

SPITFIRE®
PARTNER SERVICES

PARTNER
SEMINAR
2018

CONTENTS

Agenda.....	2
Introduction	3
Choosing Ethernet Access Provider	4
Cloud and Data Services.....	5
SIP Trunk Resilience	7
Spitfire Portals	8
Government Grants	9
Pre-approved Vouchers	10
Ethernet Incentives 2018	11
Training Sessions.....	12
Keep Updated with Spitfire	13
Menu	14
Feedback Form	15
Notes.....	16

AGENDA

Spitfire Partner Seminar

January 18th 2018

9:15am – 4:00pm

9:15am

Breakfast

9:45am

Session 1

Introduction

BT Wholesale and Ventures | Alex Tempest, Managing Director of Fixed, Wholesale and MVNO Sales

IP Connectivity

- FTTC Ethernet
- Multi-tenanted buildings
- Government Grants
- Choosing Ethernet Access Provider

Practical solutions for multi-site connectivity

11:05am

Question and Answer

11:15am

Tea and Coffee break

11:45am

Session 2

Introduction

Small Business Growth Strategies

SIP and Telephony

- MiFID & GDPR
- 3CX Cloud Development
- Mobile Voice and Data

12:30pm

Question and Answer

12:40pm

Industry Update | Justin Orde, Spitfire Joint Managing Director

1:00pm

Spitfire Partner Awards

1:10pm

Conclusions and actions

1:15pm

Lunch

1:30 to 3:30pm

Demonstration booths open

2:30pm

Prize draw and Twitter competition

4:00pm

Finish

INTRODUCTION

Welcome to the 2018 Spitfire Partner Seminar.

Today's Seminar will cover a range of topics covering both Spitfire and general industry updates. We will also be joined by Alex Tempest - Managing Director of Fixed, Mobile & MVNO Sales for BT Wholesale & Ventures.

The presentation slides from today's seminar as well as a PDF version of this handbook will be available to view and download from the partner section of our website www.spitfire.co.uk/partners/partner-login. Please contact your Account Manager if you do not have a password.

There will be demonstrations of Spitfire's web-ordering, customer portal and two different cloud telephony systems during and after lunch so please take a look and talk to our engineers as well as your account managers.

We will also be announcing the winners of the Spitfire Partner Awards. These awards will recognise the top performing partners in four different categories over the last twelve months.

Moreover, we will also be hosting a raffle ticket draw and Twitter competition at 2:30pm. The lucky winners will be able to take home Arsenal football tickets and some Champagne. Please note that you will not win if you are not present at the time!

Furthermore, we would be grateful if you were to fill in and hand back your feedback form to a member of the partner team before leaving today so that we can further improve the seminar in the future.

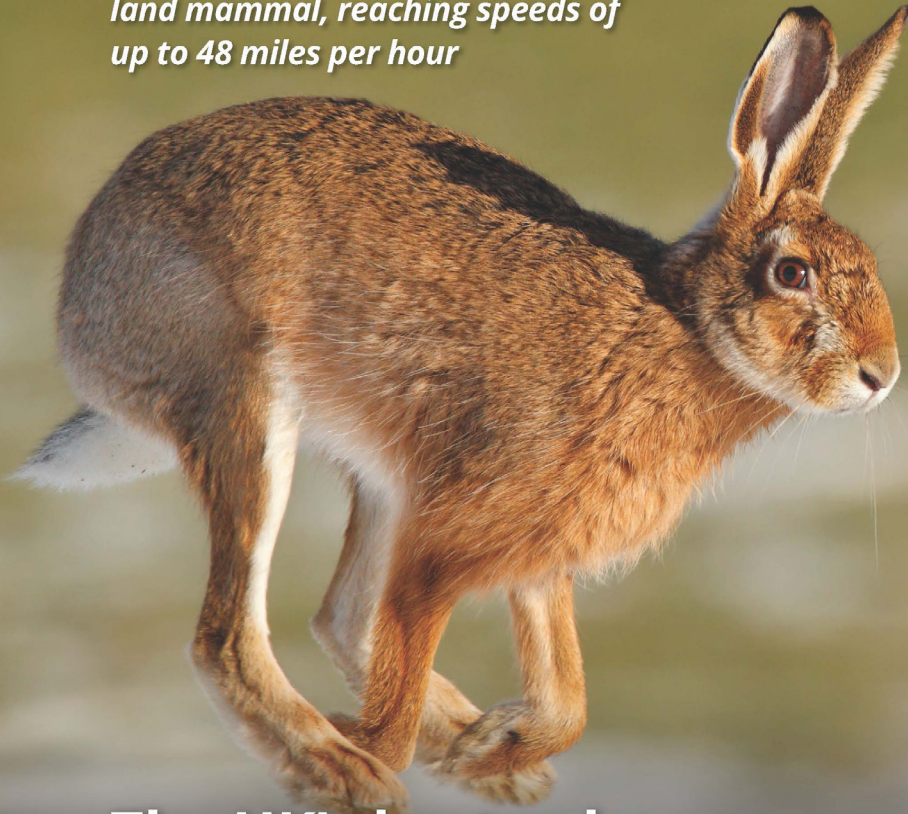
We hope you enjoy today and make the most of this fantastic networking opportunity, gaining both useful knowledge and connections.

