

PTD CHAT

PENTELEDATA'S CUSTOMER NEWSLETTER

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FUN FACTS

Jewell Computing Solutions, LLC

Jewell Computing Solutions, LLC (JCS) is an IT consulting company located in the heart of downtown Phillipsburg, New Jersey. JCS was founded in 2005 by current owner Jeff Jewell. Jeff has a bachelor's degree in Computer Science from Kutztown University and brings 23 years of experience to the table for each of his customers.

JCS currently has three full time employees and one part time employee. With current staff, JCS is able to provide various IT services to assist businesses, small and large, as well as individuals in their computing needs. Their regular service area is within a one hour travel radius, but they do have some clients as far away as two hours travel time.

JCS supplies complete computing solutions to meet almost any need. Anything from single systems to complete, turnkey networks can be supplied. They are an authorized vendor for many major manufacturers, including, but not limited to Lenovo, SonicWall, Cisco, Acer, and Microsoft. JCS also has the capability to supply virtually any other manufacturer's equipment upon request.

JCS currently serves small business clients of various disciplines. Their smallest clients are one person operations, and their largest is a 70 user, multi-location firm. All businesses have the same basic needs, one of them being quality Internet services. At this time, the majority of their clients utilize cable Internet services, but they do have some utilizing fiber and phone services provided through PenTeleData's partner Service Electric. JCS is currently working with PenTeleData on a project to provide dedicated data networking services to their largest client.

JCS recommends PenTeleData when consulting with their clients about who to choose for data services. When asked why, Jeff Jewell ex-

plained, "PenTeleData's quality of service is far superior to any other Internet Service Provider (ISP) in our area. Their network speeds are far greater than what is available from most other ISPs. Our point of contact, that is, our Commercial Account Executive with PenTeleData is excellent, which is expected because PenTeleData is locally owned and operated. This is very important, especially when working with technical support. We are a local business and we want to support local businesses as well. In fact, we use PenTeleData's services in our office, which can vouch for the quality of the service.

"Service from PenTeleData has been very reliable. On the rare occasion we find an issue, PenTeleData technical support has been on top of the issue and was able to resolve it quickly. Even after all the damage caused by Hurricane Sandy, PenTeleData had our office and all of our client's offices back up within one day. We have clients that have other ISPs that were down for weeks after the storm.

"PenTeleData's support staff has always been very responsive to our needs and resolves issues very quickly. For example, we had a router fail in our office at approximately 11:00 pm one evening. I swapped in a new router at that time and needed to get our office back on-line quickly with our static IP address. I contacted technical support at around 11:30 pm and the technician was able to get our issue resolved quickly. PenTeleData does such a good job for us that it's hard to pick out specific instances. Everything always seems to flow smoothly and the job gets done without drama.

"In the next ten years, I am confident that JCS and PenTeleData will still be working together to find cost effective solutions for our customers and to be able to provide innovative solutions for their needs."



EVENTS

April 27-28, 2013

Carbon County Expo

April 27th, 11AM-8PM
 April 28th, 11AM-4PM
 Jim Thorpe Memorial Hall
 Jim Thorpe, Pa.

August 2-11, 2013

Musikfest

August 2nd, 5PM-11PM
 August 3rd -11th, 12PM-11PM
 Downtown Historic Bethlehem
 Bethlehem, Pa.

August 6-10, 2013

Carbon County Fair

Tues. - Fri., 3PM-11PM
 Sat., Noon-11PM
 Carbon County Fairgrounds
 Palmerton, Pa.

August 25-31, 2013

West End Fair

Sun., Wed., Sat., 10AM-11PM
 Mon., Tues., Thurs., Fri., Noon-11PM
 Gilbert, Pa.

August 27- September 2, 2013

Allentown Fair

Tues., 4PM-11PM
 Wed. - Sun., 1PM-11PM
 Mon., 1PM-10PM
 Allentown Fairgrounds
 Allentown, Pa.

