



# The great communicator

TELEPHONY IN THE CLOUD IS AN INCREASINGLY POPULAR OPTION FOR SMALL BUSINESSES AND START-UPS LIKE INSPIRIUM THAT MAY HAVE LIMITED BUDGETS AND UNPREDICTABLE NEEDS



Inspirium is a newly established human resources company that specialises in recruitment for major contract projects in the public and private sectors. Much of Inspirium's business is conducted over the phone, so its choice of phone system was vitally important.

"Our business is based around the telephone so it was critical we got the right phone system, offering the functionality we need with full scalability so it can grow with our business," said company director Steve Olson.

Olson allocated £4,500 for a business phone system and approached three potential suppliers for advice, including Spitfire.

"We had supplied some staff to Spitfire, so I knew the company reasonably well. I expected that they would recommend a conventional digital PBX system, similar to the one I used in my last business. But they told me about a completely different option made possible by new IP technology," he explained.

Spitfire proposed its SIP Communicator hosted telephony service, which is both flexible and cost-effective. Phone system functionality is hosted remotely by Spitfire and delivered over a broadband connection to SIP-compatible handsets in Inspirium's Chelmsford offices.

Instead of having to buy and install a phone system on its premises, Inspirium pays a one-off set-up cost and a monthly service fee, in addition to call charges.

"Altogether the initial cost of acquiring the service and handsets came to about £1,500, which was far less than I had budgeted for and provided us with a significant saving in our start-up costs," Olson enthused.

"I liked the way Spitfire advised me rather than trying to sell me an expensive phone system. It was clear that SIP Communicator would meet our needs both in terms of the system functionality and its scalability. Extra capacity required only additional handsets making it very easy to expand rapidly. And if we grow out of our current premises the SIP Communicator service simply transfers to the new location."

**OUR BUSINESS IS BASED AROUND THE TELEPHONE SO IT WAS CRITICAL THAT WE GET THE RIGHT PHONE SYSTEM,**



SPITFIRE SUPPLIED INSPIRIUM WITH SNOM HANDSETS FEATURING AN LCD DISPLAY, SPEAKERPHONE AND MESSAGE-WAITING INDICATOR



INSPIRIUM'S STEVE OLSON RECOMMENDS SPITFIRE'S SIP COMMUNICATOR

Another benefit of the system, according to Olson, is its ease of installation. "Spitfire sent us a box with a router and the phones. We plugged them into our network and the service was up and running in less than an hour. We also found that Spitfire's customer support team is very good at talking you through procedures," he said.

#### ADDITIONAL BENEFITS

In terms of functionality SIP Communicator has more than lived up to Olson's expectations. "To be honest we've only scratched the surface of what it can do, but it's really easy to configure if we need to make changes, so we don't need an engineer to come on site."

SIP Communicator offers all the usual phone system features and a number of additional benefits. The system can be configured via the Internet, allowing feature set-ups to be changed without incurring engineer call-out charges. Multiple hunt groups can be set up for incoming calls to ring telephones simultaneously or sequentially. SIP Communicator also provides voice mail, auto-attendant and conference call functionality.

Phone calls are routed over a Spitfire ADSL Max broadband connection instead of a conventional ISDN circuit (Spitfire provides a separate ADSL+ circuit for

Inspirium's data needs), which Olson has found to be very reliable.

"We've had no problems with the VoIP (Voice over IP) link. In terms of both reliability and line quality it's been great," he said. "It has also cut our call costs enormously. I'd budgeted for call charges of £200 to £300 a month but it's been far less than that because we are using VoIP. Should the circuit go down, all numbers are instantly diverted to our mobiles so we can continue to receive calls which is a great reassurance."

Because calls are routed over the internet before breaking out onto the phone network, internal or 'on-net' calls are free. This makes SIP Communicator ideal for multi-site operations such as retail branch networks or small businesses employing home workers, as colleagues can call each other free of charge and incoming calls can be routed to any location.

Summing up his experience of SIP Communicator, Olson said: "It's a completely different solution to what I imagined when we were originally looking for a phone system, but it has met our needs completely at less than half the price I budgeted for. The service is tried and tested and Spitfire gives great back up, so I can definitely recommend SIP Communicator." [www.spitfire.co.uk](http://www.spitfire.co.uk) 0800 319 6363

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