Partner Seminar 2020

Dominic Norton, Sales Director

SPITFIRE®
PARTNER SERVICES

Agenda

Time	
9:45am	Session 1 – IP Connectivity
11:15am	Break
11:45am	Session 2 – SIP and Telephony
12:50pm	Spitfire Partner Awards
1:00pm	Conclusion and Actions
1:05pm	Lunch
1:50pm	Break Out Sessions/ Demonstration Booths
3:00pm	Competition and Raffle

Fire Alarm

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A decade in review

The last ten years at Spitfire

Fibre Broadband

FTTC 80/20Mb launched 2011

FTTP 330/50Mb launched 2019

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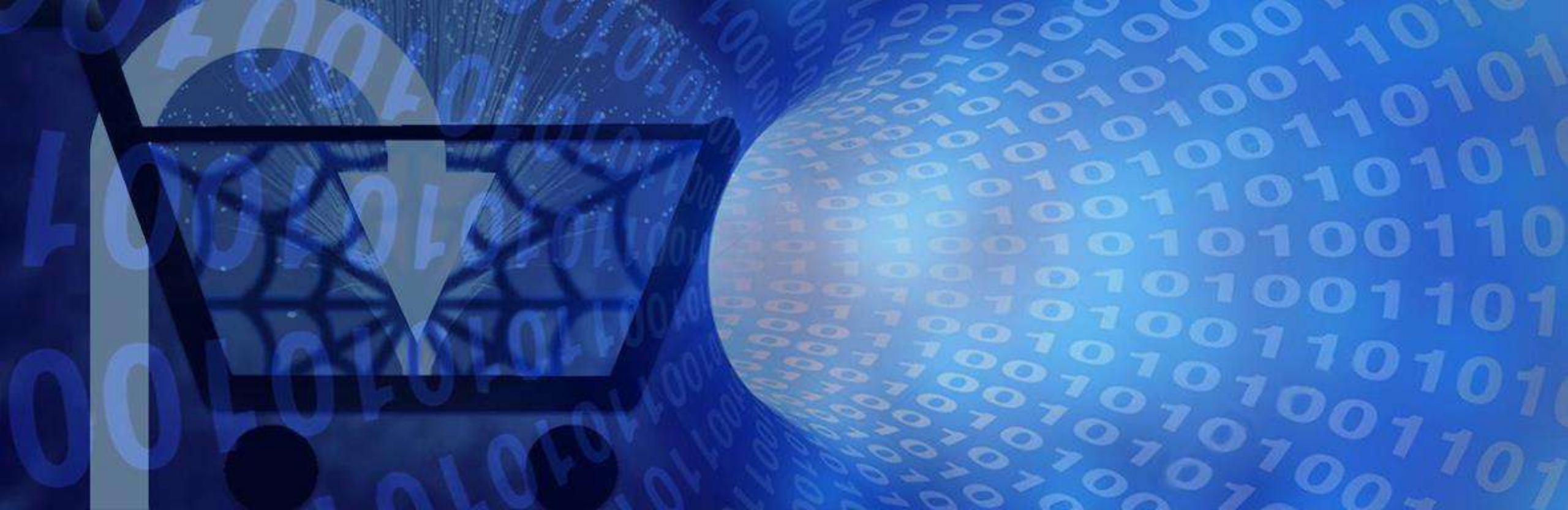
2014 Web Ordering & Customer Portal

Online portals launched

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Fibre Ethernet

Recognised as one of top 3 providers of BTW Ethernet in 2013

2016 – Fibre Ethernet

Spitfire partners with Virgin Media Business

2016 – Fibre Ethernet

COLT fibre added

2017 – Fibre Ethernet

TalkTalk Business fibre added

2011 – SIP installs surpass ISDN

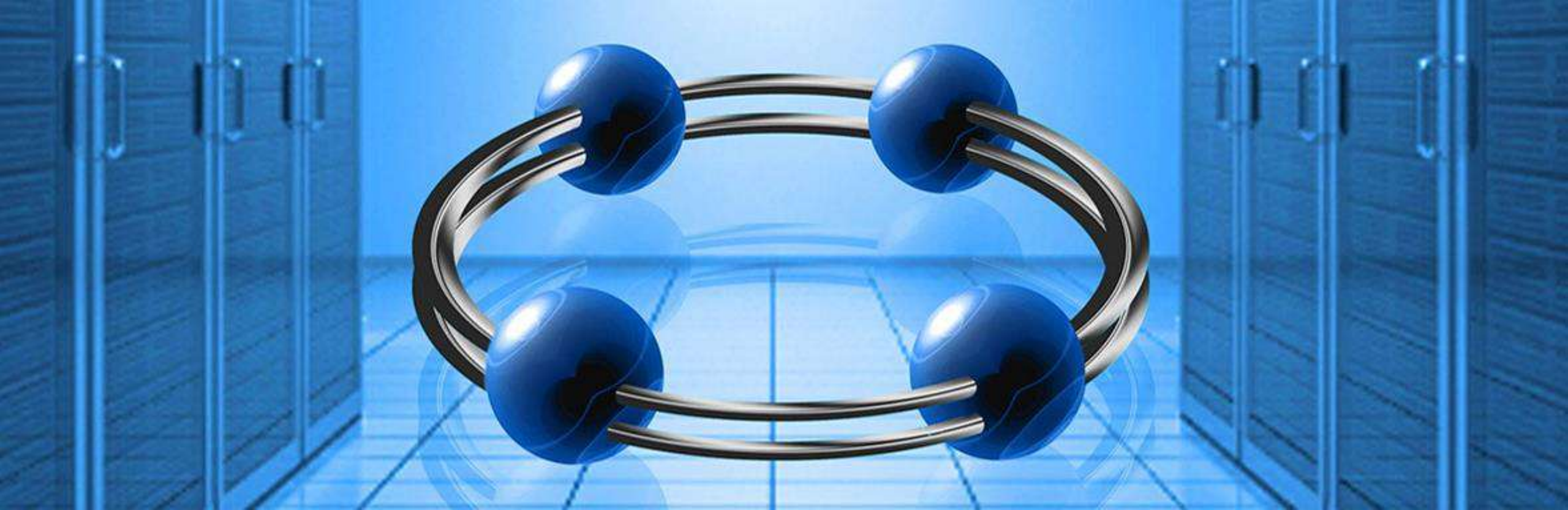# 2016 – 3CX Cloud launched

2018 – Hosted PBX 2.1 launched

2012 – Office move

Spitfire move to The Printworks
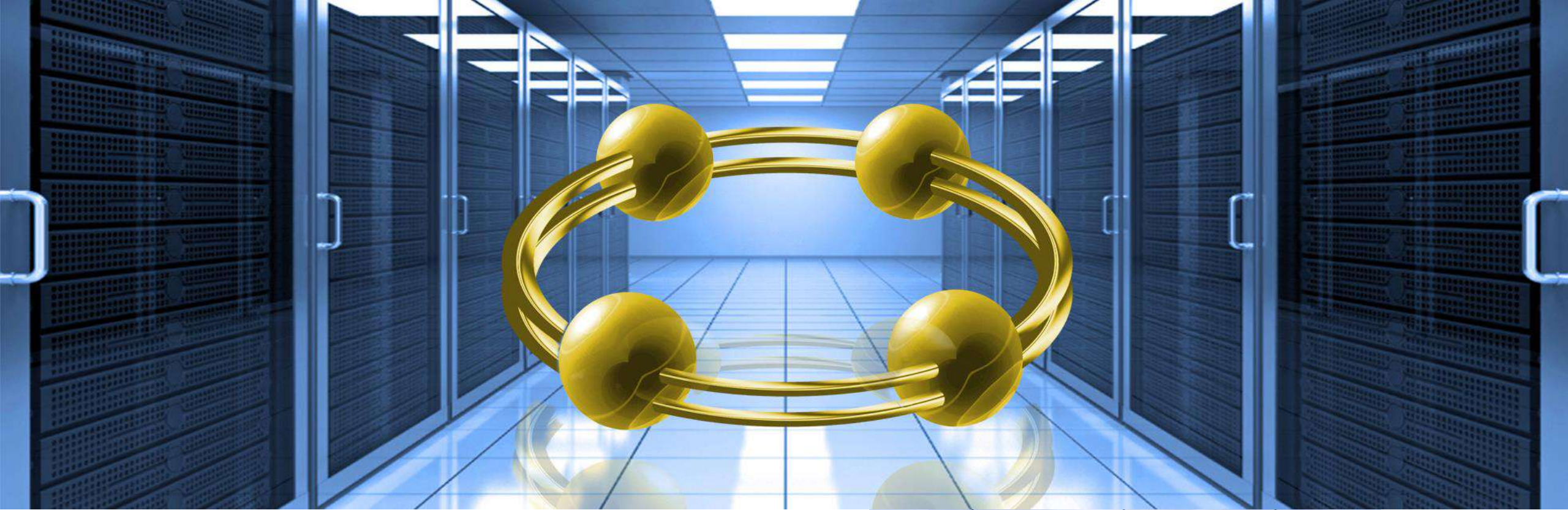
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2012 – Core Network Nodes x 2

2015 – Core Network Nodes x 4

Resilient London fibre ring   Docklands and Park Royal

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2017 – Major Voice Network Upgrade

TDM Network upgraded
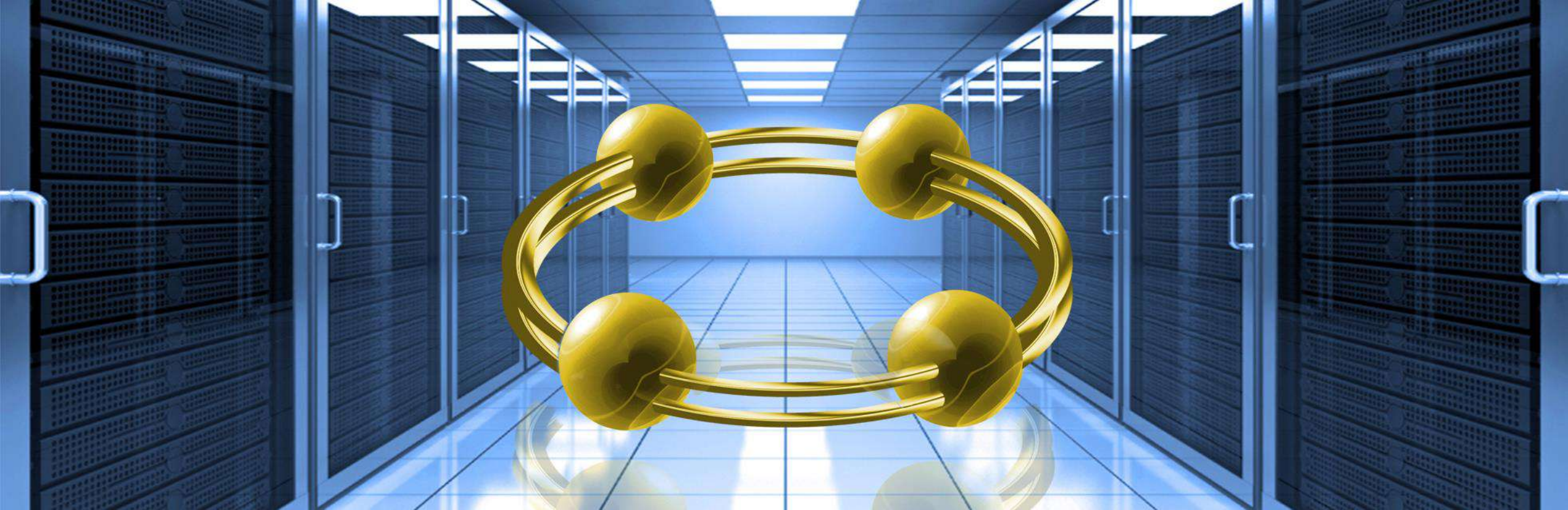
2018 – Top three global networks

