

SPITFIRE

NEWS

Autumn 2006

FOR THE LATEST COMMUNICATIONS AND I.T. NEWS, VIEWS AND ISSUES



SPITFIRE FLIES HIGH OVER FARNBOROUGH INTERNATIONAL AIR SHOW 2006

Spitfire was appointed "Official Supplier of Telecoms and Internet Services" to The Farnborough International Airshow which is one of the biggest airshow events in the world.

Over the show which ran from 17 to 23 July Spitfire provided over 600 analogue lines, more than 400 ISDN circuits and hundreds of ADSL and SDSL connections to both the FIA and the exhibitors, as well as installing a range of telephone systems, handsets and faxes into the exhibitors chalets.

Official numbers for the 2006 Airshow have not yet been released but at the previous show in 2004 exhibitor numbers totalled 1,360, with 133,000 trade visitors and 110,000 public visitors to the event. Expectations are that the 2006 show exceeded these figures. Airline orders and defence contracts totalling (US)\$20 billion were announced in 2004, demonstrating that Farnborough International Airshow is one of the leading international forums for aviation and aerospace commerce.

Commenting on the Official Supplier status for the Farnborough International Airshow 2006, Justin Orde, Joint Managing Director of Spitfire says, "The Farnborough International Airshow is known for its high standards and professionalism, so to be selected was a terrific endorsement of Spitfire's service and expertise. No serious comms issues arose during the show and we have received a number of compliments from exhibitors thanking us for providing such an effective service to them."

CONTENTS

02-03 NEWS

Number porting solutions for London customers



04-05 COMMS

Spitfire manages comms at Arsenal's new Emirates Stadium



06-07 IT

Spitfire helps the Hammers get ready for Europe



08 NEW WINS

New business and company sporting achievements



COMPETITION WIN A CASE OF WINE WITH OUR WORDSEARCH (SEE THE BACK PAGE)

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FOREWORD

Welcome to the latest issue of Spitfire News. If there is a common thread to this issue it must be around meeting customer needs. At Spitfire we strive to find the best business communication solutions for our customers, but in a surprising number of cases this can be difficult because a customer doesn't voice their ideal solution as they consider it to be technically impossible.

Well, in no area of IT is technology advancing faster than in telecommunications! In this issue we report on a number of developments that were thought technically impossible until recently.

Number porting is one such development and we can now offer our London customers the opportunity of keeping the same number even if they move from one side of the capital to the other. We also report on ADSL Max and the latest developments in mobile business communications. The moral here is don't be afraid to ask for a 'blue sky' solution.

It's also a pleasure to report on some of our triumphs as a company. Spitfire's appointment as 'Official Supplier of Telecoms and Internet Services' to the Farnborough International Airshow and our selection as a finalist for the Internet Service Provider of the Year category in the 2006 Comms Channel Awards are both reported.

Finally in this World Cup summer we are delighted to give details of the services Spitfire provides for two of London's Premiership clubs, Arsenal FC and West Ham United.

JUSTIN ORDE
Joint Managing Director

SPITFIRE SELECTED AS FINALIST IN PRESTIGIOUS AWARDS

Spitfire was selected as a finalist for the Internet Service Provider of the Year category in the 2006 Comms Channel Awards. Spitfire's entry was based in part on the installation of a multi-site broadband VPN (Virtual Private Network) solution for the Med Kitchen restaurant chain.

As a major ISP Spitfire is a member of LINX - the London Internet Exchange, the world's largest independent IP exchange. All major UK ISPs and many European and International ISPs are members of LINX. Internet exchanges are where ISPs hand over traffic to each other through what are known as peering agreements. Spitfire has set up peering agreements with many other ISPs and content providers such as Google, the BBC and Microsoft. Being connected to LINX reduces the number of hops that traffic has to take to reach its destination which increases download speeds to users and also adds resilience to Spitfire's own network.

