

# BUSINESS CONNECTIONS

## Critical Solutions International Builds Machines to Save Lives





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# BUSINESS CONNECTIONS

## Your business can be vulnerable in many ways.

The good news is that there are just as many ways to protect your company against those threats. This issue of *Business Connections* explores some common security issues and what you can do to address them.

On page 3, we prompt you to consider, **How Vulnerable is Your Business to Theft?** Review the handy checklist to find out the best ways to defend your property and employees.

This issue's Business Spotlight on page 4 features **Critical Solutions International**, a company that knows a lot about staying safe. It sells machines that detect and dismantle explosive devices in high-conflict areas around the globe.

Next, we offer the **Top 5 Online Security Tips** on page 6. Protecting your company's valuable electronic data isn't hard, but it does require you to consistently take precautions.

Finally, on page 7, we describe **Common Security Threats**. The first step in defending your electronic property is knowing how it can be exposed.

Remember, when it comes to building and maintaining business security, you're not alone. Home Telecom is here to assist in keeping your company and your employees as safe as possible. Contact us any time to let us know how we can help.

Sincerely,

William S. Helmly  
President & COO  
Home Telecom



# How Vulnerable is Your Business to Theft?



**B**usinesses are robbed 10 times more often than individuals, but taking appropriate precautions can reduce your chances of becoming a crime victim and the amount of money stolen if it does happen. Take this quiz to assess the vulnerability of your business:

## Cash Practices

Do you...

- keep only small amounts of cash on hand and advertise this fact?
- make frequent bank deposits?
- count cash only in a private area?

## Lights, Locks, and Alarms

Do you...

- have exterior and interior lighting that allows visibility into the store from the street?
- have an emergency alarm system that works?
- use mirrors, cameras, or one-way glass to observe all areas of the store?

## Employees

Do you...

- have more than one person to open and close?
- carefully screen employees before hiring?
- train employees on how to handle a robbery situation?

## Planning

Do you...

- arrange your stock to allow clear visibility in the store?
- have a signal set up for the police patrol officer in case of problems?
- regularly conduct risk analyses with the local police or sheriff's department?

If you answered "no" to any of these questions, your business should consider taking corrective action. Take the first step toward a more secure business by installing indoor and outdoor cameras, high quality door locks, and bright lighting to make your establishment less attractive to criminals.

In addition, you can keep your business and employees safe with an effective security system. Home Telecom offers a full line of advanced equipment that can be combined in customized ways to meet the specific needs of your business. As a Honeywell authorized dealer, you can count on Home Telecom for professional service. All central station monitoring and dispatching is done from our own local, computerized 24-hour security center.

*Find out how Home Telecom can help your business stay more secure by calling 888-571-5775.*

## LET HOME TELECOM PROTECT YOUR BUSINESS

Home Telecom Business Solutions Security is committed to the security of your business. We guarantee professional installations and offer a full line of customizable equipment. We are a member of the National Burglar and Fire Alarm Associations and an Authorized Honeywell Security Dealer. Here's a peek at our security options:

### 24/7 Local, Full-Service Central Monitoring System

Our monitoring station is equipped with agents who, in seconds, can deploy law enforcement to your business in case of an emergency.

### Remote Access Total Connect

Control your security system, and receive important alerts and true system status in real-time. Arm and disarm your security system via any web-enabled device.

### Wired and Wireless Security Systems

Ideal for small businesses with limited security needs, our security systems offer great value and peace of mind. As a bonus, a security system can help reduce your insurance premium by up to 20 percent.

*To learn more about our security offerings, call 888-571-5775.*



# Critical Solutions International

*Building machines that save lives around the world*



**T**he employees of Critical Solutions International (CSI) appreciate the fact that their work involves saving people's lives. The company develops machines that detect and neutralize threats, such as explosive devices, in areas of conflict throughout the world.

## The Husky Saves Lives

Director of Marketing, Bob Barrett notes, "Bombs don't care who they kill. The machines we make not only save soldiers, but also civilians. Our mission is to work with the U.S. and other countries to make roads safe for travel." The primary machine used by CSI to accomplish this mission is the Husky, a vehicle that resembles a combination between a tank and a tractor. It has an arm that can extend far in front of the vehicle to dismantle bombs with reduced risk to the vehicle's occupants.