Letter from our GM

Dear Valued Customer,

Welcome to the spring edition of the *PTD Chat*, our quarterly newsletter. You've probably noticed that we've been diligently making customer education a top priority in our printed materials, on our website and on social media. There's a reason for that. No matter how often we repeat a topic, we still have customers who fall victim to online criminals. This is partially because the tactics used by phishers, hackers and scammers become better and better all of the time. So, we'll continue to share tips and information as often as we can. We've recently seen more social engineering, not only over the computer, but over the telephone too. Social engineering can be defined as the "art of manipulating people into divulging confidential or personal information." Attackers will sometimes use threats of lawsuits, complaints, and other tactics to make you share details that you would typically keep private. It is also equally important never to visit a website being requested by a caller or to attempt to install any software on your PC. If you do provide information or install infected software, it can lead to financial loss, identity theft and/or damage to your computer.

By the way, "Like Us" on Facebook at www.facebook.com/PenTeleData or "Follow Us" on Twitter at www.Twitter.com/PenTeleData. We share some more great security tips and you'll have the opportunity to win some fun prizes too!

Thank you for trusting our fiber for your connections. We'll *Chat* again in the summer.

Sincerely,

John H. Williams
 General Manager, PenTeleData

ONDEMAND, DECREASING BANDWIDTH USAGE

BANDWIDTH USAGE IS THE AMOUNT OF DATA TRANSMITTED AND RECEIVED BY A PARTICULAR COMPUTER OR USER. SINCE DOWNLOAD SPEEDS ARE HIGHER THAN EVER BEFORE, IT'S VERY EASY TO DO MORE IN LESS TIME. HIGH BANDWIDTH CONSUMPTION CAN BE CAUSED BY DOWNLOADING/UPLOADING LARGE FILES OR NETWORKING ADDITIONAL COMPUTERS TO ACCESS INTERNET SERVICE, SUCH AS STREAMING MOVIES FROM CONTENT PROVIDERS LIKE NETFLIX AND DOWNLOADING MUSIC. IF YOU ARE SOMEONE WHO USES LARGE AMOUNTS OF BANDWIDTH, PLEASE CONSIDER OFF-PEAK TIMES, THAT IS, TIMES OTHER THAN 5 PM – 1 AM. THIS HELPS MAINTAIN THE INTEGRITY OF OUR NETWORK FOR ALL USERS.

Another alternative to streaming movies is available from our cable partners, Service Electric Cable TV and Communications, Service Electric Broadband Cable, Service Electric Cablevision, CATV Service, Inc., and Blue Ridge Communications offer On Demand. On-Demand is the easiest way to instantly order your favorite movies, with access to a vast library of *newly released* movies and a Free on Demand category featuring music, exercise, kid's shows, sports and more. It's fast, convenient and billed to your cable account. Content is updated often. Special events like WWE, UFC, live concerts and more are readily available. All of these great features - and VOD doesn't use up your Internet bandwidth!

OnDemand is an exciting way to access movies and other programming from the comfort of your home using your remote control. Thousands of hours of dynamic programming are always a remote click away - any time day or night. VOD operates just like a DVD or Blu-Ray Disc. You can start whenever you like, pause, rewind, fast-forward and view repeatedly within your 24-hour rental period.

OnDemand requires a Digital Converter, HD Converter or DVR Converter. Please contact your local cable provider for additional details.



SECURITY TIP:

If you answer the phone in your workplace, it's probably more important than ever to consider the intent of the caller. Depending on the guidelines in your company, if the caller asks for a specific position, or asks you to give the extension of a person in a named position, you may want to gather more information. Social Engineering is a tactic used by attackers to gain information about an organization without "breaking into" anything. By simply calling an organization's main number, and asking questions, even to the point of appearing frantic, they can convince the employee to divulge internal company information. Although you'll usually be able to give callers the benefit of the doubt, be alert for malicious callers to protect your company's interest through increased vigilance.



YOUR PERSONAL QUICK GUIDE TO PENTELEDATA: HERE'S WHERE TO FIND THE ANSWERS YOU NEED...

