

# PARTNER SEMINAR 2020



SPITFIRE®  
PARTNER SERVICES

# AGENDA

## **Session 1: IP Connectivity - 9.45am**

Partner Seminar Introduction  
Full Fibre – Where are we Today?  
Product Launch: Firewall as a Service  
Guest Speaker - EE  
Product Launch: Mobile Data Access  
Technology Updates: IoT and 5G

*Tea Break - 11.15am*

## **Session 2: SIP and Telephony - 11.45am**

What You Need to Know About The WLR Shutdown  
Are Your SIP Calls CLEAR?  
Hosted PBX 2.1 - The Story So Far  
The Full 3CX Cloud Spectrum  
Enhancing Your SIP Services  
Spitfire Partner Award Presentations  
Conclusion and Final Thoughts

*Lunch - 1.05pm*

## **After Lunch - 1.50pm**

Demonstration stations  
Live FWaaS demonstration  
LinkedIn competition  
Raffle for football tickets

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- 5 - Spitfire Fibre Ethernet
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# INTRODUCTION

Welcome to our 2020 annual Partner Seminar.

Today's Seminar will cover a range of topics including Spitfire's key voice and connectivity products as well as general industry updates and a look at the future of this ever evolving IP world.

We will also be joined by Craig Aston who will be talking about the latest developments in EE's data network, the increasing need for mobile data access in the industry and how our Partners can benefit.

The presentation from today's seminar will be available to view and download after the event from the Partner portal section on our website [www.spitfire.co.uk/partners/partner-login/](http://www.spitfire.co.uk/partners/partner-login/).

We will also be announcing the winners of the Spitfire Annual Partner Awards.

These awards will recognise the top performing Partners in four different categories over the last 12 months. Moreover, we will also be hosting a raffle ticket draw and LinkedIn competition at 2:45pm. The lucky winners will be able to take home Arsenal football tickets and some Champagne. Remember - you won't be able to win if you're not here!

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

We hope you enjoy today and make the most of this fantastic networking opportunity to gain 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 2020.



# Spitfire Fibre Ethernet

With superfast speeds reaching an incredible 10Gbps, Spitfire Fibre Ethernet is the undisputed champion of UK Internet connectivity. It's the fastest, most scalable and most reliable connection - making it the ultimate choice for businesses that rely on their connectivity.

Thanks to market-leading performance targets for packet loss, delay and jitter, all Spitfire Fibre Ethernet circuits are suitable for carrying mission critical applications, voice and video. Monthly rental starts at £200 with free connection also available.

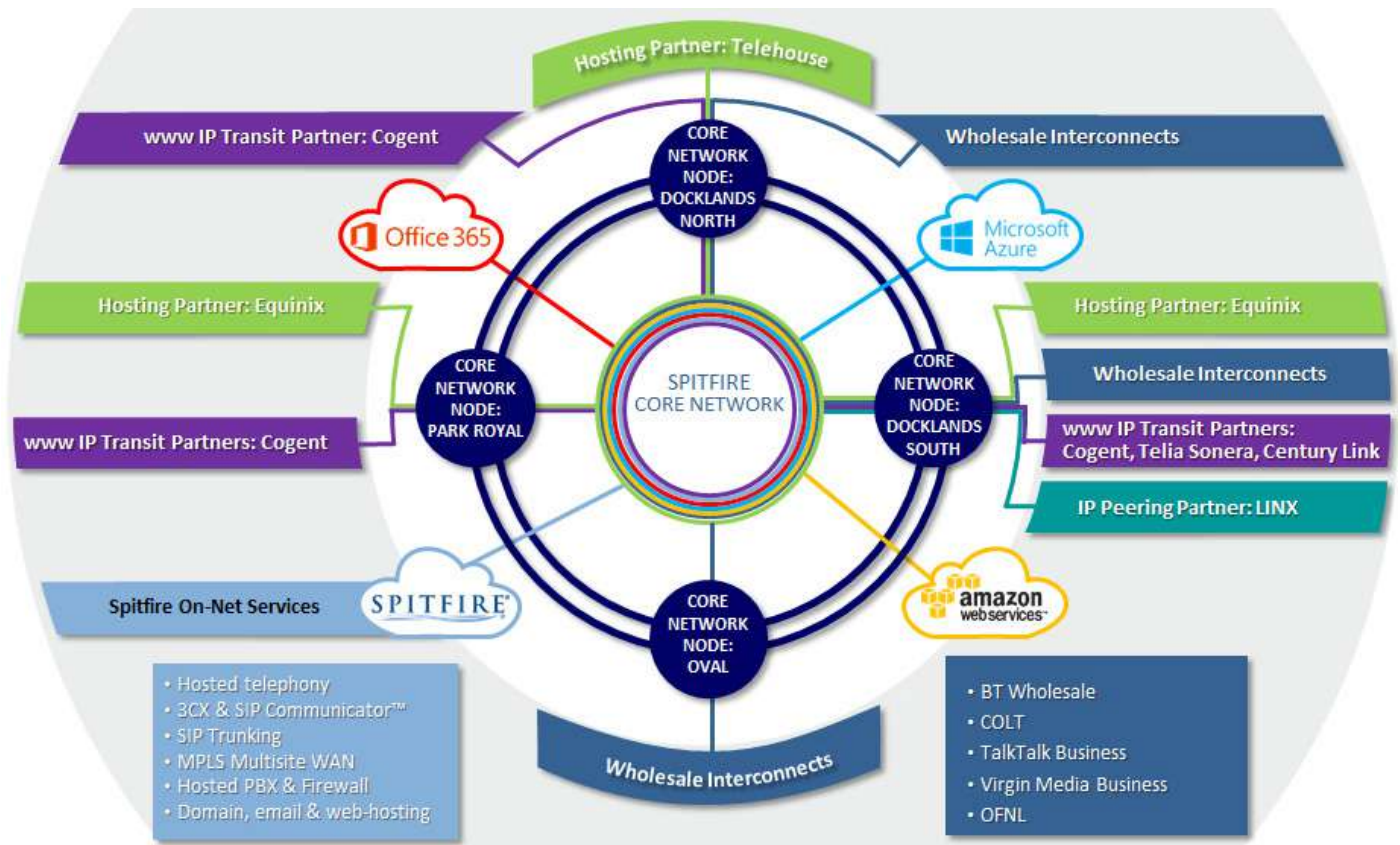


Hummingbird  
[Trochilidae]

A hummingbird's heart beats at over 1,000 times a minute and its wings will beat about 70 times per second. Spitfire's FibreStream® IP Circuit transmits at up to ten Gigabits per second.

## Resilient and future-proofed core network

Spitfire's core network is built upon a resilient ring made up of four diverse network nodes. This ring topology allows your traffic to continue to be routed even if one node were to fail. By combining this with resilient circuits into your premises, you will always be connected.



## Key Features

We understand that as business operations become more dependent on the cloud and mission critical applications, there is a need for faster, more reliable connectivity. Any downtime can be damaging to your business so we have a range of backup connectivity options starting from £0 per month.

Our IP engineering specialists can also help design bespoke resilient solutions to meet your business needs and budget, such as diversely routed Fibre Ethernet.

Spitfire Fibre Ethernet is an ideal service to combine with Spitfire SIP Trunks, providing a full end-to-end converged voice and data solution backed up by market-leading SLAs.



### INDUSTRY-LEADING SLAs

- 100% bandwidth throughput
- 100% target uptime
- 5 hour fix time
- 24/7 monitoring
- All backed up by Service Credits



### AVAILABILITY AND PRICE

- 6 leading wholesale providers
- Covering the whole of the UK
- Tens of thousands of buildings already on-net providing fast installation
- Market-leading pricing



### RESILIENT CORE NETWORK

- 4 x Network Nodes
- 2 x leading hardware vendors - Cisco & Juniper, for maximum resiliency
- Resilient fibre ring
- IPv4 and IPv6



### SPITFIRE

- Dedicated account manager
- UK-based technical support team
- Full project management
- 30 years' experience

## Who is it for?

Historically Fibre Ethernet was deemed too expensive for many businesses. With lower prices and improved availability it has become a viable option for most SMEs, benefitting businesses who are:

- Migrating to Cloud or online services
- Using mission critical applications
- Looking to implement converged voice and data solutions

With Quality of Service (QoS) on every converged solution sold we can ensure optimum call quality using a Spitfire telephony service.

