



PTD CHAT

JULY 2018

PENTELEDA'S
CUSTOMER NEWS

Partner in Business

Trifecta Technologies, Inc.

Trifecta Technologies is an IT consulting firm specializing in Salesforce as well as custom Web and Mobile application development. Headquartered in Allentown, Pennsylvania with 25+ years of experience developing enterprise-class solutions for some of the biggest and best-run businesses in the world, Trifecta has a wide range of experience helping clients – large and small, local and global - obtain the most business value from their Salesforce and IT investments.

Founded in 1991 and doing business as (DBA) Trifecta Consulting, the company has maintained certain values, ethics and principles as the cornerstone to the company and its guide to operations since its inception. These values include a commitment to its employees and their families; to its customers and their businesses; and to the community. Less than a quarter of a century later, Trifecta had grown to 125+ employees with offices in Allentown, Toronto Canada, and Visakhapatnam India. In May 2014, Trifecta sold the assets of half of the company, its IBM eCommerce practice, to focus on web and mobile app development and the faster growing business opportunities associated with Salesforce, the #1 CRM solution in the world.

After three years with a prior vendor, Trifecta was once

again in the market for an enterprise fiber solution for our Allentown headquarters. Their requirements were simple: reliable service, great customer support and a cost-effective solution. They interviewed several vendors and came to the conclusion that PenTeleData provided the best overall solution and “checked” all the boxes.

Trifecta primarily uses their fiber connections from PenTeleData to supply their employees access to the software and services located in their Virginia data center and public cloud. Since they don't have a large in-house data center, reliable connectivity to the Internet and their Virtual Private Networks (VPN) are extremely important to their staff as they provide solutions to their customers. Trifecta has also been able to take advantage of the overnight burst option which provides the expanded bandwidth to backup and disaster recovery their in-house VMware cluster to the cloud.

When asked about PenTeleData's service and support staff, Douglas W. Pelletier, President at Trifecta Technologies, said, “Trifecta has been pleased with service and currently has a 100% uptime since cutting over to PenTeleData. When service was being installed, Trifecta experienced an intermittent network issue that required a support technician to be dispatched. It turned out to be a bad piece of hardware so after swapping out we were able to seamlessly complete the fiber cutover. Support was helpful and knowledgeable throughout the troubleshooting process and we were able to diagnose the problem the same day.”

He also shared, “Trifecta has always been a leading-edge company when it comes to our IT infrastructure. We started down the virtualization path in 2002 using shared development workloads on VMware GSX and by 2008 we were 100% virtual on VMware's ESXi platform. Throughout the journey we have been able to pass our expertise onto our customers, designing countless virtual and

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Manager's Desk...

Dear Valued Customers,

Welcome to the summer edition of the PTD Chat. Hopefully you'll get a break this summer, whether that means a day at the pool or some extended vacation time. No matter what "time off" means to you, know that we'll be here, working to make sure your Internet connections fast and reliable. Our Call Center and Network Control Center work 24/7 to serve you.

We'll be at a few local events in the next few weeks, so if you see our booth, please stop by to say hello. We're always happy to hear from our customers. After all, we're local too, so what matters to you, matters to us.

Thank you for your business and continued support. If you'd like to keep in touch with us, "Like Us" on Facebook or "Follow Us" on Twitter and Instagram.

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



Trifecta Technologies building located in Allentown, PA

Better Password Security

How many locks do you use on your front door? Maybe you have the knob plus a deadbolt lock and a chain latch. Perhaps you even have electronic or smart door locks. You don't necessarily live in fear of thieves coming to your home, but still lock the doors, close the windows or make sure there's security in place.

The same is true for your connected devices and online passwords. Even if you don't think you are being targeted, you need to protect yourself. Statistically, you're more likely to be robbed online than you are in person. Last year, there were 3 billion records reported as leaked and there are about 7.5 billion people on Earth. To put it in perspective, IBM Security is just one of many companies specializing in cyber and device securities. They have an annual revenue of \$3Billion and are on their 20th acquisition.

