

SPITFIRE

NEWS

Winter 2007/08

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



SPITFIRE LAUNCHES FIBRE ETHERNET FOR HIGH PERFORMANCE CONNECTIVITY

Spitfire has launched a Spitfire Fibre Ethernet Service providing Internet connectivity or site-to-site connectivity for businesses in central London. Available bandwidths are from 2Mb to 1Gb, with fixed rental pricing based on postcode. The service is designed for medium to large businesses that require bandwidths over the standard 2Mb connection and would benefit from a more robust and reliable infrastructure than DSL based products.

As an example of the cost effective pricing, Spitfire Fibre Ethernet is priced at £999 per month for EC2A postcodes, for 10Mb full duplex Internet access over fibre, including full, uncontended, Internet connectivity. Most other EC postcodes are available at under £1099 per month. There is an additional one-time installation charge of £5,000 to £10,000 and an order lead-time of three months.

Spitfire Fibre Ethernet is backed by a state of the art network infrastructure and comes in two options. Spitfire Fibre Ethernet Direct Internet provides a highly stable, dedicated link to Spitfire's ISP services, with bandwidths of between 2Mb to 1Gb. This service is ideal for businesses that have mission critical applications requiring high bandwidth such as the financial sector, advertising agencies, the print and graphics industry and professional service providers like legal and accountancy practices. Every Direct Internet circuit includes a guaranteed service level agreement, 24/7 monitoring of the circuit, tech support and a fully managed Cisco router with four hour router replacement.

The second option is Spitfire Fibre Ethernet Site to Site, which provides an uncontended, fibre based, dedicated link between two sites, for

example branch offices of the same company, where high volumes of data and guaranteed service provision is a necessary requirement. Site to Site circuits include a guaranteed service level agreement, 24/7 cover and options for fully managed routers and a back up SDSL VPN (Virtual Private Network).

Spitfire Fibre Ethernet offers an excellent value high bandwidth connectivity solution within Central London, backed up by Spitfire's long established reputation for providing outstanding customer care. As a major ISP Spitfire is a member of LINX - the London Internet Exchange, the world's largest independent IP exchange. 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 network.

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6-7 SBBC, PONTON ROAD
LONDON SW8 5BL

CHRISTMAS OPENING TIMES

Over the Christmas and New Year Break office opening times will differ slightly from our normal 8am to 8pm.

Mon 24th Dec 08.00 – 18.00
Tues 25th Dec Closed
Wed 26th Dec Closed
Thurs 27th Dec 09.00 – 18.00

Fri 28th Dec 09.00 – 18.00
Mon 31st Dec 09.00 – 18.00
Tues 1st Jan Closed
Wed 2nd Jan 08.00 – 20.00

For help outside of these times please call on 020 7501 3030 to speak to the duty manager.

COMPETITION

WIN A CASE OF WARMING WINTER RED WINE WITH OUR NEW FUN SKIING WORD SEARCH. (SEE PAGE 08)



FOREWORD

Welcome to this edition of Spitfire News where we have several exciting new developments to share with you. As you will see from our front page, we are now able to offer our customers in Central London high bandwidth fibre Ethernet Internet connections up to 1Gb. Such a capacity would have been unimaginable only a couple of years ago, as would the need for any business to require such capacity. But data hungry business applications for broadband are developing fast and in this issue Georgina Baines our Customer Services Director gives a timely warning on the dangers of relying on cheaper broadband options for mission critical applications.

One such application is SIP trunking where a broadband link replaces the conventional ISDN channels between a customer premises and the local exchange. We report on developments for our own offering in this area where we are completing field-testing prior to commercial roll-out.

We know from speaking to customers that there is a lot of uncertainty about developments in technology, so we have now printed the Spitfire Guide to Business and IP Comms, which explains in simple terms these changes and how they will impact on business communications.