BT Wholesale and Colt	
Criteria	SLA Targets
Uptime availability	100%
Packet loss	Maximum of 0.01%
Latency	Maximum of <10 ms
Jitter	Maximum of <3 ms

\*For other wholesale carriers please go to [www.spitfire.co.uk/support/slas/](http://www.spitfire.co.uk/support/slas/)

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# Spitfire FTTC Ethernet

Ethernet Leased Lines have long been the Internet connection of choice for big-budget businesses. As smaller businesses have moved their mission critical applications to the cloud, there is a need for faster, more reliable connectivity than Broadband, but at a lower cost than Fibre Ethernet.

FTTC Ethernet from Spitfire makes Ethernet affordable for almost any business. Using FTTC technology to access the Spitfire Ethernet network, FTTC Ethernet is perfect for both voice and data communications. By using FTTC technology the lead time for installation is reduced to as little as 13 working days.

Bumble Bee  
[Bombus]

*Bees flap their wings 200 times a second. Enjoy speeds of up to 80Mb, with dedicated end-to-end bandwidth, both up and downstream.*

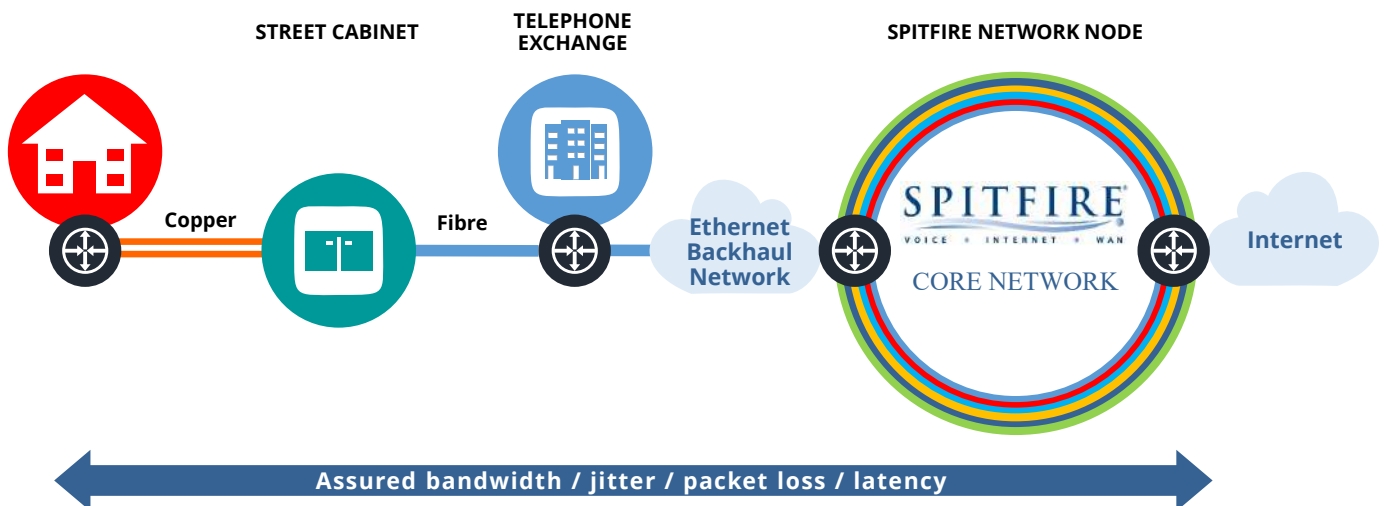
## How does it work?

FTTC Ethernet uses existing Fibre To The Cabinet infrastructure from your site to the local exchange. Spitfire can utilise both the BT Wholesale and TalkTalk Business Ethernet networks to connect back to Spitfire. This is demonstrated in the diagram below.

These Ethernet backhaul networks form the key differences between FTTC Broadband (VDSL) and FTTC Ethernet, allowing us to provide industry-leading Ethernet performance as well as providing assured call quality when converged with voice and data.

Spitfire FTTC Ethernet provides the UK's best-value leased line service. Enjoy speeds of up to 80Mb with dedicated end-to-end bandwidth for a fraction of the cost of Fibre, or even Copper Ethernet.

## FTTC Ethernet





## Key Features

FTTC Ethernet is designed to bridge the gap between low cost, basic broadband products, and higher cost Fibre Ethernet. It offers Ethernet grade SLAs but at a cost-effective price point. It also acts as an ideal backup solution for Fibre Ethernet for both voice and data traffic.

Spitfire's FibreStream® Lite is an ideal service to combine with Spitfire's SIP Trunks, providing a full end-to-end converged voice and data solution backed up by market-leading SLAs.

### INDUSTRY LEADING SLAs

- Target 100% bandwidth throughput
- 99.93% target uptime
- 7 hour fix time
- 24/7 monitoring
- All backed up by Service Credits

### AVAILABILITY AND PRICE

- Installation in as little as 13 working days
- Market-leading pricing
- Thousands of exchanges already on-net providing wide availability across the UK

### RESILIENT CORE NETWORK

- 4 x Network Nodes
- 2 x leading hardware vendors - Cisco & Juniper
- Resilient Fibre Ring
- Auto failover to backup available

### Who is it for?

FTTC Ethernet is ideal for businesses:

- Migrating to Cloud or online services
- Using mission critical applications
- Implementing converged voice and data solutions

With Quality of Service (QoS) on every converged solution sold, we can ensure optimum call quality using a Spitfire telephony service.

Criteria	SLA Target
Uptime availability	99.93%
Latency	<10 ms
Jitter	<3 ms

### SPITFIRE

- IP Engineering solution specialists
- Dedicated account manager
- UK-based technical support team
- Full project management
- 30 years' experience

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For more information on converged solutions contact Spitfire or watch Spitfire Tech Talks on YouTube.

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# Spitfire Multi-Site & Cloud Data Networking

For multi-site businesses, streamlined communications between offices & cloud services 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.

Glowworm  
[Arachnocampa luminosa]

*The larva spins a nest on the ceiling of a cave and then hangs down as many as 70 threads of silk building a colony of glowworms. MPLS and CloudConnect helps you build seamlessly integrated and scaleable networks.*

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.

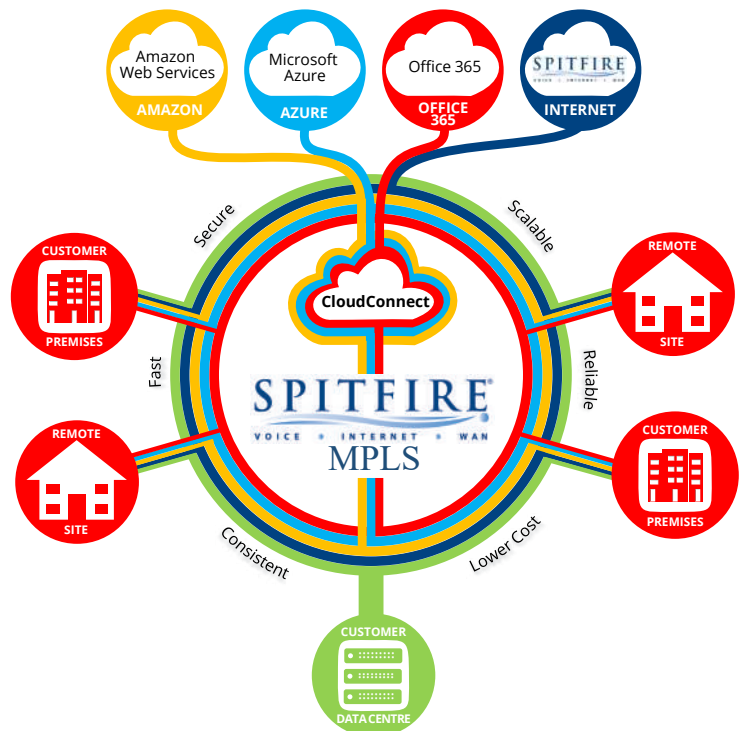
We have one of the broadest product portfolios and scope for deployment anywhere within the UK. This combined with a fully resilient multi-node core network fibre ring, allows us to provide geographically diverse redundancy solutions using multiple carriers.

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, Office 365 & other leading cloud service providers.

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, Azure & Office 365 - 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.

### Resilient Multi-Node Core network

- Built around our multi-node resilient core network ring, 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.