Lastly, during the presentation please switch your mobiles and other devices to silent.

We thank you all for supporting us over the past year and wish you a happy and prosperous 2018.

Brown Hare [Lepus europaeus]

The Brown Hare is Britain's fastest land mammal, reaching speeds of up to 48 miles per hour



The UK's best value business Internet access

FIBRESTREAM® LITE FTTC ETHERNET

- £99 per month for up to 20 Mbps Up / 20 Mbps Down
- Options for up to 80 Mbps down
- For Business Quality Converged Voice / Data
- Low latency and packet loss
- Static IP address included
- Industry Leading Support, SLAs

VSTREAM® FTTC FIBRE BROADBAND

- £27 per month for up to 20 Mbps Up / 80 Mbps Down
- For Business Quality High Bandwidth Data
- Static IP address included
- Free Connection and Router*
- Industry Leading Support Options

ANALOGUE LINES

- £10 per month
- Competitive call charges
- Industry Leading Support Options

Whatever your budget, we have a **fast, resilient solution** to suit your business needs.

Ask our sales team about our range of backup options.

Order online at
www.spitfire.co.uk

Spitfire Network Services Ltd:
Training TechTalks

Sales 0800 319 6300 • Partner Services 0800 319 6500

Innovative • Flexible • Reliable • Supportive • Cost Effective



www.spitfire.co.uk

*Subject to terms and conditions

Choosing An Ethernet Access Provider

The industry average lead time for Fibre Ethernet is currently in excess of 6 months, although this can vary from 2 weeks to 2 years depending on whether your building has fibre installed or not. Without adequate connectivity you or your clients' day to day operations could be seriously jeopardised.

The key to a successful Fibre Ethernet installation is early engagement.

Which Providers do Spitfire use?

- BT Wholesale*
- TalkTalk Business*
- Virgin Media Business
- COLT
- Independent Fibre Networks Ltd (IFNL)

**Use Openreach infrastructure to deliver Fibre Ethernet*

Is there Existing Presence?

As Spitfire use multiple wholesale providers the first step is to find out whether the premises already has a Fibre Ethernet connection installed by one of them. This can be done by:

- Asking the Landlord
- Asking other tenants
- Looking in the comms room

External work could be required to get Fibre into the building; this could be as drastic as the Wholesale Provider requiring Council authorisation to shut roads or local retailers to close up shop. This takes the timeframe out of the Wholesaler's remit completely.

Spitfire would always recommend choosing the provider with existing presence in order to ensure a smoother install and reduce the risk of expensive measures.

Wayleave Required?

Wayleave agreements can cause unnecessary delays to the installation of a new Fibre circuit. A wayleave agreement is usually between the Landlord/grantor and the Wholesale Provider installing the infrastructure and it is the responsibility of the tenant to speak with the landlord and understand what wayleave process is required:

- The quicker a wayleave is agreed by all parties, the faster the fibre circuit will be installed.
- It is important to understand what procedure is in place for allowing engineers to gain access to the building.
- The engineer may need to access multiple rooms in a building. The landlord should advise how best this can be managed.