Barrett explains that CSI recently developed a new version of the Husky that accommodates two operators rather than one. He says, "The Husky is a sensor delivery system. So, if you're a single operator, you're trying to drive, look for enemies, look for improvised explosive devices (IEDs), and look at sensors all at the same time; that can be overwhelming. In addition, conflicts that the machines are involved in used to take three to four hours, but now take more like eight. For those reasons, you really need two people to operate the machine."

The original and the new two-person Husky versions were designed for survivability. Barrett notes, "We're very proud that there have been 5,000 incidents in which no deaths occurred. The vehicle is meant to find explosive devices, then back away. But, if a target is hit, it's designed to withstand explosions. Typically, these vehicles take the lead in a convoy, so they not only protect the lives of the operators, but also of everyone else in the convoy and anyone traveling that same road afterward. We estimate that these machines have saved tens of thousands of lives."

## Local Participation

CSI's other offerings include the Mountain Lion, a versatile armored utility vehicle able to fulfill multiple roles on the battlefield; vehicle accessories, such as arms, sensors, and cameras; the Bandolier, a lightweight, pre-packaged clearing charge; and training and support services. Customers include ministries of defense, homeland security organizations, and senior-level military or government officials.

The company was incorporated in 1999, and initially developed the Husky in 2003 as one of the first vehicles deployed specifically to look for IEDs. Barrett notes that CSI's first sale outside the U.S. was made in 2007. Its customers now include entities in Canada, Australia, UK, Turkey, Iraq, and Afghanistan.

In addition to helping save lives around the globe, CSI helps the local community. The company has a partnership with The Citadel, a local military college. Barrett explains, "We have had several cadets serve as interns, usually for a couple of months at a time. This experience exposes them to business and blends well with what they're learning at the school." The company is also a member of the local Chamber of Commerce.

### Staying Close to Customers

CSI subscribes to Internet and VoIP services from Home Telecom. Barrett remarks, "We work with customers around the world and have fairly long sales cycles, say six months to two years. We need to have many interactions during that time, but don't have a lot of opportunities to meet prospects face-to-face. Phone calls are our primary means of communication. In addition, our clients spend a significant amount of time researching what we have to offer online. So, that's an important way to get information about ourselves out there." The company also has Home Telecom Video service to keep an eye on the news and what's happening in various conflicts around the globe.

In terms of customer service, Barrett says, "We use the systems from Home Telecom constantly, and they're always working. For us, it's been seamless."

Home Telecom Sales Engineer, Howie Baumer notes that the communications company appreciates CSI's business. He says, "They provide a unique service, and they're a good company to work with."

***We use the systems from Home Telecom constantly, and they're always working. For us, it's been seamless."***

— BOB BARRETT, DIRECTOR OF MARKETING, CSI



### KEEP CONNECTED AND GROW YOUR BUSINESS WITH VOICE SERVICES

Businesses of all sizes depend on reliable, yet cost efficient, voice solutions. As voice services continue to migrate to an IP platform, a trusted partner with experience delivering voice services over multiple platforms is a must. No matter what technology you choose, the fact remains that reliability is your number one concern. When your clients are trying to reach your business, you expect your voice solution to work.

Home Telecom Business Solutions offers customizable voice solutions ranging from small office to multi-site enterprise applications. Whether you need a single business line or solutions to power your extensive phone system, Home Telecom Business Solutions delivers reliable service and superior customer service. We have seasoned sales and engineering teams that will design a solution for your business that will meet your needs today and grow with you into the future.