#### 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, 365, AWS & other leading cloud services
- 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

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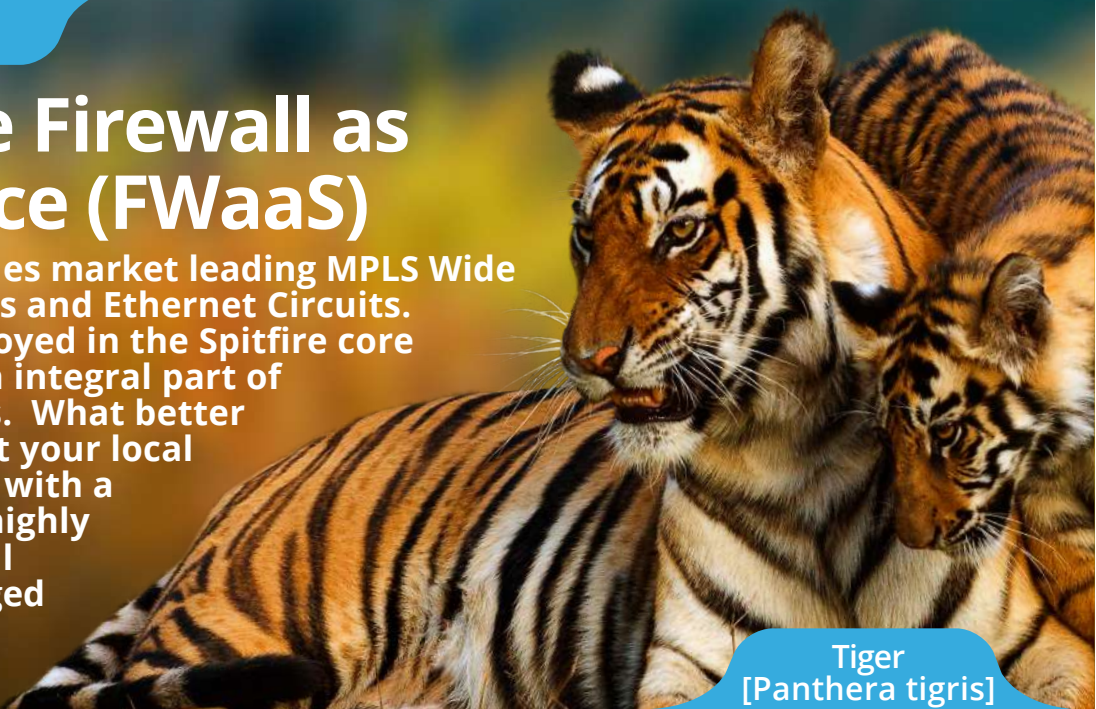
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# Spitfire Firewall as a Service (FWaaS)

Spitfire provides market leading MPLS Wide Area Networks and Ethernet Circuits. FWaaS is deployed in the Spitfire core network as an integral part of these services. What better way to protect your local network than with a feature rich, highly secure firewall service managed by network experts?



Tiger [Panthera tigris]

*A Tigress will be fiercely protective of her cubs and will not hesitate to attack in the event of any threat. Spitfire's FWaaS utilises Unified Threat Management to protect your network from a diverse range of cyber threats.*

## What is FWaaS?

FWaaS delivers feature rich Unified Threat Management (UTM) capabilities as a fully managed service, all for a simple monthly service fee.

Features include:

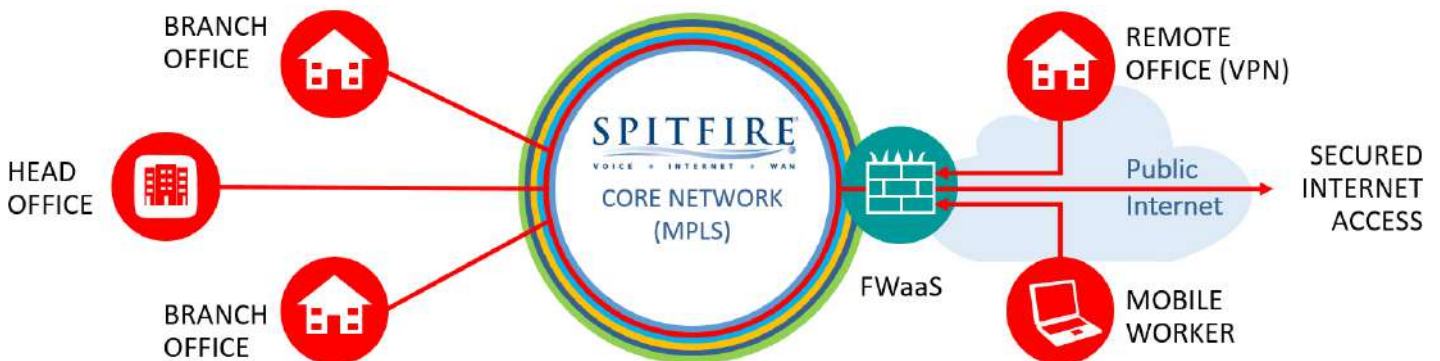
- Advanced Management Features
- Antivirus
- Application Control
- Web Content Filtering
- Email Filtering
- Intrusion Prevention System (IPS)
- VPN Connectivity

## Why choose Spitfire?

Our FWaaS is based on Fortinet's market leading FortiGate platform, delivering the best of breed network security.

Spitfire have deployed this technology in the core network to maximise performance and resilience. FWaaS is backed by 24x7 support and 100% target uptime to deliver an 'always-on' service.

FWaaS includes a comprehensive management portal to give you visibility of your network and manage users' Internet access as well as inbound Internet borne threats.





## Key Benefits

Adopting a service model for IT systems is commonplace due to the associated flexibility, scalability, and low up-front costs. Ethernet circuits and WAN services like MPLS have generally always been supplied on a similar rental model, so FWaaS is a logical step to avoid the capital and technical investments of purchasing firewall hardware.

Spitfire's FWaaS delivers the technical benefits of a market leading firewall solution coupled with the commercial and operational benefits of a service model. The result is an effective, feature rich security solution that requires minimal technical input and management or ongoing support from the customer on an ongoing basis, delivered for a fixed monthly rental.



### COST EFFECTIVE

- Enterprise class functionality
- Resilient firewall deployment from £200 per month
- No specialist hardware
- No additional licenses required



### ENTERPRISE CLASS SECURITY

- Advanced Unified Threat Management security
- Protects against Viruses, DDoS, hacks and Malware
- Manages users' Internet usage



### EASY TO MANAGE

- No specialist technical skills required
- Seamlessly deployed at your Internet gateway
- Ready to use from day one
- Intuitive management portal

## Who is FWaaS for?

Firewall as a Service is suitable for customers with Spitfire Ethernet circuits or MPLS Wide Area Networks.

When deployed on the perimeter of an MPLS network, Internet access from all customer sites is consolidated into a single platform, supporting a company-wide security policy via a single administration portal. Security related costs are reduced and administrative processes are simplified.

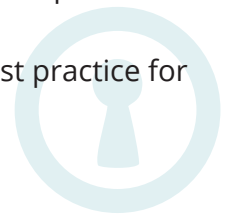
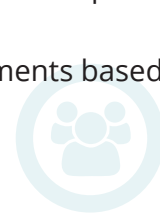


### SERVICE & SUPPORT

- Backed by 24x7 support
- 100% target uptime
- High availability deployment architecture

For customers with a single Ethernet circuit, the service provides a feature rich, enterprise grade firewall solution that is simple to manage yet cost effective when compared to an on-premise deployment.

Spitfire will set up your FWaaS to meet your individual requirements based on best practice for firewall configuration.



# 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.*

Hosted PBX  
2.1

# Spitfire Hosted PBX 2.1

Our latest fully featured cloud hosted telephony solution is easy to use and manage. It comes with the ability to add telephone extensions whenever and wherever you need as part of a single or multi-site solution.

