

PTD CHAT

PENTELEDATA'S CUSTOMER NEWSLETTER

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FUN FACTS

DBSi

DBSi offers disaster recovery, managed hosting, and data center services to the Mid-Atlantic region. Headquartered in Bethlehem, Pennsylvania, they have been providing customized solutions for mid-sized and Fortune 500 corporations around the world for over thirty years. They operate multiple world-class hosting and recovery centers, Bethlehem, Breinigsville, and Valley Forge, with high-speed fiber optic networks to provide seamless connectivity between their facilities and all metropolitan areas in the Northeast. DBSi's 24/7 monitoring and support team provide continual assurance that they are prepared to respond to the needs of the most demanding customers. They provide reasonable and common sense approaches to proactively building IT infrastructures designed for today and into the future.

Initially, representatives from DBSi and PenTeleData were introduced via mutual business partners. Robert Hicks, Chief Operating Officer at DBSi explained it best, "Soon we learned that both companies have similar goals: client centric, can do attitudes, competitive and fair pricing, and exceptional service."



DBSi, as a data center provider, is tethered to its clients via a network. What type and what size network depends on the customer's needs and overall objectives. That's where PenTeleData helps, with traditional circuits, Ethernet and fiber. We provide the connectivity to clients as well as between DBSi's two Lehigh Valley data centers. This includes about 90 DBSi employees and hundreds of companies who are using PenTeleData in one way or another.

Why did DBSi choose PenTeleData over another provider? Hicks shared, "Quality service, very competitive price, and a sense of knowing that if there is a problem it will be addressed quickly and without conflict."

Since many small and large companies have chosen to outsource their data centers to move capital expenses to operational expenses, DBSi has seen substantial growth in the last six years. Going forward they plan to expand their Cloud offering, the shared SAN offering, and expand their network to include more diverse region connectivity. This will support significant growth in their data center footprint and clientele.

At PenTeleData, we'll work hard to support their advancements. Hicks summed it up very well, "The relationship with PenTeleData is more than a communications relationship. The combination of our two company's services provides an unparalleled offering to clients who exist within our footprint and their network reach. The cooperative efforts between our management and sales teams are unique and extremely productive towards the goals of our companies, and more importantly, our mutual clients."

EVENTS

March 14 & 15, 2012

Greater Pocono Chamber of
Commerce Expo
March 14th - 2:30 pm-7 pm
March 15th - Noon-7 pm
Koehler Fieldhouse
East Stroudsburg University

Letter from our GM

Dear Valued Customers,

Welcome to the first *PTD Chat* of 2012. We're starting the year with a new design for this quarterly newsletter. We'll still provide some helpful information about your Internet service, but with a new look.

The first Partner in Business feature for this year is DBSi, a Bethlehem, Pennsylvania based company that provides disaster recovery, managed hosting and data center services to the Mid-Atlantic region.

We've included a mock e-mail with clues so that you can learn to identify phishing. In addition, we share some tips about passwords. Internet security is a very important topic, which is why we are also

posting monthly customer education contests at www.ptd.net/securitytips.

There's a lot more to read, including details about our Unleashed Hot Spots, Webmail and troubleshooting tips, so sit back, relax, and take some time to enjoy our Chat. From all of us here at PenTeleData, we wish you a happy, healthy and prosperous New Year.

Sincerely,

John H. Williams
General Manager
PenTeleData

UNPLUG TO REBOOT

HAVE YOU EVER CALLED TO TELL US THAT YOUR CABLE MODEM WASN'T WORKING?

Of those, how many times did the simple trick of unplugging the modem solve the problem? Although it sounds almost ridiculous, this easy step can save a lot of additional troubleshooting. With almost any electronic device you plug into an electrical outlet like a cable modem you can run into temporary issues. Just know that if you have trouble on a regular basis, there could be more of a problem, so please call us and we'll work to determine if there is an issue beyond the modem.

Some modems have a reset button. If so, press and hold this for a few seconds until it reboots. If not, it may be necessary to unplug the cable modem. First, shut down the computer. Then, unplug the cable modem from the electrical outlet. Wait approximately two minutes. Reconnect power to the back of the cable modem. The modem's LED lights should begin to flash as it connects, and should be online within few minutes.