IP transit

2019 in review

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Hosted Telephony & SIP

2025

PSTN Network shutdown

16m

Lines and channels to be upgraded

Mobile Data

IoT

Partner Service in 2019

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Training and Development

IP Engineering

Engineering Account Managers

CCENT

CCNA

2019 Awards

Core Network
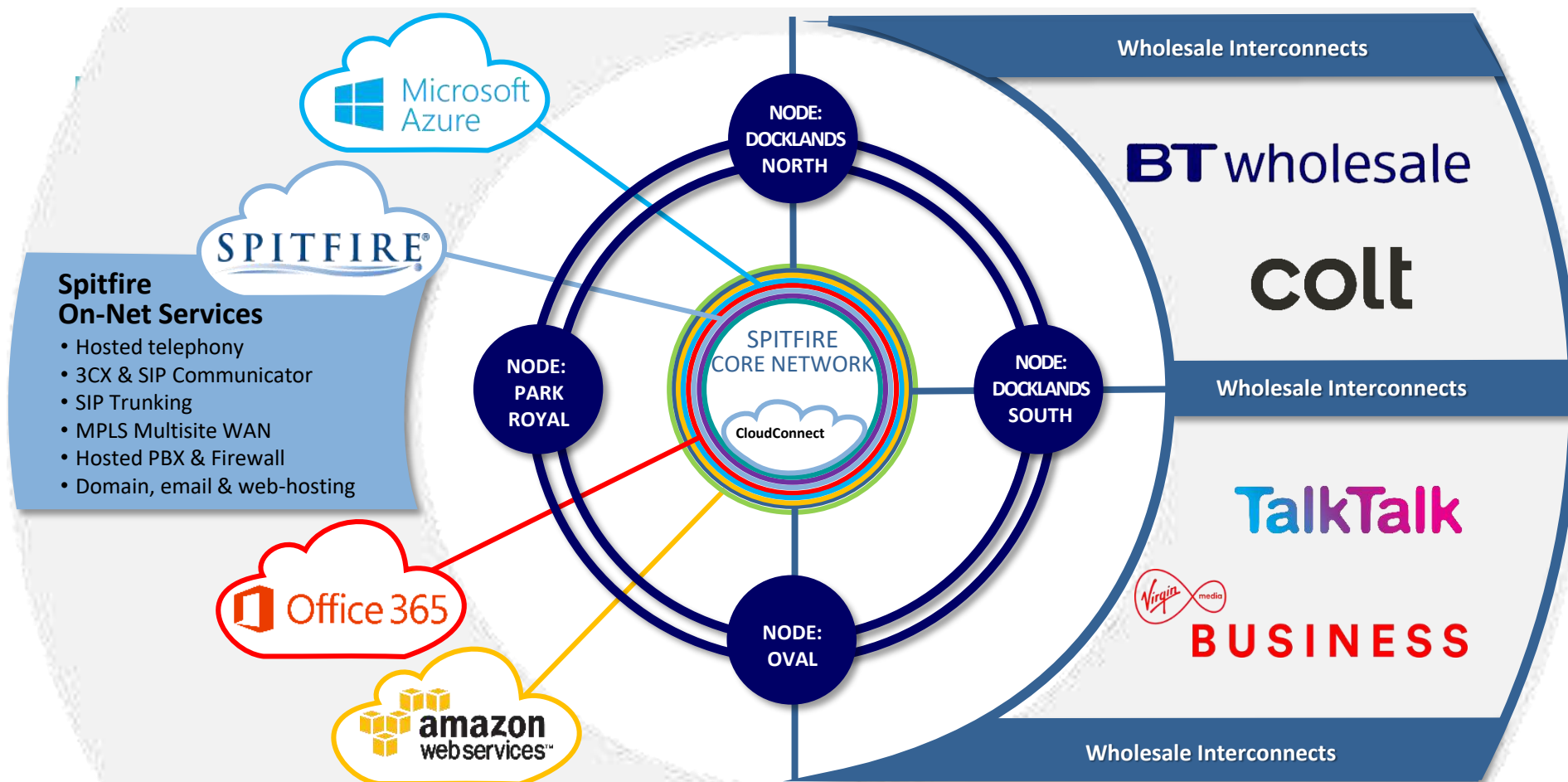
Provisioning

Named Engineer:

Provides details 48 hours prior to visit

View my Engineer:

Text message service with updates

Marketing and PR

People

People

Takeaway Points

A network that meets the changing demands of customers

Embrace technological change and launch new products

Best engineered solutions in the industry

Fibre Ethernet & Fibre Broadband

Tom McManus

Senior Engineering Partner Manager

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Agenda

- Review fibre services

- Product differences

- Resiliency options

- Product updates & developments

Fibre Connectivity

- Fibre Broadband
  - FTTC – Fibre to the Cabinet broadband (VDSL)
  - FTTP – Fibre to the Premises broadband

- FTTC Ethernet

- Fibre Ethernet

Fibre Broadband

Fibre to the Cabinet (FTTC) broadband

- BT Wholesale & TalkTalk Business

- Requires copper line

- Up to 80Mbps downstream & 20Mbps upstream

- Bandwidth decreases over distance

- Quality of connection dependent on copper quality

Fibre to the Cabinet (FTTC) broadband

- Available across 96% of the UK
  - 27.7m premises

- Standard & Premium variants available
  - Premium offers prioritised traffic at peak times

- Future product - SoGEA

Fibre to the Cabinet (FTTC) broadband

- Cost
  - 24 Month – Free installation, connection & router
  - VDSL 80/20 Standard: £27.00 / month
  - VDSL 80/20 Premium: £35.00 / month

- Line rental from £10.00 / month

- Check availability via Spitfire website

- Create own quotes & order online

Fibre to the Premises (FTTP) broadband

- BT Wholesale (TTB product by Mid Year)

- Full Fibre – No copper line required

- Up to 330Mbps downstream & 50Mbps upstream

- Standard & Premium variants available

- Intention to add 500Mbps and 1Gbps variants to portfolio when available

Fibre to the Premises (FTTP) broadband

- Openreach Fibre First Project – Network growing
  - 103 locations including major cities
  - Openreach & Government working to deliver rural fibre

- Already available at 1.8m premises across the UK

- Openreach plans to increase availability to:
  - 4m premises by end of March 2021
  - 15m premises by 2025 if "conditions are right"

- Where available, lead time is 3-6 weeks

Fibre to the Premises

How much is FTTP?

- FTTP 80/20 Standard: £39.00 / month

- FTTP 330/50 Standard: £89.00 / month

- FTTP 330/50 Premium: £99.00 / month

Reduced rate if a Spitfire analogue line is ordered

Fibre to the Premises

- Fibre vs. Copper
    - Reliability
    - Higher bandwidth capabilities

- Check availability via Spitfire website

G.fast

- "Ultrafast" Fibre to the Cabinet broadband

- Up to 330Mbps downstream

- Copper length of less than 200m – 300m from cabinet

- Bandwidth issues

- Not currently supplied as a product to customers

FTTC Ethernet

FTTC Ethernet

- BT Wholesale or TalkTalk Business

- Ethernet connectivity over FTTC infrastructure

- SLAs for latency, jitter, packet loss & bandwidth throughput
  - Voice approved

- Bandwidth decreases over distance from cabinet

FTTC Ethernet

- Up to 80Mbps downstream & 20Mbps upstream

- Lower overheads – higher performance against VDSL

- Traffic prioritised over broadband traffic

- 7 clock hour target clearance

FTTC Ethernet

- Available at majority of places where VDSL is available

- Suitable for converged voice & data

- Lead time typically between 15 to 20 working days

FTTC Ethernet

- How much does FTTC Ethernet cost?

  - TTB backhaul, incl. copper pair: £75.00 / month

  - BTW backhaul: ~~£99.00~~ £80.00 / month

- BTW – Separate analogue line sometimes required
  - Analogue line (service level 4):   £15.50 / month

FTTC Ethernet

- Router options to meet all budgets
  - New lower cost Draytek routers available for TTB product

- Check with your account manager for availability

Fibre Ethernet

Fibre Ethernet

- Flexible dedicated bandwidth

- Symmetrical speeds up to 10Gbps

- 100% target uptime SLA

- 5 Clock Hour target clearance

- New Cisco C11XX router range

Fibre Ethernet Wholesale Access Providers

- Maximum coverage across the UK

- Vendor diverse provision

- Ensures Spitfire remain competitive in the market

- Services terminate on to Spitfire core network
  - End-to-end Spitfire solution

Fibre Ethernet

- Available throughout the majority of the UK

- Quoted lead times of around 30 – 70 working days

- Excess construction charges (ECCs) may apply

Fibre Ethernet

- Costs vary depending on a number of factors
  - Location
  - Wholesale provider

- Account Manager **may** be able to provide **indicative** ECCs

Fibre Ethernet SLAs

Support SLAs

Wholesale Access Provider	System Failure Target Response Time	System Failure Target Clearance Time
All Wholesale Providers	30 Minutes	5 Clock Hours

Fibre Ethernet SLAs

Performance SLAs

Wholesale Access Provider	Uncontended Throughput	Target Uptime	Max Packet Loss Target	Latency Target	Jitter Target
BT Wholesale (premium)	100%	100%	N/A	<10ms	<3ms
TalkTalk Business	100%	100%	0.5%	<40ms	<25ms
Virgin Media Business	100%	100%	0.01%	<15ms	<8ms
COLT	100%	100%	0.01%	<10ms	<3ms

Product Comparison

Product Comparison

	FTTP Broadband	Fibre Ethernet
SLAs for bandwidth throughput	No	Yes
SLAs for Latency, Jitter or Packet Loss	No	Yes
Uptime target SLA	None	100%
Automatic failover to back-up available	No	Yes
Fix time target SLA	40 Clock Hours	5 Clock Hours
Maximum Downstream	330Mbps	10Gbps
Maximum Upstream	50Mbps	10Gbps
Dedicated Bandwidth	No	Yes
Wholesale Network QoS	No	Yes

Resilience Options

Resilience Options

- Low cost back-up ADSL or VDSL circuit

- Secondary Ethernet circuit

- RAO2 Diverse Plus
  - Two BTW Fibre Ethernet circuits, to separate exchanges

Resilience Options

- Different wholesale backhaul network

- Terminate on separate Spitfire core network node

- Same IP details as Primary circuit

- Automatic failover & multiple router options

Takeaway Points

Takeaway Points

- New Cisco C11XX routers on Fibre Ethernet
  - Lower upfront cost than Cisco 1921 & cards

- TTB FTTC Ethernet now at £75.00 / month

- Lower cost Draytek routers on TTB FTTC Ethernet

- New higher bandwidth FTTP products in the pipeline

- Fibre Strategy and wholesale suppliers

FIREWALL AS A SERVICE (FWaaS)

Andy Duncan

IT Interface Manager

SPITFIRE®
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Agenda

- The security challenge

- Service overview

- Key features

- Market opportunities

- Benefits to partners

The security challenge

- Growing complexity of perimeter security

- Deploying secure, multi-site connectivity

- Managing remote user access

- Increasing compliance and regulation

- Catering for more diverse internet usage

The security challenge

- Spitfire currently offers:
  - Hosted partner managed firewalls
  - Hosted Spitfire managed firewalls (hardware)
  - Managed internet breakout