**All of this starting at £6 per extension per month with free set-up!**

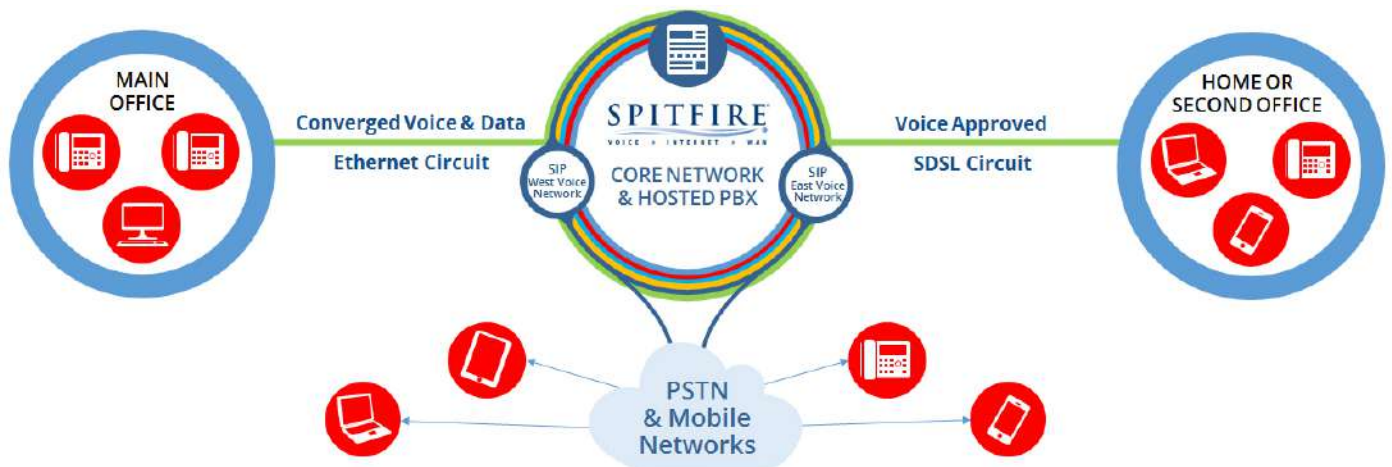
Barnacle Goose  
[*Branta Leucopsis*]

Barnacle Geese migrate twice a year, sometimes travelling over 3,000 miles in search of warmer climates.

## Features included with Hosted PBX 2.1

Some of the key features are listed below, but please speak to a member of our Sales Team for a complete list:

- Web based management console
- Call Management/Routing (e.g. call transfer, forward, hold, park/pickup)
- Auto Attendant/Digital Receptionist
- Call Queuing & Management Statistics
- Voicemail including email notifications
- Soft phone integration
- Programmable buttons on handsets/soft phone
- Group contact directory
- Multi-user conference call bridge



Telecoms and IP Engineering Solutions for Business since 1988



## Key Features

- Easy to Migrate and Feature Rich System - All included out of the box.
- Upgrade and Development Path - developed in-house, the feature set will grow as your business does.
- Flexibility - Bria softphone and smartphone apps allow users to work from anywhere.
- Free Calls between Extensions - Ability to connect offices together for free.
- Online Portal - Self manage users with ease.



### ZERO UPFRONT COST

- Free extension set-up
- Hardware rental options
- 3 hours free on-site installation and training within the M25
- Market-leading pricing



### ASSURED CALL QUALITY

- Use Spitfire Voice Approved Broadband or Converged Ethernet Circuits for assured call quality
- Inbound & Outbound call resiliency included as standard



### SECURE

- Hosted PBX 2.1 located in one of Spitfire's secure core network nodes
- Resiliency in server architecture
- Core network node deployed with full power and back-up redundancy



### SPITFIRE

- Dedicated account manager
- UK-based technical support team
- Full project management
- 30 years' experience

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Yealink- W52P DECT



Yealink-CP920



Yealink-T42G



Yealink-T46S

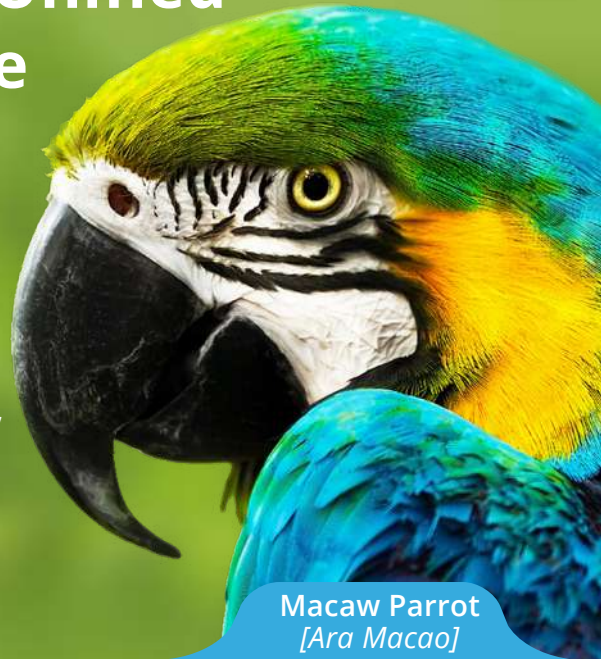


Yealink-T48S

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# The 'Spitfire 3CX Cloud' Unified Communications Service

Spitfire's 3CX Cloud delivers a fully featured, enterprise quality, unified communications platform on a simple, per extension, per month pricing structure. Scalable and optimised for use in the office, on the road or at home, 3CX Cloud supports flexible and remote working through web-conferencing, presence, softphones, smartphone clients and desktop handsets.



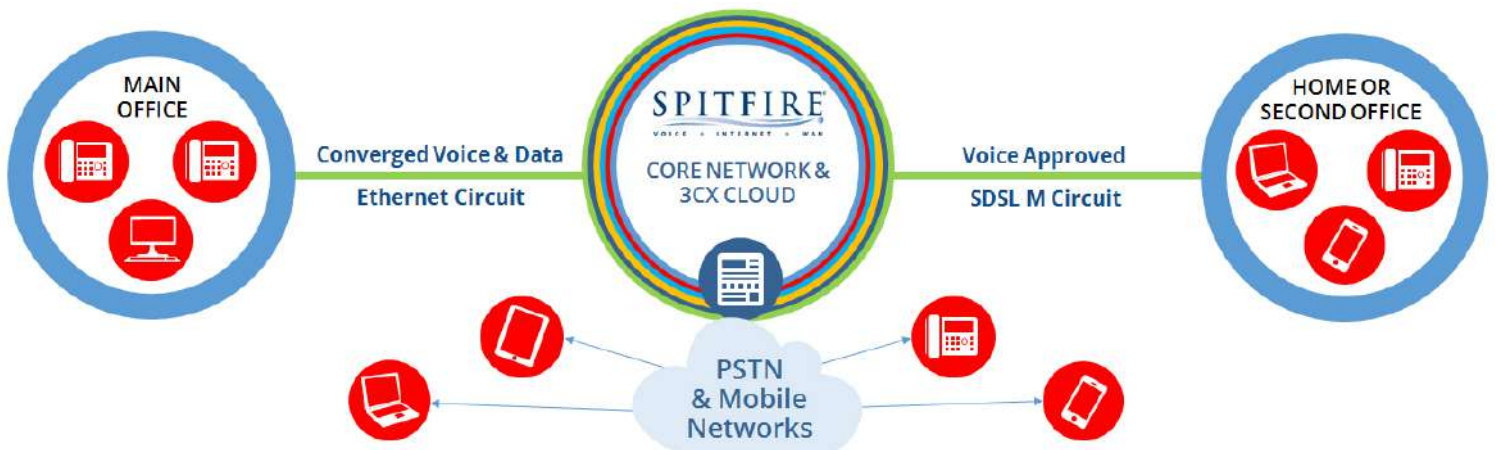
Macaw Parrot  
[Ara Macao]

Parrots are capable of amassing vocabularies of 1,000 words or more and can use the words they learn to speak in context. Choose Spitfire for your feature-rich and versatile unified communications.

## How does it work?

At the heart of the Spitfire 3CX Cloud service is the Spitfire SIP network. A network dedicated to SIP voice traffic, isolated from the public internet and directly connected to the traditional PSTN telephony network. When combined with a Spitfire voice approved Ethernet or Broadband circuit, call quality from the handset to the PSTN network can be ensured at all times.

Spitfire 3CX Cloud uses Spitfire SIP trunks - included at no extra cost within the monthly extension rental charge - providing low cost phone calls and eliminating the need for traditional on-premise analogue or ISDN phone lines. Spitfire is the only UK based 3CX partner able to offer 3CX as a Cloud solution, delivered from our own dedicated SIP network with on-net SIP Trunks.



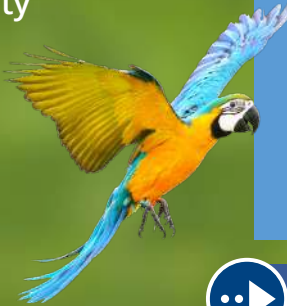


## Key Features

With Spitfire 3CX Cloud, each customer benefits from a dedicated instance of the feature-rich 3CX Cloud Phone System application. All features are available within a simple monthly subscription.

