



PTD CHAT

APRIL 2020

PENTELEDATA'S
CUSTOMER NEWS

Partner in Business

Sunbury Motors

It was in 1915 that an automobile business was born. J.O. Mertz started selling Model T Fords in Northumberland as a sub-dealer for the Ford Motor Company. Ten years later, Mertz purchased the Ford dealership in Sunbury, establishing Sunbury Motor Company at Fifth & Arch Streets. His sons, Wilson and Charles, operated the company until their sons, Bob and Dick Mertz, became active in 1961. By 1968, they had outgrown the location and purchased property on North Fourth Street occupied by Boyer Chevrolet. This facility would be used for new Ford and used-vehicle sales. The next expansion occurred during the early 1980's. Land was purchased behind the Fourth Street sales department and a state-of-the-art complex was built to house both the parts and service departments of Sunbury Motors.

In 1988, Dick's son Tom joined his father and second cousin Bob to continue the succession of the Mertz family as a fourth generation in the family-run business. Sunbury Motors added a KIA franchise in 1998. KIA's were sold out of the North Fourth Street showroom until 2001, when land was purchased on Routes 11/15 in Hummels Wharf they built a new KIA showroom.

In August 2002, the Lincoln Mercury franchises were added to the Ford lineup in Sunbury, and in early 2003 the Mertz family purchased the former BiLo Supermarket and parking lot. By the end of 2003, they totally renovated the sales department. After completion of that area, their BiLo build-

ing was renovated as well, and Lincoln/Mercury, along with Western Star heavy trucks now are sold from this location.

In 2007, Sunbury Motors acquired the Hyundai franchise. Hyundai's are sold out of the Lincoln showroom. They also provide complete body shop, service and Parts departments along with their QuickLane service and towing and recovery.

Sunbury Motors currently employs 188 people. 44 employees have been with the company for 20 years or longer and 20 have been employed at SMC for over 30 years. The Mertz family is proud of their growth and family heritage.

It's no surprise that along with the rapid growth at Sunbury Motors, their technology needs grew too. Eric Wiest, I.T. Manager at Sunbury Motors, explained, "We chose PenTeleData to partner with because of their reputation, and have been with them for almost 20 years. In that time, we have grown in our needs and PenTeleData has grown with us. It all began with a simple cable modem, but we have expanded to a fiber optic dedicated circuit and multiple cable modems. This allows our locations to share a unified VoIP telephone system. We also have the reliability and speed to run our business in a web-based world. When we first signed with PenTeleData, they made assurances that down time would be almost nonexistent and explained their service level agreement. If we had a piece of equipment fail or circuit issue the response time was immediate. Our experience with PenTeleData has been great. Over the years, I've had the pleasure of working with many people in the PenTeleData family and I appreciate the relationships we've formed. Their Commercial Sales and Network Control Center are amazing. I love the fact that they know me by my voice when I call in: You can't put a value on that kind of service."

PenTeleData is proud to work with Sunbury Motors and will continue evolving with the technology that meets their expanding needs both now and in the future.



In this issue



Page 1:

Partner in Business:
Sunbury Motors

Page 2:

Manager's Desk...
PenTeleData's Business
Voice
My Webmail

Page 3:

Gig Speeds for Business
Monthly Contest

Page 4:

I.T. Service Corner
Fun Facts
Contest Winner



Manager's Desk...

Dear Valued Customer,

Welcome to the spring edition of the "PTD Chat", our quarterly newsletter. One of our favorite things about this time of year is the beginning of the baseball season, especially since PenTeleData is the Official Internet Provider of the Lehigh Valley IronPigs. We support the team in many ways, including PenTeleData Backup Solutions from our I.T. Services. We've included some information in this newsletter, but here's what Kurt Landes, President and General Manager of the Lehigh Valley IronPigs has to say about it, "The Lehigh Valley IronPigs depend on the pros on PenTeleData's I.T. Team to keep our operations up and running without interruption. PenTeleData's backups of our business gives us the peace of mind knowing that any restoration of our systems in the event of a hardware failure or any other disaster is in great hands. That means we don't have to worry about the loss of data and productivity. Thanks to PenTeleData, we're happier than pigs in mud!" We want to help your team run well too. To learn more about how PenTeleData I.T. Services can help your business, visit us at www.penteledata.net/IT.

On another note, you may have noticed that we now include a contest with our newsletter email. You could win a \$300 Amazon gift card just for reading this newsletter and answering three true and false questions at www.ptd.net/chat-contest. In addition, if you'd like to know more about what's going on here at PenTeleData, and don't want to wait until our next newsletter, visit us on Facebook, Twitter and Instagram. We share important information, current events, industry news, Internet security alerts and regular contests with lots of great prizes.

Thank you for your business and continued support.

Best regards,

Jaime Mendes
Vice President of Operations
PenTeleData

PenTeleData Business Voice Services

Your business already trusts PenTeleData for data services, so why not have your voice heard with us too? Our Cloud Based Voice Platform includes a comprehensive and expanding suite of end-user features and functionality using PRI's, POTS lines and SIP trunks.

