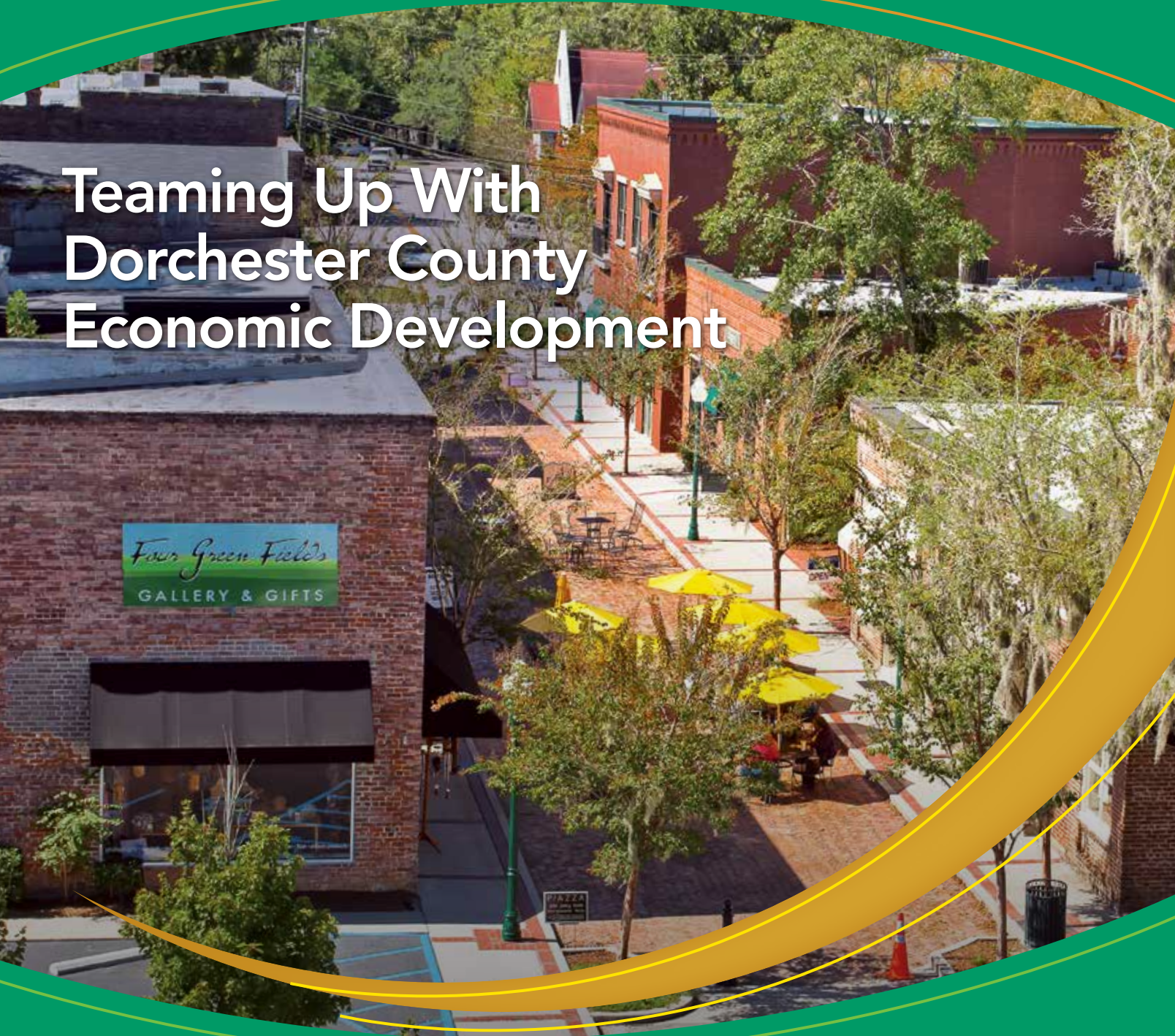


BUSINESS CONNECTIONS

Teaming Up With Dorchester County Economic Development





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BUSINESS CONNECTIONS

Let's hear it for the home team! All of us who live and work in the Lowcountry can be justifiably proud of what our communities are achieving in terms of growth and development. This issue of *Business Connections* celebrates the power of teaming up with neighbors.