### Voice quality ensured, by design

We understand that poor voice quality is not acceptable for a business telephony system, and quality can only be ensured with appropriate connectivity. Spitfire 3CX Cloud connects directly to the telephony network, utilising Spitfire's SIP network, while Spitfire Ethernet and Voice Approved Broadband circuits are recommended for connectivity to the customer premises. By using these components, the public internet is avoided and Quality of Service (QoS) is ensured from the customer premise to the PSTN telephony network.



### UNIFIED COMMUNICATIONS FEATURES

- Integrated user presence
- Instant messaging
- Video webmeeting
- Conference call bridge



### FULL IP PBX FEATURES

- Fully customisable Interactive Voice Response (IVR)
- Digital receptionist
- Call queues
- Hunt groups
- Automatic routing
- Voicemail and voicemail to email



### MANAGEMENT FEATURES

- Call reporting
- Call recording (MiFID II Compliant available)
- Time based routing
- Granular security
- Delegated administration privileges
- Users readily added or removed
- Customer administration option available



### ACCESSIBILITY FEATURES

- Support for a wide range of SIP handsets
- Free softphone client for Windows and Mac
- Free softphone App for Apple IOS and Android
- Remote extensions and WiFi support

### Flexibility and scalability

By its nature, Spitfire's 3CX Cloud provides full flexibility and scalability. Extensions are not restricted to a physical location, so a single 3CX Cloud can be used by staff who are spread across multiple locations - or indeed at home or connected by Wi-Fi. By using the 3CX Softphone app on smartphones, tablets, PCs or Macs, the phone system can be utilised from wherever your staff need to work.

A mobile user with an internet connection will simply work as if they were at their desk, with the added benefit of calls to other extensions being free - so no more diversion charges for home or remote workers. As your business grows, simply add another extension and connect a softphone or handset. No need for additional server hardware or licenses.

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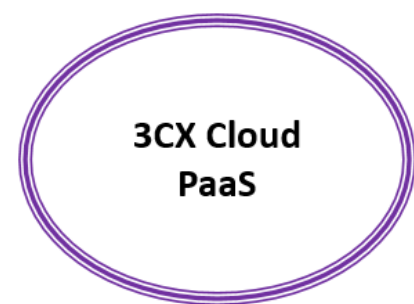
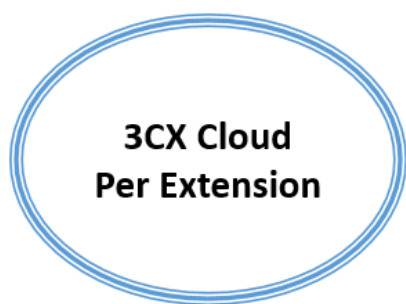
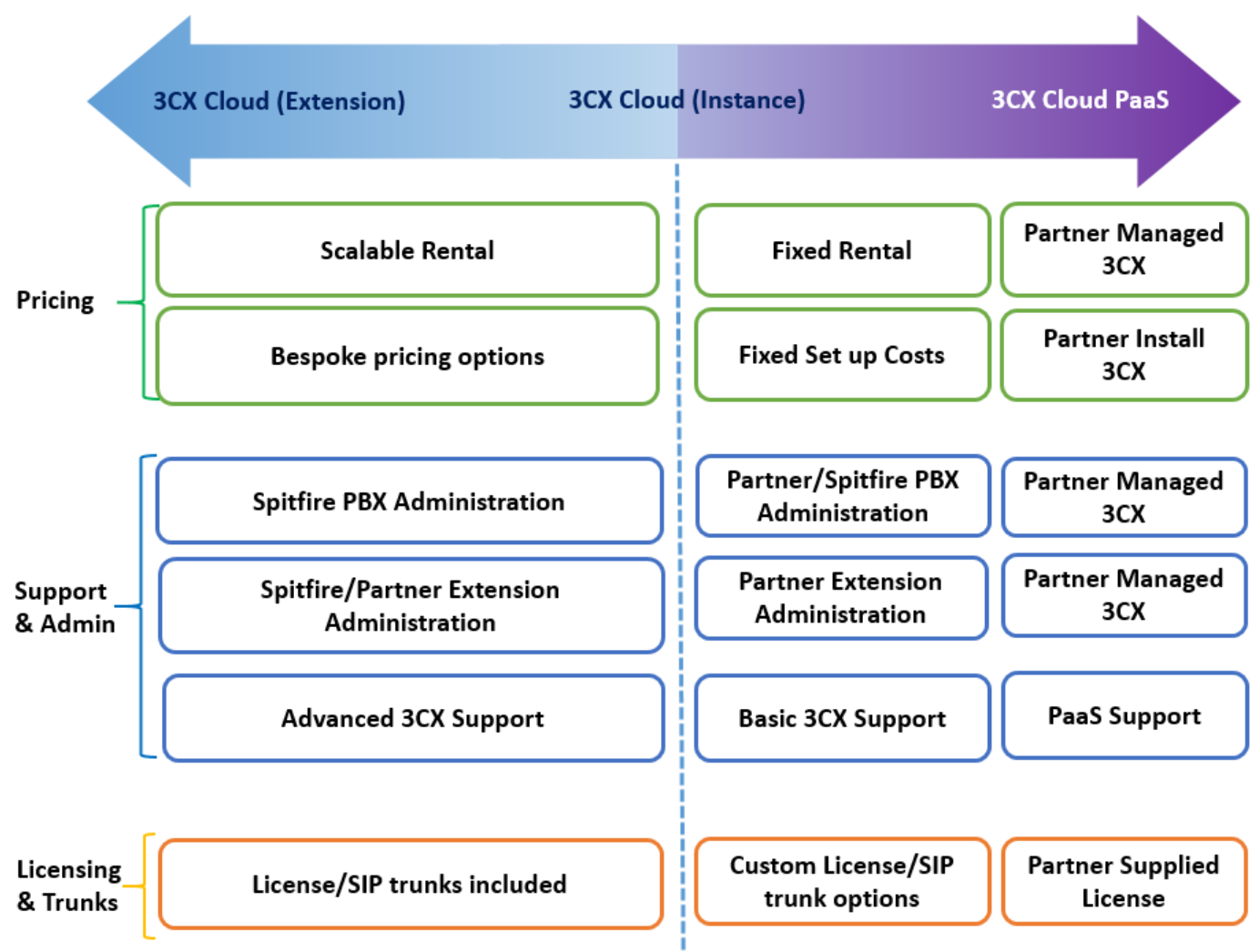
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# 3CX Cloud Management





# SIP Hosted PBX 2.1 vs 3CX Cloud Feature List Comparison

Feature	Hosted PBX 2.1	3CX Pro
<b>General Features</b>		
Extensions	Unlimited	Unlimited
Call Forwarding on busy or No Answer	✓	✓
Call Routing (Caller ID)	✓	✓
Call Transfer	✓	✓
Call Parking	✓	✓
Call Pickup	✓	✓
Call Logging	✓	✓
Incoming call ring groups	✓	✓
Auto Attendant / Digital Receptionist	✓	✓
Switchboard Console	✗	✓
Custom Music on Hold (PRS licence required)	✓	✓
Voicemail	✓	✓
Multiple Voicemail greetings	✓	✓
Group Voice Mail displayed on phone	✓	✗
Group Voice Mail delivered by email	✓	✓
Send Email Notifications for Missed Calls	✓	✓
Central Phonebook	✓	✓
Dial Name to Call Extension	✓	✓
Busy Lamp Field (BLF)	✓	✓
User configurable Busy Lamp Field (BLF)	✓	✓
Headset Compatible	✓	✓
Intercom/ Paging	✓	✓
Automatic or manual night service	✓	✓
Mobile Twinning	✓	✓

Call Recording		
Call Recording	x	✓
Selective Call Recording	x	✓
Call Recordings Search	x	✓
Advanced Call Recording (MiFID)	x	✓
Advanced Call Recording (PCI)	x	✓

Unified Communications		
See the Presence of Your Colleagues	✓	✓
Receive Voice Mail via Email	✓	✓
Advanced Forwarding Rules	✓	✓
Presence based Forwarding Rules	x	✓
Audio Conferencing	✓	✓
Receive Faxes via Email as PDF	✓	✓
View Presence of Remote Offices	✓	✓
Click to dial from Web Client	x	✓
Web Conferencing	x	✓
Instant messaging	x	✓
Webchat integration	x	✓
Call from website	x	✓

