



PTD CHAT

JANUARY 2019

PENTELEDATA'S
CUSTOMER NEWS

Partner in Business

St. Luke's University Health Network

St. Luke's University Health Network was originally founded in 1872 to care for the workers at the Steel Foundries in Bethlehem. Today, a century and a half later, St. Luke's has grown into one of the state's largest health care networks. They provide service at more than 315+ locations, including ten campuses and 300+ outpatient facilities that span 60 miles north to south and serve more than one million people living in ten counties. Their 1,400+ physicians, 14,000+ employees and more than 1,600 volunteers provide overnight care for tens of thousands of patients a year and hundreds of thousands of outpatients. As a health network and major teaching facility, they also have the resources required to train the next generation of health care providers. Nursing students train in their St. Luke's School of Nursing, one of the oldest and most established schools in the country, as well as in programs conducted collaboratively with area colleges. For physicians seeking additional training, they offer more than 226 intern/resident/fellowship positions in 28 accredited programs. In 2011, St. Luke's took the lead to address the severe shortage of future physicians. Under a partnership with Temple University School of Medicine, St. Luke's launched the area's first Medical School.

As the main wide area network provider for St. Luke's, PenTeleData fiber allows them to create a low latency,

high capacity network infrastructure for a reasonable price. Using that network, they deliver a variety of services, including telehealth.

When asked why they chose PenTeleData, Chad Brisendine, Vice-President and Chief Information Officer at St. Luke's explained, "We have been longtime, 20+ years, strategic partners. The performance and cost of the fiber optic services are well superior to other providers. Also, their Network Control Center support is outstanding. All telecom/ISP/cable companies should take a lesson. Their NOC services and operational support on a weekly basis is critical to the overall success of network operations. We had an issue with our fiber optic backbone that was not easy to fix but with persistence and help from all the partners, including Service Electric, we could resolve the issue. St Luke's receives reliable consistent communication with any upcoming upgrades, maintenance windows, or issues. As far as reliability, I give them at least two nines (99.99%), if not three nines (99.999%). Most outages that occur at our sites are not due to fiber issues, but due to power events. There have been a few large-scale layer 1 (physical) issues, but in most cases our hybrid mesh network infrastructure topology has self-corrected automatically without loss of services."

In the next ten years, as St. Luke's continues to grow and serve our communities, they plan to leverage cloud infrastructure and migration to reach new levels of productivity. PenTeleData will continue to offer and expand our network services to support that growth.



 PenTeleData.

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Manager's Desk...

Dear Valued Customer,

Happy New Year and welcome to the winter edition of our PTD Chat. I was recently reviewing a few recent technology headlines and found everything from "Samsung is Building Software to Control Your TV with Your Brain" and "Google DeepMinds's AI Can Detect Over 50 Sight-Threatening Eye Conditions" to "Fur-Covered Robots are the New Therapy Animal" and "Prosthetic Hands Get Smart – and a Sense of Touch". There's no doubt, technology is always evolving. There is a common denominator between these advancements though, since most require a data connection to work properly. At PenTeleData, we're proud at all that our NextGen Fiber Network does to improve the lives of our community, that is, our family, friends, and neighbors. To us, it's personal, so no matter what the next "big thing" might be, we're constantly working to make sure our network is ready.

As always, we're available 24/7 to answer your questions or concerns at 1.800.281.3564 or via our online chat support on our homepage, www.ptd.net.

Thank you for your business and continued support.

Best regards,

Jaime Mendes
Vice President of Operations
PenTeleData

Are You Packing Up and Moving to the Cloud?

If you are, let PenTeleData Fiber put you in the express lane to get there.

We can provide dedicated connectivity for business. The use of cloud technology is on the rise and will continue to become a popular option because doing so can provide greater efficiency and profitability. Still, it's the data connections that move that information to and from the cloud, so speed & reliability are a necessity. Simply stated, a dedicated fiber connection from the top network in the region is the best option for unparalleled security, efficiency and dependability.

Community Wi-Fi Update

Community Wi-Fi progress is moving along. Our initial focus is the outdoor units with open space areas. Some of the larger venues at the top of the list to be converted are Camelback/CamelBeach and Allentown Fairgrounds. We also have projects to provide Wi-Fi in Ephrata, Lititz, and Kutztown as well as Pizza Huts across the region. Seventeen Pizza Huts have been surveyed and will be installed in the near future.



So far, 120 of our older Aruba equipment units have been replaced with updated Ruckus equipment. There are 190 more indoor and outdoor access points that need to be replaced.

We're also updating the look of our host page with a new domain name, to be announced at a later time, and creating new table tents and posters for distribution at each location. The SSID for these locations will be 'PenTeleData Community Wi-Fi'. Community Wi-Fi customers will have the option to login with either a PenTeleData email address or their Facebook credentials. Customers will also be able to sign in from any ptd.net email address, not just their primary email as it was in the past; And for added convenience and ease of use, the new system will recognize your login credentials for any future visits to our Community WiFi locations for a 30 day period, eliminating the need to re-sign in during that timeframe.