You'll find a **Business Spotlight on Dorchester County Economic Development** on pages 4 and 5. This department is focused on promoting Dorchester County in order to help attract new businesses to the area and retain existing ones. Our fiber network is part of a very long list of County strengths, and in 2017, Home Telecom also became the telecommunications connectivity provider for all Dorchester County Government locations.

You can count on Home Telecom's local team to be responsive when your business needs help with communications services. On page 6, get to know a long-time member of this team—**Judy Cronin, Director of Sales and Business Development**.

Also in this issue, we remind you that **Hackers Don't Cause All Security Breaches** and ask the important question, **How Safe is Your Data?** Home Telecom is your local solution for a variety of data protection services.

When we team up, we all win. Contact Home Telecom soon to figure out your next winning play.

Sincerely,

William S. Helmly
President & COO
Home Telecom



Hackers Don't Cause All Security Breaches

Unhappy or careless employees also pose a threat to your data



When you think of security breaches, anonymous hackers probably come to mind first. They certainly are responsible for many computer viruses and phishing attacks. But hackers are not the only culprits. Security breaches can also occur from inside a business—ranging from deliberate actions by disgruntled employees to accidental breaches caused by human error.

Don't wait for a problem to occur. Review these basic precautions to help protect your company data from internal threats:

Revoke account access when an employee leaves. This is the single best thing you can do to prevent security breaches. Here's a cautionary tale: In one case, a system administrator was terminated for cause. As he cleaned out his desk, he deleted one file—the file that held all the encryption keys for the employees and the corporate escrow key for all the encrypted files held by the company. The 20-plus employees who used the key from the server lost access to all their encrypted files. With one keystroke, everything those employees had done for the previous three years was lost.

Do your backups. An essential safeguard against internal data sabotage is having an effective backup system to keep mission-critical data secure. This statement can't be repeated often enough.

Account for data and tech devices your employees own. The proliferation of personal devices (such as smartphones and tablets) used for work purposes has led to a business environ-

ment where personal activities commingle with work. By allowing employees to use their own equipment, your business loses some control over security issues. You may want to have employees sign an agreement regarding the proper use of such devices.

Protect against downloading of malicious content. The average employee in a small business spends up to an hour a day surfing the Web for personal use—perhaps looking at video or file-sharing websites, playing games, or using social media websites. And it's not just lost work time that's involved. Malware and virus threats can be inadvertently introduced to a computer network by employees via a rootkit hidden in a game or a video clip. The best advice is to constantly update and patch your IT systems to ensure protection.

Educate employees about social engineering. One of the most common ways for attackers to gain access to a network is by exploiting the trusting nature of your employees. Make sure your employees know not to provide their password over the telephone and teach them how to recognize a phishing email.

Threats to data security can come from many places. If you take a multi-faceted approach that addresses both external and internal issues, your business can reduce the odds that a breach will take place.





Dorchester County Economic Development

Advanced communications technology is one of many County assets

Located in the Charleston region of South Carolina, Dorchester County is one of the fastest-growing areas in the state. Tasked with fostering its economic prosperity is Dorchester County Economic Development, a County government department with offices at 402 N. Main Street in Summerville. Dorchester County Economic Development's mission is to create an environment that supports new business growth and retention, enabling companies to succeed for generations.

In addition to working with businesses interested in starting, relocating, or expanding, Dorchester County Economic Development also works to strengthen and prepare the community for the future and provide citizens with the opportunities to grow and prosper.

Industry Clusters and County Assets

Business recruitment efforts are focused primarily on Dorchester County's dynamic industry clusters: aerospace, automotive, bioscience, distribution, and marine. The needs of these industry clusters can be well met by the area's key assets including multimodal transportation components and easy access to two major ports.

