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P A R T N E R   I N   B U S I N E S S

Northampton Community College

Since its establishment in 1967, Northampton Community College (NCC) is where Lehigh Valley residents turn to earn a degree, access workforce training, learn new leisure activities, and bring their children for enrichment.

Today, NCC serves more than 35,000 students a year in credit and non-credit programs, and is strategically positioned to provide students with the education that they need in order to enter the workforce or to continue their studies. NCC grants degrees, certificates and diplomas in more than 100 fields, is one of the largest employers in the Lehigh Valley, and is the only community college in Pennsylvania to offer on-campus housing. With three campuses, NCC also enjoys a student body that is diverse in terms of age, ethnicity, income, and academic interest.

NCC uses PenTeleData for both primary Internet services and to connect their new Monroe campus in the Poconos. Via these connections, they make use of video conference between campuses, provide Voice over IP Telephone service, connectivity for their students and staff, as well as remote facilities management and monitoring.

When asked why they chose PenTeleData, Thomas Briggs, Director of Network and IT Security, explained, "PenTeleData has been NCC's primary Internet provider since the 1990's. They have been one of the Lehigh Valley's largest providers of Internet services since the college became a customer. They are a local company with good pricing, solid performance and, the few times we had an issue, a friendly, responsive and effective technical support team. All services that NCC receives from PenTeleData have been extremely reliable. Services come into the college via fiber optic cable and I cannot recall the last time there was an outage.

"I have had only two sales reps at PenTeleData in my 15 years working with them. The first left due to retirement. Having consistency with sales reps allows for a good working relationship to be built and enhanced over time. Therefore, a greater understanding of what our needs are. I only wish I could say the same for other technology companies whereby many sales reps come and go every three to six months. Both current and former sales reps are knowledgeable, friendly and very helpful. The sales engineering staff is also very helpful in explaining PenTeleData's offerings and solutions and is always available for onsite meetings."

Going forward, "the "cloud", security, and mobile applications will grow in demand and importance, as the College continues to develop and implement applications that are available from any location or device. A robust, reliable, responsive, and secure network infrastructure will

Northampton Community College's new Monroe Campus

be critical in supporting this 21st century learning environment, which includes increased wireless access to digital resources, videos, interactive response systems, web conferencing, and other emerging technologies. The College will leverage its Innovation Labs to support instructors in evaluating, adopting, and assessing new technologies, and the enterprise operational systems will incorporate data analytics and document imaging technologies. The College relies heavily on the network and the supporting connections between its campuses to ensure smooth, uninterrupted operations, so the network will continue to be a key resource now and in the future. PenTeleData is proud to work with Northampton Community College and will continue to support their growth with our NextGen Fiber Optic Network.

Contents

PenTeleData.
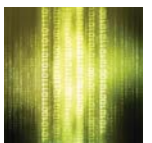
From the Manager's Desk...

Dear Valued Customers,

Welcome to the summer edition of our quarterly newsletter, *PTD Chat*. Progress continues on our NextGen Network. We're finishing our Lehigh Valley ring for Optical Wave Services and are working hard to complete the outer part of our network in Wilkes-Barre later this year.

In addition, our Quality of Service (QoS) Layer 3 is nearing completion. Our commercial customers with dedicated connections (excluding cable modems) have asked us to use our Layer2 and Layer 3 VPN services to support different priorities of traffic through our network. Most other providers charge for this feature and greatly restrict service down to a couple different levels, such as "best effort", "premium" and "priority" and then funnel all traffic through those few levels. What that means is that all traffic is still competing with other customers in the same level. We took a different approach to this, allowing our customers to mark traffic on their devices and we will honor those classifications through our network! All this at no additional cost to the customer; it's simply a feature of using PenTeleData as your provider.

Our NextGen Network also enables us to offer greater speeds. To learn more about PenTeleData Fiber Networks, visit us at www.penteledata.net/fiber.

Thank you for your business and continued support.

