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Partner in Business

Wilkes University

Wilkes University has been preparing students for lifelong success since 1933. They offer a mix of undergraduate, master's and doctoral degree programs on campus and online. National rankings recognize their commitment to access and making a Wilkes education as affordable as possible, while highlighting their ongoing return on investment for graduates. Their compact, 35-acre campus blends stately mansions with state-of-the-art facilities in a historic downtown neighborhood.

Wilkes uses PenTeleData for dedicated fiber connections and for phone services, so we asked Gerald J. Korea, their Executive Director ITS, why they chose PenTeleData and how it helps their students and faculty. He shared, "We had used PenTeleData in the past and were very happy with their services, so when a need arose for phone service, we turned to them for that too. We currently use PenTeleData for all our phone services on campus and also for streaming services for students. The streaming services have provided students with the best Internet experience in academic buildings and residence halls across campus. Our recent telephone services upgrade has not only saved us a considerable amount of money but also has allowed us to continue to provide excellent phone service to our campus."

In terms of the reliability and support he receives from PenTeleData, he said, "PenTeleData's service has been 100% reliable. We have not experienced any downtime with our phone service or our Internet connection. This is important to us as we are not only customers to PenTeleData, but our students and staff are customers to us. PenTeleData's support staff has always been there when needed. As we transitioned our phone service, we had a few situations where response time was critical and PenTeleData's support staff was very responsive. Everyone from our account manager to the support staff constantly checked in on us and made sure all our



issues were handled as quickly as possible."

The goal of an education is to plan for the future, and as a higher education institution, it is important for Wilkes University to keep up with emerging technology. Mr. Korea mentioned, "As we move forward, I feel confident that with PenTeleData as our partner we will be able to accomplish this goal."

PenTeleData's history with area colleges traces back to our beginnings, 30 years ago. Our company began in 1994 and by March of 1995, Moravian College had become one of our first and largest commercial customers. Shortly thereafter, PenTeleData became the first data and Internet Service Provider in the nation to offer broadband cable Internet service. Today, our 10,000+ miles of fiber optics serve hundreds of thousands of customers, not just for education, but for all facets of business, including banking, health-care, government, and retail sales.



Manager'sDesk...

PenTeleData Broadband Fiber

Our Broadband Fiber network represents a significant leap forward in terms of speed, reliability, and performance. The PenTeleData partnership has made significant investments to ensure that our network is at the forefront of technology with the connectivity experience any business needs for success.

The most distinguishing feature of this shared fiber – also called PON, or Passive Optical Network, is its use of a single strand of optical fiber to support multiple destinations or customers. Unlike Dedicated Internet Access (DIA) with one dedicated fiber-optic strand for each customer, PON uses a single strand to serve up to 32 customers. Instead of DIA point-to-point architecture, PON implements a point-to-multipoint architecture. To do this, there also needs to be a way to separate the data and route it to the proper destination. PON uses unpowered fiber-optic splitters to separate and collect optical signals as they move through the network. In this way, PON moves data through a single strand to multiple endpoints. By splitting the fiber at locations closer to the end user, PON also involves significantly less infrastructure than traditional dedicated fiber. And powered equipment is required only at the source and receiving ends of the signal. The result is higher reliability and speeds compared to traditional broadband connections.

As of May 2024, broadband fiber is available in sections of Lancaster and Carbon Counties in our partner Blue Ridge Communications service areas and select areas of our partner Service Electric Cablevision. Blue Ridge is actively working to make it available in Ephrata, Newberry, Duncannon, Stroudsburg, and more.

This fiber project will take time to complete but will provide a state-of-the-art network that expands opportunities for today and into the future.

Dear Valued Customer,

Welcome to our summer edition of the *PTD Chat*, our quarterly newsletter. Baseball is in full swing and PenTeleData and our partners are proud to support the Lehigh Valley IronPigs. In fact, PenTeleData is their Official Internet Provider! We're proud of our work behind the scenes to help the ballpark run smoothly. We want to help your company too. Contact us to talk about creating a custom solution to meet your business' specific needs.

Thank you for your business and continued support.

Best regards,

Jaime Mendes
V.P. of Operations
PenTeleData

Mid-Summer Update: The Lehigh Valley IronPigs and PenTeleData I.T. Services

At the time of this writing, the IronPigs have 19 wins so far this season. From a business standpoint, it takes more than just a good team of ball players to make a team a stadium successful. It also takes dedicated fans, hard-working staff, and a good I.T. Team.



The Lehigh Valley IronPigs and PenTeleData I.T. Services are a winning team. On game day, network reliability is one of the most important factors. PenTeleData I.T. Services makes sure that all hardware and software is ready for business. This includes internal communications, ticketing, financial reporting and the day-to-day functioning of the point-of-sale terminals, wireless scanners, ticket printers, and computer and server configurations. Of course, making sure that transactions are secure becomes part of that responsibility too.

To learn more about how PenTeleData I.T. Services can help your business, visit us at www.penteledata.net/IT.