- The above haven't always met the end customer's needs or budget
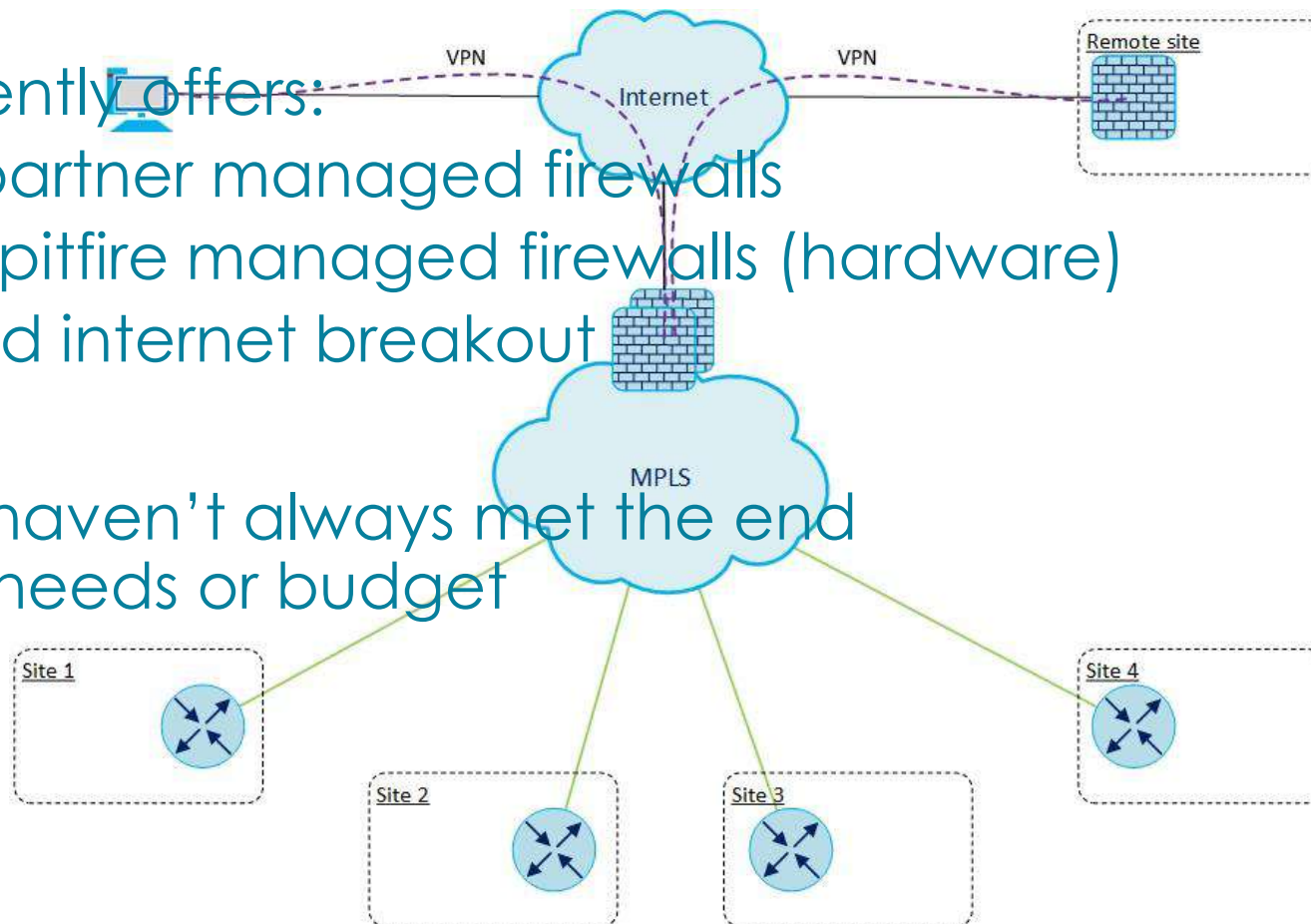
FWaaS

- A high availability on-net firewall service

- Suitable for Ethernet circuits or multisite customers

- Provides comprehensive Unified Threat Management (UTM)

- Built on Fortinet's market leading platform

- Can be managed by Spitfire, Partner or End Customer

- Price based on bandwidth, not per end user

Fortinet – Gartner Magic quadrant

Source: Gartner (September 2019)

FWaaS for Partners

- Partner management portal
  - No need to attend customer site
  - No hardware to provision or maintain

- Add your own value to your customer
  - Manage your customer's firewall

- Corporate/enterprise features for all budgets

- Backed by Spitfire 24x7 support

Target opportunities

- Any multi-site customer
  - Complements MPLS
  - Solves many promises offered by SD-WAN

- Anyone with a need for UTM features
  - Is your customer spending money on Web Content Filtering or proxy security?

- Anyone who needs a firewall refresh

- Schools and academy groups are particularly perceptive

Takeaway Points

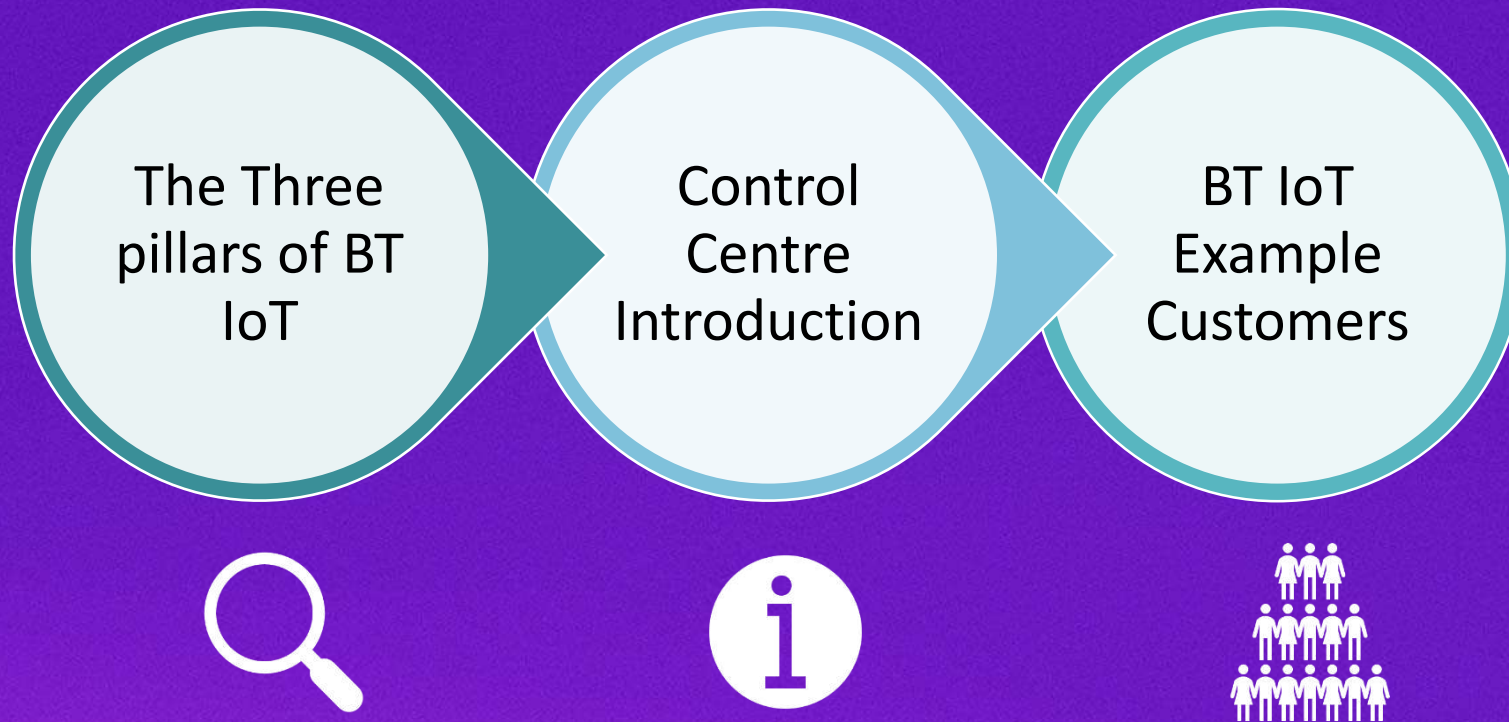- High Availability & Enterprise functionality at a similar cost to hosting your own hardware

- Can be fully Partner managed

- No CAPEX

- Live demo at 2PM

BT IoT and M2M
The Three Pillars

**Ruggedised,
Industrial SIM Card**

**The UK's Leading
Network**
(Global Roaming Footprint)

**World Leading IoT
Management
Dashboard**

Ruggedised, Industrial SIM Card
For The Toughest of Environments
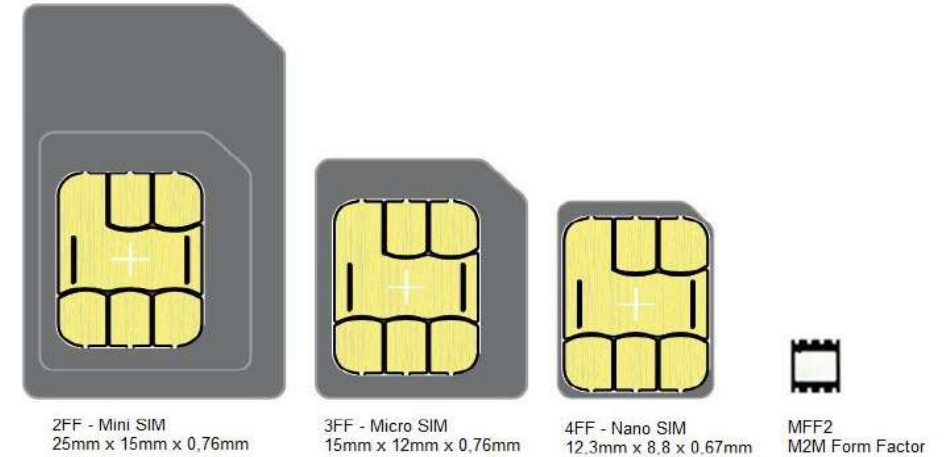
BT

When is a SIM not a SIM?

When a retail SIM fails and your professional, resilient & critical solution fails with no management tools to diagnose and issues

- Retail SIMs are not ruggedized like M2M SIMs and therefore are more prone to failure

- Retail SIMs are 'dumb' SIMs with no access to manage your estate / run diagnostics / monitor usage in real time – you would simply get a bill total at the end of the month – with potential bill shock

- Retail SIMs do not have a dedicated M2M support team to assist you should there be any issues

- Retail SIMs T&C's do not allow re-selling– they run the risk of disconnection if they are used in this way

- No Data VPN availability & therefore no resilience if the public APN went down & no prospect of prioritised traffic

- Only with M2M SIMs on BT Control Centre Jasper can you view live data

When is a SIM not a SIM?

When it blocks, locks or simply doesn't work

- Our rugged SIM cards have a read/write & power cycles capability of 26 million (retail SIM = 500K)

- Our rugged SIMs are built using a higher grade silicon

- The contact plate is also a higher quality allowing it to last longer when faced rubbing against pins in a device

- Tougher plastics/resin with a higher temperature tolerance to hold the chip, contact plate and plastic body together.