Dorchester County also offers these assets:

- State and local tax incentives
- Well-designed and reliable infrastructure
- Economical utility services and an abundant energy supply

- A strong and growing labor pool
- Training opportunities
- Workforce development initiatives
- Advanced communications technology

Regarding the last item on this list—advanced communications technology—businesses can benefit from the Charleston region's fiber optic, digital, and IP-based network and tap into everything from the latest voice and data services to advanced wireless solutions, all provided by leaders in the telecommunications industry. Counted among this group is Home Telecom.

Partnering With Home Telecom

Lindsey Culley, Community Development & Marketing Manager at Dorchester County Economic Development, says, "Certainly our efforts to attract new businesses and retain our current ones

Fiber networks and access to data are important considerations for businesses, and it's an asset to have Home Telecom's aggressive installation of fiber in our growing corridors."

— LINDSEY CULLEY, COMMUNITY DEVELOPMENT & MARKETING MANAGER, DORCHESTER COUNTY ECONOMIC DEVELOPMENT

are helped by the services offered by Home Telecom. Fiber networks and access to data are important considerations for businesses, and it's an advantage to have Home Telecom's aggressive installation of fiber in our growing corridors. Plus, the customer-oriented service provided by Home Telecom is appealing to businesses."

In 2017, Home Telecom became the telecommunications connectivity provider for all Dorchester County Government locations. This means the staff at Dorchester County Economic Development is now using Home Telecom services at work as well as discussing them with businesses interested in the area.

Judy Cronin, Director of Sales and Business Development at Home Telecom, notes, "Dorchester County Economic Development uses a Metro Ethernet circuit from us that provides a dedicated connection to all other County offices as well as high-speed internet access. Home Telecom technology is also being utilized outside of the office by departments that work in the field and need access to the Dorchester County Economic Development network/server."

Strong Working Relationships

According to Culley, the Dorchester County IT Department is particularly pleased with Home Telecom's customer service. She says, "Our IT employees really appreciate the working relationship they have with Home Telecom, describing it as 'more customer centric and personal' than the relationships they've experienced with some other companies. Home Telecom made the changeover a smooth one when Dorchester County became a customer, despite the challenges of close to 900 employees working in several different office buildings and in the field. Home Telecom has also responded quickly to the County's needs whenever any issues or questions come up."

On a broader level, Home Telecom works closely with Dorchester County Economic Development to support its business recruitment efforts. Explains Cronin, "Home Telecom gives 'Letters of Intent to Serve' as needed to companies considering Dorchester County in their plans, and we partner with Dorchester County Economic Development on unique events within the County. At the end of 2016, Home Telecom made a contribution of \$70,000 for Dorchester County Economic Development to use for infrastructure projects."

Culley adds, "Dorchester County Economic Development is working on many goals for the coming years, and none of them can be accomplished without great community partners such as Home Telecom. Our department is working hard to bring good jobs to Dorchester County for our residents, as well as to encourage capital investments here to increase the tax base and help provide essential services such as fire, EMS, and education."

Do you have questions related to starting, expanding, or relocating a business in Dorchester County? Visit www.dorchesterforbusiness.com or call 843-875-9109.



HOME TELECOM'S FIBER NETWORK OFFERS SPEEDS UP TO 10 GBPS

Home Telecom Business Solutions provides robust business services over our state-of-the-art fiber network built around the Charleston region.

Doing business with Home Telecom Business Solutions is as easy as 1, 2, 3. One, our fiber network allows us to deliver fiber directly to your business for greater internet speed, capacity, and flexibility. Two, we have dedicated Business Solutions salespeople backed by a solutions-oriented Sales Engineering Support Team. And three, we offer 24/7 Internet Technical Support to keep businesses connected and a 24/7 Network Operations Center to fully support businesses with Enterprise Solutions.

Choose from a range of internet services including:

- Metro Ethernet - 10 Mbps to 10 Gbps
- MPLS
- Mid-band Ethernet - 1.5 Mbps to 45 Mbps
- Cable Modem Plans up to 100 Mbps and Fiber Plans up to 1 Gbps

To discuss the internet requirements of your business and get recommendations from Home Telecom, call Business Services at 888-571-5775.