Asbestos Register

Like most corporations who undertake work on buildings our Wholesalers require an up to date asbestos register should the building be built prior to 2000. Please ensure your clients have discussed this with their Landlord and that a copy is available onsite for a surveyor/engineer to view.

Top Tip: Include wayleave agreement within lease agreement during office moves.

Spitfire Multi-Site & Cloud Data Networking

For multi-site businesses, streamlined communications between offices is essential. MPLS multi-site data networking solutions provide flexible and secure connectivity options from ADSL to Ethernet, allowing you to build a scalable network at a price that works for you.

Spitfire can enable your business to share important files and provide you with essential access to centrally located information. We can offer you flexible and resilient options to supply you with a fully managed and competitively priced data network.

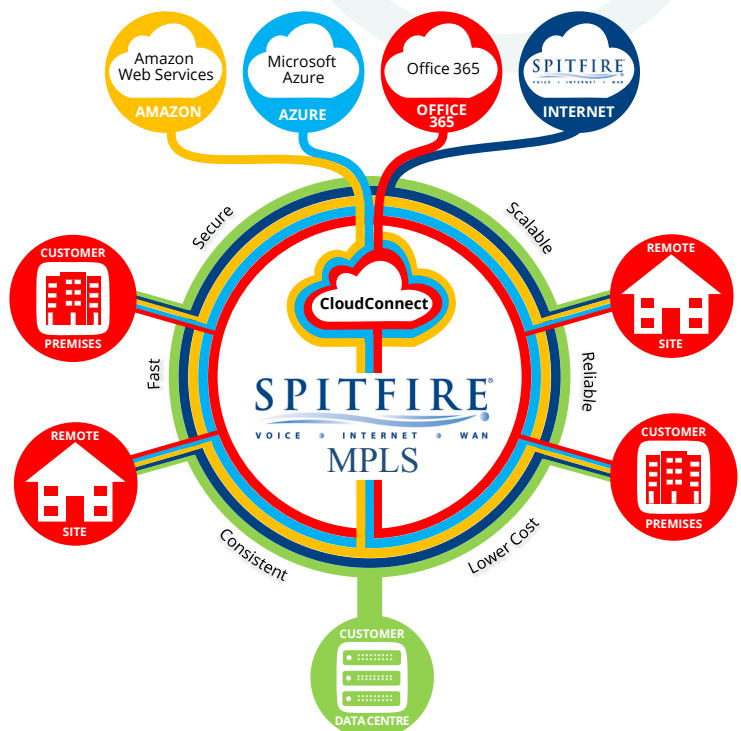
We have one of the broadest product portfolios and scope for deployment anywhere within the UK. This, combined with a fully resilient multi-node core network fibre ring, allows us to provide geographically diverse redundancy solutions using multiple carriers.

You can easily add new sites, connect existing customer data centres, and access Spitfire's hosted telephone systems. It also provides direct, reliable and secure connectivity to Amazon Web Services, MS Azure and Office 365.

Our multi-site solutions significantly reduce the risk of customer network failure and are backed by industry leading target uptimes and service level agreements for added peace of mind.

Connect to the Cloud...

Spitfire MPLS & CloudConnect is a fully managed and scalable data networking solution.



Key Features

Straightforward, Seamless, Secure

Cloud Connect from Spitfire allows you to easily connect your Spitfire MPLS in to Microsoft Azure using Express Route or Amazon Web Services (AWS) using Direct Connect.

CloudConnect is a low cost and secure solution providing fast and reliable data throughput to AWS or Azure - they simply appear as another site on your MPLS network.

Spitfire makes it straightforward for businesses to build more scalable networks and then seamlessly integrate these into the Cloud, without the need for more expensive direct or less dependable internet connections.