The benefits of voice and data integration can be substantial as the experience of Northern Star with the latest Avaya Quick Edition IP phone system demonstrates. But as always we are conscious that technology is a means to an end and not an end in itself. The technology may change but the need for effective customer service is enduring in our business as our other case study on our long-standing customer Outback Steakhouses shows.

On behalf of everyone at Spitfire, Happy Christmas and we wish you all the very best for 2008.

JUSTIN ORDE
Joint Managing Director



SIP TRUNK UPDATE

As outlined in the last issue of Spitfire News (www.spitfire.co.uk/pdf/NewsLetters/Summer07.pdf), SIP trunking provides access to and from the Public Switched Telephone Network (PSTN) using a SIP enabled Broadband circuit, instead of using analogue or digital (ISDN) lines to connect a private phone system to the PSTN for voice communications.

SIP Trunking has a number of advantages over conventional ISDN circuits, the chief being that it is typically half the rental cost of an equivalent ISDN30 link. There are a number of other business benefits:

- Significantly cheaper to install than ISDN30
- Number portability
- Free company internal calls from site to site and to home workers
- DSL circuit can also be used for data
- Lower phone charges than standard network rates

We have almost completed extensive field-testing of our SIP Trunk offering and the results have proved to be very good with stable line connections and excellent interoperability with a range of customer premises equipment. Of course other vendors are coming to market with their own SIP Trunk offerings, but Spitfire's

SIP Trunk solutions have several major benefits:

- Spitfire runs its own core network infrastructure and does not resell anyone else's service
- We can provide telephone numbers from geographic areas all over the UK and route them to your SIP service, enabling you to have a virtual office anywhere.
- Our SIP trunking has flexible options for providing backup to ISDN lines and vice-versa.
- Spitfire can provide all the components necessary to connect your telephone system via SIP including quality IP access and gateways.
- We have experience of making SIP solutions work from end to end.
- With our dedicated test facility we have tested our service with a variety of manufacturers' SIP devices including Avaya, PBXnSIP, Solutions 11, Vegastream, Snom, Polycom, Cisco, Linksys and Counterpath.

For further information about how Spitfire can get SIP trunking working for your business please contact sipsales@spitfire.co.uk, or telephone us on 020 7501 3333.

AUTHORISED PARTNER SERVICE TEAM GROWS

by Nick Goodenough, Partner Service Manager

We have been beefing up the Spitfire Authorised Partner Service team with the addition of two new recruits bringing the department strength up to 11. The new joiners are David Senekal and Paul Bom, both of whom have wide experience in the voice and data market. David and Paul will work with Spitfire Partners to deliver voice solutions to customers.

Spitfire's Authorised Partner Service

enhances the range of products and services offered by IT companies, data VARs, technology consultants and other organisations that want to offer their customers access to voice and Internet solutions. As both an Internet Service Provider and a telecommunications company we work with partner companies to broaden their service offering, increasing the partner's value to its customers and helping

to develop complementary revenue streams.

The expansion of the Authorised Partner Service follows the opening of our Midlands regional office in mid 2007. As Spitfire expands out of its traditional London and southeast base we anticipate this growth will be managed principally through the appointment of authorised reseller partners, as part of Spitfire's Authorised Partner Service.

SPITFIRE SPONSORS BATTLE OF BRITAIN MEMORIAL FLIGHT BROADBAND

Spitfire is an official sponsor of the Battle of Britain Memorial Flight. Now in its fiftieth year, the Battle of Britain Memorial Flight maintains and flies historic aircraft from the Second World War. The aircraft from the flight are flown at airshows and other major public events.

The Battle of Britain Memorial Flight is part of the Royal Air Force and operates a Lancaster, five Spitfires, two Hurricanes, and a Dakota from its base at RAF Coningsby in Lincolnshire. To support the important work of the Battle of Britain Memorial Flight, Spitfire has provided its ADSL Max Premium broadband service with a maximum 8Mb download speed.