2FF - Mini SIM
25mm x 15mm x 0,76mm

3FF - Micro SIM
15mm x 12mm x 0,76mm

4FF - Nano SIM
12,3mm x 8,8 x 0,67mm

MFF2
M2M Form Factor

- The rugged SIM has anti-corrosive qualities.

- EE M2M SIMs meet standards set by JEDEC (Joint Electron Device Engineering Council)

- The SIM cards are tested after being kept at:

  - 85C in 85% humidity for 1000 hours
  - 121C at 2 atmospheres for 96 hours
  - Working through a temperature cycle or -65C to +150C for 500 cycles.

UK's Leading &
Global Network Connectivity

BT

World Class Connectivity Options

From the UK's #1 network for 6 years and counting

- UK's number one mobile network

- 2G, 3G & 4G

- Emerging 5G

- LPWAN (NBIOT & LORA)

- Global roaming on c330 networks in c154 countries

- Permanent roaming agreements
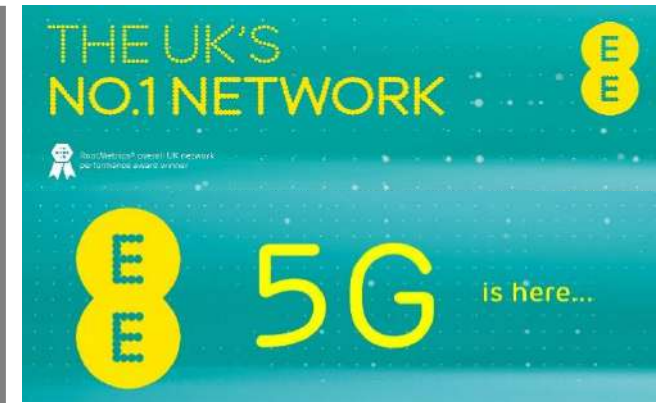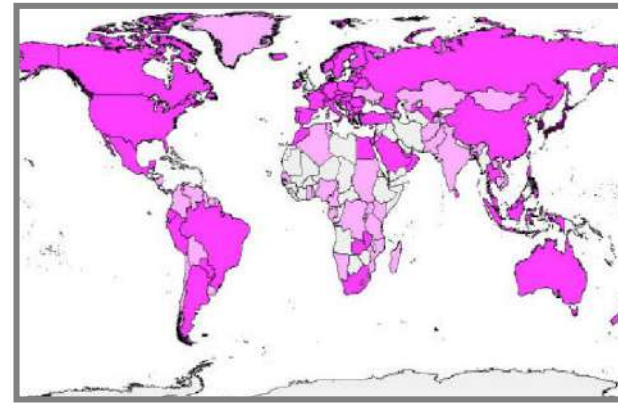

UK-wide RootScores (overall, reliability, speed)

Overall			Reliability			Speed		
Rank	Carrier	RootScore	Rank	Carrier	RootScore	Rank	Carrier	RootScore
1	EE	96.1	1	EE	97.5	1	EE	93.1
2	Vodafone	95.2	2	Vodafone	96.8	2	Vodafone	91.9
3	Three	92.1	3	Three	95.7	3	Three	81.9
4	O2	90.5	4	O2	94.7	4	O2	78.5

UK-wide RootScores (data, call, text)

| Data			Call			Text		
Rank	Carrier	RootScore	Rank	Carrier	RootScore	Rank	Carrier	RootScore
1	EE	96.8	1	EE	94.9	1	EE	99.2
2	Vodafone	96.1	2	Vodafone	93.5	1	Vodafone	99.2
3	Three	91.4	3	Three	92.5	3	O2	97.7
4	O2	89.9	4	O2	90.3	3	Three	96.8

Geographic Coverage By Region

- We're still the only UK network to report our 4G geographic coverage – and we're leading the way in bringing fast 4G to more parts of the UK.

- As part of our plan to bring 4G to more places, we've switched on our low-frequency 800MHz spectrum on 1000 sites across the country, filling in 5,000 square kilometres of 4G 'not spots' overnight and improving indoor signal in 500,000 homes.

- Ofcom now report that we have a 91.45% 4G geographic coverage in the UK - that's more than any other operator.
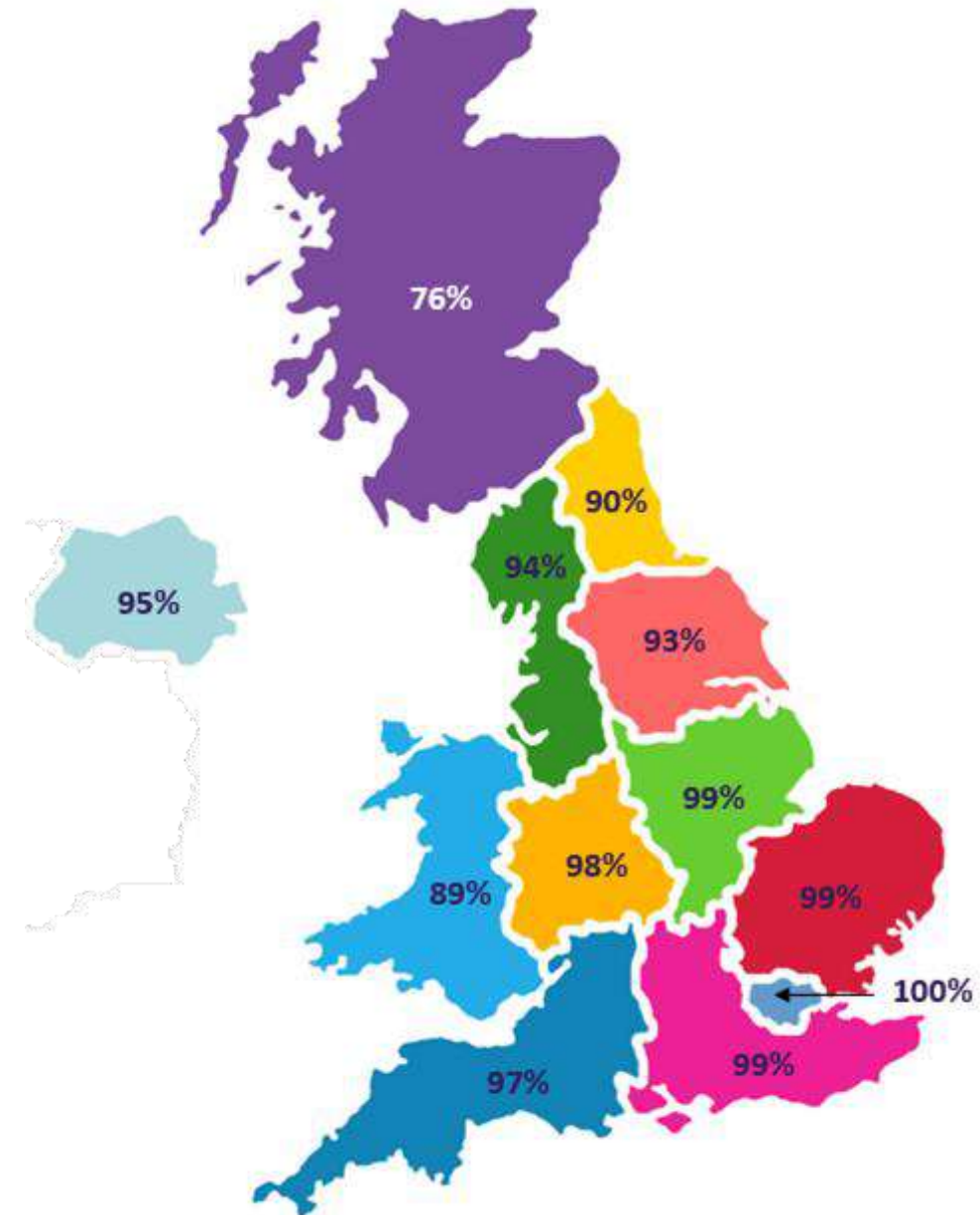
Population Coverage
By Region

- Our network has come a long way since we launched in 2012. Back then we had 11 UK cities covered by 4G. Today we cover most of the UK's land mass, thanks to 19,000 state-of-the-art 4G sites. We've got faster, too – from 50Mbps to a maximum speed of 400Mbps.

- And we're not stopping there. We've built more than 500 brand new 4G sites in rural areas in the last 12 months, and we'll build hundreds more in the next 12 months.

- We're also improving our indoor 4G coverage with more low frequency mobile spectrum, and targeting coverage on roads and railways.

>99%
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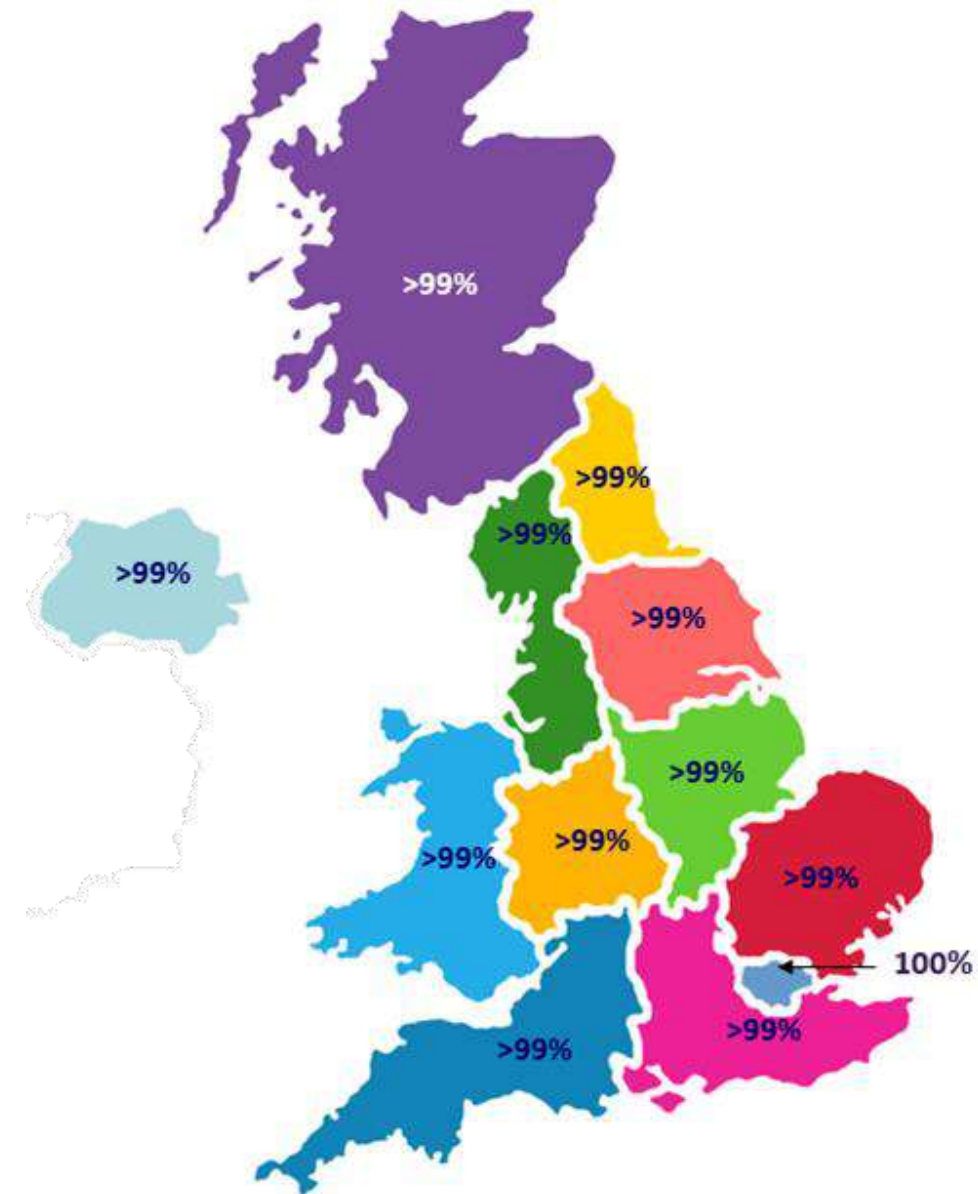
Award Winning Cloud Based
Data Management Platform