MPLS FEATURES & BENEFITS

- Fully Managed & Secure
- Wide choice of circuit connectivity
- Ideal for VoIP & SIP Trunks
- Scalable & Cost Effective

CLOUDCONNECT FEATURES & BENEFITS

- Connect directly & securely to MS Azure or AWS
- Better reliability & lower latency
- Lower cost of access compared to the Internet
- Flexible bandwidth from 50Mb to 1Gb

FLEXIBLE CIRCUIT CHOICES

- Fibre Ethernet
- EFM & FTTC Ethernet
- Fibre Broadband
- ADSL & SDSL

RESILIENT CORE NETWORK

- Multi-10Gb Fibre Ring
- Dual vendor equipment strategy
- Multi Node
- Multiple carrier connectivity options

Resilient Multi-Node Core network

- Built around our multi-node resilient ring core network, MPLS provides you with a data networking solution that is centrally managed by Spitfire offering simplicity and control with significant cost savings for your business.
- With a fully redundant multi-10 Gigabit Ethernet fibre ring connecting our core network nodes, as well as operating a strict dual vendor equipment strategy - our MPLS data networking solutions leave our customers safe in the knowledge that keeping their business connected is our number one priority.
- Spitfire MPLS and CloudConnect provide a truly scalable and cost effective answer to your data networking needs.



Gopher
 [Geomyidae]

Gophers create a complex network of private underground tunnels that are intrinsic to their protection and survival

Make your site to site connections more secure with a Spitfire VPN



- Fully managed
- Encrypted and secure
- Easy to set up
- Available over Spitfire ADSL, VDSL and Ethernet connections
- Ideal for connecting remote workers and sites

Need to connect back to your head office securely?

Need to integrate home workers into your network?

Call us now to help simplify and lockdown your network with a Spitfire VPN

YouTube Spitfire Network Services Ltd:
 Training TechTalks

Sales 0800 319 6300 • Partner Services 0800 319 6500

Innovative • Flexible • Reliable • Supportive • Cost Effective



www.spitfire.co.uk

SIP TRUNKS

SIP RESILIENCE

Spitfire Core Network Engineers have designed and replicated the Spitfire SIP Network at London Docklands and in The Printworks to add Resiliency to our SIP services.

Over the last 12 months Spitfire's Core Network Engineers have replaced the entirety of Spitfire's core voice network using next generation switches. We now have three NGS switches and associated gateways in two different geographic locations giving us both great resilience and redundancy.

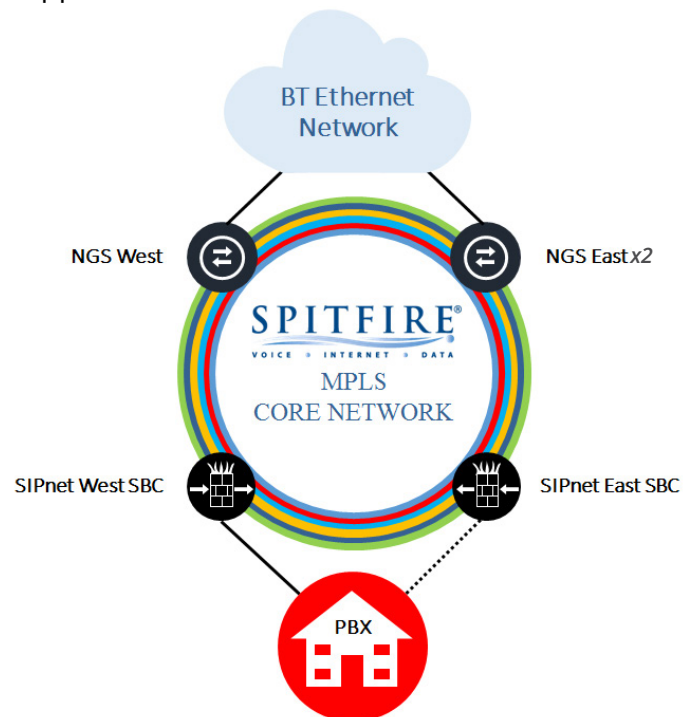
The switches at these locations are known as SIP East, in London Docklands, and SIP West, at Spitfire's Printworks data node. Calls can be sent over either network providing resilient SIP trunking inbound and outbound. This is configurable for existing SIP customers and an added feature at no extra cost.

Where supported by the telephone system, Spitfire maintained phone systems - including SIP Communicator - now have resilience built in by default. Partner installed systems will need to be configured by you to use both networks. Our Support Team will be happy to assist you where possible.