Call Centre / Contact Centre		
Incoming Call Queues	✓	✓
Custom Call Queue Greeting	✓	✓
Listen In	✓	✓
Whisper, Barge	✓	✓
Basic Call Reporting	✓	✓
Advanced Call Reporting	x	✓
Customer Name Based on Caller Id	✓	✓
Real Time Queue Monitoring	✓	✓
Wallboard	x	✓
Real Time Queue Statistics	x	✓
Call Flow Designer	x	x
Queue Supervisor can Log Agents In/Out	x	✓
Callback from Queue	x	✓
Hotdesking	x	✓



Mobility		
Integration with Bria and Zoiper Soft Client	✓	N/A
Android Client	Via 3rd Party app	✓
iOS Client		✓
Windows Client		✓
Mac Client		✓
Web Client (Chrome, Firefox, Edge)		✗

Management and Scalability		
Web-based Management Console	✓	✓
Automated Provisioning of Devices	✓	✓
Real Time Web-based System Status	✓	✓
Scheduled Backup	✓	✓
Fail Over SIP trunks	✓	✗
Fail Over PBX	✗	✓
Create user accounts with LDAP	✗	✓
Anti-fraud mechanisms on SIP trunks	✓	✓
High risk destination barring	✓	✓
Bar destination by country code/prefix	✓	✓
Manage IP Phones Network Wide from Console	✓	✓
Restart Phones Remotely	✓	✓
Update & Manage Firmware Network Wide	✓	✓
Utilise secondary 3rd party SIP trunks	✗	✓

Application Integration (as per manufacturer's specification)		
Bitrix24	✗	✓
Connectwise	✗	✓
CRM Integration via API	✗	✓
EveryoneAPI	✗	✓
Freshdesk	✗	✓
Freshsales	✗	✓
Google Contacts	✗	✓
Microsoft Dynamics/D365	✗	✓
Microsoft Exchange 2013	✗	✓

Microsoft Outlook	x	✓
MongoDB	x	✓
Nutshell	x	✓
Office 365	x	✓
Salesforce	x	✓
SQL (SQL Server, MySQL, PostgreSQL)	x	✓
TAPI	x	✓
Vtiger	x	✓
Zendesk	x	✓
Zoho	x	✓

**Sales 020 7501 3333 • Partner Services 020 7501 3150**

**Innovative • Flexible • Reliable • Supportive • Cost Effective**

# Spitfire SIP Trunk Solutions

**Spitfire is one of the UK's leading providers of business VoIP solutions. We offer a complete end to end service via our own resilient voice and data networks so that voice quality can be assured. We also provide dual network resiliency on SIP Trunks as standard and our SIP Trunks are fully interoperability tested with leading telephone systems.**



African Elephants  
[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.*

## How does SIP work?

SIP (Session Initiation Protocol) is the industry standard method of controlling Voice over IP (VoIP) calls and is used by a wide range of operators to provide business VoIP services.

SIP is the protocol used to control the call itself, including initiating and terminating the call.

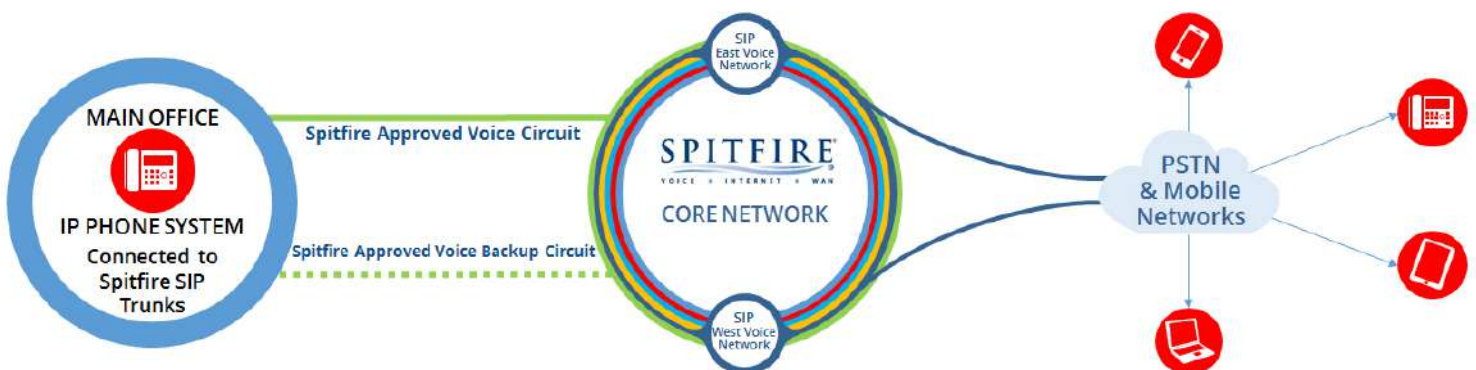
SIP Trunking therefore allows business grade phone calls to be made over voice ready data connections.

## Why use Spitfire SIP services?

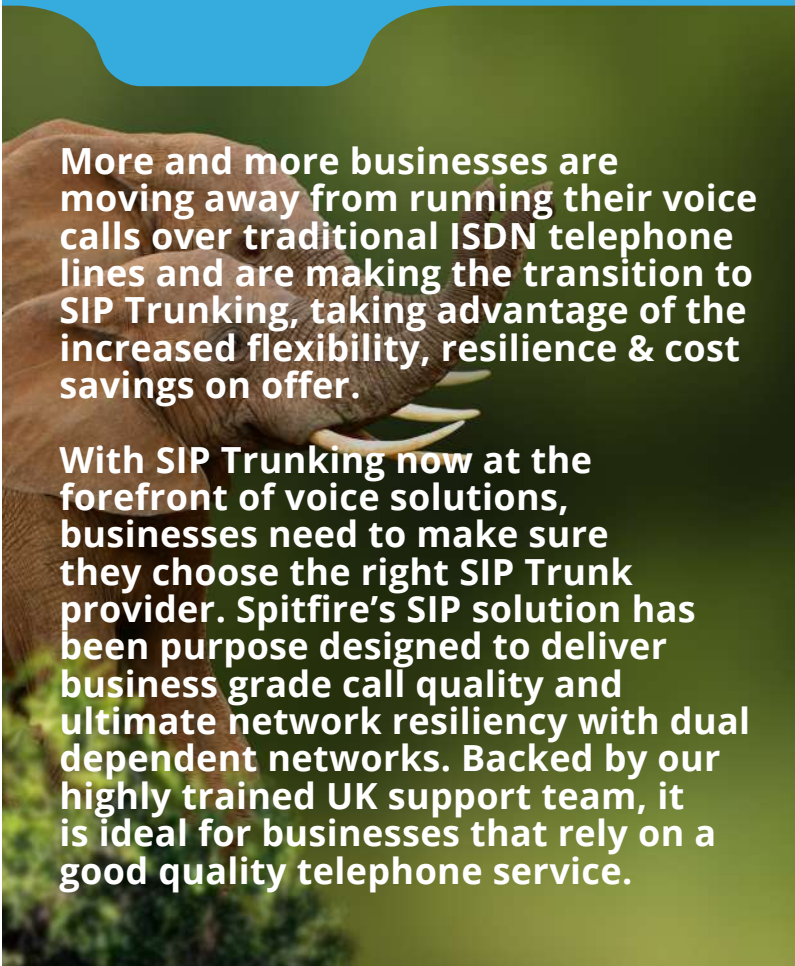
When delivering calls over SIP Trunks, there are three key elements required to ensure a high quality service:

- SIP compatible phone system.
- A data connection specifically designed to carry voice traffic.
- The ability to terminate VoIP calls directly on to the standard telephone network without traversing the Internet.

Spitfire is one of the few UK SIP Trunk providers that provides all three of these components as standard ensuring we can deliver a complete end-to-end quality solution!







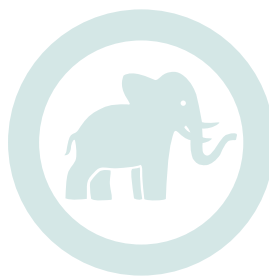
More and more businesses are moving away from running their voice calls over traditional ISDN telephone lines and are making the transition to SIP Trunking, taking advantage of the increased flexibility, resilience & cost savings on offer.

