

PARTNERING WITH SPITFIRE FOR SEAMLESS CONNECTIVITY AND TRUSTED CLIENT SUPPORT

CDS IT SUCCESS

CDS (Information Technology) provides a wide range of IT solutions and support services for small businesses across diverse sectors, from fabrication firms to solicitors. To deliver network connectivity and telephony solutions to their clients, CDS partnered with Spitfire around 18 months ago after their previous supplier ended their partner program. Kris Mulholland, Client Technology Manager at CDS, discusses the value of this collaboration.

Finding the Right Fit for Clients

“We transitioned to Spitfire when our previous supplier withdrew their partner program, and it’s been the right decision for both our business and our clients,” explains Kris. “Spitfire’s solutions align perfectly with how we work—offering flexibility, reliability, and no pressure to oversell. We focus on finding the right solutions for our clients, and Spitfire supports that ethos.”

The partnership currently includes around 20 circuits, and CDS is planning to expand their offering by incorporating Spitfire’s SoGEA and FTTP services. This expansion is part of a larger, ongoing effort by CDS to move clients from outdated internet solutions to faster, more reliable services, ensuring their IT infrastructure stays future-proof.



Kris Mulholland,
Client Technology
Manager,
CDS Ltd

Empowering Collaboration and Client Trust

CDS prides itself on a personal approach to IT support, building trust with clients by offering tailored advice and solutions. This philosophy extends to their partnership with Spitfire. “Spitfire makes things easy,”

“Orders are processed immediately, we are empowered to use our own hardware, and the Spitfire team is always ready to provide support when needed. They even sent us demo handsets to showcase to clients - it’s those small touches that make a big difference.”

For clients navigating changes in telephony and networking, such as BT’s transition from traditional phone lines to VoIP, CDS works closely with Spitfire to educate and guide them. Spitfire’s FireSwitch service is an area of focus in this partnership, offering a straightforward option for customers to modernise their systems.

“The move to VoIP can feel daunting for some clients due to cost or perceived complexity. With Spitfire’s help, we’re in a position to simplify the process and demonstrate how it benefits their business in the long run.”

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Supporting Compliance and Innovation

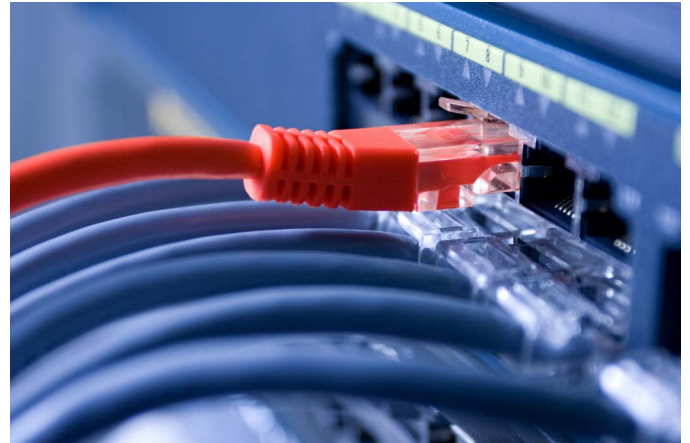
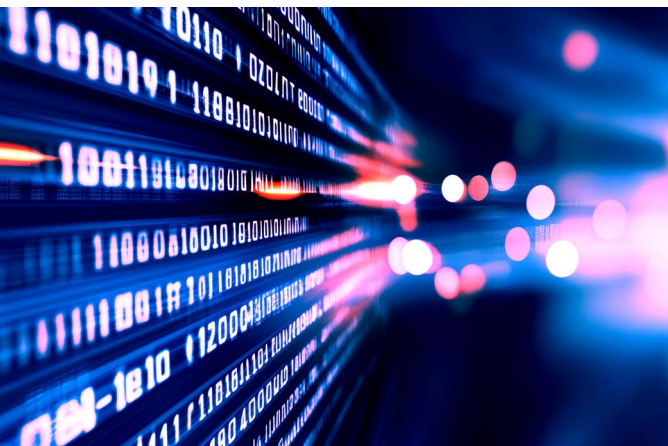
As small businesses face increasing scrutiny of their IT infrastructure, particularly through frameworks like Cyber Essentials Plus, CDS goes beyond connectivity to offer strategic guidance. "Cyber Essentials compliance involves more than ticking boxes - it often requires examining internet services, web-facing assets, and telephony and connectivity systems," Kris explains.

"Spitfire's solutions make it easier for us to provide practical, compliant recommendations."

Enabling Scalable Solutions

Spitfire's ability to integrate seamlessly with CDS's existing hardware and support flexible configurations is central to the success of this partnership. Whether implementing full Fibre services or advising on VoIP solutions, Spitfire ensures that CDS can deliver high-quality, scalable options tailored to client needs.

"We don't upsell, and neither does Spitfire," Kris emphasises. "That shared approach to putting the customer first has cemented our trust in them. Spitfire's focus on doing what's best for the client - not just pushing services or products- makes them an ideal partner for us."



A Partnership Built on Shared Values

Through their partnership with Spitfire, CDS has enhanced their solution offerings, provided better value to clients, and strengthened their reputation for reliability and trust. With plans to expand further into fibre and telephony solutions, CDS sees Spitfire as an important partner.

Kris concludes:

"We've built a relationship where everything feels seamless—orders, support, communication. It's been a smooth partnership from the start, and we look forward to continuing to grow together"



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