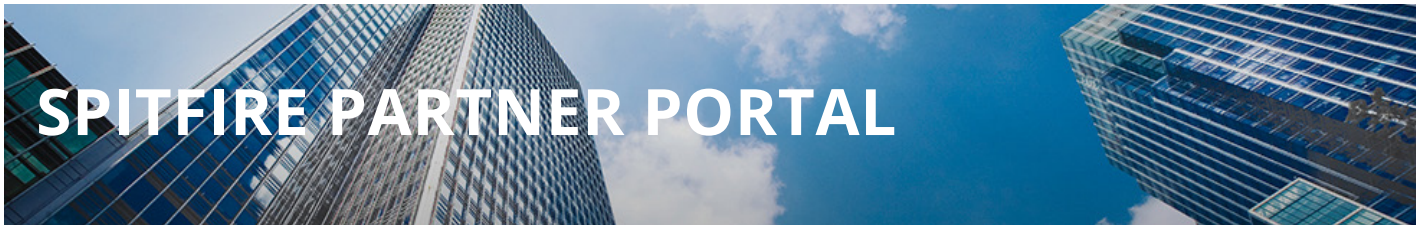
These changes will provide resiliency should there be any issue pertaining to a data node failure. Within 6 seconds the Network will identify an issue and divert the calls to the secondary Network. This all works in conjunction with the self-healing resilient Spitfire Network.

Customer Controlled Diverts

With next generation switches in place, Spitfire will soon be able to offer customer controlled diverts, allowing customers to set and change divert destination numbers without needing to contact Spitfire Support.



SPITFIRE PORTALS



Partner Web Ordering Login

The partner web ordering portal is designed for partners to be able to generate orders on behalf of their customers. Partners can add customers, add new sites for existing customers and create orders directly on the portal. There are also a number of other tools our partners will have access to from this portal.

From this portal partners will be able to:

- Create new customers
- Create new sites for existing customers
- Generate orders for customers to then confirm
- Confirm orders for customers where appropriate
- Check broadband availability

Customer Portal Login

The customer portal is designed for partners to have single access to all their customers' information. The portal contains realtime live information on any ongoing jobs as well as historic information on products, services and billing.

Some key information partners can view on their customers through the portal is listed below:

- List of all linked customers
- Sites, contacts, contact details
- Live services
- 'In progress' orders
- Maintenance contracts
- Billing history
- Broadband availability
- Product specific details
- Contract details

Partner Portal Login

The partner knowledge base is designed to give partners more detailed information on Spitfire's products.

From here you can access the following information (and more):

- Detailed Spitfire price list
- Spitfire product brochures
- Product user manuals

Spitfire guides including:

- Telephony fraud
- IPv6
- Firewall policy
- Spitfire whitepapers

This information/support relates to existing products as well as providing information on products for partners to present to a business as a potential Spitfire customer.



Welcome to Spitfire Web Ordering

Log In - Existing Customers

Email

Password

[Forgot your password?](#)

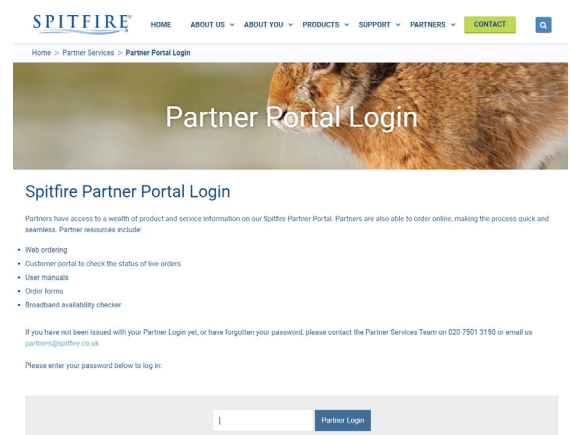
Welcome to the Spitfire Customer Portal.

