, more integrated and business focussed service than that offered by the



large impersonal telecoms providers, biased towards the domestic consumer market.

The nature of the channel is also changing as traditional IT support companies migrate their customers away from on-premise equipment such as servers and move to cloud provision of services such as Microsoft Office 365. Support for cloud services can be provided remotely and no longer requires field engineering service.

Business continuity planning pays off

by Dominic Norton, *Direct Sales Manager*

Extreme weather events and man-made catastrophes over the past decade should have convinced even sceptics that business continuity planning is as essential as premises insurance to ensure a business can survive the unforeseen. Disasters do not have to be of earthquake proportions to stop business operations – as recent flooding events have demonstrated. The point is that disruptive weather events, industrial strikes and gas explosions are not that uncommon and they all have an impact on work every year somewhere in the UK. So it's just a matter of luck (or not!) whether they affect your business. Other than accepting it as a fact of life with a stiff upper lip, is there anything that can be done to mitigate the risks?

The answer is definitely yes! One of the obvious choices when looking to maintain business continuity during a crisis is to opt for a hosted telephony solution, such as Spitfire's multi-award winning SIP Communicator™. A hosted telephone solution is not located at your office but instead at one of our secure core network node locations. This means that if it is not possible to operate from your normal premises, staff can still connect to a fully functional system from remote facilities and continue to work productively.

Hosted systems use SIP Trunks, the business grade standard for controlling VoIP calls, to deliver your telephone calls. SIP Trunks can also be used with on-site deployed phone systems and come with multiple benefits compared to traditional analogue or digital (ISDN) lines. When using Spitfire SIP Trunks, the telephone numbers reside on our SIP network which means in the event of a failure at the main site, calls can be forwarded to a secondary number (e.g. a second office/company mobile). SIP Trunks can also utilise backup IP circuits in the event of a primary circuit failure, or a combination of SIP Trunks and ISDN lines can be used to add even further resiliency.

Like most business critical applications, the successful deployment of SIP Trunks is dependent

on the correct choice of the underlying data circuit linking your premises to one of our core network nodes. Spitfire is one of the UK's leading providers of Ethernet circuits which are perfect for carrying both voice and data in a converged solution.



Alternatively, we can provide voice approved broadband circuits that are dedicated to your SIP Trunks, ensuring business grade call quality is maintained, and we have one of the largest ranges of data circuits available in the country. Spitfire also offers heavily subsidised backup circuits, which come free of charge with most of our premium internet connections, as we want to ensure that our customers have resilient 'always-on' internet connectivity. Whatever primary circuit you choose, we will ensure that the backup circuit we provide utilises a different wholesale carrier and terminates in to a different node on our core network, ensuring maximum resiliency.

With the range of comms business continuity solutions now available, there is no reason why a business should not continue to operate with telephony and internet connectivity during an emergency, whilst waiting for full access to be restored. Disaster Recovery is an important consideration for all customers and we always encourage customers to factor in business continuity solutions into any comms deployment.



Web ordering and customer portal roll out continues

Our web ordering services have been upgraded and expanded so that our customers and channel partners can create and edit quotations, then complete and progress orders online from our Customer Portal at the push of a button with the same system as that used by our sales team. This is a great feature for any customer or partner and particularly those that frequently place orders with us.



We intend to have almost all of the products sold by Spitfire available on this system by the end of January 2017.

Over the Christmas period we will be launching a new means of accessing this system from our website, which will enable existing customers and visitors to our website completely new to Spitfire to select products and create a quotation or place an order online. Existing customers, who are using the customer portal and web ordering system will be able to take advantage of existing information when using this new feature by logging in using their current user name and password.

Developing and implementing new systems is a difficult process

and we would be very grateful for any assistance you are able to give us including taking advantage of any opportunity to use them.

In addition, our customer portal allows you to access an online representation of the information that we use to manage our relationship and the goods and services that we provide to you. Please contact your account manager to find out more and obtain a user ID and password to log on and view not only master information such as sites and services supplied, accounting information such as sales ledger balances and transactions, but also the current status of ongoing operational transactions such as work in progress orders and support tickets.



