



PTD CHAT

OCTOBER 2016

PENTELEDATA'S
CUSTOMER NEWS

Partner in Business

Mauch Chunk Trust Company

Mauch Chunk Trust Company is an independent community bank that serves Carbon and Schuylkill Counties in Pennsylvania. Incorporated in 1902, Mauch Chunk Trust is the successor institution to the Second National Bank of Mauch Chunk established in 1864. While many community banks have merged or simply disappeared, Mauch Chunk Trust's ability to change with the times has allowed them to grow and prosper for over 110 years.

They are located in the heart of Jim Thorpe and have additional branches in Albrightsville, Nesquehoning, Lehighton, Hometown and West Penn. In fact, one branch sits right across the street from their original headquarters, known as the Navigation Building, the old railroad station on the corner of Broadway and Susquehanna Streets in downtown Jim Thorpe. They offer a full range of banking products including business loans, mortgages and wealth management services.

The summer of this year brought some changes to the bank, when they decided to choose PenTeleData to provide the fiber infrastructure for the bank's wide area network to support banking operations between the main office and seven locations in Carbon and Schuylkill counties. In addition, PenTeleData began providing their Internet over fiber.

When asked why they chose PenTeleData, Patrick H. Reilly, President and CEO of Mauch Chunk Trust Company, explained, "Dissatisfaction with the service reliability of our previous vendor coupled with increasing needs for band-

width had our IT manager debating between early retirement or worse. Fortunately, our previous experience with PenTeleData for cable modem Internet and other services was excellent. By working with our PenTeleData Sales Representative, we were able to craft a cost-effective fiber solution that solved our bandwidth and reliability issues. An ancillary benefit that quickly became apparent dealing with a local provider is their responsiveness when we need assistance."

Regarding the installation of their fiber network and services, Mr. Reilly added, "PenTeleData's staff worked with the bank to coordinate the running of new conduit into the facility. They have been knowledgeable and helpful. In fact, two Saturdays after cutover, PenTeleData notified our IT Staff that no traffic was being seen on our network. The prompt notification, coupled with the responsiveness of our IT staff, enabled restoration of connectivity in time for opening of business at 9AM. PenTeleData worked throughout the day with our IT staff and network support vendor to identify and resolve the problem. Since then, the transition has gone very well, including PenTeleData's accurate and understandable billing statements. Since this wasn't what we had become accustomed to receiving from our previous service provider, the added convenience is a very welcome benefit of being a PenTeleData customer."

At PenTeleData, we're proud to offer the community-minded reliability, service and responsiveness that has kept Mauch Chunk Trust Company in busi-



ness for over a century. Like their continued growth, our partnership of cable and telephone providers has invested more than \$300 million in fiber optic infrastructure with almost 10,000 miles of fiber optic cabling that serves existing customers in all facets of life from their homes to business, including banking, healthcare, education, government, retail sales, and the wireless industry. Our fiber optic based Next Generation Network is the way of the future, with less signal degradation, easier performance upgrades, greater speeds, Cloud-Based DDoS Mitigation, Quality of Service, Optical Wave Services, IPv6, and Layer 2 VPNs.

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Manager's Desk...

Dear Valued Customers,

Welcome to the Autumn edition of our PTD Chat. At PenTeleData, our fiber optic network is everywhere you are. From our redundant connections to peering with large national content providers, we make sure that our connections are always available. When you need information, call in a prescription, make a deposit or shop for groceries, our solutions are already working in the background.

We know that our connections are important, so we're available 24/7 to answer your questions and concerns at 1.800.281.3564 or via our online chat support on our homepage. And last, but certainly not least, you can find us on Facebook, Twitter and our newest platform... Instagram! I encourage you to look us up for great pictures, security tips, fun and contests.

Thank you for your business and continued support.

Best regards,
Jaime Mendes,
Vice-President of Operations,
PenTeleData

Does Your Business Have a Cyber Crime Control Center?

Have you ever stopped to count how long a minute can be when your Internet connection isn't working? How about five minutes? 15 minutes? If your customers or colleagues are waiting on you, it can seem like an eternity. There's simply no time to waste. That's why your business should have a plan to prevent DDoS attacks.

Distributed Denial of Service attacks can cripple a network, causing downtime that can interfere with productivity, reduce profits and even damage a brand's reputation. This is essential for mission critical activities like healthcare and banking where privacy is of the utmost importance.

Whether your business uses websites, data centers, Domain Name Servers or network infrastructure, our Cloud-Based DDoS Mitigation offers constant protection with multi-layer security to mitigate threats and the most sophisticated attacks and provides nearly unlimited cloud-based mitigation specifically tailored to that business. That way, IT and security teams can rely on our round the clock support and remain focused on core network activities and other employees and patrons can count on business as usual.

To learn more, please contact your Commercial Account Executive or our Commercial Sales Department at 1-855-22FIBER or visit us at www.penteledata.net/DDoS.

What is Copyright Infringement?

When was the last time you watched a DVD? Purchased a CD? Whether it was music or video, it probably contained an FBI warning. Copyright protects the value of creative work, and any unauthorized reproduction or distribution is a crime.

As an Internet provider, PenTeleData receives notification of these infringements on a regular basis, and we are required to follow-up on each occurrence. The response from our customers is often the same: "I didn't know that I had done something wrong." When using the Internet, there isn't a warning that tells you that your actions are illegal, but the law still applies. Federal law allows for severe penalties, including loss of your Internet service.