BT

BT Control Centre
By Numbers
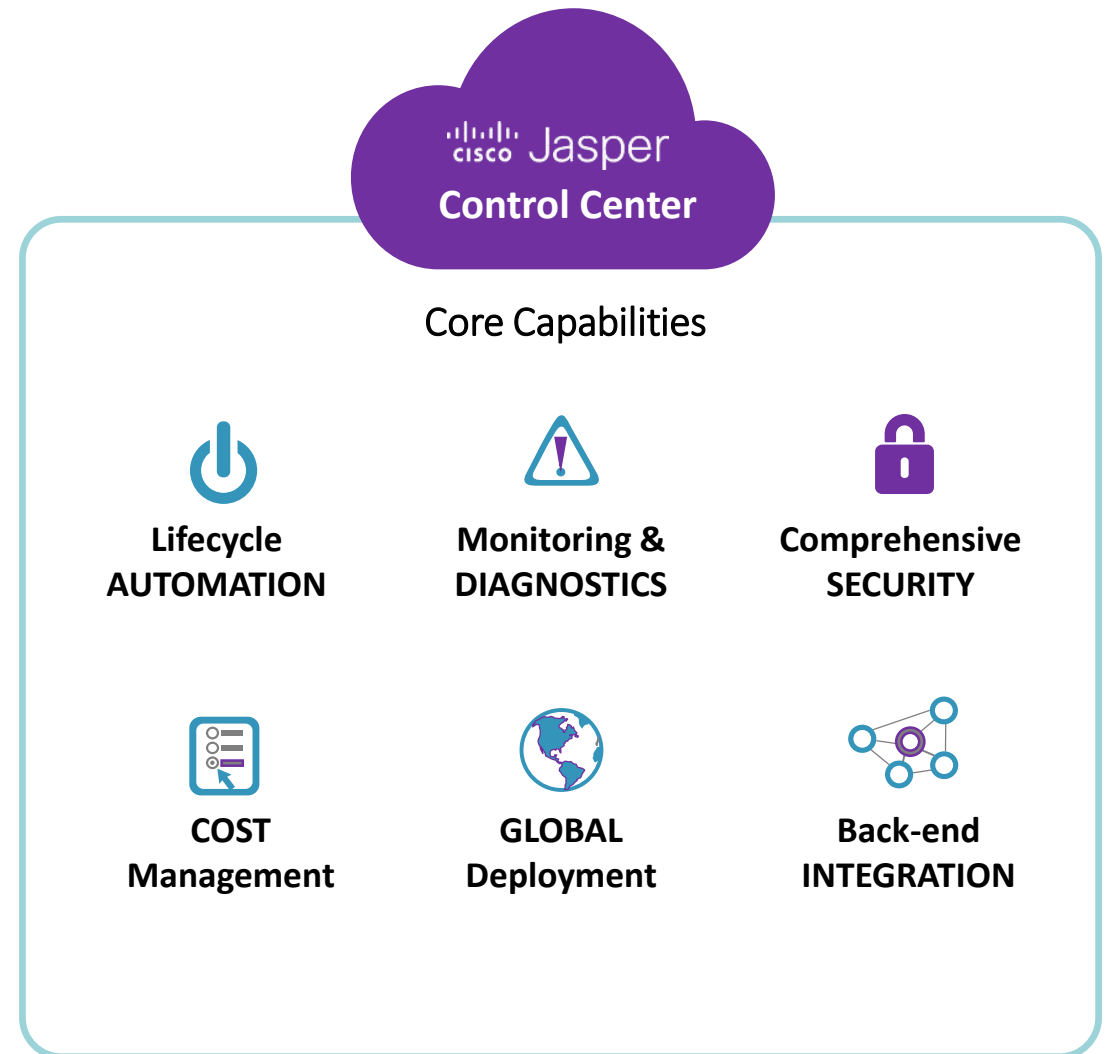
17000+ Enterprises

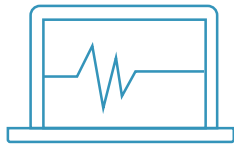## 40+ Industries

120+ Countries

BT Control Centre
Core Features and Capabilities

- Granular device/ SIM visibility

- Near real time data & CDR's/billing

- Alert me, deactivate it, cap it & avoid bill shock

- One platform to control & monitor all devices/connections in near real time

- SIM lock to device

- Automation rules and triggers to control user connectivity behaviours

- Real time fault diagnostics – reduce maintenance/service costs

cisco Jasper
Control Center

Core Capabilities

Lifecycle AUTOMATION	**Monitoring & DIAGNOSTICS**	**Comprehensive SECURITY**
COST Management	**GLOBAL Deployment**	**Back-end INTEGRATION**

BT Control Centre
Benefits to Business Process

Real Time Diagnostics
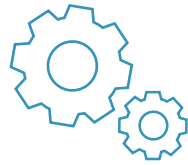
Automation Rules

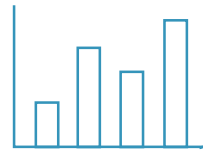**Reporting**
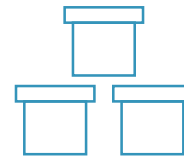
Inventory Management
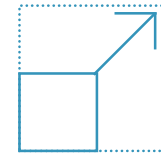
Scalability

| Resolve 90% of support issues yourself | Zero-touch management of devices | Make informed decisions with real time data | Gauge device status at a glance and make real-time changes as required | Move SIMs between SIM Sates as your business develops |

BT Control Centre
Existing *M2M* Customers

- Usage based insurance

- Telematics

- Remote sensors

- Smart metering

- Young driver black box insurance

- Vehicle tracking

- Asset Tracking

- Failover Connectivity

BT Control Centre
Existing IoT Customers

- Media & broadcast (BBC & Sky)

- Biometric/ Access Control

- Body cams & Tasers

- Traffic Management/ Smart City

- Wireless charging (McDonalds)

- PDA supply & management

- Delivery drone/ autonomous driving

- CCTV/ ANPR

Mobile Data

Tom Bailey

London Partner Team Leader

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Agenda

- Limitations on current products

- Network analysis of the technology

- Spitfire's new offerings

- Future

Limitations on current products

- Dynamic IPs

- No routing through Spitfire's network

- Reliance on fixed line connectivity

Target Market

- Temporary offices

- Office moves

- Resilient Back-Up

Ethernet Mobile Access

- Fast Deployment
  - Primary/Pre-Ethernet
  - 100GB Usage
  - 10Mbps Speeds
  - £265-390 per month

- Back-Up
  - 10GB Usage
  - 10Mbps Speeds
  - £75-120 per month

Mobile Data Access

- Fast Deployment
  - Short lead time possible
  - Short contract length possible
  - Flexibility

- Back-Up
  - Dedicated or temporary primary
  - Seamless transition
  - Simple billing

Why EE?

- Coverage

- Cost

- Flexibility

The Future
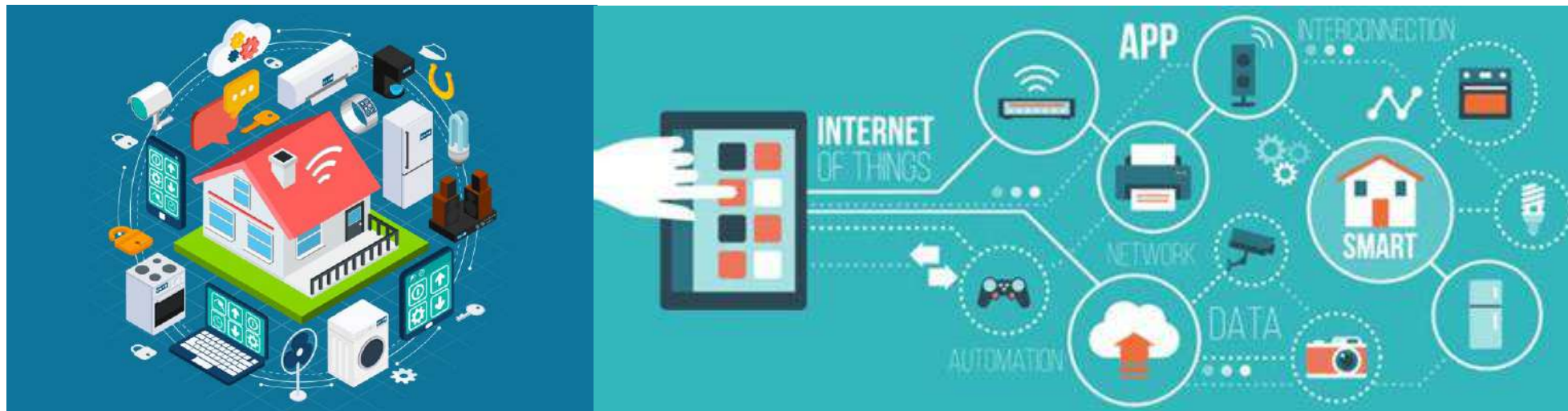
Takeaway Points

- New mobile data products
  - EMA (BT Wholesale)
  - Mobile Data (EE)