For the Battle of Britain Memorial Flight, Squadron Leader A C Pinner, Officer Commanding said, "On behalf of the Battle of Britain Memorial Flight I would like to thank Spitfire for the outstanding support they have provided us. Our greatest problem was that we send and receive many image files of the aircraft of the BBMF, some of which can be significantly greater than 5 Megs. We had to record all images onto discs and then post them to recipients, frequently missing deadlines. Spitfire solved our problems by providing us with a high-speed broadband account at no cost to the public purse and we can now swap images instantaneously. Many, many thanks from the BBMF for bringing us into the twenty first century."



SPITFIRE SERVES UP COMMS FOR OUTBACK STEAKHOUSE



Mike Palmer, Operations Director, Outback Steakhouse

'No Rules Just Right' is the Aussie philosophy behind the Outback Steakhouse chain of franchised restaurants, meaning freshly prepared food from original ingredients is always served 'just right' for the customers. There are now six restaurants in London and the southeast. "We have taken a winning formula and extended it to the UK market", says Mike Palmer, the Operations Director for the Outback Steakhouses.

Efficient communications is a major requirement for the restaurants with table bookings made via the phone and also from the website at www.outbackpom.com. "We needed a supplier that could pretty much project manage our communications because no one here has the time or technical knowledge. Spitfire was recommended to us and we told them what was needed and they delivered a service that was exactly as planned. That was seven years ago they have managed our comms ever since."

For the Outback Steakhouse restaurants Spitfire recommended the Panasonic KX-TDA phone system, which can be expanded to a maximum 64 extensions. The Outback Steakhouses also needed a data communications network to link the restaurants. "We had a new EPOS system and wanted to link the restaurants to the central server in Staines and asked Spitfire how this could be achieved".

Spitfire recommended a virtual private network (VPN) to link the restaurants to the central server and implemented this solution. Via the VPN the individual restaurant EPOS tills automatically upload the day's trading figures securely to the central server after the close of business. "It's an excellent system and I can log into the central server remotely or to the restaurant tills. You can even watch transactions taking place in real time!"

Looking to the future Mike says the group envisages strong growth. "We want to double in size over the next 18 months and to do that you have to have an efficient and scalable operation with good suppliers. We get an excellent personal service from Spitfire and they are a one-stop shop. When we open at a new location I just call our account manager and it all gets done."

Spitfire receives Avaya Gold award

Readers will be delighted to learn that Spitfire has received a Gold Accreditation award from our supplier partner Avaya in recognition of our status as a leading supplier of Avaya solutions. The Gold Accreditation reflects Spitfire's competence to supply and maintain Avaya's complete telephony solutions range, including phone systems, terminals and peripherals.

The Gold status confirms that Spitfire continues to meet Avaya's benchmarks for partner performance including customer service levels and staff training for Avaya products and solutions.

Continuing high performance as an Avaya reseller partner is very important to us and it is very gratifying to receive official recognition for this from Avaya. We aim to offer our customers the best communications solution for their business needs and the Avaya product portfolio is a crucial part of the Spitfire service offering.



Tom Fellowes, Sales Director & Susie Ward, Marketing Director with Spitfire's Gold Accreditation Award



Fraser Bell, Managing Director, Northern Star

Northern Star Authorised Partner is fast with Avaya Quick Edition

Northern Star, a Spitfire Authorised Partner that provides outsourced IT services, has become one of the first users of the new Avaya Quick Edition IP phone system. When the company relocated to Twickenham in southwest London recently it decided to upgrade the phone network and Spitfire recommended the new Avaya Quick Edition phone system. Because Quick Edition uses VoIP (voice over Internet protocol) one integrated network is used for both voice and data communications.

Quick Edition also has the advantage that all the system intelligence is in the handsets so no central cabinet unit is required. For installation Quick Edition is 'plug and play' with handsets automatically configuring themselves when connected to the network. "It sounded ideal, exactly what we wanted", says Fraser Bell, Managing Director of Northern Star.