Joint MD steps down as chair of FCS

In June, after a five year stint, our Joint Managing Director, Justin Orde stepped down as Chairman of Federation of Communication Services, the industry body which represents the interests of comms service providers to Government, Openreach and Ofcom. Justin was Deputy-Chairman for four years before becoming Chairman. He remains a non-Executive Director of the FCS under his successor, Dave Dadds.

Justin also sits on the Board of the Network Interoperability Consultative Committee, a pan-industry body that co-ordinates the technical standards for interconnection and interoperability for networks and services in the UK.



Spitfire believes passionately in the benefits of being involved at the highest levels of the UK telecoms industry in order to best represent our customers' interests and help ensure that service across the industry constantly improves.

TechTalk channel

We have launched a new TechTalk channel on YouTube providing information on the latest technology issues to affect business comms. Videos include Port Forwarding, a case study of how we implement QoS on our own office LAN, particularly relevant if you are thinking of running voice as well as data on yours and an Introduction to MPLS VPNs in 10 minutes. Search for Spitfire Training TechTalks on YouTube to find all the current advisory videos.



Our IP engineering skills provide your real-world solution

by **Graham Lewis**, *IP Engineering Director*

IP (Internet Protocol) technology is the backbone of today's comms infrastructure for both voice and data communications. This is why Spitfire has invested heavily in IP engineering which is essential for delivery of business class network services in the twenty-first century.

We believe that technical competence in IP engineering is so important that we not only provide IP training for our technical staff, we also extend this to our customer support technicians and sales people. For example all our engineers, tech support and sales people study for industry recognised qualifications such as Cisco CCENT. This does not just apply to new recruits, we have a programme

of continuous professional development ensuring all employees upskill their professional expertise as technology changes. 72% of our Sales and Engineering employees have now obtained their CCENT qualifications with a further 17% due to obtain theirs by April 2017. Cisco CCNA and CCNA Security are considered the baseline qualifications for our support and engineering staff with many of them going on to achieve higher level Cisco and Juniper qualifications.

The investment in our staff's expertise ensures that customers are provided with the right solution for their specific business communication needs. We choose the best solution for our customers to ensure your business needs are met rather than a "one size fits all" solution.

We believe that our expertise in IP engineering across the company helps inspire customer trust and is a key differentiating factor against competitors.

Colt can carry our customers

In April, Spitfire became a partner with Colt which enabled



us to provide our customers with an alternative independent infrastructure to the BT Premium Ethernet Network that Spitfire already utilises. This means Spitfire can use both carriers to provide the most cost effective Ethernet circuit wherever our customers are located.

The addition of Colt Ethernet to our product portfolio means Spitfire can offer both carrier and geographic diversity in our Ethernet solutions. This strengthens our ability to offer mission critical environments, especially when combined with our new market leading Ethernet SLAs.



Spitfire service lifts the spirits of Beam Suntory

In January 2014, Suntory acquired Beam Inc, another manufacturer and owner of leading alcoholic spirit brands. In the UK it was decided that Beam staff would move from their headquarters at Dalmore House in the centre of Glasgow to Suntory's offices in Springburn on the outskirts of the city.

A decision also had to be made on which of the two companies phone systems would be used. Robert Carroll, IT Support Manager EMEA for Beam Suntory explains, "Beam had an Avaya phone system which was only 12 months old and so technically more advanced than the system used by Suntory. Our European headquarters in Madrid also uses an Avaya system so it made sense to use the Avaya system in the UK because the two systems could be linked."

The Avaya Server Edition system that Beam Suntory chose to continue with had been supplied and maintained by Spitfire. The drive behind this system choice was the flexibility in implementation of either virtualisation or server terminated licensing.