- Imminent launch of M2M and IOT products

- Level of control on new IOT platform

Technology Update: IoT

Andy Duncan

IT Interface Manager

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AGENDA

- IoT
  - What does IoT mean to you

  - IoT Architecture

  - IoT & 5G

  - Spitfire's plans

What does IoT mean to you?
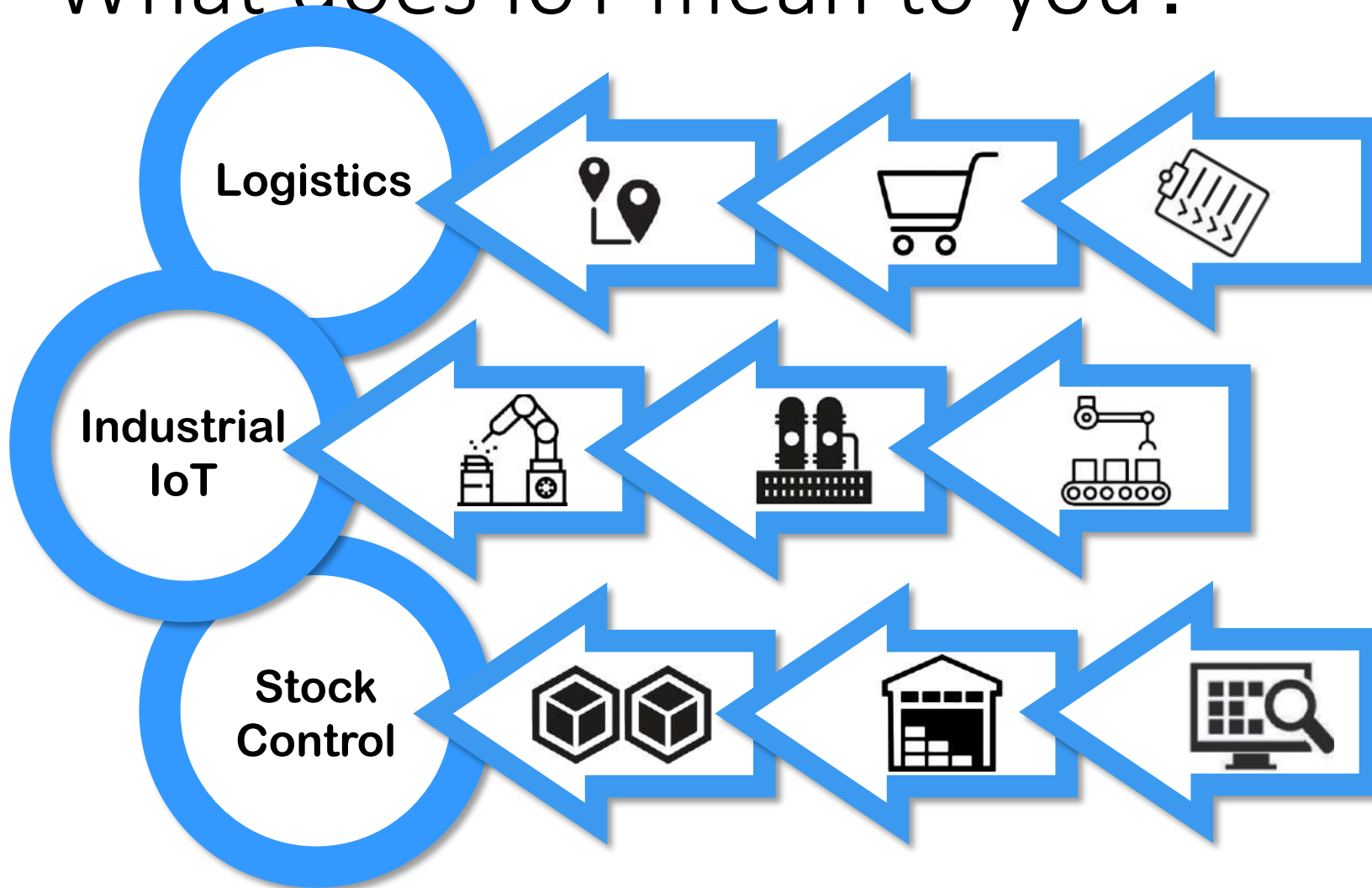
IoT – The four pillars
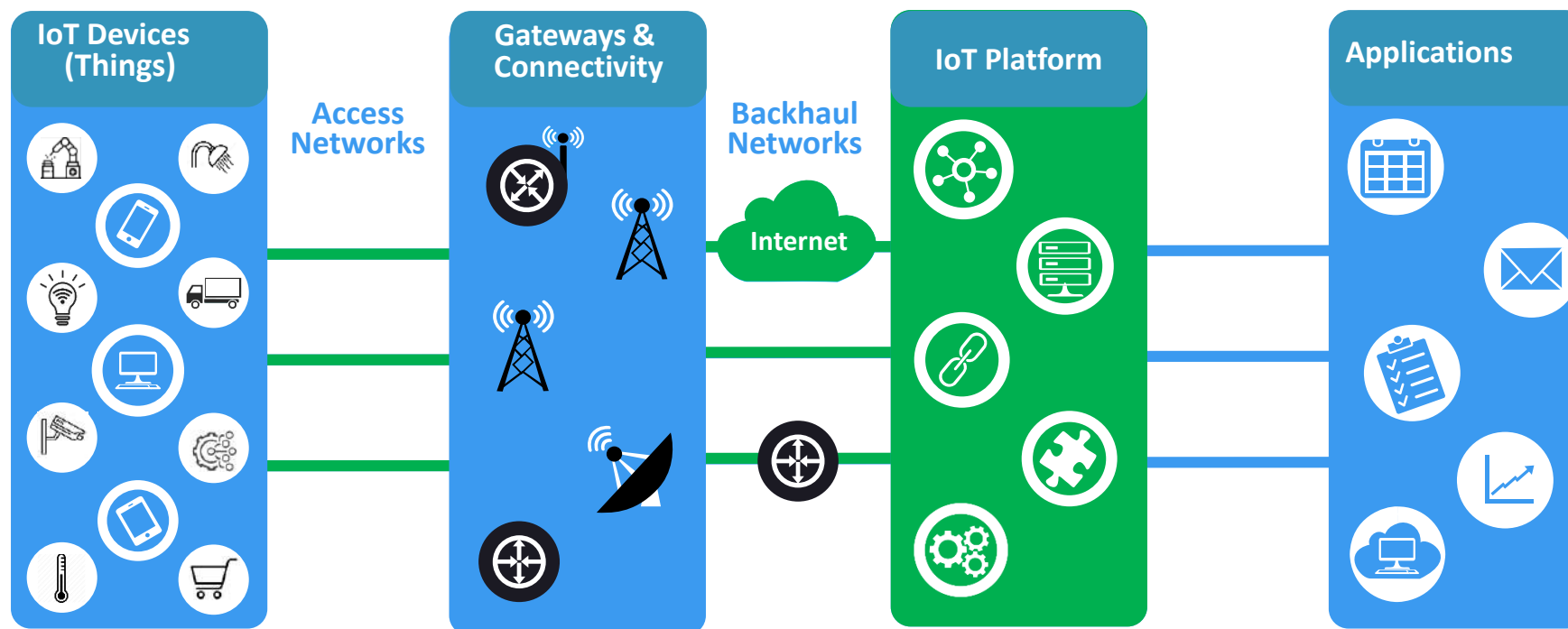
IoT Platform
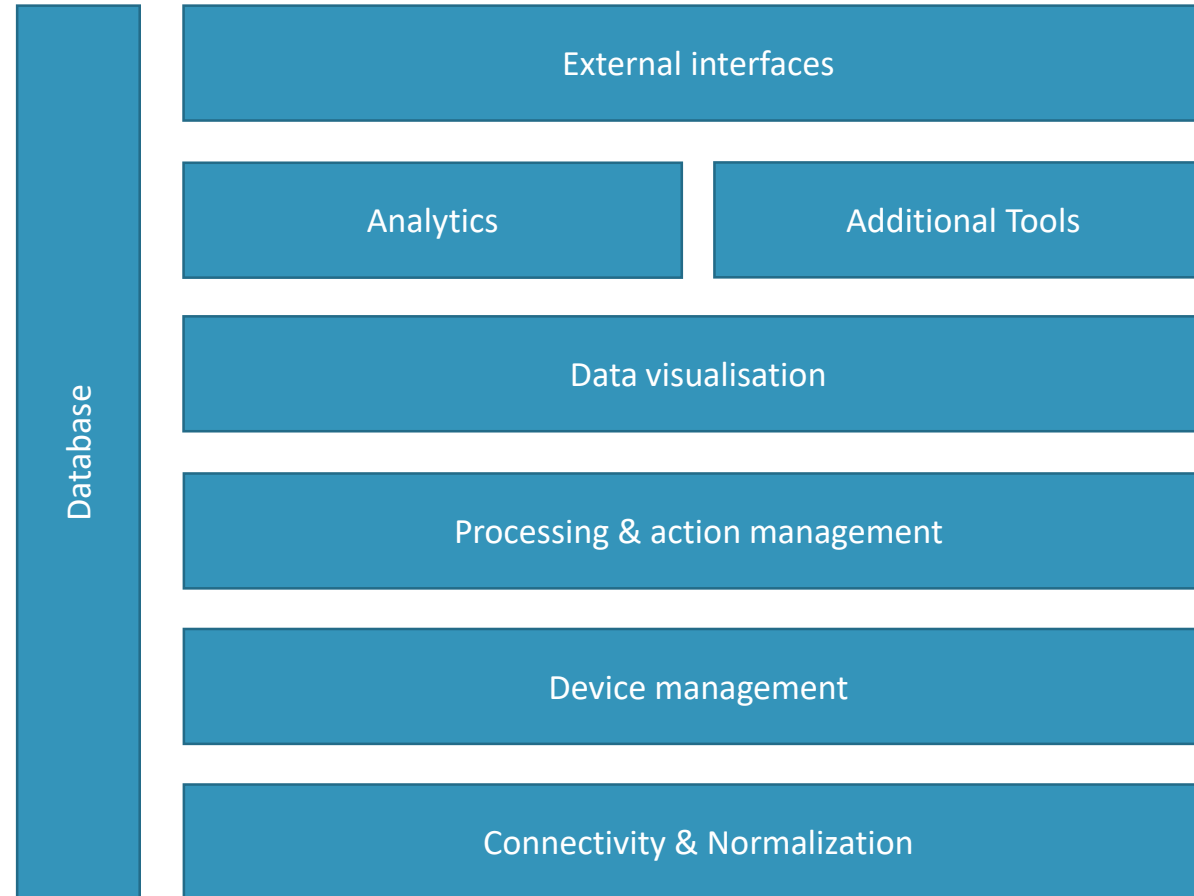
IoT Platform
The advantage of On-net
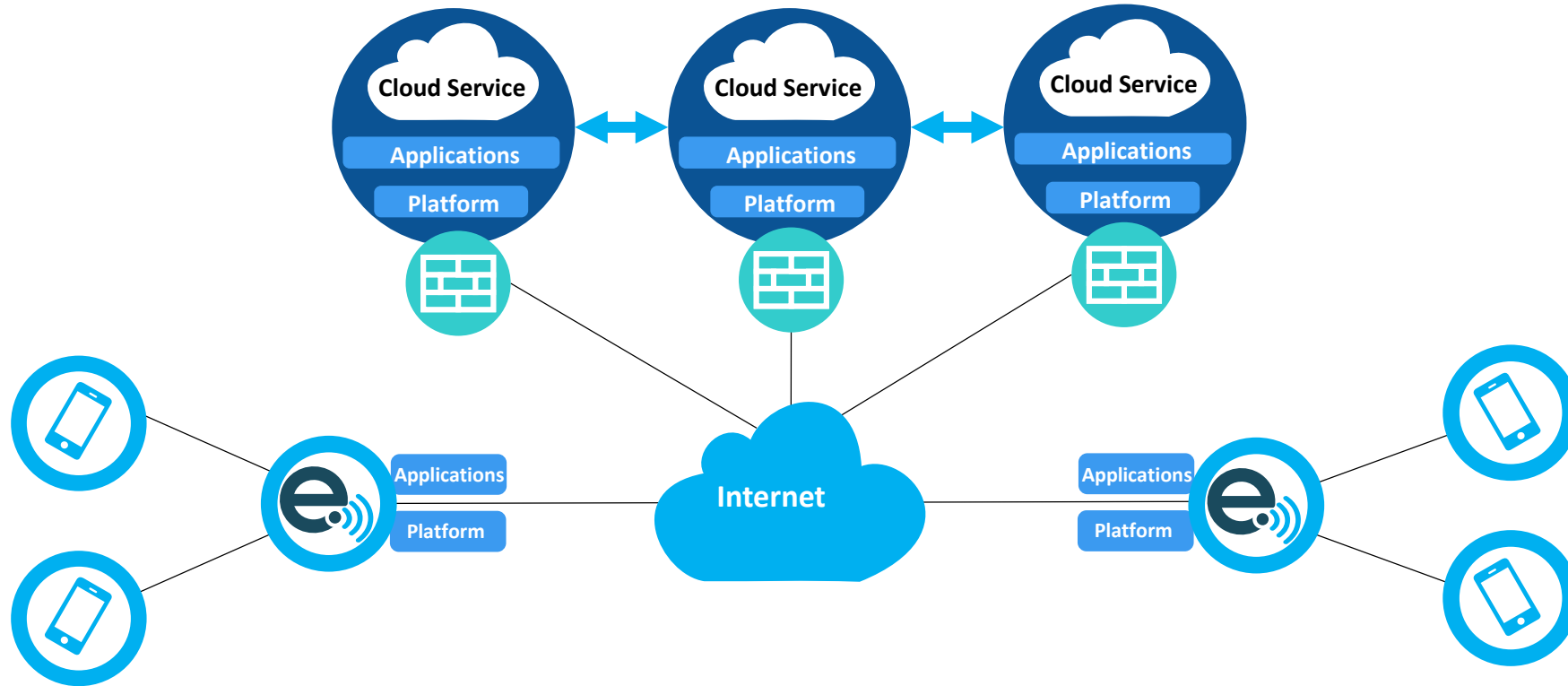
5G & IoT