Once powered, the handsets automatically 'discover' each other and prompt for network and user name. When entered, the phones are fully operational in a matter of

minutes. As an office grows, new employees can be added to the system by simply adding a new phone to the network. Quick Edition doesn't normally require any QoS (Quality of Service) configuration or formal network assessment. Quick Edition also automatically prioritises voice traffic across the network to ensure quality of calls.

Fraser has been impressed with the Quick Edition functionality and feature set. "You get big system functions for comparatively little outlay. It's certainly got a lot more features than our previous cabinet based system", Fraser explains. Another advantage of the Avaya Quick Edition system has been the simple management of the system. "It's demystified the black art of telecoms for us. Previously even as an IT company we had to get a service engineer to configure a hunt group or make other system changes. But now we have an authorised administrator who can do all the system management on the phone screen."

The system has also allowed Northern Star's two home teleworkers to use the

phone system via the company's virtual private network (VPN). "We have a VPN for data communications with our clients and our home workers and now this can be used for voice communications as well. This means our home workers can now call the office without incurring network charges. It also means they can call out with charges billed to the company account so they don't have to claim for home phone usage. We are also considering giving all our clients a Quick Edition handset so they can also call us via the VPN."

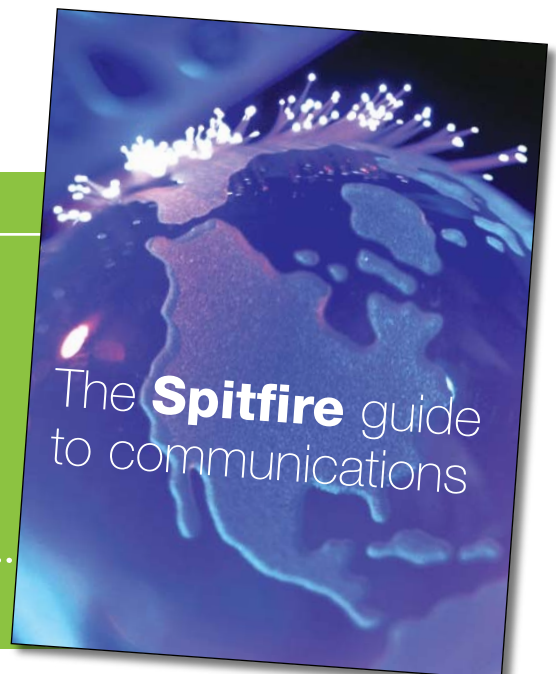
In conclusion Fraser feels Northern Star has made the right choice with the Avaya Quick Edition. "For us and any small business this system is ideal. It requires no complex installation and is up and running on a LAN in minutes. I wouldn't hesitate to recommend it to our clients."

SPITFIRE VOIP GUIDE NOW AVAILABLE

Given the growing complexity of voice and data communications Spitfire has produced a 'primer' for customers on the radical developments underway in telecommunications such as VoIP, SIP and the development of BT's 21CN. The Spitfire Guide to Business and IP Comms is now available and provides an easy introduction to the new converged technologies for the layperson.

As well as VoIP technology, the guide covers subjects such as the options for customer premises equipment; alternative methods of telephony provision; Virtual Private Networks; and mobile telephony. Following each subject explanation, Spitfire's service offering is detailed for readers.

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Readers wishing to receive a free copy of the Guide should send an e-mail request to accountmanagement@spitfire.co.uk or phone 020 7501 3333.





DON'T RELY ON THE CHEAPER BROADBAND OPTIONS FOR MISSION-CRITICAL BUSINESS

by Georgina Baines, Customer Services Director

If you use broadband for your business have you asked yourself the question "How will I be affected if my broadband is down for a week?" If it would mean that your business would lose orders or any form of consequential loss you may want to consider what else you can be doing to protect your business.

This is an area where leased lines or

combined solutions involving backup technologies such as ISDN, ADSL and DualStream back-up services can help provide resilience as part of your disaster recovery plan. Fundamentally you should not solely rely on a typical business broadband service if it is critical to your business. It may not be a cheap solution in the long run.

If you would like advice on broadband provision and back-up for your business contact us on **020 7501 3333**.