Recently Spitfire launched an exclusive SDSL (Symmetric Digital Subscriber Line) service for customers in the Greater London and South East region. The SDSL service is provided in partnership with Easynet's wholesale LLU programme (Local Loop Unbundling). SDSL is distinguished from the more usual ADSL (Asymmetric Digital Subscriber Line) by providing the equivalent bandwidth for both upstream and downstream traffic to and from the local exchange and ISP. With ADSL upstream bandwidth is substantially less (normally a contended 256Kbps).

Susie Ward, Marketing Director of Spitfire says, "We were delighted to have been selected as a finalist in the prestigious Comms Channel Awards. Spitfire prides itself on an innovative approach to Internet access offering customers a more tailored and personal service than many of the bigger ISPs".



SPITFIRE BRAND FLYING HIGH

Susie Ward

During 2006 you may have noticed Spitfire featuring in the business media more prominently than previously. This is no coincidence. At the beginning of the year the Spitfire board made a decision to raise the company profile with a public relations campaign.

This was prompted for several reasons. Better brand awareness for Spitfire helps our sales teams, because prospective customers are more aware of the company and its quality service levels. A higher profile also helps us with staff recruitment in the IT industry where competition for skilled individuals is intense.

Finally we felt that the company's public profile just didn't match its size and strength. As a £14 million turnover company, employing over 80 staff and offering a broad range of voice and data solutions we felt

that our smaller and less resourced rivals shouldn't be hogging the limelight!

We secured the services of Vox Communications, a business-to-business PR agency specialising in the IT industry. While it takes time to build a PR campaign, initial results have been good. In addition to general news items based on our press releases, Spitfire has also featured on the cover of an industry newspaper, Comms Dealer. A cover feature on our relationship with West Ham has also appeared in the June issue of Office Equipment News and an interview with Nick Goodenough, our Partner Services Manager was published in Computer Reseller News.

Public relations is only one aspect of our marketing effort and we are constantly reviewing our activities to ensure we have the right 'marketing mix'.



HAVE NUMBER WILL TRAVEL

Tom Fellowes

A constant refrain from customers when moving premises is "Why can't we keep our phone number?" We appreciate that this is no trivial matter. Where an organisation has been trading for many years with the same number, its loss can seriously damage business, especially when coupled with a physical move.

So now Spitfire is pleased to confirm that we will soon be able to arrange number porting for custom-

ers within the 020 London exchange areas. To provide this Spitfire ports the number onto our own exchange and then supplies a direct link to the customers premises so the number is retained in a new location. The number retention service can be used for multiple numbers, such as DDI numbers at a new office, or even across multiple sites.

Using the number retention service means that Spitfire customers

also benefit from the company's low cost line rental and reduced call charges which offer significant discounts against BT's business rates. However to make the cost worthwhile a customer should be incurring call charges of at least £2,000 a month and have an ISDN30 link with at least 25 channels in use. For customers with smaller telecoms requirements the new technology of SIP trunking should provide a

solution to number porting. Spitfire are targeting the release of their SIP trunking product in quarter one 2007 and we will be sending you more information on these nearer the time.

If you would like to find out more about number porting call the account management team on 020 7501 3333.

NEW 0203 CODE FOR LONDON

To cope with the ever increasing demand for new phone numbers in the capital city, Ofcom has approved a new 0203 prefix which is now becoming available. There will be no change to existing 0208 and 0207 numbers and new numbers with the 0207 and 0208 prefix will continue to be issued until the allocation runs out.

Ofcom is issuing 10 million 0203 prefixed numbers to network operators including Spitfire who can allocate them to customers. Ofcom figures show that nearly 400,000 new numbers are allocated every year in London and much of this increase is driven by the growth in multiple occupancy dwellings and new businesses. Ofcom believes the introduction of the 0203 prefix will provide London with new numbers for at least 20 years, although they have been wrong before!

OPENREACH TOTALCARE PROVIDES BETTER COVER

Many readers will have noticed that BT vans have been rebranded Openreach. This is BT Groups new business responsible for the BT network between the BT local exchange and customer premises.