Alan Paton, IT Service Delivery Analyst EMEA states: "We wanted a gradual move, with departments transferring over a three month period. So that the Beam staff moving to Springburn could still use their Avaya phones and the Avaya system, Spitfire laid on a temporary link between the two sites, which was a big help."

In terms of telephony services it proved to be a smooth transition says Robert. "It was very well planned

by Spitfire. We had regular planning meetings with Spitfire's Project Manager and Account Manager and it was very professional with everything running like clockwork."

For connectivity Beam Suntory decided to use SIP trunks instead of conventional ISDN phone lines. Alan confirms the decision making behind this. "Our procurement team did a cost analysis report which showed that SIP trunks would generate significant cost savings compared to ISDN. We were also reassured by Spitfire that they could guarantee both the quality and reliability of their SIP trunk service."

Spitfire's SIP trunk service is designed as an ISDN replacement, offering business quality secure telephony at typically up to 50 per cent less than the monthly rental cost of an equivalent ISDN service. As an ISP and fixed line operator, Spitfire offers a complete end-to-end SIP service via its own IP and TDM infrastructure.

To provide data connectivity and internet access, Spitfire supplied high-speed Ethernet circuits. Spitfire Ethernet services offer a dedicated high speed, uncontended, full duplex symmetrical bandwidth solution that has lower overhead, greater throughput and higher reliability than all types of broadband (ADSL/SDSL) services. This makes the service highly attractive to business users such as Beam Suntory that require high quality and resilient connectivity for VoIP applications including SIP trunks.

Summing up Beam Suntory's experience with Spitfire, Robert comments, "For both technical service delivery and customer support, Spitfire has been excellent. It's a really good and beneficial relationship for us." Alan adds, "We have no complaints. Any requests we make for system changes or network alterations are handled quickly and efficiently. As with the move, everything was handled very professionally."

Channel Partner Round Tables

Over the last quarter Spitfire has held a series of round table lunches with our Channel Partners in Birmingham and London. Discussions were wide ranging and covered a variety of topics such as the limitations of Skype for business and the

importance of Quality of Service for VoIP calls, the benefits of MPLS for multi-site businesses of all sizes, current trends in the communications industry and what people feel about using social media to advertise for business. The opportunity to share ideas



between like-minded partners was invaluable and the delicious lunch – an added bonus!

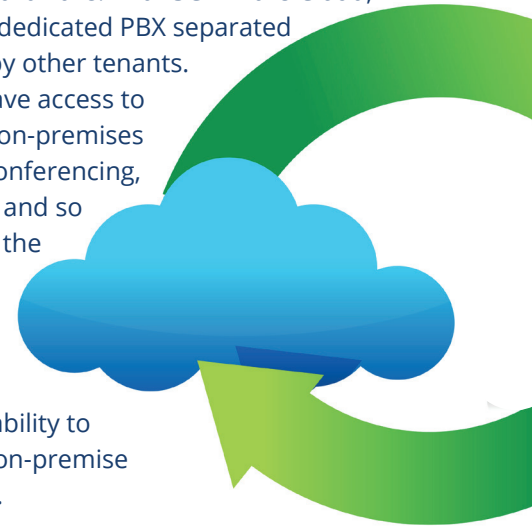
Sales success for 3CX in the Cloud solution

by Susie Ward, HR & Marketing Director

We have experienced significant uptake of the 3CX Phone System as a customer premises, hosted and cloud solution for customers. In particular, sales of the 3CX hosted solution have exceeded expectations since adding 3CX to our own cloud distribution platform at the beginning of 2016.

We can offer 3CX in the Cloud as a self-configured/self-managed solution or as a fully managed service to suit customers' individual capabilities and requirements. Adding 3CX in the Cloud to Spitfire's portfolio enables our customers to take advantage of 3CX's award winning technology and feature set, deployed in a dedicated voice network, managed by us as a 3CX Platinum Partner, at a market leading price point. 3CX Cloud offers superior architecture and flexible

delivery options, without the expense of deploying and managing dedicated hardware. With 3CX in the Cloud, customers will have a dedicated PBX separated from and unaffected by other tenants. In addition they will have access to all the features of the on-premises version such as web conferencing, instant chat, presence and so on. Furthermore, with the various connectivity solutions available from Spitfire, if circumstances change customers retain the ability to move from hosted to on-premise installation very easily.