Please enter your Username and Password, then click on View against your company name

Username

Password

If you do not have your username or password please contact your Account Manager on 020-7501 3333



Spitfire Partner Portal Login

Partners have access to a wealth of product and service information on our Spitfire Partner Portal. Partners are also able to order online, making the process quick and seamless. Partner resources include:

- Web ordering
- Customer portal to check the status of live orders
- User manuals
- Order forms
- Broadband availability checker

If you have not been issued with your Partner Login yet, or have forgotten your password, please contact the Partner Services Team on 020 7501 3150 or email us partners@spitfire.co.uk

Please enter your password below to log in:

SPITFIRE®

VOICE • INTERNET • WAN

Telecoms and IP
Engineering Solutions for
Business since 1988

African Elephant
[Loxodonta]

Elephants are known to develop strong bonds - and have even been reported to form lifelong friendships with each other

**Ethernet and
Spitfire SIP Trunks -
the perfect converged
communications
solution for business
data and voice**







Spitfire Network Services Ltd:
Training TechTalks

Innovative • Flexible • Reliable • Supportive • Cost Effective

www.spitfire.co.uk

GOVERNMENT GRANTS

Spitfire have been approved as a Registered Supplier of the below Government schemes. This is an excellent opportunity to help your customers make the jump to improved connectivity.

	Connect Westminster	Gigabit Broadband Voucher Scheme	Ultrafast Connectivity Voucher Scheme	Access Broadband Cymru (ABC)
Run By	 City of Westminster	 Department for Digital, Culture Media & Sport	 Llywodraeth Cymru Welsh Government	 Llywodraeth Cymru Welsh Government
Locations	Westminster & West End	Aberdeenshire Bristol & BANES West Sussex Warwickshire West Yorkshire	Wales only	Wales only
Offer	Up to £2,000 towards; • Connection • Router hardware • ECC's • Planning & surveys	Up to £3,000 • 3x Spitfire pre-approved offers	Up to £10,000 towards; • Connection • Router hardware • ECC's • Planning & surveys	£400 voucher for 10Mbps and 20Mbps broadband packages £800 voucher for a superfast broadband package (30Mbps and above)
Connection Requirement	• Double Bandwidth • Minimum 30Mb • Capable of 1Gb	• Double Bandwidth • Minimum 100Mb • Capable of 1Gb	• Double Bandwidth • Minimum 100Mb download • Minimum 30Mb upload	• Double Bandwidth • Minimum 10Mb or 30Mb download – depending on voucher
Eligibility Criteria	• Up to 249 employees • Turn-over < £50m • Received less than de minimis in last 2 years	• Up to 249 employees • Turn-over < £50m • Received less than de minimis in last 3 years	• Received less than de minimis in last 3 years • 1 Voucher per premises	• Received less than de minimis in last 3 years • 1 Voucher per premises
How to Apply	Via scheme website	Spitfire Pre-approved Voucher – see overleaf	Via scheme website	Via scheme website
When is the scheme scheduled to end?	31 / 03 / 2019 or whenever £2.8m fund is gone!	31 / 03 / 2019 or whenever £2m fund is gone!	Update available soon	Update available soon

PRE-APPROVED VOUCHER

Spitfire are delighted to be able to offer your customers excellent pre-approved pricing when using the Gigabit Broadband Voucher run by the Department for Digital, Culture, Media & Sport. Using the pre-approved pricing means the process could not be easier for your customers who do not need to engage with the scheme themselves & Spitfire take care of the process on their behalf.

The scheme is currently only available in a few locations but if successful will be rolled out across more areas of the UK. At present it covers:

- Aberdeen & Aberdeenshire
- Bristol including Bath and North East Somerset
- Coventry & Warwickshire
- York & West Yorkshire
- West Sussex

Spitfire LFFN Package 1 - 100Mb Fibre Ethernet on 12 month contract	Connection Charge	Cisco 1921 Router	ECC Discount (if costs above £2,800)	LFFN Monthly rental discount
Without LFFN Discount	£656.00	£479.00	£0.00	£0.00
With LFFN Discount	£0.00	£229.00	£0 to £2094.00	£0.00

Spitfire LFFN Package 2 - 1Gb Fibre Ethernet on 12 month contract	Connection Charge	Juniper SRX340 Router	ECC Discount (if costs above £2,800)	LFFN Monthly rental discount
Without LFFN Discount	£2,090.00	£1,600.00	£0.00	£0.00
With LFFN Discount	£0.00	£1,350.00	£0 to £660.00	£0.00