Openreach has been launched to ensure all service providers have transparent and equal access to the local BT network. The network covers the 'first mile' of wires that connect homes and business to BT exchanges across the UK.

BT offers differing levels of service support and Spitfire have now made it mandatory that its ISDN30 customers take the TotalCare package as this is the only one that offers 24 hour support, 365 days a year with a target four hour response time.





SPITFIRE MANAGES COMMS AT NEW ARSENAL EMIRATES STADIUM

Spitfire is managing telecommunications at the new Emirates Stadium for Arsenal Football Club in the 2006/7 season. Spitfire previously managed telecommunications for the club at the Highbury Stadium.

As the telecoms management consultancy for Arsenal, Spitfire is working with suppliers to ensure that the new Emirates Stadium provides state of the art communications for

the club and the news media. The new stadium will have 22 comms suites for use by the media compared to six at the existing Highbury Stadium.

The new 60,000 seat Emirates Stadium is located at Ashburton Grove, Highbury just to the southwest of the Highbury Stadium. As well as coordinating the telecoms for the new stadium Spitfire is providing broadband Internet

access and Arsenal Football Club will continue to use Spitfire's unified billing system to manage telecoms costs.

Commenting on the telecoms consultancy for Arsenal FC, Justin Orde, Joint Managing Director of Spitfire said, "It will provide a magnificent new home for the club and Spitfire is proud to be associated with both Arsenal Football Club and this major project."



TAKING BROADBAND TO THE MAX

Tom Fellowes

Spitfire is introducing an ADSL Max service allowing download speeds of up to 8Mb and 832Kbps upload speed. It should be noted that these are maximum speeds and are very dependant on distance and line quality. To obtain the maximum speed users need to be within 500m of their telephone exchange using cable in very good condition.

When the service is first connected the line will be monitored and set at a speed which will be sustainable, called the stable line rate. Until this is completed Spitfire will not be able to advise on the speed a customer can actually receive. The line is constantly monitored and if there are errors (retrains) the line speed will be adjusted at a lower speed. Most users should obtain higher speeds than they had previously but in some cases they may not.

Because line speed is variable we have based the cost of ADSL Max on usage. We include up to 2Gb per month of download on Max Standard 2 and 5Gb of download on Max Premium 5. These limits will be sufficient for approximately 90 per cent of our residential and home users respectively, based on current usage levels. If a client exceeds these limits an additional charge of £5 will be levied per Gb used, added retrospectively to billing. In addition to this we also have a Max Premium Unlimited product which is subject to our fair usage policy.

If you would like to know more about 8Mb ADSL Max please call 020 7501 3000.



Spitfire presence in the Midlands

As Spitfire continues to successfully grow its business we are pleased to welcome back Peter Goddard who some of you may remember working for Spitfire in the past. Peter will be located in the Midlands and will be concentrating on developing our partner network services business between Oxford and Manchester.



MAINTAIN PRODUCTIVITY ON THE MOVE

Simone Kemp

Many companies now require access to their e-mail whilst on the move and at Spitfire several solutions to this need are available.

The enabler in all scenarios is 'push' the technology that allows an email server to send email out to a designated device, without the user of the device needing to request a download, and keeping the hand-held up to date at all times.

For companies using MS Exchange Server 2003 there is the Microsoft Windows Mobile Email solution using Window Mobile devices & the integrated 'push' technology included in MS Exchange Server 2003 SP2 (Service Pack 2), allowing them to stay in touch with colleagues, clients and suppliers and to remotely interact with their office Outlook, monitoring and amending diary, calendar, tasks and email. On a Windows Mobile device users can also access essential MS Office applications and generate new or amend received documents while out and about, access the internet and generally benefit from an extensive array of services.