With SIP Trunking now at the forefront of voice solutions, businesses need to make sure they choose the right SIP Trunk provider. Spitfire's SIP solution has been purpose designed to deliver business grade call quality and ultimate network resiliency with dual dependent networks. Backed by our highly trained UK support team, it is ideal for businesses that rely on a good quality telephone service.

### Proven Interoperability

We have completed full interoperability testing with the following systems, which are fully certified for use with Spitfire SIP Trunks:

- 3CX
- Avaya
- Asterisk
- Cisco
- Epygi
- IPCortex
- Mitel
- Nortel
- Panasonic
- Patton



### COST SAVING

- Business grade SIP Trunks from just £4.00 per trunk, per month
- Lower call rates than traditional ISDN and analogue lines
- Internet circuits dedicated to voice lower rental costs
- Free set up costs and no engineer site visit required



### BUSINESS GRADE CALL QUALITY

- End to end solution provided by Spitfire Dedicated SIP SDSL M or converged Ethernet circuits
- Calls route directly back to Spitfire's own SIP core network, secure from the public internet



### FLEXIBILITY AND RESILIENCE

- Easily increase/decrease the number of channels as required
- Dual independent SIP networks for ultimate network resilience.
- Combine with ISDN for resilient backup solutions
- Divert calls to a predetermined backup destination for added resiliency



### NUMBERING

- Port existing telephone numbers to Spitfire's SIP network
- No need for diversion charges when moving office
- Numbers from all UK dialling codes available, regardless of your geographic location

We can also easily connect our SIP Trunks to older non SIP compatible telephone systems using a Beronet SIP gateway.

Spitfire provide, install and maintain 3CX, Avaya and Panasonic systems, but we can also recommend authorised Spitfire Partners who hold manufacturer's accreditation to help you install and implement other systems. This allows you to benefit from a fully integrated and coordinated service delivery.

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# 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 an added feature at no extra cost.

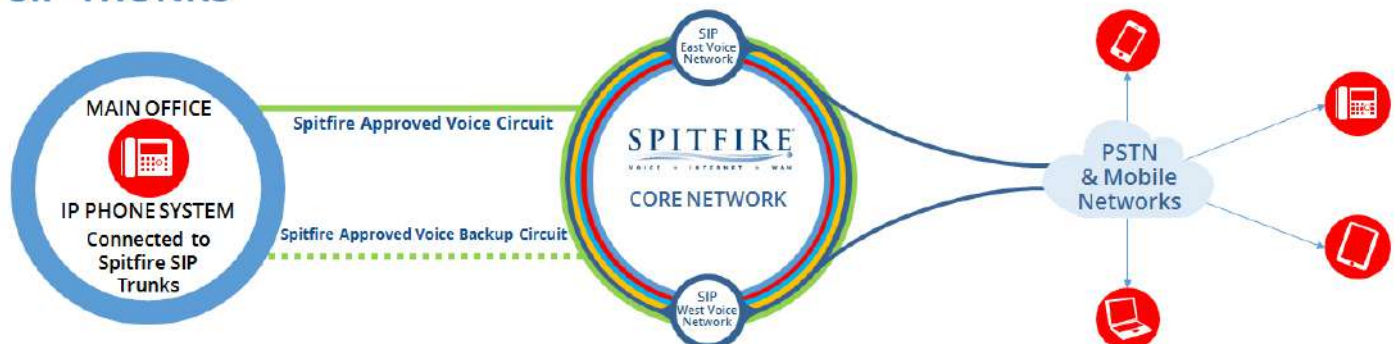
Where supported by the telephone system, Spitfire maintained phone systems - including SIP Communicator - now have resilience built in by default. Partner installed systems will need to be configured by you to use both networks. Our Support Team will be happy to assist you where possible.

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.

## SIP TRUNKS



# GIGABIT VOUCHER SCHEME

The Gigabit Broadband Voucher Scheme, part of the Local Full Fibre Networks Programme being delivered by DCMS (Department of Digital, Culture, Media and Sport), is aimed at providing SME businesses with grant funding of up to £2,500 to upgrade to a Gigabit capable full fibre Internet connection.

Spitfire are a registered supplier – apply today for your grant of up to £2,500!

The Gigabit Broadband Voucher Scheme will provide up to £67 million of funding to SME businesses and the local communities around them across the whole of the UK. The scheme will run until 2021 or until the funding has been fully allocated.

Choose from one of our pre-registered packages that suits your requirements:

<p><b>Package 1</b></p> <p>100Mb/100Mb Installed on a 100Mb bearer circuit with 100Mb of usable bandwidth</p>	12 Month Contract	<p>Router Discount: £250 Connection Discount: up to £1,850 Extra Install Discount*: up to £1,050 Maximum Contribution: £2,500</p>	From £295 per month
<p><b>Package 2</b></p> <p>100Mb/100Mb Installed on a 100Mb bearer circuit with 100Mb of usable bandwidth</p>	36 Month Contract	<p>Free of charge Connection Router Discount: £250 Monthly Rental Discount: up to £51.38 Extra Install Discount*: up to £1,050 Maximum Contribution: £2,500</p>	From £295 per month
<p><b>Package 3</b></p> <p>From 100Mb to 1Gb Installed on a 1Gb bearer circuit with your choice of usable bandwidth from 100Mb</p>	12 Month Contract	<p>Router Discount: £250 Connection Discount: £1,850 Extra Install Discount*: up to £1,050 Maximum Contribution: £2,500</p>	From £375 per month
<p><b>Package 4</b></p> <p>From 100Mb to 1Gb Installed on a 1Gb bearer circuit with your choice of usable bandwidth from 100Mb</p>	36 Month Contract	<p>Free of Charge Connection Router Discount: £250 Monthly Rental Discount: £51.38 Extra Install Discount*: up to £1,050 Maximum Contribution: £2,500</p>	From £323 per month



\*The extra install discount is a contribution towards any Excess Construction Charges (if applicable) to deliver the fibre Ethernet circuit to your office location.

The above are based on using either a BT Wholesale or TalkTalk Business fibre Ethernet tail and the amount quoted is in addition to the BT Wholesale or TalkTalk Business contribution of £2800 towards Excess Construction Charges to deliver a fibre circuit to the premises.



# AMAZON INCENTIVE

## EARN REWARDS WHEN YOU SELL SPITFIRE FIBRE ETHERNET

As an Authorised Spitfire Partner, you can now earn more than £50 worth of Amazon vouchers for each new Fibre Ethernet circuit you sell with Spitfire.

- **£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 OR CALL 020 7501 3150**

*What will you buy for you and your team?*

Terms and Conditions apply:

- The new circuit must not be replacing an existing Spitfire Ethernet circuit (EFM, FTTC Ethernet or Fibre) at that address.
- 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.
- To see full Terms and Conditions please go to <https://www.spitfire.co.uk/support/terms-and-conditions/>



# PARTNER KNOWLEDGE BASE

The Spitfire Partner Portal provides Partners with access to essential documents which include support, sales and technical resources. Partners are able to enter the Customer and Web Ordering Portal here as well as product ordering sites. We've included phone system support manuals, internet connectivity support documents and all Partner case studies.

The aim of the Portal is to allow quicker access to essential resources and supporting documents for Partners to build and deepen their technical knowledge.

## Partner Resources

### Portals

CUSTOMER PORTAL

WEB ORDERING

### Ordering

ADSL

VDSL

ANALOGUE LINE

EFM

FIBRE ETHERNET

FTTC ETHERNET

### Price list and Commissions

PRICE LIST

HARDWARE RENTAL

ETHERNET PRICING COMPARISON

### SIP Documents

SIP DOCUMENTS

### Partner Phone System Support

PHONE SYSTEM USER MANUALS

HANDSET MANUALS

### Partner Internet Connectivity Support

FIBRE ETHERNET ROUTER FAILOVER GUIDE

BROADBAND PARTNER SUPPORT CHECKS

## Supporting Sales Document

### Product Brochures

SPITFIRE OVERVIEW BROCHURE

ETHERNET BROCHURE

FTTC ETHERNET BROCHURE

3CX CLOUD BROCHURE

MPLS & CLOUD CONNECT BROCHURE

SIP COMMUNICATOR BROCHURE

SIP TRUNK BROCHURE

SIP HOSTED PBX 2.1

## 5 Considerations when:

MOVING OFFICE

MOVING TO THE CLOUD

UPGRADING TO IP PBX

UPGRADING CONNECTIVITY

MIFID II

CHOOSING AN ETHERNET PROVIDER

### Product order forms

Please contact your account manager for training on our online ordering system or for any other order forms.