PEACE OF MIND PROTECTION FOR YOUR TELEPHONE LINES

By Gary Hodson, Customer Services Manager

In our lives today, we are accustomed to our technology working for us at the push of a button or the click of a mouse. Under the same banner, we take it for granted that our communication services will be available 'on-demand' to enable us maintain the competitive edge required in today's uncompromising business marketplace.

Like any purchase, our choices of technology are always carefully considered so that the equipment is best suited to the requirement with specification often being top of the list.

One area that we often find overlooked is establishing what will happen if

things go wrong as well as consideration given to the planning that can be made in advance should the worst-case scenario actually occur.

Telephone line and Internet access services are generally supplied with a standard Monday to Friday, 'working hours only' level of support. This means that in the worst case scenario investigation of a fault reported on a Friday morning at 0900 hrs may not actually occur until the following Monday afternoon!

For a relatively small cost, levels of cover can be upgraded to Total Care so that Openreach responds to faults on a 24/7, 365 day basis.

The following table shows the support upgrade options available together with the enhanced response times and pricing:

	Analogue Lines/ISDN2		ISDN 30	
Service Type:	Standard Care (In Tariff)	Total Care	Standard Care (In Tariff)	Total Care
How soon will I get a response?	Before 1700 hours on the next working day.	Within 4 hours, 24-hours, 7 days per week.	Within 4-working hours from receipt of the fault being reported	Within 4 hours 24-hours per day 7-days per week.
When will my fault be worked on?	Between 0800 – 1700 Monday to Friday (Excludes public holidays)	24-hours per day 7-days per week. (Includes public holidays)	Between 0800 – 1700 Monday to Saturday (Excludes public holidays)	24-hours per day 7-days per week. (Includes public holidays)
How much will it cost?	Included in standard rental	£3.30 + VAT per month	Included in standard rental	£2.10 + VAT per channel

Spitfire strongly recommends that the TotalCare option be put in place on all your telephone lines and Internet circuits.

TotalCare can be ordered directly with the customer services team by calling in on **020 7501 3030** or e-mailing customerservices@spitfire.co.uk.

If you would like to discuss any of the failover options available please do call your Account Manager on **020 7501 3333**

Double your resilience with DualStream SDSL

By Toby Lelliot, Partner Account Manager

As use of the Internet expands, and the demands on your business increase, a reliable DSL connection is essential to a company's communications set-up. Bearing this in mind, Spitfire have developed a unique back-up system involving two separate DSL circuits routing via different paths to the Internet, resulting in our new product we call DualStream SDSL.

DualStream SDSL combines our industry leading LLUstream SDSL

(Primary circuit) with IPStream ADSL (Back-up Circuit). With the added benefit of Spitfire now being able to supply the same IP Addresses for both Primary and Back-up circuits, this means that in the event of failure of the primary SDSL, the back-up ADSL can connect to the same IP Range in around 90 seconds.

Having any type of back-up to a primary SDSL circuit is advantageous, but where DualStream differs

is in three distinctive areas:

Interchangeable Circuits – with the same IP ranges allocated, users can simply transfer between the circuits when required. So not only will the office regain connection, but remote workers are able to reconnect while the secondary circuit is deployed.

Different Paths – the Primary SDSL and ADSL back-up take completely different paths from the local

exchange out to the Internet, lowering the possibility of a point of failure for both circuits at any one time.

Pricing – DualStream SDSL starts at £250.00 connection and £85 /month for a 20:1 2Mb SDSL circuit with 20:1 2Mb ADSL back-up.

[For a full product guide and price list on DualStream SDSL, email \[info@spitfire.co.uk\]\(mailto:info@spitfire.co.uk\)](#)

STAFF NEWS...STAFF NEWS...STAFF NEWS...STAFF NEWS



LEFT: Congratulations to **Jim & Adele Farquharson** on their new arrival **Alexander** born in September, seen here with his older brother **Jonathan**.