Spitfire LFFN Package 3 - 1Gb Fibre Ethernet on 36 month contract	Connection Charge	Juniper SRX340 Router	ECC Discount (if costs above £2,800)	LFFN rental discount over 36 months
Without LFFN Discount	£0.00	£1,600.00	£0.00	£0.00
With LFFN Discount	£0.00	£1,350.00	£0 to £660.00	£2,090.00



ETHERNET INCENTIVE 2018

EARN UP TO £50 WORTH OF AMAZON VOUCHERS WHEN SELLING SPITFIRE FIBRE ETHERNET

As an Authorised Spitfire Partner, you can now earn up to £50 worth of Amazon vouchers for each new Fibre Ethernet circuit you sell with Spitfire. It's a great opportunity for you to sign up new customers.

We're very pleased to be able to offer the following vouchers:

- £25 Amazon voucher for every new Fibre Ethernet circuit sold between 10Mb and 90Mb
- £50 Amazon voucher for every new Fibre Ethernet circuit sold at 100Mb and over

Contact your Account Manager today to find out more!

TERMS APPLY:

The vouchers will be automatically raised subject to the following:

1. The lead and sale for the Ethernet circuit has got to come from an employee of your company on or before March 30th 2018.
2. The new circuit must not be replacing an existing Spitfire Ethernet circuit (EFM, FTTC Ethernet or Fibre) at that address.
3. The voucher will not be paid where we have to reduce the margin to minimum levels in order to win the business. Should this situation occur, your Account Manager will discuss this with you.
4. The voucher will be emailed to the person at your company who gave Spitfire the lead. If you wish vouchers for your company to be sent to a different contact then please email your Account Manager with their name and email address.
5. Should you prefer not to enter into this scheme, please email your Account Manager asking to opt out.
6. You will be responsible for any tax implications of this scheme.

MPLS

MICROSOFT
AZURE

TELECOMS AND
IP ENGINEERING

SUPPORT

SECURITY

INSTALLATION
SUPPORT

VIRTUAL PRIVATE
NETWORKS AND
CLOUD CONNECTIVITY

ETHERNET

SECURITY

DSL

ANALOGUE LINE

DSL

PROJECT MANAGEMENT

MANAGED NETWORK
SOLUTIONS AND SERVICES

SALES

MANAGED NETWORK
SOLUTIONS AND SERVICES

AMAZON WEB SERVICES

IP SEC

MOBILE

ANALOGUE LINES

ISDN

MOBILE TELECOMS
AND IP ENGINEERING

ETHERNET

• INNOVATIVE • FLEXIBLE • RELIABLE • SUPPORTIVE • COST EFFECTIVE •

TRAINING SESSIONS

Throughout the year Spitfire offers a number of training courses which are available to Authorised Partners. These training events are free of charge. Below is list of training session descriptions. If you are interested, please fill in the sign-up sheet, contact your Account Manager or contact our Partner Service Coordinator, Kimberly Liwag at Kimberly.Liwag@spitfire.co.uk.

SIP COMMUNICATOR

SIP Communicator™ training will teach you how to install and configure our award-winning hosted phone system through a detailed hands-on practical demonstration. You will also receive commercial training from a senior member of the Partner Service Team. This will give you the skills you need to market the product to your clients effectively. After completing this course you will be eligible for a free SIP Communicator kit (including handsets) for testing and demonstration purposes.

You do not need any prior experience with telephony to undertake this course. This is a fantastic opportunity if you are looking to move into or expand the telephony options that your business offers.

PREVENTING TELEPHONY FRAUD

Our Preventing Telephony Fraud training session should be considered essential if you provide your own telephony solutions as it will show you how to avoid increasingly prevalent and damaging telephony fraud. This half-day course covers Voice/PBX security, introduction and rise in telephony fraud, why and how fraud attacks take place, and how to secure against attacks.



This training session covers one of our newest and most exciting telephony products: 3CX Cloud v.15.5. This feature-rich cloud-based telephony solution is available from Spitfire in a variety of forms. This two day training course will cover how to program and install 3CX Cloud and will include hands-on programming.