- 5G will enable more advanced IoT use cases

  - Latency less than 10ms

  - Device density 1000x 4G

  - Theoretical speeds up to 2.5Gbps

  - Tiered service

5G Use Cases

- Birmingham NHS trust are trialling remote patient diagnostic using Augmented Reality (AR) in ambulances
  - Requires connectivity that supports 4K video resolution
  - Critical service that needs prioritised traffic

- IoT enabled street furniture?
  - IoT is forecast to bring millions of devices online. The density capabilities of 5G will support this growth

- Driverless cars?
  - Device to device systems with real time interaction need low latency, always-on connectivity

Spitfire and IoT

- We will continue to offer and enhance our connectivity portfolio
  - Ethernet
  - Broadband
  - Mobile

- We understand the benefit of an on-net IoT platform and will be developing solutions to address this need

- We welcome input from partners at any stage of their IoT development

Takeaway Points

- IoT is here and there is a market opportunity for all partners

- Spitfire's Mobile Data Access products now provide static IPs

- We'd love to hear about any use cases you are working on

Session 1 Q & A

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WLR Shutdown

Peter Goddard

Birmingham Partner Manager

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The shutdown of the Openreach Wholesale Line Rental (WLR) infrastructure and the move to Voice over Internet Protocol (VoIP)

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Agenda

- What is affected

- Why is this happening

- When

- Planning and options

What services are affected

- Analogue Lines (Voice over copper pairs)

- ISDN 2 /30

- SMPF (shared metallic path facility)

- BT Classic

Why

- Voice over broadband and mobile

- Global trend

- Legacy PSTN Network

- Investing in fibre infrastructure and the future

- No voice product after 2025

Timelines

May 2018 - Consultation on WLR Withdrawal

(31st Dec 2018 - Germany was the first country to close down its ISDN Network) (Delayed)

Mar 2019 – Salisbury FTTP Build (Dec 19 Trial start. Dec 22 Trial stops and products withdrawn)

Sept 2023 - WLR Stop Sell

Dec 2025 – WLR withdrawal and WLR closure

Planning

Determine company strategy and goals

Determine processes required to achieve the strategy

Determine IT and Voice Applications required to implement the processes

Identify the network needs of these applications

Determine the required network and IP Engineering technical solution

Options

- SoGEA – Single order Generic Ethernet Access

  (Harnesses Copper between premise and the cabinet and then fibre to the exchange)

- FTTP – Fibre to the Premises
- (Fibre broadband DSL backhaul network)

- Ethernet – Ethernet over fiber optic lines
- (full Ethernet backhaul)

Options cont.

- Single line customers

- Multi-line Customers

- Both will have to use VoIP but in different ways

Spitfire has a full range of solutions available and your Spitfire Account Manager will assist

Takeaway Points

- Closure date December 2025

- Plan now

- All WLR services withdrawn to be replaced by VoIP

- Spitfire can help

CLEAR

Tom Bailey

London Partner Team Leader

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AGENDA

- How to define call quality

- What is CLEAR?

- What CLEAR means

- Conclusion

How to define call quality

Packet loss < 1%.
One-way latency < 150ms.
Jitter < 30ms

What is CLEAR?

- Business quality calls

- Evaluate journey of voice packets

- Designed to
  - Ensure positive outcome
  - Meet expectations of customer
  - Maximise the best possible solution

How Spitfire use CLEAR

1. Integral part of conversations with customer

2. Network diagram

3. CLEAR analysis

How Spitfire use CLEAR

Integral part of conversations with customer

Customer LAN

Non-Spitfire elements of the solution

Reliance on calls for their business

How Spitfire use CLEAR

Network Diagram
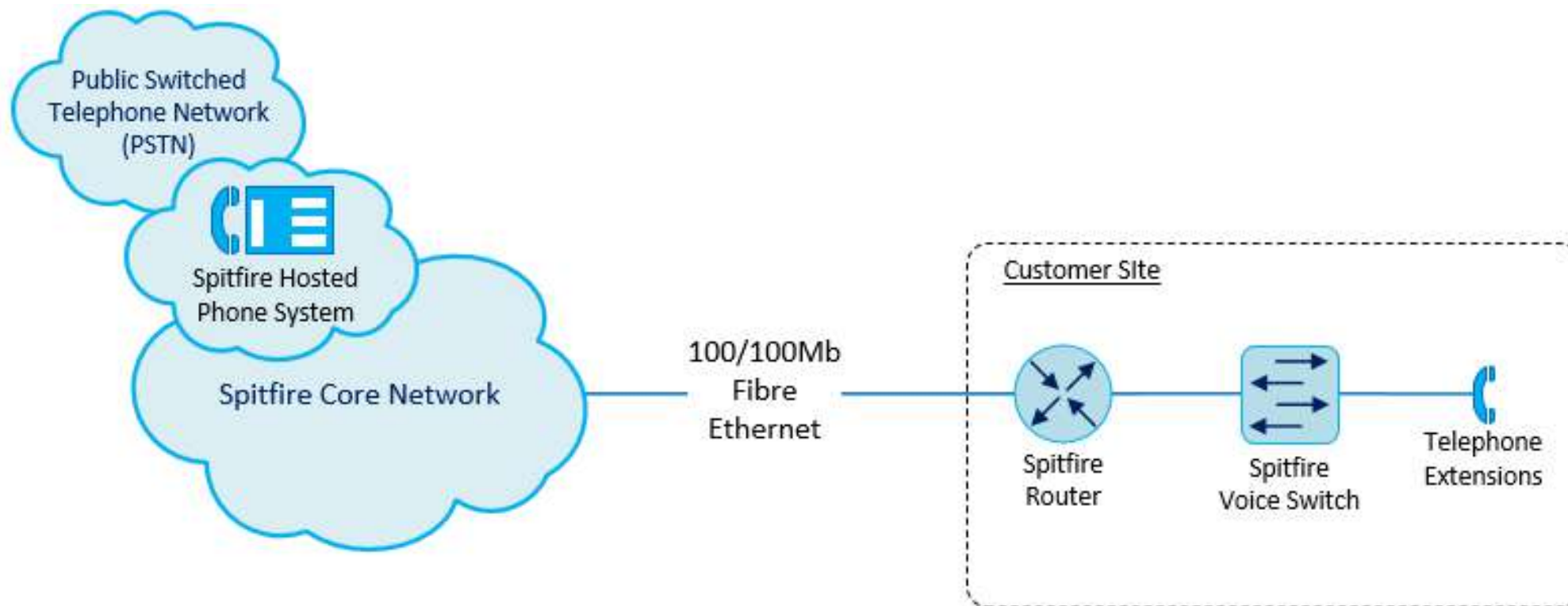
How Spitfire use CLEAR

CLEAR analysis

- Customer Network Description

- Identified Voice Risk

- CLEAR?

- Agreed Actions

Example Co. Limited

CLEAR Analysis

	Customer Network Description	Identified Voice Risk Analysis	CLEAR? Yes/No/Risk	Agreed Actions
Customer LAN				
Link				
Exit				
Arrival				
Route				

Conclusion

Hosted PBX 2.1

James Davis

Midland Partner Team Leader

Agenda

- Market trends

- Hosted PBX 2.1 in 3 slides

- Launch success

- Case studies

- Opportunity

- Product development

Market Trends

Move to Cloud Telephony

- Move away from on-prem towards Hosted Telephony – Why?

- 'as a service' is commonplace

- On-Premise PBX inconvenient to maintain

- Mobile workforce is trending
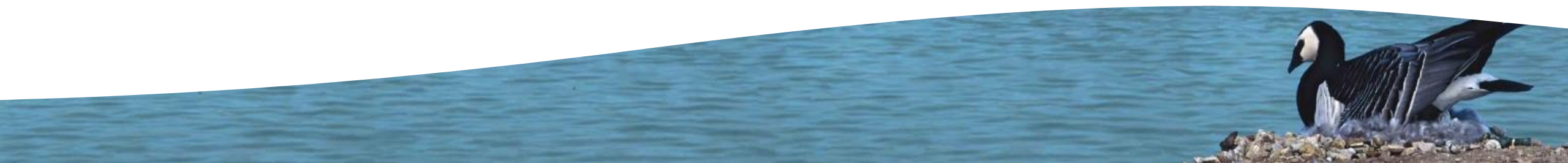
Hosted PBX 2.1

Features

- Web-based management console

- Call Management (transfers/forward/hold/park/pick-up)

- Auto-attendant

- Call twinning

- Soft Phone (3rd party either through Bria or Zoiper)

- Conference Bridge

- Voicemail to email

Call Routing

Directs incoming calls for extension: 3159.

[BACK] [SAVE]

Call Forward	⦿ Disabled ◯ Enabled	Destination

On Busy	⦿ Disabled ◯ Enabled	Destination

If enabled, it overrides the value of voicemail enabling in extension..

No Answer	⦿ Disabled ◯ Enabled	Destination

If enabled, it overrides the value of voicemail enabling in extension..

Not Registered	⦿ Disabled ◯ Enabled	Destination

If endpoint is not reachable, forward to this destination before going to voicemail..

Follow Me	◯ Disabled ⦿ Enabled

Destinations

Destination	Delay	Timeout	Prompt
	0 ⌄	30 ⌄	⌄
	0 ⌄	30 ⌄	⌄
	0 ⌄	30 ⌄	⌄
	0 ⌄	30 ⌄	⌄
	0 ⌄	30 ⌄	⌄

Ignore Busy	⦿ Disabled ◯ Enabled

Caller ID Name

Set the caller ID name prefix.

Caller ID Number

Set the caller ID number prefix.

Do Not Disturb	⦿ Disabled ◯ Enabled

Pricing

- £6 per extension

- Free connection on contacts of 12 & 24 Months

- Hardware rental options available (subject to credit check)

- Project management and configuration all included

- 3 hour on-site installation by Spitfire (if needed) within M25.

- Yealink phones only currently
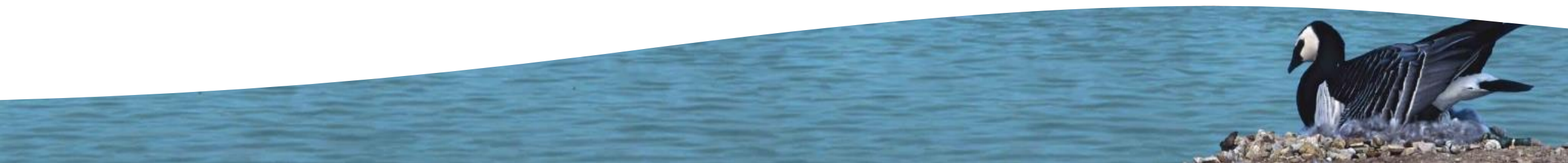
Launch

Hosted 2.1 the story so far…

- Launched June 2018 to build on the success of SIP Communicator

- User-friendly design

- Robust architecture within Spitfire Core Network

- Scope for further development

Success!