A recent study by IBM Security showed that millennials probably have the right idea. Most realize that it is easy to crack a password in merely seconds. Instead, they are using biometrics, which, in short, adds another layer to multi-layered security. Just like using several locks, this provides more secure access to devices and

Trifecta Continued

cloud applications and integrations."

In fact, PenTeleData has been working with Trifecta Technologies to implement Salesforce, a customer relationship management technology for managing our interactions with current and potential customers. This change will allow us to streamline our processes, and in turn, serve our customers more efficiently.

Over the next decade, Trifecta is undertaking an IT project to evaluate their future needs and looking to move more of their data center-based IT infrastructure to their existing private cloud or leveraging additional vendor SaaS models. Like many other companies, they are looking to minimize their physical data center footprint and take advantage of dynamic workloads, infrastructure automation, and the pay for usage pricing model.

Trifecta is planning for 30% growth year over year for the next four or five years

of the coming decade. This will include adding 15 – 25 new employees each year; hiring new Account Executives in the Northeast, the Southeast and Southwestern United States; and opening a remote office for software development elsewhere in the United States. While they are primarily a domestic provider of professional services, they also plan to grow and seamlessly integrate their small operations center in Vizag, India. At PenTeleData, we will be able to support that growth using our fully redundant NetGen fiber optic network with multiple paths to major hubs in Ashburn, VA; New York, NY; and Chicago, IL. We have private peering agreements with major national content providers and cache servers to reduce network congestion. In addition, our interconnect agreements allow us to expand our footprint to serve multiple locations. All of this is supported by our 24/7 Network Control Center.

accounts that were once only PIN or password protected. Whenever possible, use a three-factor authentication approach, which uses:

Something you know: an alphanumeric password or a personal identification number (PIN)

Something you have: a bank card, mobile device, smartwatch or another device (for example, entering an ATM area with your debit card or getting a text with a verification code to access an online account)

Something you are or is unique about you: fingerprint, facial features, hand geometry, retinal or iris scan, handwriting or voice analysis

When possible, it is best to use as many of these as permitted to protect your mobile device (or any other connected device) and your online accounts.

Whether you're banking or shopping online, doing research or social networking, you need account passwords. Unfortunately, the more details you share, the easier it is for cybercriminals to use your information. Another way to keep your personal details safe is to choose strong passwords. Here are some tips:

Do not use personal information in your password. Using personal information as part of or as your entire password is a security risk. It is very easy for someone to guess things like your last name, pet's name, birthdates of family members, phone number, and other similar details.

Avoid using real words as your password. There are hundreds of tools available to help attackers guess your password. With today's computer power, it does not take long to try every word in the dictionary and gain access to a password.

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.

Be sure that your password is secure. You can make a password more secure by using a combination of characters. Use some uppercase letters along with lowercase letters, numbers, and even special characters such as '%' or '@'. (Example: C@mpuT3r).

Choose longer passwords. While it stands to believe that any password created would be secure enough and nobody should be able to gain access to it, shorter passwords are easier to remember and to decode. Though longer passwords can be harder or more cumbersome to remember for you, it will also be harder for anybody else to remember, decode, or guess. It's even a good idea to consider passphrases instead of just one word.

Don't recycle your passwords. Though very tempting, reusing passwords is a security risk to your account and/or personal information. If another person does get hold of your password, it is quite possible that they will try to use it on hundreds of other sites to try to access your information.

Use caution when saving your password. Most current web browsers have features to save your password for later visits. If you are not the only person who uses the computer, you may not want to save your password. Anyone with physical access to that computer will then be able to access your personal information. This is especially important for public computers such as libraries, Internet Cafés, etc.