 **PenTeleData**
I.T. services

30 Years... Then and Now

PenTeleData is celebrating 30 years of serving our customers. How has the Internet changed since that time? Well, besides just speeds, you might be surprised! Here are a few fun facts:

THEN: Initially, the Internet was mostly used by scientists and scholars. Computers were becoming more commonplace at home, but they still used floppy disks and required telephones to literally dial-up a connection.

NOW: Today the Internet can be used by almost anyone for anything and from everywhere! In fact, it can be used to do several things at the same time: pay bills, gaming, shopping, social interaction, research, and more!

THEN: Vice President Al Gore used the phrase “information superhighway” that year and NBC’s “Today” show struggled to relate it to their viewers. Katie Couric said it’s “becoming really big now” as her co-hosts debated what the @ sign in email addresses and web pages mean.

NOW: It would be more difficult to find someone who doesn’t know about using the Internet than finding someone who doesn’t know!

THEN: Movies like Sandra Bullock’s “The Net” and Angelina Jolie’s “Hackers” offered fictionalized depictions of what “surfing the net” and using chat rooms were like. Jolie herself summarized it as a place to “talk to people all over the place... it’s amazing.”

NOW: We’re not only talking to people, but we watch almost any movie or television show anytime and anywhere...and it’s all possible because of the Internet!

THEN: WXYC at the University of North Carolina was the first radio station to broadcast online, paving the way for an audio streaming industry.

NOW: Streaming music providers are almost endless. Some of the most popular are Apple Music, Pandora, Spotify and iHeartRadio.

THEN: E-commerce also launched in 1994. The first online transaction was allegedly for a pizza from Pizza Hut, while CNET reports a group of Swarthmore College students created the first secure “on-line” marketplace, called NetMarket, long before clicking to buy via eBay and other sites became the norm.

NOW: Almost anything is available for purchase with just a few clicks!

CONTEST

JULY 2024:

PenTeleData is giving one lucky winner a family 4-pack of tickets to Dorney Park and Wildwater Kingdom in Allentown, PA.

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 7/31/24.

Good Luck! PenTeleData

Brain Teaser:

Paul’s height is six feet, he’s an assistant at a butcher’s shop, and wears size 9 shoes. What does he weigh?



WINNER

April 2024 Contest Winner

Congratulations to Mary Antucci of Stroudsburg, PA.

Mary was the winner of a 4-pack of tickets to see the Lehigh Valley IronPigs.

QUESTION: Three doctors said that Bill was their brother. Bill said that he has no brothers. Who was lying?

ANSWER: No one. The doctors were Bill's sisters

Razors for Life and Business

In philosophy, a razor is a general rule of thumb that helps us to simplify our thinking by “shaving off” unlikely explanations or avoid unnecessary actions. A philosophical razor is not an unbreakable law or rule, it is not always right 100% of the time, but is therefore a useful mental short-cut that allows you to make decisions and solve problems quicker and easier. Here are a few examples:

The Feynman Razor: Understanding is different from knowing. Knowing means reciting but understanding goes deeper. Simplify a concept as much as possible. If you can convey the point that way, you understand. Knowledge=Experience.

Occam's Razor: The simplest explanation is usually the best one. Avoid unnecessary complexities when making decisions. If it looks like a duck, swims like a duck, and quacks like a duck, it's probably a duck. Not a goose disguised as a duck that infiltrated the flock.

Pareto Principle (80/20 Rule): Focus on the 20% of inputs that yield 80% of the results. Prioritize tasks and activities accordingly.

The Dunning-Kruger Effect: Incompetent individuals tend to overestimate their own abilities. Be aware of your limitations and seek feedback from others.

Confirmation Bias: People tend to favor information that confirms their existing beliefs. Actively seek out alternative viewpoints and challenge your own assumptions.

The Halo Effect: Our overall impression of a person influences how we perceive their specific traits. Avoid snap judgments and consider individual qualities separately.

The Law of Diminishing Returns: After a certain point, the additional input or effort put into something yields progressively smaller results.

FUN FACTS

The United States one hundred-dollar bill (\$100) is a denomination of United States currency featuring statesman, inventor, and diplomat Benjamin Franklin on the obverse of the bill. On the reverse of the banknote is an image of Independence Hall.

Orthodontic braces weren't invented until the early 1800s, but people's preoccupation with straight teeth, and/or proper jaw alignment dates back to the time of the ancient Egyptians.

Despite its thick ice, Antarctica is classified as a desert because so little moisture falls from the sky. The inner regions of the continent receive an average of 2 inches (50 millimeters) of precipitation—primarily in the form of snow—each year. More rain falls in the Sahara desert.

Bones, stop growing after puberty and muscle and fat cells also stop dividing. But cartilage - that's the plastic-like stuff in ears and noses - cartilage continues to grow until the day you die. Not only does cartilage grow, but the earlobes elongate from gravity. And that makes ears look even larger.

The biggest reason for pouring salt on icy roads is that salt lowers the freezing point of water. Water normally freezes at 32 degrees Fahrenheit, but when you add salt, that threshold drops to 20 degrees (or even 2 degrees) Fahrenheit.

In captivity, both crows and ravens have been known to live for about thirty years - tops. In the wild, the average life span of a crow is 7-8 years.