The story so far

- 3211 end points across 335 domains

- Lots of Spitfire Partners attended admin training

- Fantastic reception from customers from quotation, implementation and beyond

- Positive feedback… Plenty of room for growth

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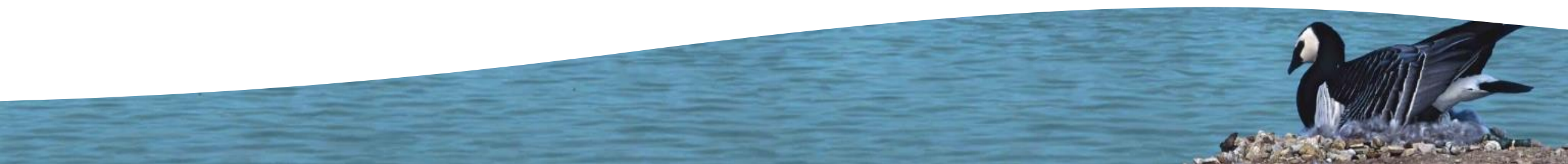
Case Study – IFC Advisory

SME Case Study

- 9x Extension system

- Feature rich and easy to implement **out-of-the-box**

- Management of the system is **simple**

- Need to **move quickly** and implement the right solution
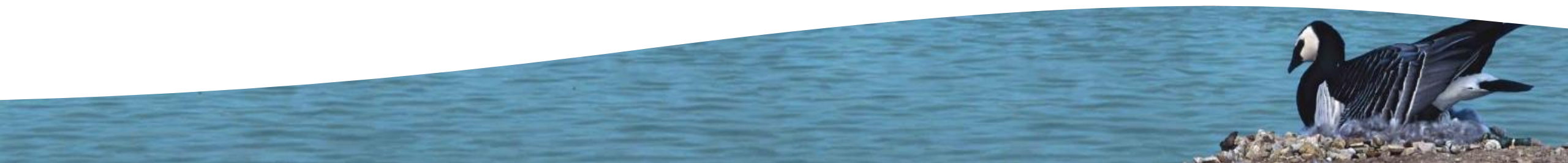
Case Study – Tool Manufacturing Business

SME Case Study

- 3x Site 30x Extension System

- **Multi-Site** – consolidating individual systems allows for managing call flow between sites

- Project management provided **logical** extension ranges for sites

- Consolidating systems for merging businesses has **hit their business goals**

Opportunity

Market Research

- PSTN Switch off driving growth in this area

- Expected rate of growth between 2018 and 2023 to double

- Spitfire have achieved and expect a much faster growth rate for PBX2.1

- Easy to upskill into Hosted VoIP with Spitfire

- Support from Partner Account Manager – Don't get left behind

Get involved

What are best ways to get involved?

- Register your interest for admin training in London or Birmingham

- Talk to your Partner Account Manager

- Talk about telephony…
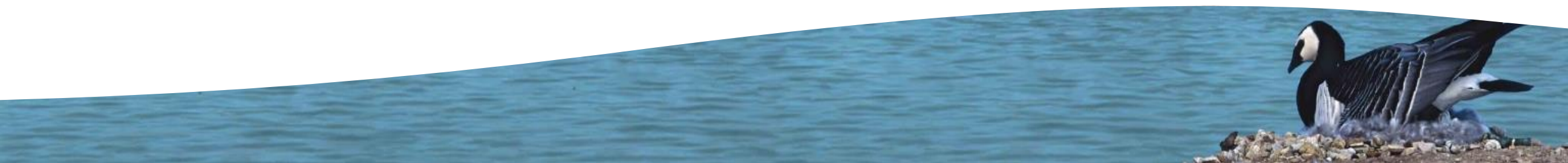
3CX Cloud

Peter Oosthuizen

Partner Service Manager

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Agenda

- Spitfire's 3CX Cloud overview

- 3CX management options

- 3CX Solution Provider

- Spitfire's 3CX network design

3CX Cloud Overview

- Software based PBX, Cloud PBX

- Linux or Windows (Retell)

- Wide range of features / integration

3CX Cloud Overview

- Licence driven PBX – Std, Pro, Ent

- Simultaneous calls

  4, 8, 16, 24 - 1094

- Separate operating system
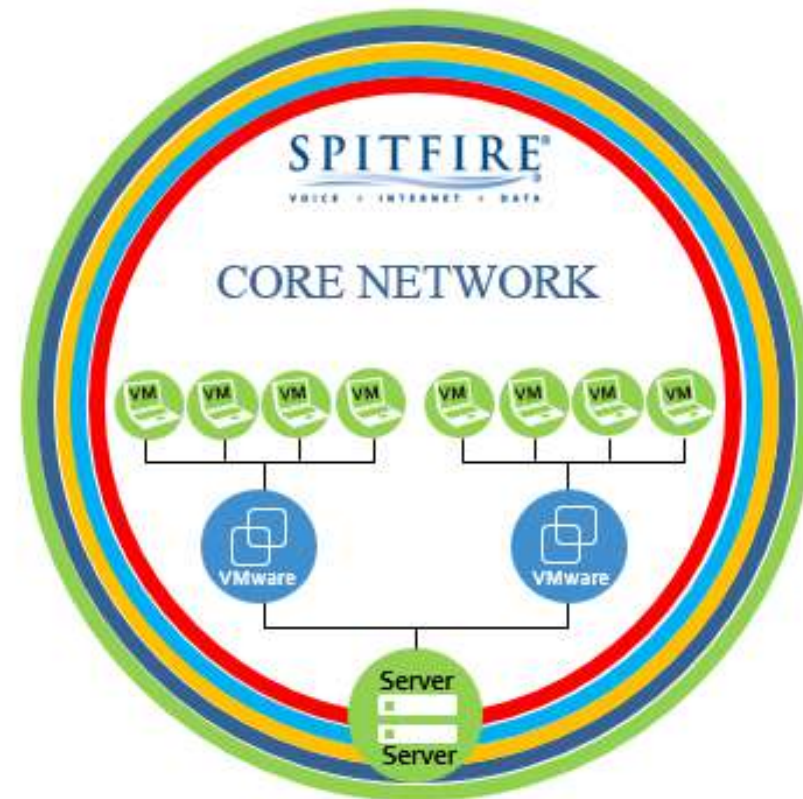
3CX Cloud Overview

Largest London Based UK Reseller

Largest London Based 3CX Solution Provider

3CX Overview – Key Features

Call Recording

FTP Storage

Call Reporting

Web Conferencing

A full feature list is included in your handout

3CX Cloud Overview – Target Market

Financial Services

UC Business Model

Recruitment

CRM Integration

3CX Cloud Overview - Management

	3CX Cloud (Extension)	3CX Cloud (Instance)	3CX Cloud PaaS
Pricing	Scalable Rental	Fixed Rental	Partner Managed 3CX
	Bespoke pricing options	Fixed Set up Costs	Partner Install 3CX
Support & Admin	Spitfire PBX Administration	Partner/Spitfire PBX Administration	Partner Managed 3CX
	Spitfire/Partner Extension Administration	Partner Extension Administration	Partner Managed 3CX
	Advanced 3CX Support	Basic 3CX Support	PaaS Support
Licensing & Trunks	Licence/SIP trunks included	Custom Licence/SIP trunk options	Partner Supplied Licence

3CX Solution Provider

What does this mean?

- Purchase licences through Spitfire

- Single point of order

- Build accreditation points and get discounts

3CX Solution Provider

Why do 3CX want us as a Solution Provider?

- Not anyone can be a 3CX Solution Provider

- They want to focus on software application

3CX Cloud Overview - Management

	3CX Cloud (Extension)	3CX Cloud (Instance)	3CX Cloud PaaS
Pricing	Scalable Rental	Fixed Rental	Partner Managed 3CX
	Bespoke pricing options	Fixed Set up Costs	Partner Install 3CX
Support & Admin	Spitfire PBX Administration	Partner/Spitfire PBX Administration	Partner Managed 3CX
	Spitfire/Partner Extension Administration	Partner Extension Administration	Partner Managed 3CX
	Advanced 3CX Support	Basic 3CX Support	PaaS Support
Licensing & Trunks	Licence/SIP trunks included	Custom Licence/SIP trunk options	Partner Supplied Licence

So what have you seen so far…?

- Deployment

- Key features and target market

- Flexibility

Takeaway Points

- Feature's suit majority of businesses

- Flexibility in your control and management

- Always deliver 3CX Cloud on a platform designed for voice

SIP Services

Peter Goddard

Birmingham Partner Manager

Agenda

- SIP Trunks – Update

- SIP and understanding "The Spitfire Message"

- SIP Back-Up Auto Diversion

The Spitfire Message

One-way performance requirements

↓

Low latency
<150mS

Low jitter
<30mS

Low packet loss
< 1%

Resilient SIP Trunks

- What does this mean?

- Why would I want this?

SIP Back-Up Auto Diversion

- SIP Back-Up Call Diversion will automatically divert inbound SIP calls if call cannot be delivered over SIP

- Auto Restore

- Call is typically diverted to an analogue line, to mobiles or to a dedicated back-up line or DR office

- Calls can be diverted to single number or multiple numbers (DDI by DDI failover)

- Helps protects against circuit failure, PBX failure

Contact your Spitfire Account Manager for more information and initial set up

Session 2 Q & A

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Conclusion

Peter Oosthuizen

Partner Service Manager

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Summary of Seminar

Session 1 – Connectivity

- Strategy for connectivity and managed network services

- New product launches
  - FTTC Ethernet – TTB
  - Mobile Data – EE
  - FWaaS

Summary of Seminar

- Future of connectivity
  - EE partnership
  - Intention to develop IoT
  - 5G when available

Summary of Seminar

Session 2 – SIP and Telephony

- Strategy for telephony - VoIP

- Cloud Phone Systems
  - Early success with Hosted PBX 2.1
  - 3CX Cloud environment

- Our SIP message

Final Thoughts

Boris' Brexit Big Ben Bong

Embrace the change in technology

This Afternoon

Demo stations covering:

- 3CX Cloud demonstration

- Spitfire Hosted PBX demonstration

- FWaaS demonstration

Sign up to our partner training today!

This Afternoon

Raffle at 3pm for Arsenal tickets:

- 2 x tickets to see Arsenal vs Watford

    Date: 17th May 2020, 3pm kick-off

Win some Champagne:

- Question will appear on our Partner Service Linkedin page (#SpitfireSeminar) at 2.45pm

    First to comment with the correct answer and who is present at the time will win a bottle of Champagne

Feedback

Thank you for joining us today and enjoy the afternoon!

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Afternoon Itinerary

Demo booths covering:

- 3CX Cloud demonstration
- Spitfire Hosted PBX 2.1 demonstration
- FWaaS demonstration

Sign up for free training:

- Partner Introductory Training
- Spitfire Hosted PBX 2.1
- Avoiding telephony fraud

2.45pm

- Follow Spitfire Partner Service on Linkedin & answer questions to win Champagne

3pm

- Raffle for 2 x tickets to see *******
- Spitfire Hosted PBX 2.1

Feedback Forms:

- Please fill them out before you leave and hand them in our your way out