For users of MS Exchange Server 2003 this comes at no extra cost as upgrades to Service Pack 2 will give you push e-mail similar to the BlackBerry service with some added control and security services available to the system administrators, most important of these in our opinion is the ability to remotely wipe the device of all documents, contacts and content if it is misplaced or stolen, giving you peace of mind and helping ensure your compliance with the Data Protection Act. Existing Windows users and Windows based mobile devices are linked to MS Exchange Server using the Exchange ActiveSync protocol. There is no requirement for middleware, payments for client access licences or subscription fees (mobile network charges still apply).

Hand held Windows based mobile devices are available from Spitfire and range in price from about £120 to £470.

Spitfire also supplies the Blackberry Enterprise Server solution. The BlackBerry service integrates with your existing email server and is installed on a separate Blackberry server.

Spitfire can supply SBE Blackberry Enterprise Server software for use by up to 15 users for approximately £3,450. including installation.

Most Blackberry mobile devices include a full 'qwerty' keyboard and some PDA (personal digital assistant) functionality with software for maintaining a built-in address book and personal schedule. There is a larger version of BlackBerry Exchange Server available for 15 up to 1000 connections. Blackberry devices cost from £75 to £270.

For more information on the full range of mobile communication solutions from Spitfire please call 020 7501 3170.



WHAT TO DO WHEN THE LIGHTS GO OUT!

As several customers have experienced power outages in recent months it is a good idea to know how to manage a power failure, should you be unlucky enough to experience one. The most important action is to turn power off to IT equipment, because when the electricity supply is restored there is usually a power 'spike' and the surge can damage or even destroy sensitive IT equipment.

For this reason it is best practice to protect IT equipment with surge protectors fitted at mains sockets. These are available quite cheaply from DIY stores and more sophisticated surge protectors are available from IT specialist vendors. Damaging power fluctuations are more common than you may think and extreme surges can be caused by lightning strikes or workmen drilling through cables.

To protect phone systems against sudden power failure many manufacturers have a battery back up option, which will support the system for sometime and then provide for a managed power-down. Longer support can be provided by an external UPS (Uninterruptible Power Supply) device, which can be provided for individual pieces of equipment. A good UPS will activate in milliseconds of power being cut and can maintain equipment running for up to several hours. UPS systems range in sophistication from individual back-up devices to generator based systems that will power an entire office block.

Finally if the worst comes to the worst, a business of any size should have a disaster recovery plan, with back-up copies of essential records held off-site, contingency arrangements for staff working remotely and so on.

If you would like advice about power back up for your telecoms systems, please contact Spitfire on 020 7501 3000.



Peter Longley and Rob Abell at West Ham



SPITFIRE HELPS THE HAMMERS GET READY FOR EUROPE

Today in professional football commercial success is as important as sporting success. Recognising this West Ham as one of London's leading clubs has opened retail shops at its Boleyn Ground at Upton Park and at the Lakeside shopping mall in Essex. Peter Longley, West Ham's IT Manager asked Spitfire if these stores could be linked with the computer network at Upton Park. Spitfire has been providing West Ham's telecoms support for over five years.

Spitfire recommended a virtual private network (VPN) to link the stores to the central IT network and implemented this solution for the club so that match tickets can be sold from the stores. Using the remote booking system, West Ham fans can see which seats are

available at the Boleyn stadium and make a booking for a forthcoming match.

Spitfire has also been able to assist West Ham with efficient business communications in a number of other ways. Recently West Ham improved facilities at its Chadwell Heath training ground. As part of the improvements Spitfire installed the latest Nortel Business Communications Manager (BCM) phone system at the ground providing over 20 extensions and voice messaging for staff at the ground.

The Nortel BCM system is designed for smaller businesses, with as few as three staff members. As a converged voice/data solution Nortel BCM provides customers with a choice of either an IP enabled or pure IP strategy.

At the Boleyn Ground Spitfire has also implemented a number of communication solutions. For the media suite at the ground Spitfire installed ISDN2 digital phone links so that journalists can file copy directly from lap top computers to their publications. The communication links installed by Spitfire also allow live commentary from the ground by broadcasters.

