

SPITFIRE ISP SOLUTIONS FOR MWDC CUSTOMERS

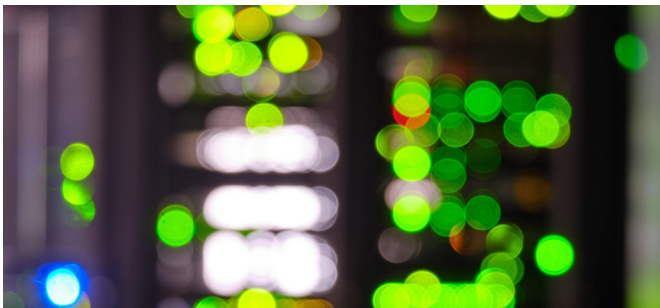
MWDC
IT & DESIGN
CONSULTANCY

Mark Whipp is an IT support consultant based in London supporting clients in the hospitality industry.

To ensure their customers have the right connectivity services they have partnered with Spitfire. Mark Whipp explains why:

“Spitfire is a great business to work with. They have a large product range with good UK coverage and the technical expertise to deliver and support their products to a high standard. Our account manager is always available at the end of the line and is quick to respond to our enquiries”

Spitfire's Partner Service team work closely with approximately 500 IT support companies & consultants like Mark Whipp to provide a range of voice and connectivity solutions for businesses. With one of the broadest product portfolios in the industry Spitfire can be seen as a one stop shop for all voice and connectivity requirements. This has been achieved through interconnecting with multiple wholesale access providers to provide maximum coverage across the UK at a very competitive price.



Mark Whipp
Managing Director
MWDC London, UK

As the connectivity market grows so does the product range and therefore it's important ISPs like Spitfire work with the channel to understand the customer's needs before recommending a voice or connectivity solution.

This is something Mark really values with their Spitfire partnership.

“Spitfire work with us to really understand each of our customer's needs and network requirements as well as their budget and timeframes before designing a solution that is bespoke to them”

Alongside a large range of products the partners have access to, the technical understanding of the sales team adds additional value to the partnership whether that is designing a solution for an SME or a larger customer with more complex network requirements.

Spitfire sales staff are required to achieve industry qualifications including Cisco CCNA within the first 18 months at Spitfire.

This is just one element that underpins Spitfire's goal to have the best technically trained account managers in the industry.

Innovative • Flexible • Reliable • Supportive • Cost Effective



A challenge that Mark Whipp often face with their SME customers is recommending a low cost data solution that supports effective voice quality when used in conjunction with VoIP services.

Spitfire's Voice Assisted Broadband product offers exactly that. Mark Whipp explains,

“Spitfire's voice assisted broadband fills a gap in the market ensuring our smaller customers that do not have the budget for Ethernet products have confidence in the quality of VoIP”

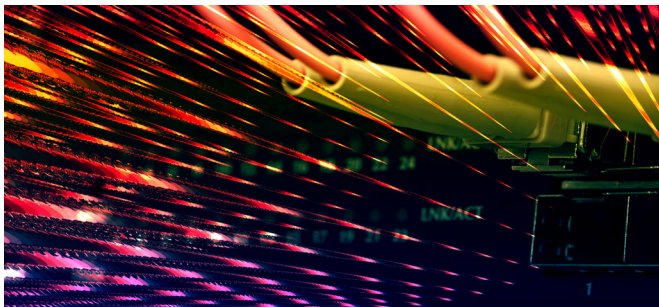
So how does it work?

All broadband circuits traverse networks that are shared by other broadband users. Therefore at busy times traffic may be shaped and dropped to ensure everyone receives a reasonable bandwidth.

This is often seen as lower bandwidth at busy times but when a circuit is used for voice it will manifest as poor call quality or lost connections.

Spitfire's voice assisted broadband utilises Quality of Service (QoS) mechanisms to identify and mark voice traffic to prevent this traffic from being dropped at times of congestion.

Even if the network becomes congested, your call should not be disrupted.



Spitfire continues to develop products and services in line with the demands of the channel. The close relationship Spitfire holds with partners gives them immediate feedback on business requirements which then directs the product development roadmap.

Looking ahead Mark Whipp says,

“We anticipate doing more business with Spitfire in the future. It ensures we can provide our customers with the right connectivity solution for their business needs”



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