After the cable modem is online, plug in the power to the router (if applicable), and then turn on the computer. After Windows has reached the desktop, try browsing several websites. If the problem has not been corrected, additional troubleshooting is necessary. Operating System specific instructions are on our website at www.ptd.net/cable_modem_troubleshooting.

PENTELEDATA: YOUR RECOMMENDED SOURCE OF FIBER

AT PENTELEDATA, OUR FULLY REDUNDANT MPLS NETWORK WITH INTELLIGENT ROUTING HAS MORE THAN 60 POINTS OF PRESENCE THROUGHOUT PENNSYLVANIA AND NEW JERSEY DELIVERING VOICE, VIDEO, DATA AND INTERNET SERVICES. One of our greatest assets is being locally owned- it allows us to make decisions faster and support our customers better. We don't outsource our support and since we own Pennsylvania's largest privately owned fiber optic network, it gives us a lot of leverage to deploy reliable, scalable fiber based solutions. Another advantage? Privately owned means just that – our network was built with private funds, and not a single dollar of taxpayer money.

To learn more about our fiber optic network, visit www.ptd.net/fiber.

DON'T FORGET TO ENTER OUR MONTHLY CUSTOMER EDUCATION CONTEST!

Visit our security tips page at www.ptd.net/securitytips for helpful information and our monthly customer education contest. We recently gave away an Apple iPad 2! Mark your calendar to check back every month for your chance to win great prizes!



LEARN TO IDENTIFY A PHISHING E-MAIL

Do you see the clues? When you receive an e-mail that appears to be from your bank, Internet provider or any other service provider, it may be phishing. Phishing allows criminals to use your personal information for their own benefit or profit. That's why it's important to look for clues to identify whether the message is legitimate or a scam.

Look out for these details:

- 1 A message from PenTeleData or most other reputable companies would not come from hotmail or another free e-mail account.
- 2 A logo can make the message look authentic, but anyone can copy and paste an image.
- 3 Don't be fooled just because the sender uses your real name. The message can still be from a stranger across the street, across the country or around the world.
- 4 An informational e-mail will not ask you to respond. Phishers generally create a sense of urgency for you to reply.
- 5 Click-on links can be fake. In other words, they may not direct you to the website they appear to represent. A hyperlink is a word, group of words, or image that you can click on to jump to a new webpage, document or a new section within the current document. Unless these are clearly stated addresses (and even they can be deceiving), never click on a hyperlink.
- 6 Misspelled words and grammatical errors are often an immediate tip-off that the message is likely a phishing attempt.
- 7 No respectable organization or company will ask you for your social security number, account numbers, password, or date of birth in an e-mail.



- 8 If the message does not contain alternate contact information, such as a telephone number, that matches your credit card or billing statement, it is likely a scam.
- 9 The URL should match any links in the e-mail. They should reference the same domain name, without any misspellings.

PenTeleData will never ask our customers for personal information in an e-mail. Anytime you receive an e-mail announcement from us, it will also be posted on our website so that you can verify its authenticity. Visit the ptd.net website and look in our news section, under e-mail announcements. To access the site directly, visit www.ptd.net/ennouncements

Visit our security tips page at www.ptd.net/securitytips for more information and our monthly customer education contests. We recently gave away an Apple iPad 2! Don't forget to check back regularly for your chance to win!

LIKE US ON FACEBOOK!

Pssst....have you heard the latest? PenTeleData is on Facebook and Twitter! Visit us at www.facebook.com/PenTeleData and www.twitter.com/PenTeleData.

We use these social media pages to share important security tips, the latest industry happenings, ticket giveaway announcements and much more. Don't worry – we won't overwhelm you with irrelevant or way too frequent posts. We provide useful information and give you the opportunity to win some cool stuff.

CONTEST

JANUARY 2012:

PenTeleData is giving one lucky winner a family 4-pack of tubing or skiing passes to their choice of Blue Mountain Ski Area in Palmerton, PA; CamelBack Ski Area in Tannersville, PA; Ski Sawmill in Morris, PA; or Ski Denton in Coudersport, 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 1/31/12.