BELOW: Congratulations to **Franklin and Yolanda Quarshi** on the birth of their first baby **Torie**.



LEFT: **David Convery and Maria Empleo** celebrating their wedding in Thailand in June.



CONGRATULATIONS **Michael Richardson** and his new wife **Abena** enjoying their big day with a lovely traditional wedding at the Holy Trinity Church in Clapham Common.

Congratulations also to **Elaine Murray** on our partner team and her fiancé **Adam Hussey** who married on November 16th in South Africa. **And to Louise and Victor Garcia** on the birth of their baby **Leo**.



NEW FACES ON THE SPITFIRE TEAM:

Welcome to **Adrian Aldridge** (pictured) on the account management team, **Pippa Loring** on the mobile team and **Paul Bom** who has recently joined the Partner Services Team.



• **BOOK AID INTERNATIONAL** – AN ORGANISATION WHICH PROMOTES LITERACY IN DEVELOPING COUNTRIES BY CREATING READING AND LEARNING OPPORTUNITIES FOR DISADVANTAGED PEOPLE, IN ORDER TO HELP THEM REALISE THEIR POTENTIAL AND ERADICATE POVERTY HAS HAD A NEW BCM 400 INSTALLED BY SPITFIRE.

• **Zwilling J A Henckels Ltd** – manufacturers of premium products including superb kitchen knives and elegant cutlery chose Spitfire to provide them with a new Avaya IP 500 and telephone lines for their UK office.

• **Farrar & Co** – the Kensington and Chelsea property specialists who are existing customers of Spitfire are using Spitfire SDSL circuits to network two of their offices together using the Avaya IP Office telephone systems.

• **City of Westminster College** – will be taking advantage of Spitfires number porting service to keep its telephone numbers whilst it moves to a temporary site whilst the permanent site is being renovated.

• **White Cube** – a current customer of Spitfire have up-graded and have recently had their three art galleries linked together using the Avaya IP Office telephone systems.

• **Phillips De Pury** – the art experts and auctioneers chose Spitfire to provide them with a new Avaya IP Office telephone system and telephone lines.

• **Neal's Yard Remedies** – producers of natural skincare and remedies have recently completed a project with Spitfire to have a Broadband network installed across all their sites.



COMPETITION WIN A CASE OF WARMING WINTER REDS

Spitfire is giving away a case of red wine to the lucky winner of this word search competition. Simply send your completed Word Search to the address below or fax it to: **020 7501 3001**. The winner will be the first correct answer drawn out of the hat on 28th Feb 08.

Skiing 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 _____

To enter our competition simply highlight the words below and return to the address on the left.

DAYTEGBHHSUPODA
ADDXSCHNAPPSTOH
LEOFREESTYLEFWU
PESWEFSUKUEATNJ
IAXENHQMDONEXHK
NOPHUWAMYSNOWIH
EMOGULPITALPTLX
CEWAFFETCQXFELS
ERGONDOLATGONET
UODEFSALPEEGMSA
SLALOMTEENODAE
ROMYAEAPRESSKIY

The words to find are:

- Freestyle
- Summit
- slalom
- downhill
- apres ski
- snow
- schnapps
- mogul
- Alpine
- Gondola

If our competition has turned your thoughts to skiing log onto www.ultimate-ski.com. Ultimate-Ski.com aims to become the leading online resource for skiers and boarders seeking independent and reliable ski resort information. With comprehensive reports on over 90 resorts including free snow reports and 5-day weather forecasts, there's a wealth of information written by top ski writers and it's FREE. You can save up to 10% on lift passes and up to 25% on ski hire by pre-booking online before you go and more travel deals are being added. And there's the chance to win a fantastic 5 night ski holiday for 2 people to the traditional Swiss resort of Arosa, staying in a designer double room at the lifestyle Eden Hotel and with lift passes, rail transfers and flights from London – Zurich included. No silly questions, no premium rate numbers to call, just go online at Ultimate-Ski.com and register for your chance to win. Check it out now and be lucky!