Sincerely,
Jaime Mendes, V.P. of Operations - PenTeleData

Events

AUG. 7-16, 2015
Musikfest
Aug. 7th: 5PM-11PM
Aug. 8th -16th: Noon-11PM
@ Downtown Historic
Bethlehem

AUG. 3-8, 2015
Carbon County Fair
Aug. 3rd-7th: 3PM-11PM
Aug. 8th: Noon-11PM
@ Carbon County Fairgrounds
Palmerton, PA

AUG. 23-29, 2015
West End Fair
Sun., Wed., Sat.: 10AM-11PM
Mon., Tues., Thurs., Fri.:
Noon-11PM
@ West End Fairgrounds,
Gilbert, PA

SEPT. 1-7, 2015
Allentown Fair
Mon.: 4PM-11PM
Tues. - Sun.: 1PM-11PM
Mon.: 1PM-10PM
@ Allentown Fairgrounds
Allentown, PA

Our Computer Patrol Has a New Name: PenTeleData I.T. Services

Our Computer Patrol for business has a new name to better reflect the services they provide. We will now use PenTeleData I.T. Services in all advertising. Rest assured, this is the same group that has been offering customized business solutions for over a decade (yes, we're very fond of them too). The new direct link to their website is **www.penteledata.net/IT**.
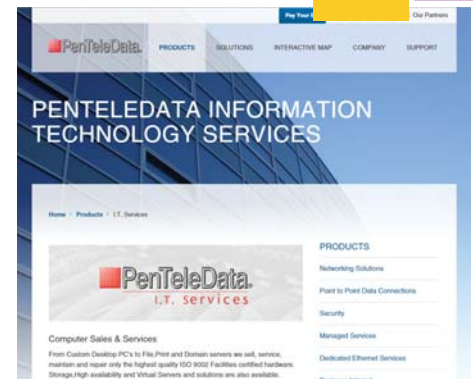
PenTeleData I.T. Services offers computer sales and services, software sales and support, software training and classes, Local Area Network Design (LAN), wireless networking, on-site depot services and repairs, structured cable installation services, site inspection services, planned maintenance, and network and Internet security.

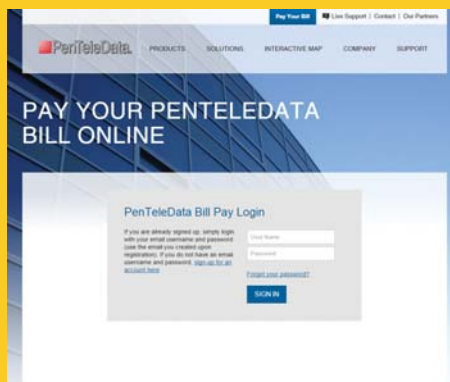# We have redundancy! Say that again... We have redundancy!

A redundant network has extra capacity, just in case components fail. Similar to having a spare tire in your car, you don't need it all the time, but it's there just in case. At PenTeleData, we have many redundancy plans in place, both for our customers and our own company. Here are some of the measures we've taken to ensure the reliability of our network:

- ✓ Our technicians are local: No long travel delays with any dispatch

- ✓ 60 Nodes for diversity and redundancy

- ✓ 100% generator back-up at all nodes

- ✓ Moving toward 100% DC power back-up at all nodes

- ✓ Meshed MPLS Network

- ✓ Redundant hardware at each node (dual switches, dual routers, dual power supplies and multiple fiber feeds)

- ✓ Nearly 10,000 miles of privately owned fiber optic cabling

- ✓ Multiple paths to peering points in Ashburn, VA; New York, NY; and Chicago

- ✓ Private peering agreements with major national content providers (Akamai, Google, Netflix to name a few)

- ✓ Cache servers to reduce network congestion

Contest

A Reminder to Our Commercial Customers (This one's for the Accounting Department!)

If you'd like to make one task on your "to do" list a little bit easier, then consider online bill payment for your company's PenTeleData invoice.

Online bill payment is fast, convenient and available to PenTeleData commercial customers. If your business pays PenTeleData (not our partner cable or telephone companies), then you can visit www.penteledata.net to pay for your PenTeleData service. Online bill pay is available from anywhere with secure Internet access.

Fun Facts

The tip of a bullwhip moves so fast that the sound it makes is actually a tiny sonic boom.

Native Americans used to name their children after the first thing they saw as they left their tepees when their children were born, hence the names Sitting Bull and Running Water.

The Matami Tribe of West Africa play their own version of football, instead of a normal football they use a human skull.

Coca-Cola would be green if the food colorant wasn't added.

During the 17th Century, the Sultan of Turkey ordered his whole harem of women to be drowned and replaced with a new one.