## Information Bulletins

Keep up to date with industry and Spitfire news with the bulletins below:

IP V6 READINESS

## Events Presentations

SEMINAR PRESENTATION 2018

SEMINAR HANDOUT 2018

EVENTS AND TRAINING

## Partner Case Studies

PEBBLE IT

PENSTONE COMMUNICATIONS

KAMAZOV VIRTUAL IT DEPARTMENT

EASY COMPUTER CONSULTANTS

FUTURE OFFICE SOLUTIONS

NETVECTOR

EVOLVE COMPUTERS

123 TECHNOLOGIES

HANDS FREE IT

BLUE DIAMOND IT

RIVEN ASSOCIATES

EBS

DSM

ADM COMPUTING

HEATH COMPUTERS

INTERACTIVE DATA TECHNOLOGY

## White Papers

THE TRUTH ABOUT VDSL AND VOIP

WHY YOUR COMPANY NEEDS SIP TRUNKS

MAKING THE RIGHT CONNECTIVITY DECISION

CHOOSING SIP TRUNK PROVIDER

MOVING OFFICE AND MITIGATING IT RISKS

SPITFIRE IPV6 BRIEFING

UK NUMBERS EXPLAINED

MPLS PROVIDES MULTI-SITE SOLUTION

PBX SECURITY IN THE VOIP ENVIRONMENT

MEETING THE CHALLENGE OF VOICE SERVICES

## Partner Events – Photo Gallery



# PORTAL

## Web Ordering Portal

The Partner Web Ordering Portal is designed to allow Partners to generate orders on behalf of their customers.

Using this portal, Partners are able to:

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

The screenshot shows the top navigation bar with the Spitfire logo and contact information: Sales Direct - 020 7501 3333, Partners - 020 7501 3150, and Email: info@spitfire.co.uk. Below the navigation bar is the heading "Welcome to Spitfire Web Ordering" and a link for "Log In - Existing Customers". The login form includes fields for "Email" and "Password", a "Login" button, a "Help" button, and a link for "Forgot your password?".

## Customer Portal

The Customer Portal is designed to give Partners single access to all of their customers' information. The portal contains realtime live information on any ongoing jobs as well as historic information on products, services and billing.

Partners are able to view the following information regarding their customers and their services using the Customer Portal:

- 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

And much more!

The screenshot shows the heading "Welcome to the Spitfire Customer Portal." followed by the instruction "Please enter your Username and Password, then click on View against your company name". The login form includes fields for "Username" and "Password", and a "Login" button.

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



# TRAINING

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 by the demonstration station, contact your Account Manager or contact our Partner Service Coordinator, Kimberly Liwag at [Kim.Liwag@spitfire.co.uk](mailto:Kim.Liwag@spitfire.co.uk).

## **SIP Hosted PBX 2.1**

Our SIP Hosted PBX 2.1 training day teaches you how to install and configure our hosted phone system through hands-on demonstrations. You will also receive commercial training from a senior member of the Partner Service Team, giving you the expertise to market the product to your clients. 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 to and rise in telephony fraud, why and how fraud attacks take place and how to secure against attacks.

## **3CX Cloud**

This training session covers one of our newest and most exciting telephony products: 3CX Cloud. This fully-featured cloud-based 3CX is available from Spitfire with a variety of options. This two day training course will cover programming and installing 3CX Cloud and will include hands-on programming.

## **Partner Introductory Training**

Partner Introductory Training covers our product portfolio by looking at a number of case studies giving you the practical information you will need to sell Spitfire services to your customers. You will also get the chance to meet key members of Spitfire management and staff as well as other Spitfire Partners. This training is primarily for new Partners or new staff of existing Partners but all Partners are very welcome to attend.

If you are interested please contact your Account Manager today or email [partners@spitfire.co.uk](mailto:partners@spitfire.co.uk)

*To find out more about the products mentioned on this page please head to [www.spitfire.co.uk/products](http://www.spitfire.co.uk/products)*

# SOCIAL MEDIA

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



## YOUTUBE

Subscribe to our YouTube Channel, ***Spitfire Network Services*** to receive notifications when we post new TechTalks or industry interviews. Our TechTalks provide in-depth information on various topics such as SIP Trunks, understanding IPv6 subnets and QoS on LAN.

Search '***Spitfire Network Services***'



## 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.

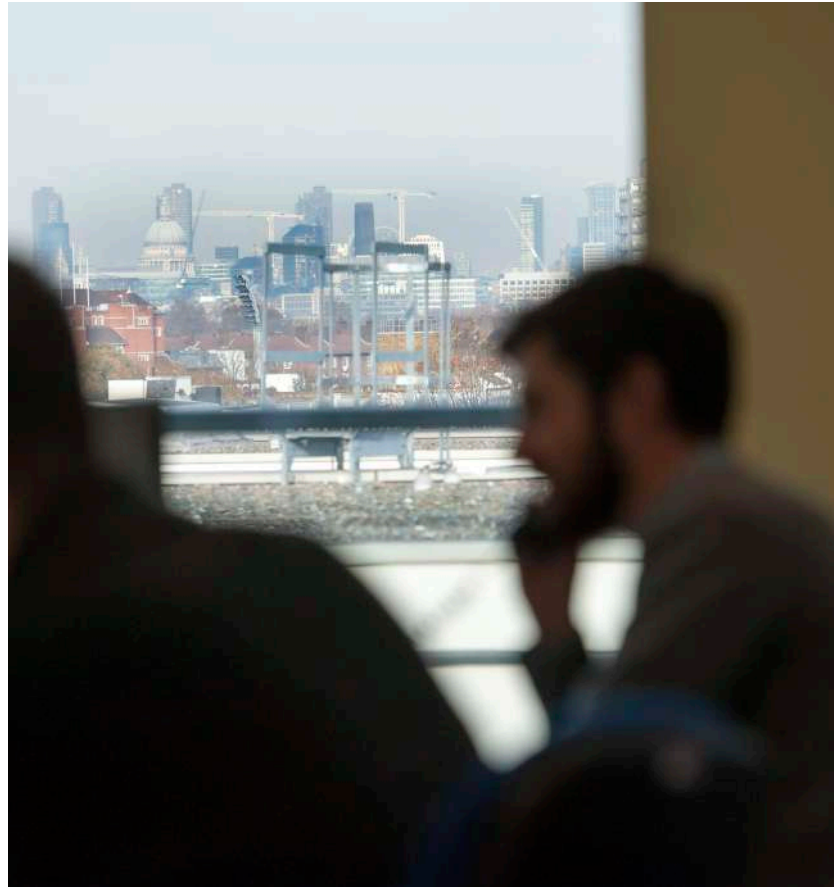
Follow us for daily updates.



## 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!



## WHY IS SOCIAL MEDIA IMPORTANT?

Social media is one of the fastest growing aspects of digital marketing. It's quick, easy and responsive. Due to the fast nature of the industry, there are countless social media networking sites which have different but unique purposes. Spitfire Network Services are available on a number of them and here's why:

Twitter is known as the "live up-to-date" platform with over 255 million active users.

LinkedIn is viewed as the professional social networking site which heavily focuses on business to business (b2b) rather than business to customer (b2c).

YouTube is a great platform to show new updates via videos and helpful guides and tutorials.

# MENU

## Breakfast

Grilled smoked bacon in a soft roll  
Cumberland sausage in a soft roll  
Danish pastries (V)

## Lunch

Beef and ale pie topped with puff pastry (DF)

Free-range chicken, smoked bacon, baby onion and grain mustard  
casserole (GF)

Roasted Mediterranean vegetable pasta bake with tomato and basil sauce  
(V) (VE)

## Dessert

Sticky toffee pudding  
Lemon tart (GF)

- \* (V) Vegetarian
- \* (DF) Dairy Free
- \* (VE) Vegan
- \* (GF) Gluten Free





# FEEDBACK FORM

Question 1: Please rate the following aspects of the Partner Seminar (5 – Excellent and 1 – Disappointing)

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

Question 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 clear?					
Did the seminar meet your expectations?					
Venue and catering					

Question 3: What are the strengths and weaknesses of this seminar?

Strengths	Weaknesses

Question 4: 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 these products 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:					

Please fill this feedback form, tear it out and return to one of the Account Managers. Thank you.