To learn more about copyright infringement and Peer-to-Peer networks, please go to our website at www.ptd.net/peer2peer. Additional information is also available at www.respectcopyrights.org and www.riaa.com.

Data and PenTeleData's Commitment to Our Customers

At PenTeleData, we manage our network with one goal: to deliver the best possible Internet experience to all of our customers. High-speed bandwidth, data, and network resources are not unlimited. Managing the network is essential to promote the use and enjoyment of the Internet by all of our customers. We use reasonable network management practices that are consistent with industry standards. In fact, our network data is collected, monitored, measured and verified by a national, third-party, fully certified data analytics company.

79% of overall traffic on the PenTeleData network comes from five content providers: Netflix, Google, Amazon, Facebook, and Twitter. It is also interesting to note that Netflix accounts for more than double the network traffic of Google.

Some sources of data consumption include: Peer to peer file sharing programs, file Uploading and downloading of any type, streaming video (watching TV, You Tube, Netflix, Hulu, Roku boxes, Skype – HD video uses more bandwidth than normal video), SMART TV's that pull updates/downloads regularly (such as Google TV, or a SMART DVD appliance), Streaming Audio (listening to the radio / music files), video / web cams (even when set to low settings, if a constant 24 x 7 connection, can cause high bandwidth consumption), online/streaming gaming (X-Box, PlayStation), an unsecured wireless connection, running servers of any kind (Please note, this also violates PenTeleData's Acceptable Use Policy.), virus infections (severe), MAC users that run Microsoft Outlook, and using Cloud/file back-up services.

To monitor your usage, please visit the links to our partner company who provides service to your area:

Blue Ridge Communications: <https://www.brctv.com/user>

Service Electric Broadband Cable: Go to www.secable.com, then click on "Technical Info". Under Customer Tools, select "Check your bandwidth, using..."

Service Electric Cablevision: <http://secv.openvault.us/um/index.action>

We also offer an online customer tool for estimating usage:
www.penteledata.net/calculator

OCTOBER 2016:

PenTeleData is giving one lucky winner a Family 4-Pack of tickets to see Penn State vs. Michigan State Spartans on Saturday, November 26, 2016.

How to play:

Rack your brain and figure out the answer to the brain teaser below.

Then send us an e-mail with your full name, address, daytime telephone number (where we can contact you), and the answer to the brain teaser below, to chat@corp.ptd.net. All entries must be received by 10/31/16.

Good Luck! PenTeleData

Brain Teaser:

In British Columbia you cannot take a picture of a man with a wooden leg. Why not?

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 **PenTeleData**

PenTeleData is Proud to be the Official Internet Provider for the Lehigh Valley Phantoms

PPL Center is a state-of-the-art multipurpose arena located in downtown Allentown, PA. The arena seats more than 10,000 for concerts and more than 8,500 for Phantoms professional hockey games, making it the region's largest events venue. The arena, which is the main catalyst to the revitalization and growth of downtown Allentown, includes everything from the Phantoms, the AHL affiliate of the NHL Philadelphia Flyers to live concerts, trade shows, figure skating events, youth sports, high school and collegiate events, and much more.

PenTeleData is the Official Internet Provider for the Lehigh Valley Phantoms. Our I.T. Team works behind the scenes to make sure that the Phantoms can focus on winning. In addition to designing and implementing the core data network and equipment for the PPL Center, we provide the data and Internet service for the corporate networks for the Phantoms Hockey organization (including the arena and all food and beverage operations), more than 200 wired and wireless POS terminals (including additional support for Chickie's and Pete's Crab House and Sports Bar and Crust, a coal-fired pizza restaurant), more than 250 VOIP phones, wired and wireless connectivity for their ticketing system, security cameras, building automation and environmental controls, maintenance for public wireless connectivity, Internet access for the team locker rooms and performer needs, general connectivity for media operations, and a Microsoft virtual server environment in a redundant failover cluster for windows domain services and backup functions.



Fun Facts

In 1937, the Walt Disney Studios released its first fully animated feature film, *Snow White and the Seven Dwarfs*, and pioneered a new form of family entertainment.

Clouds, snow, and rain are all made of up of some form of water. A cloud is comprised of tiny water droplets and/or ice crystals, a snowflake is an aggregate of many ice crystals, and rain is just liquid water. Water existing as a gas is called water vapor.

The Pledge of Allegiance was written in August 1892 by the socialist minister Francis Bellamy (1855-1931). It was originally published in *The Youth's Companion* on September 8, 1892. Bellamy had hoped that the pledge would be used by citizens in any country.

An average professional football game lasts 3 hours and 12 minutes, but if you tally up the time when the ball is actually in play, the action amounts to a mere 11 minutes.

Scientists aren't entirely sure why we have eyebrows, but they have a pretty good guess. We know that eyebrows help keep moisture out of our eyes when we sweat or walk around in the rain. The arch shape diverts the rain or sweat around to the sides of our face, keeping our eyes relatively dry.

The avocado is a tree native to Mexico and Central America, classified in the flowering plant family Lauraceae along with cinnamon, camphor and bay laurel. Avocado or alligator pear also refers to the fruit, botanically a large berry that contains a single seed.

WINNER

July 2016 Contest Winner

Congratulations to Vernon Barlieb of Kunkletown, Pa.

Vernon was the winner of a family 4-pack of tickets to CBK Outdoor Adventures in Tannersville, PA.

QUESTION: They come out at night without being called, and are lost in the day without being stolen. What are they? **ANSWER:** stars