Cloud Based Voice Services

"Businesses already trust us for data from our robust-fiber network, so adding voice just makes sense. Let our voice services take your business to the cloud and beyond." – Jaime Mendes, V.P. of Operations.

PenTeleData's Cloud Based Voice Platform includes a comprehensive and expanding suite of end-user features and functionality. Our cost-effective voice solutions are powered by our privately-owned network and offer feature-rich and scalable customization. Whether a company has a few lines or you are a national company, we'll help find the solution that works best.

Session Internet Protocol (SIP) is a communications protocol that integrates voice and data on a single network and is widely used for managing multimedia communication sessions, such as voice and video calls. It is an all-inclusive and flexible solution that can be configured for customers ranging in size from one call to customers who require thousands of simultaneous calls. Adding more capacity is easy, and can be configured in real-time.

SIP Trunks are connections for voice conversation that link our voice network to your phone equipment over IP (Internet Protocol). We do this across our Internet connections. Each of these connections allow your business to call anyone on the Public Switched Telephone Network (PSTN), with quality second to none.

PRI is the standard for providing telecommunication services to many enterprise PBX's and offices today. PRI's are a telecommunication standard offering a business-style system with a multitude of lines that can be sent over the Internet instead of traditional landlines. Companies who already have a phone system but need us to power it will find PRI Trunks as a lower cost option. Using the existing investment in traditional PBX equipment, we'll provide our Next Gen Network to power IP telephone service and maximize phone capabilities.

PRI and SIP both connect our voice network to your phone equipment. The difference is the connection. Our SIP trunking will register directly to phone equipment via an IP connection. It's as simple as that. Our PRIs have one simple additional step. We terminate our SIP trunk to a gateway we supply. This gateway will convert our SIP Trunk to the PRI interface. Both are scalable and easy to deploy.

Why choose PenTeleData?

We can sum it up in one word: Reliability. Our fully redundant fiber optic network has 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. Interconnect agreements allow us to expand our footprint to serve multiple locations. All of this is supported by our 24/7 Network Control Center. 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 with nearly 10,000 miles of cabling deployed, it gives us a lot of leverage to provide reliable, scalable fiber based solutions.

Contest

JANUARY 2019:

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 1/31/19.

Good Luck! PenTeleData

Brain Teaser:

Two men play five games of checkers. Each man wins the same number of games. There are no ties. Explain this.

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What is Network Convergence?

Network Convergence is the efficient coexistence of telephone, video and data communication within a single network. The use of multiple communication modes on a single network offers convenience and flexibility that are not possible with separate infrastructures.

PenTeleData I.T. Services has many customers who want to move all of their in-house, on premise services to the cloud, everything from servers, point of sale, email, VoIP, security cameras, backups, 0365 (Microsoft Cloud), etc. All the traffic that was on the local network now traverses the WAN. This is a welcome change for most network administrators and building operations staff. Most of the time the cable modems are not enough for the necessary upload, so it is beneficial to use our dedicated fiber services.

With all the demands and requirements of end users, network convergence has become a great challenge for network engineers and developers. The biggest challenge is sharing bandwidth. When consumers exchange data, the network can become overwhelmed. To avoid this, it is important that the network is designed in a professional manner, that appropriate devices and hardware are installed, and that the network is configured in the best way possible.

A perfect example of a customer who has network convergence is PPL Arena in Allentown, PA home of the Lehigh Valley Phantoms. We have one physical network there but there are 20+ networks running off that hardware. Everything in the building has an IP address, the HVAC, the phones, the data, the lights, the beer cooler, the electrical panels for monitoring, security cameras, door locks, Wi-Fi, and more. PenTeleData is able to provide the full network stack, from workstations all the way to the Internet feed.

Fun Facts

Big Ben is the nickname for the Great Bell of the clock at the north end of the Palace of Westminster in London, and often extended to refer to the clock and the clock tower.

Tic Tac mints do contain sugar as listed in the ingredient statement. However, since the amount of sugar per serving (1 mint) is less than 0.5 grams, FDA labeling requirements permit the Nutrition Facts to state that there are 0 grams of sugar per serving.

To date, 450+ million SSNs have been issued, but with just under 1 billion possible number combinations, there has never been a need to recycle numbers, and the SSA notes that it does "not reassign a Social Security number (SSN) after the number holder's death."

Salt and sodium are not the same thing. "Salt" is the term commonly used for sodium chloride (NaCl) which is table salt. Sodium chloride is just 40% sodium and 60% chloride. One teaspoon of table salt contains 2,325 mg of sodium.

Adding ICE ("In Case of Emergency") to your phone is a clever means by which emergency personnel can locate your next of kin when something goes wrong.

Muppets creator Jim Henson first created Kermit in 1955 — as a lizard. He was made from Henson's mother's coat and two halves of a Ping-Pong ball (no flipper feet or eleven-point collar). He didn't become a frog until 1968.

WINNER

October 2018 Contest Winner

Congratulations to Laurie A. Jones of Danville, PA.

Sandy was the winner of a Family 4-Pack of lift tickets to Blue Mountain Ski Area in Palmerton, PA.

QUESTION: What fruit grows its seeds on the outside?

ANSWER: Strawberry