There's a lot of information on both our commercial and residential websites, but when you need to find a specific topic in a hurry, these links will help:

Monthly security tips and our Customer Education Contests: www.ptd.net/securitytips

PTD Chat quarterly newsletters: www.ptd.net/newsletters

How to identify a phishing e-mail: www.ptd.net/stopphishing

A list of e-mails that have been sent by PenTeleData: www.ptd.net/announcements

My PenTeleData Webmail: <http://webmail.ptd.net>

Account management: www.ptd.net/accountmanagement

How to choose a password: www.ptd.net/better_password_practices

Our fiber campaign: www.penteledata.net/Fiber

Industry news updates: www.penteledata.net/industrynews

PenTeleData on Facebook: www.facebook.com/penteledata

CONTEST

APRIL 2013:

PenTeleData is giving one lucky winner a \$50 Amazon Gift Card.

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 4/30/13.

Good Luck!
PenTeleData

Brain Teaser:

Until you speak I'll not be heard. I then respond to your every word.



FUN FACTS

About 99 percent of pumpkins marketed domestically are used as jack-o'-lanterns at Halloween.

As of January 1998, American Express had not issued a single credit card with an expiration date past December 1999. The company hoped to protect cardholders from Y2K problems.

According to a study for the University of Tennessee's Noise Laboratory, 60 percent of American college students suffer from some high-frequency hearing loss. The main cause of this premature deafness is noise. Hearing loss has long been linked to exposure to noise. Sustained loud noises — from vehicles, jet aircraft, stereos, food processors — destroys the ears' tiny hair cells.

St. Patrick was not Irish. He was British, probably Welsh, and never saw Ireland until kidnapped by Irish raiders. After his escape, he became a priest and a bishop and returned to Ireland as a missionary. His success made him patron saint of Ireland.

To a human, one giant octopus looks virtually the same as any other of the same size and species. This explains why divers claim to have seen the same octopus occupy a den for ten or more years. But an octopus seldom lives longer than four years.

For many years, the fig has been used as a coffee substitute. The fruit contains a proteolytic enzyme that is considered an aid to digestion and is used by the pharmaceutical industry.

JANUARY 2013 CONTEST WINNER!

Congratulations to Jack Colton of Bangor, Pa.

Jack was the winner of a Family 4-Pack of tubing passes to Blue Mountain Ski Area in Palmerton, Pa.

QUESTION: I am a nut, but have no shell. Too many of me will make you swell. Sweet on the outside, I don't always have a middle. What am I?

ANSWER: Donut

DOES YOUR BUSINESS NEED A BACK-UP INTERNET CONNECTION WITHOUT THE HASSLE OF ADDITIONAL CABLES?

If so, then we've got the answer. If you run a grocery store, a retail store, or most any business that cannot be without data connections, even for a short period of time, then consider a 3G/4G wireless router from PenTeleData! After Super Storm Sandy, many local businesses realized how important this essential protection can be. Don't wait until a major event happens, call us today at 1.800.281.3564 to learn more about this affordable option.

ARE YOU RESPONSIBLE FOR YOUR COMPANY'S SECURITY BUDGET?

PREPARING, PRESENTING AND HOPING FOR APPROVAL OF AN ANNUAL BUDGET CAN CAUSE TENSION BETWEEN YOUR SECURITY TEAM AND THE COMPANY EXECUTIVES.

Learn how to build a budget that conveys your needs in a way that top executives can relate to and understand. PenTeleData's Engineering Manager wrote an article that can help. It was published at

<http://www.darkreading.com/security/security-management/240147719/tech-insight-how-to-build-an-it-security-budget.html>.

OUR NEW RESIDENTIAL WEBSITE WILL FEATURE SOME VERY FRIENDLY FACES!

Who better to put on our webpage than the voices our customers hear when they call? How about the people who keep our network up and running? It takes many talents and abilities to make PenTeleData the area's recommended source of fiber, so some of our pictures will be on our new residential website, www.ptd.net.