Customer survey

A third party organisation conducts regular Spitfire customer satisfaction surveys and in the most recent survey, 90% of respondents stated that a service issue was resolved by the first person who took the call. This is a real endorsement of our training policy where we try to ensure that each of our Support Technicians have the knowledge and skills to resolve your issues. Spitfire is also consistently meeting its target of answering customer service calls within a time of one minute by Support Technicians in our London office. In the 3 months July-September 2016 Spitfire Support answered 90.8% of all inbound calls within 30 seconds and the most common wait time was just 7 seconds.

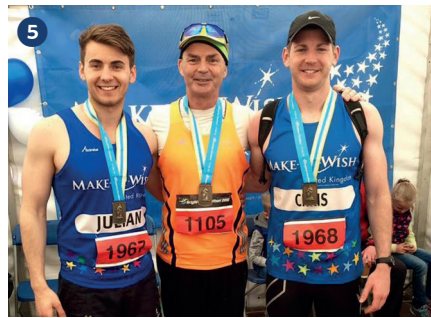
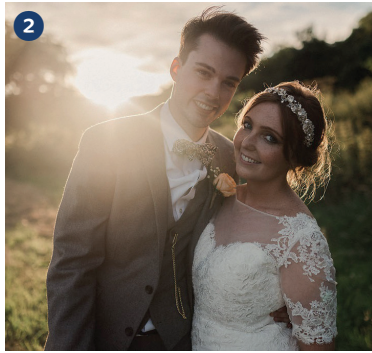


Customers benefit from improved SLAs

Spitfire has made some significant improvements to its standard Service Level Agreements (SLAs). Highlights include:

- 100% target uptime for Fibre Ethernet circuits
- 99.93% target uptime on Copper Ethernet (EFM) circuits
- Extended weekend customer support for DSL (Broadband) customers with Standard Care now available from 08:00 to 18:00 on both Saturday and Sunday at no extra charge

In all there are 16 improvements to SLA standards as well as a number of amendments. As a business focused internet telephony Service Provider and ISP, Spitfire provides business class service levels, not usually available from ISPs catering mainly for the domestic consumer market.



Staff News

- 1 Elinor & Andrew Battersby married in June.
- 2 Laura & Richard Hall married in July.
- 3 Jim Farquharson ran a half marathon and raised over £1,000 for cancer research.
- 4 Alex & Charlie McCraith married in August.
- 5 Julian Wakeford teamed up with his father and brother to run the Brighton Marathon raising over £2,000 for the Make a Wish Foundation.
- 6 Kate & John Sladden welcomed Elliott to their family in July.
- 7 James & Sam Davis welcomed Rowen to their family in September.
- 8 Alicia Medicott raised £775 for Orangutan Appeal UK by cycling from London to Brighton.
- 9 Rob Harradine, James Newton and Andrew Battersby successfully ran their first half marathon around Richmond Park.
- 10 Laura Gillen cycled from London to Bruges in 2.5 days. Raising £355 for Young Minds Trust (a charity supporting mental health for teenagers).

Spitfire Christmas Opening Times

See below for our Christmas and New Year office opening times which differ from our normal 8am – 8pm.

Fri 23rd December	8am – 5pm
Mon 26th December	Closed
Tues 27th December	Closed
Wed 28th December	9am – 5pm
Thurs 29th December	9am – 5pm
Fri 30th December	9am – 5pm
Mon 2nd January 2017	Closed
Tues 3rd January 2017	8am – 8pm

Outside of these hours please contact our Duty Manager on: 020 7582 4000

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Spitfire London Taxis

Collectors' item – an exclusive limited edition Spitfire die cast taxi model has now been cast!