WHO'S MINDING YOUR BUSINESS?

JUDY CRONIN

Director of Sales and Business Development

Judy Cronin brought many years of business communications experience with her when she joined Home Telecom in 2005. Cronin began her career at IBM, worked at Lanier for 11 years, and then served as Vice President of Sales for an Internet Service Provider.

Cronin returned to her home state of South Carolina to work for Home Telecom and is now Director of Sales and Business Development. She says, "I lead a talented team of sales and technical people that provide home integration and telecom services to the residential communities in our area."

What does Cronin find most rewarding about her position? She replies, "I enjoy helping Home Telecom's business customers fully engage with the latest communications technology and improve their efficiency and productivity."

When not working, you'll likely find Cronin outside. She describes herself as a "crazy golfer" and loves working in her yard.



Have More **Fun,** Get More **Done**

Laughter can offer serious benefits to your workplace

In recent years, more and more companies have begun to recognize the need for a little levity around the office. So much so that many consultants now make a living offering advice on how to infuse humor and fun into the workplace. Why?

The answer is simple. Studies have demonstrated that laughter has positive effects on both our physical and mental health. In fact, laughing enhances the immune system, lowers blood pressure, and even releases natural antidepressants and painkillers in the body. This boost to our systems can result in fewer missed days, less illness, and reduced stress.

But those benefits are just the beginning. Creating an atmosphere that welcomes humor often leads to productivity-boosting effects. Laughter improves morale, cuts down on employee turnover, reduces conflict, strengthens teamwork, builds loyalty, and fosters creativity.

What's more, laughing at work can help counteract the inevitable boredom that arises out of dull tasks and keeps people attentive during long meetings. Remember recess when you were a kid? Think of workplace humor as the adult equivalent of recess—a way to renew energy and focus. As comedian Milton Berle once said, "Laughter is an instant vacation."

Many employers now consider a good sense of humor to be a factor when choosing new hires. This trait is seen as reflective of a person's flexibility at work and ability to build good rapport with colleagues.

With just a little effort, you can make your workplace a little more fun for everyone. After all, Americans typically spend more waking hours at work than at home, so it's a good idea to find ways to enjoy it. And with all the business benefits of laughter, you may be laughing your way to the bank.

How Safe is Your Data?

Online backup protects the information that's critical to your business



What is your small business doing to protect your data? Are you burning CDs when you think of it? Storing files on a small network server? Using thumb drives? These backup methods have three major flaws:

1. They are not automated in any way and depend entirely on someone remembering to do the backup.
2. Since they aren't always checked, there's no assurance that the backups are working.
3. Rarely, if ever, are the files stored at an off-site location, so the data is not fully secure or accessible online while away from the office.

Given the importance of your data, an outsourced program for online data backup could be one of the most important investments you make in your business. According to a recent study by IDC, an independent researcher in the areas of information technology, businesses that didn't outsource data backup lost an average of over three times as much money as a result of a disaster incident. The study also found that it typically takes one-third the time for a business to get up and running again after a disaster if backups are done online versus in-house.

Some of the most common reasons for data loss are hardware failure, human error, hardware corruption, theft, and viruses. On top of these risks, businesses must also factor in the potential for natural disasters such as floods and fires. You can reduce the odds of a data disaster by making plans now to use online data backup and storage.

Home Telecom offers a variety of data protection services to ensure your mission-critical data and applications remain safe and accessible. To learn more, call Business Services at 888-571-5775.

ONLINE BACKUP VS. ONLINE STORAGE

Online backup and online storage are two different services that are often confused with each other. Here are the basic definitions:

Backup is a manual or automated way to have information kept secure and made available in the event of a disaster. On-line backup is usually done with software that is downloaded and installed on your computer. This software encrypts your files and uploads them. Once installed and configured, the backup process is more or less automatic.

Storage is simply the capability to put files somewhere else. This is done so as to share the files with others, save space on the local drive, or have a way to access files from anywhere with an internet connection.





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