We recommend you attend SIP Communicator training prior to this course unless you already have telephony experience.

To find out more about the products mentioned on this page please head to www.spitfire.co.uk/products

KEEP UPDATED

Do you want to find out the latest Spitfire Updates? Follow us!



YOUTUBE

We have launched a TechTalk Video Series on our YouTube Channel. These TechTalks provide in-depth information on the latest technology solutions which could help your business.

One of our upcoming videos is about SIP Trunks. The video explains the benefits of SIP Trunks and how they can improve your and your customers' businesses.

Other videos include a case study of how we implement QoS on our own office LAN and guides on installing WordPress and Converged Ethernet solutions.

Search 'Spitfire Network Services' and don't forget to subscribe to our YouTube channel to stay updated!



TWITTER

Follow our Twitter account [@SpitfirePartner](#) to receive updates from the Partner Team.

We tweet about updates from live events, company news and post introductions to members of staff within the Partner Team.

Follow us for daily updates.



LINKEDIN

Follow our LinkedIn company page where we post in-depth industry and company product updates.

We also post about upcoming training sessions. So don't miss out! Follow now!

BREAKFAST

Danish Pastries
Sausage Baps
Bacon Baps

LUNCH

Beef and ale pie topped with suet pastry (DF)
Free range chicken, smoked bacon, baby onion and grain mustard casserole (GF)
Salmon, smoked haddock and spinach casserole in a creamy horseradish sauce
Quinoa and roast chilli butternut salad with sugar snap peas and pomegranate seeds (DF, V, Vg)
Dauphinoise potatoes cooked in garlic, cream and cheese (GF, V)
Mixed leaf salad

DESSERT

Rhubarb and apple crumble (V)
Lemon meringue cake (GF, V)
Fruit Bowl

DRINKS

WHITE

Chapoutier, Côtes Du Roussillon, Bila Haut Blanc

RED

Ondarre, Rioja Reserva

LAGER

Peroni

BEER

Spitfire

*V – Vegetarian

*VG – Vegan

*GF – Gluten Free

*DF – for Dairy Free



FEEDBACK FORM

Name: _____ Company: _____

(Not compulsory unless training required)

1. Please rate the following aspects of the Partner Seminar:

**5 - Excellent *1 - Disappointing*

	5	4	3	2	1
Presentation and content					
Presentation engagement					
Organisation					
Helpfulness of the Partner Team					
Venue and catering					

2. Please rate the following:

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Was the content of the presentation helpful?					
Was the length of the seminar satisfactory?					
Was the quality of the sound/audio during the seminar clear?					
Did the seminar meet your expectations?					

3. Are you interested in Partner Training Sessions?

Training Sessions	Tick
3CX Cloud	
Partner introductory (aimed at new partners or new staff)	
Preventing Telephony Fraud	
SIP Communicator™	
Web ordering and customer portal	

4. What were the strengths of this seminar?

5. What were the weaknesses of this seminar?

Please remove this page from the pack and return this sheet to a member of the Spitfire Partner Team. Thank you.

• INNOVATIVE • FLEXIBLE • RELIABLE • SUPPORTIVE • COST EFFECTIVE •

FEEDBACK FORM

6. How could we improve the seminar in the future?

7. Spitfire is planning to expand our range of Managed Network Solutions to supplement those offered by our Partners. Please mark whether you strongly agree that we should develop the product or not:

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Cloud firewall & security					
DDoS mitigation					
ISO27001 certification					
Managed file transfer					
Network call recording					
Online backups					
WAN network monitoring					
Cloud applications					
If so, which					
Other cloud solutions					
If so, which					

8. Would you like to be contacted by Incite to discuss growth strategies for your business?

YES	NO

9. Please note down any suggestions, comments and feedback regarding the seminar, training courses or products and services:

Please remove this page from the pack and return this sheet to a member of the Spitfire Partner Team. Thank you.





· INNOVATIVE · FLEXIBLE · RELIABLE · SUPPORTIVE · COST EFFECTIVE ·





· INNOVATIVE · FLEXIBLE · RELIABLE · SUPPORTIVE · COST EFFECTIVE ·