*To learn more about how voice services can help your business run more efficiently, call 888-571-5775.*





# Top Five Online Security Tips

*Everyone at your business has a hand in protecting against threats*

## INTERNET PREDICTIONS FOR 2016

The Cisco® Visual Networking Index (VNI) Forecast (2011-2016) analyzes Internet trends worldwide. It reports significant growth in Internet traffic and service penetration, driven by factors including:

- **An increasing number of devices:** By 2016, the forecast projects there will be nearly 18.9 billion network connections—almost 2.5 connections for each person on earth—compared with 10.3 billion in 2011.
- **More Internet users:** By 2016, there are expected to be 3.4 billion Internet users, which represents about 45 percent of the world's projected population according to United Nations' estimates.
- **Faster broadband speeds:** The average fixed broadband speed is expected to increase to 34 Mbps in 2016, up from 9 Mbps in 2011.
- **More Wi-Fi:** By 2016, over half of the world's Internet traffic is expected to come from Wi-Fi connections.

It's an exciting time of growth, and Home Telecom is working diligently to meet our customers' Internet needs.

Cybercriminals are a sneaky bunch and the consequences of their actions can range from poorly functioning computers to a devastating data loss. Fight back by having your staff consistently take the following precautions:

1. Be sure all computers and mobile devices are running the latest operating systems (OS). Malware creators are always adapting, and so are OS developers. If a vulnerability is identified, developers will fix it in the next update, so you want to be sure you have it installed.
2. Use antivirus and antispyware software and keep it up to date. New threats are discovered daily and keeping your software updated is one of the easiest ways to protect your business from an attack; simply set your computers to automatically update for you. Also, activate your firewall and regularly download the security protection updates (known as patches) that are released by most major software companies.
3. Educate your employees not to open email attachments from unknown sources. Computer viruses are commonly spread through email attachments so it's vital to pay attention to the source before opening them. In addition, make sure your employees don't click on links within unsolicited email messages.
4. Use long, complex passwords that are unique to each account. Each time an employee creates a new password, it should be long (preferably at least 14 characters) and contain uppercase and lowercase letters, numbers, and symbols. It's also important to not use the same password for multiple accounts and to change passwords regularly.
5. Only download software from reputable sites or stores. Cybercriminals tuck malicious code into fake versions of the programs and apps that you want. The best way to avoid a phony is to stick to official company websites and app stores.

For more information about online security, visit [www.us-cert.gov/cas/tips](http://www.us-cert.gov/cas/tips).



# Common Security Threats

Information systems are among a company's most vital assets, yet they're sometimes left vulnerable to threats that could damage or destroy them.

In addition to computer viruses, common threats include:

## Denial-of-Service Attacks

A denial-of-service attack (DoS) is an attempt to make a computer resource unavailable to its intended users. It generally involves preventing an Internet site or service from functioning efficiently or at all.

## Cyber Extortion

Cyber extortion is a new twist on an old racket—"Give us money or we'll shut you down." Methods vary but can include a DoS, theft of confidential data, defacement of your website, or an attack that locks up or encrypts your data.

## Unsecured Wireless Access Points

An unsecured Wireless Access Point (WAP) or an access point using old, outdated technology for security (such as Wired Equivalent Privacy, or WEP) provides a hacker with an easy route into your network.

## Rootkit

A rootkit is a set of software tools intended to conceal running processes, files, or system data from the operating system. Rootkits have been used increasingly by malware to help intruders maintain access to systems while avoiding detection.

To avoid these types of threats, be sure to implement common-sense security measures (see page 6 for tips), and talk with your IT professional to ensure cybercriminals don't get the better of your business.



## WHO'S MINDING YOUR BUSINESS?

**LUKE LAPIERRE**  
Business Development Manager

Luke Lapierre's 40 years in the telecommunications industry includes his work in the U.S. Air Force, as well as various sales and installation positions. Following high school, he went to school to learn about tropospheric scatter, which is a method of communicating with microwave radio signals over long distances.

As a Business Development Manager, Lapierre is responsible for managing a sales team and finding the best ways to serve customers. He started working for Home Telecom 11 years ago. He appreciates the company because, he says, "Home Telecom has a great customer focus and continues to be an industry-leading company. The business development in this area has been very dynamic with our growth and location in the low country. Searching out and finding new opportunities has been both challenging and rewarding."

In his spare time, Lapierre likes to spend time with his family.

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