Change your passwords often. For maximum security you should change your password(s) often. It is recommended that you keep the same password for no longer than 6 months to ensure adequate security of your account. Also, depending on your Internet habits (example: Internet Cafés, public library computers, etc.), you may wish to change your password even more frequently.

Contest

JULY 2018:

PenTeleData is giving one lucky winner a family 4-pack of tickets to CamelBeach Waterpark, or tickets to CBK Outdoor Adventures in Tannersville, 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 7/31/18.

Good Luck! PenTeleData

Brain Teaser:

It's the only vegetable or fruit that is never sold frozen, canned, processed, cooked, or in any other form but fresh. What is it?

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 **PenTeleData**

Coming Soon: PenTeleData Voice Solutions

Businesses already trust PenTeleData's fully-redundant fiber network, so it makes sense to trust us for the best in voices solutions too. Whether your company has a few lines or you are a national call center, we'll soon be able help you find the voice service that suits you best.

PenTeleData's Cloud Voice Platform is a NextGen, Virtualized VoIP Solution that includes a comprehensive and expanding suite of end-user features and functionality. Our solutions are powered by our privately-owned network and offer feature-rich and scalable customization to meet the requirements of any business. In addition, our mobility options can extend the functionality of our business voice services to other devices, including smartphones, tablets, and PCs

Stay tuned for details and availability...

What is the Internet of Things (IoT)?

THE "INTERNET OF THINGS" (IoT) IS BASICALLY THE CONNECTING ANY DEVICE WITH AN ON AND OFF SWITCH TO THE INTERNET AND/OR TO EACH OTHER. IT IS A GIANT NETWORK OF CONNECTED THINGS AND PEOPLE. THIS INCLUDES EVERYTHING FROM CELLPHONES, COFFEE MAKERS, WASHING MACHINES, HEADPHONES, LAMPS, WEARABLE DEVICES AND ALMOST ANYTHING ELSE IMAGINABLE, LIKE MACHINE COMPONENTS SUCH AS A JET ENGINE OF AN AIRPLANE OR THE DRILL OF AN OIL RIG.

This limitless opportunity for business and society expands known as IoT is here to stay. Perhaps cars will have access to our calendars and already know the best route to take. If traffic is heavy, it could switch your route and send a text message to the other parties involved with the meeting. On a broader scale, IoT could be applied to transportation networks and smart cities with reduced energy consumption. The ideas are endless.

Fun Facts

Peanuts actually grow underground, as opposed to nuts like walnuts, almonds, etc. that grow on trees (and are sometimes referred to as "tree nuts"). Peanuts, along with beans and peas, belong to the single plant family, Leguminosae. Legumes are edible seeds enclosed in pods.

When people and most animals hear, sound waves strike the eardrum and go to the inner ear, which is sensitive to the sound waves or vibrations. Snakes do not have eardrums, but their skins, muscles, and bones carry the sound waves to the inner ears.

When aspirin ages, it gradually reacts with absorbed moisture from the air and partially reverts back to salicylic acid and acetic acid. In general, it's the above reaction run backwards. It is the acetic acid that smells like vinegar.

Modern communications satellites can weigh up to six tons and be the size of a small school bus.

Polar bears live in the Arctic in areas where they can hunt seals at openings in the sea ice called leads. There are five nations with polar bears: U.S. (Alaska), Canada, Russia, Greenland, and Norway. Polar bears do not live in Antarctica. Penguins do.

Fireflies light up to attract a mate. To do this, the fireflies contain specialized cells in their abdomen that make light. The cells contain a chemical called luciferin and make an enzyme called luciferase. To make light, the luciferin combines with oxygen to form an inactive molecule called oxyluciferin.

WINNER

April 2018 Contest Winner

Congratulations to Sherry Hinkle of Tamaqua, PA.

Sherry was the winner of a Family 4-Pack 4-pack of tickets to and IronPigs game.

QUESTION: What did the big flower say to the little flower?

ANSWER: "You're really growing bud!"