Why PenTeleData? 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 many, we'll help find the services that will serve you best. 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.

PenTeleData's Cloud-Based Voice Services offer:

- > Scalability: All of our voice solutions are deployed only over SIP. SIP Trunks allow you to easily increase capacity.
- > Cost savings: Options that will meet the needs of each individual business. Buy what you need. Scale up or down, anytime you need.
- > Disaster Recovery: SIP Trunks allow you to redirect calls instantly in the event of a disaster to ensure continuity of inbound and outbound voice services and provide cost-effective diverse failover options.
- > Affordable Direct Inward Dialing (DID): Add numbers to your service as you need.
- > Dependable: Our voice services are backed by our dependable fiber network. On our network, Voice and Data are managed on separate data flows. This allows us to control voice services with a high priority, high quality and high availability.
- > Sensible calling plans: Our options will meet the needs of each individual business.
- > Competitive international calling rates: We believe that providing world-class service to customers everywhere should be affordable.

PenTeleData: Email on the Go!

Did you know that you can check your PenTeleData email from the baseball game, the movies, or while you're at the park? PenTeleData Webmail is available anytime, anywhere, from any PC or device with Internet access. While you are on vacation or simply waiting for an important response, your email will be easily available.

Using Webmail is easy – just visit www.ptd.net. On the right side of the page, choose "My Webmail". Click on the box and a new browser window will open. Simply enter your username and password and you're set! Emails that you have opened from your email at home or work will not be included, so don't forget to close your email client while you're away. (This can be changed in the Webmail account settings, but you will also need to configure your email client to use IMAP.)

G-Force: The Speed Your Business Needs...

If you can compare the urgency of getting a job done to time travel, then our G-Force Speed is for you. Gig speeds will maximize productivity and meet your company's needs well into the future. With G-Force, you can stream a handful of high-definition videos simultaneously and still have extra bandwidth to close the accounting cycle or browse the Internet. Let us help you experience the G-Force with blazing fast speeds up to 1 Gbps/40 Mbps!*

If you don't need quite that fast, we also offer M-Force Pro with speeds of up to 500 Mbps/35 Mbps.* Don't let your business fall light-years behind the competitor. If you want to accelerate productivity in your company, our M-Force speed is what you need. It's Meg(a) fast to keep the mortal enemy of time on your side.

**Speeds may vary by our partner areas. Please call for availability.*

Contest

April 2020:

PenTeleData is giving one lucky winner a family 4-pack of tickets to an IronPigs game on Friday, May 22nd at 7:05 pm. Lehigh Valley IronPigs vs. Buffalo Bisons.

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 4/30/20.

Good Luck! PenTeleData

Brain Teaser:

Feed me and I will live,
but give me a drink
and I will die. What am I?

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I.T. Services Corner: PenTeleData Backup Solutions

How would your business recover if you lost data like customer information, inventory, or financial records? Would you recover within a few days? Would recovery be relatively seamless and uneventful?

If not, we can help. PenTeleData Backup Solutions is a personalized option for workstation, server and email backup and storage.

Since PenTeleData Backup Solutions is set up by I.T. Services to be automatic, there is no need for user interaction for backup to the cloud or local storage. Backups can be to PenTeleData's data centers in Palmerton, PA and to a second regional facility in a separate county. That way, you can quickly and securely restore data from a failure, virus or even just accidents.

Why choose PenTeleData Backup Solutions?

- > Support of our experienced and industry trained I.T. Services Team
- > Our state-of-the-art server facilities in Palmerton, PA also have a backup site
- > Automatic transfer of your data between physical, virtual and cloud servers
- > Secure encryption
- > High availability to keep downtime to a minimum
- > Our 24/7 Network Control Center
- > Quickly restore data from a failure, virus or accidents
- > Personalized solutions so you only pay for what you need
- > Generous storage options

There actually aren't "57 varieties" of Heinz ketchup, and never were. Company founder H.J. Heinz thought his product should have a number, and he liked 57. Hint: Hit the glass bottle on the "57," not the bottom, to get the ketchup to flow.

The tallest man ever recorded was American giant Robert Wadlow (1918–1940), who stood 8 feet 11 inches. Wadlow's size was the result of abnormally enlarged pituitary gland.

Polar bears have black skin. And actually, their fur isn't white—it's see-through, so it appears white as it reflects light.

There are no muscles in your fingers: Their function is controlled by muscles in your palms and arms.

German chocolate cake doesn't come from Germany. It was named for a person, Sam German, who created a type of baking chocolate for Baker's in 1852.

The different colors of Froot Loops cereal all taste the same—they're not individual flavors.

The difference between jam and jelly is that jam is made with mashed up fruit while jelly is made with fruit juice.

Play-Doh started out as a wallpaper cleaner before the head of the struggling company realized the non-toxic material made a good modeling clay for children and re-branded it.

WINNER

January 2020 Contest Winner

Congratulations to John Vrabel of Stroudsburg, Pa.

John was the winner of a Family 4-Pack of tubing tickets to CamelBack Ski Area in Tannersville, PA.

QUESTION: What has to be broken before it can be used?

ANSWER: an egg