Coffins used for cremation are usually made with plastic handles.

"Almost" is the longest word in the English language with all the letters in alphabetical order.

Human thigh bones are stronger than concrete.

Cockroaches can live several weeks with their heads cut off.

It is impossible to sneeze with your eyes open. We dare you, give it a try!

A Ten Gallon Hat will only hold 3/4 of a Gallon.

Of all the words in the English language, the word "SET" has the most definitions.
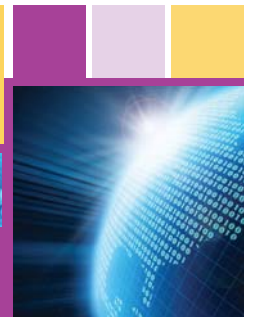
APRIL 2015
CONTEST WINNER!

Congratulations to Lori Lengen of Hazleton, Pa.
Lori was the winner of a Family 4-pack of tickets to CamelBeach.

QUESTION: I went into the woods and got it. I sat down to seek it. I brought it home with me because I couldn't find it. What is it?
ANSWER: a splinter

Got Cookies? Are You Unknowingly Jeopardizing Your Privacy?

ON A TYPICAL DAY YOU MAY VISIT A VARIETY OF WEBSITES, INCLUDING A COOKING SITE, A REAL ESTATE SITE, AN ONLINE NEWSPAPER, AND AN ONLINE MERCHANDISER OR AUCTION SITE. SEEMS HARMLESS ENOUGH, RIGHT? WELL, DEPENDING ON YOUR PRIVACY COMFORT LEVEL, IT'S NOT ALWAYS THAT SIMPLE. EVERY COMPANY THAT ADVERTISES ONLINE IS INTERESTED IN KNOWING WHAT SITES YOU VISIT, WHAT YOU BUY, WHO YOU'RE FRIENDS WITH ON SOCIAL NETWORKS, WHAT YOU LIKE AND MORE. BY GATHERING INFORMATION ABOUT YOUR ONLINE ACTIVITIES THEY CAN SERVE YOU TARGETED ADS THAT ARE MORE LIKELY TO ENTICE YOU TO BUY SOMETHING.

For instance, the Facebook, Twitter, and Google+ buttons you see on just about every site allow those networks to track you even if you don't have an account or are logged into them. Other times information collection companies rely on embedded code in banner ads that track your visits, preferences, and demographic information.

Have you ever noticed how that browsing seems to determine the advertisements you see on other websites? That's because most web browsers and websites track your actions for marketing purposes. They can use this information to sell to advertisers and other third parties. In fact, some sites can build a personality profile about you for the same purpose. For example, consider the social media site Facebook. Every time you like or share a picture or comment, it can tie your profile to a keyword or topic. That information can provide a wealth of data for marketers. You'll also see more posts from the people you "engage" with the most, through likes, comments or clicking on their photos. The site also groups you with others who may share similarities to what you see – another prime opportunity for advertisers to know more about you. The same is true for most social media and other websites. In fact, even cellular phone providers track their customers' data usage for the purpose of sharing it with others and credit card providers do the same with your purchase data. The good news is that you can take steps to minimize (but not eliminate) the information you share. Here's how:

> Manage your privacy settings on social media sites. By choosing who sees your actions, you have better control over what you share publically. While this won't protect you from advertisers and information brokers, it will make sure others won't get too much information if they snoop around on your profiles.

> Be cautious about or don't fill out your social media profile. The people who need your birthdate, email address and phone numbers probably have them. The more information you share online, the easier it is for someone else to get their hands on it.

> Lock your hardware, including your computers and other Internet compatible devices, with strong passwords that include upper and lower case letters, numbers and special symbols. Do not use the same password for multiple accounts and do not use the names of your family, friends or pets.

> Use private browsing. If you don't want anyone with physical access to your computer to see where you visit online, enable "private browsing," a setting available in each major web browser. It deletes cookies; temporary Internet files and browsing history after you close the window.

> Clean up the cookies stored on your cell phones, computers and other Internet capable devices. Then, consider changing your settings to block cookies.

> Credit card companies can sell your purchase data to advertisers, so if you have concerns about privacy, pay with cash instead.

> Since some security questions use information that can be found in public records or otherwise, some experts recommend using false responses. Just be sure that you are able to remember the answers you provide.