Good Luck!
PenTeleData

Brain Teaser:

I go forever forward, never looking back. My limit no one knows. More of me you lack. I can crawl, stand still, or fly, but am never gotten back. What am I?



FUN FACTS

The word SILENT contains exactly the same letters as the word LISTEN.

The jet streams blow from the west with such a power that eastbound airliners fly across North America about an hour faster than airliners flying westward.

A rainbow can be seen only in the morning or late afternoon. It is a phenomenon that can occur only when the sun is 40 degrees or less above the horizon.

Traces of copper give the gemstone turquoise its distinctive color.

Since housecats are clean and their coats are dry and glossy, their fur easily becomes charged with electricity. Sparks can be seen if their fur is rubbed in the dark.

A car that shifts manually gets 2 miles more per gallon of gas than a car with automatic shift.

A green flash is sometimes seen just as the sun sets or rises. This occurs because green light is bent most strongly by the atmosphere. So the green is seen before other colors at sunrise, and after the other colors have vanished at sunset.

Margaret Mitchell, who wrote *Gone With the Wind*, never wrote a book before that, and never wrote a book after that. Her original title for the book was *Tomorrow Is Another Day*; her publisher changed it to *Gone With the Wind*. The publisher also changed the heroine's name from Pansy O'Hara to Scarlett O'Hara.

When a piece of glass cracks, the crack travels faster than 3,000 miles per hour.



OCTOBER 2011 CONTEST WINNER!

Congratulations to Tom Buneo of Bushkill, Pa.

Tom was the winner of a Family 4-Pack of ski passes to CamelBack Ski area in Tannersville, Pa.

QUESTION: If there is a basket of 13 apples and you take three of them, how many apples do you have?

ANSWER: 3

Do You Use PenTeleData Unleashed Hot Spots?

STAY CONNECTED ON THE GO WITH PENTELEDATA UNLEASHED WI-FI HOTSPOTS! THIS AWESOME BENEFIT IS FREE TO OUR BROADBAND CUSTOMERS AND PROVIDES HIGH-SPEED WIRELESS INTERNET ACCESS TO ANY USER WITH A WI-FI ENABLED LAPTOP COMPUTER OR DEVICE. IT'S AVAILABLE IN ALMOST 200 LOCATIONS ACROSS OUR FOOTPRINT.

Again, it's a FREE feature for all PenTeleData partner broadband customers! For other users, it's an affordable solution for on the go. An Advantage Day Pass is just \$3 for PenTeleData Dial-Up Customers or just \$5 for non-PenTeleData customers. For more frequent users, we offer affordable monthly packages.

To find the PenTeleData Unleashed Hotspots closest to you or for more information about how to log on, visit www.ptdunleashed.com. You'll need your e-mail name and password, so if you are a PenTeleData customer who has never chosen an e-mail address, simply call us at 1.800.281.3564 to add one.



YOU CAN CHECK YOUR PENTELEDATA E-MAIL FROM ANY INTERNET CAPABLE DEVICE!

Just visit www.ptd.net. On the right side of the page, under the heading of "PenTeleData Customer Tools", there is a green button labeled "My PenTeleData Webmail". Click on the button and a new browser window will open. Simply enter your user name and password and you're set! While you're on vacation or simply waiting for an important response, your e-mail will be ready. E-mails that you have opened from your e-mail at home or work will not be included, so don't forget to close your e-mail client on your home computer while you're away. (This can be changed in the Webmail account settings.)

If you have any questions regarding My PenTeleData Webmail, call Technical Support at 1.800.281.3564, visit our Live Chat at www.ptd.net or e-mail your questions to support@corp.ptd.net.

Are Your Passwords Secure?

When was the last time you changed the password on your accounts? For maximum security you should change them at least every six months.

Here are some helpful hints for choosing a password:

- > Avoid using real words or personal information.
- > Choose a longer password over a shorter password and don't use the same one for multiple sites.
- > Use some uppercase letters along with lowercase letters, numbers, and even special characters such as '%' or '@'. (Example: C@mpuT3r)
- > Use caution when saving your password. Never save it on a public computer.

You can change your PenTeleData password from our homepage. Just visit www.ptd.net and click on "Account Management" under "PenTeleData Customer Tools".