As FA Cup finalists West Ham will be in European competition for the 2006/7 season. Competing in the UEFA Cup means that Spitfire will provide further upgrades to the Boleyn ground's telecommunications to cope with the increased media coverage and the needs of the foreign media. "We will need to lay on additional lines and provide links for foreign TV crews and Spitfire will assist us with that. We

are also looking at providing wi-fi links for journalists and photographers so they can upload copy and images from anywhere in the ground", says Peter.

To ensure efficient operation of all communications on match days Spitfire provide an on-site engineer for all home games at Upton Park. Commenting on the communications support provided by Spitfire, Peter says, "Like any well run business we need reliable and efficient communications. In addition, because of the media attention the club attracts we also have to provide top class facilities for the sports journalists who report on our games. The advice, equipment and support that Spitfire provides for us ensures we have the very latest communication facilities to meet these demanding needs."



Pepe Jeans London –

Spitfire are continuing to win retail business and are installing a VoIP solution between Pepe's head office in Notting Hill and their new design office in Covent Garden, utilising Spitfire's market leading LLU SDSL product.

International Coffee Organisation (ICO) is the main intergovernmental organization for coffee, bringing together producing and consuming countries to tackle the challenges facing the world coffee sector through international cooperation. Spitfire have taken over full telecomms management and billing, including installing a new Nortel BCM and new cabling at their Berners Street HQ.

Chemidex Pharma Limited is an emerging British pharmaceutical company focused on the sale and marketing of branded ethical (prescription) and generic pharmaceutical products. Spitfire have recently provided them with a BCM50 telephone system, ADSL connections and unified their communications billing.

Billington Carmel the thinking brands agency, transferred their telephone system maintenance and extended their Index 400 system with Spitfire as well as transferring all their comms billing generating significant cost savings.

Copyright Licencing Agency, Spitfire managed the move of CLA's telecomms to their new head office, including the installation of an Avaya IP Office system.

English National Opera have transferred all their line billing following a comprehensive telecomms audit, Spitfire were able to generate significant cost savings as well as offering a single point of contact for unified billing and fault reporting.

Westhouse Securities who are specialists in corporate finance have recently had a BCM installed by Spitfire and transferred their comms billing following an in depth review of their communications.



LEFT: the victorious Spitfire Battlers. ABOVE: Nick Cosford and Chris Moore

Spitfire recently played 5 a side football against customers MediTech Media in Battersea Park. (MediTech was founded in 1987 and is an agency providing medical education and mixed media communications.) Jim Farquharson, one of Spitfire's account managers and part time company football coach worked with MediTech in his last company and was keen to continue the friendly rivalry. After losing the first match 10- 0 the return match was a triumph and Spitfire romped home with a 9-3 win.

Nick Cosford Spitfire's credit control manager receives his trophy for winning the Spitfire Fantasy League Football competition from Chris Moore. Chris an account manager for Spitfire is keen to get more employees at Spitfire involved saying "it provides light relief and good fun competition between individuals".

Above: Stemma Miller the new face of Pepe Jeans

WIN A CASE OF WINE IN OUR WORD SEARCH COMPETITION

Spitfire is giving away a case of wine to the lucky winner of this word search competition. Simply send your completed spot the difference entry to the address below or fax it on **020 7501 3001** by 29th September 2006. The winner will be the first name drawn out of the hat.

Spitfire Word Search Competition
6-7 SBBC, Ponton Road, London, SW8 5BL
Please contact me for a free Spitfire Comms check YES NO

Name _____
Position _____
Company _____
Address _____

Tel _____
Email _____

C	I	P	D	Z	A	R	I	H	S	O	V
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Can you find the 16 words below in our wordsearch?

- | | | | |
|------------|-----------|-------------|----------|
| Chablis | Pinot | Frascatti | Cabernet |
| Chardonnay | Grigio | Chianti | Merlot |
| Sauvignon | Noir | Shiraz | Blue Nun |
| Semillon | Collabore | Valpoicello | Spitfire |