

BUSINESS CONNECTIONS

Spotlight on Immedion

Safeguarding Mission-Critical Data and Systems



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BUSINESS CONNECTIONS

Transition, innovation, and revolution—those three nouns pretty much sum up this March issue of *Business Connections* magazine. There are **exciting developments taking place in communications**, both globally and locally, which will have far-reaching affects and we cover them here.

On page 3, you'll find an **update on the IPv6 transition**. This change from Internet Protocol version 4 (IPv4) to IPv6 will give the Internet the space it needs to continue its current growth rate indefinitely. Home Telecom is continuing to transition to IPv6 and can help your business make the necessary preparations. Also on the topic of preparing for the future, I'm pleased to celebrate **Home Telecom's selection for the Calix Innovation Award** in recognition for our fiber network; you can read about this achievement on page 4.

They say a picture is worth a thousand words and given the **visual revolution in online communications**, discussed on page 5, that appears to be the case. It's followed on page 6 with a **Business Spotlight on Immedion**, a dedicated data center and managed services provider with which Home Telecom has many ties.

What comes after transition, innovation, and revolution? It's action! When you're ready to take the next step with your communications solutions, give Home Telecom a call.

Sincerely,

William S. Helmy
President & COO
Home Telecom



Update on the IPv6 Transition

*What this change means
and how you can be prepared*

In the May 2011 issue of *Business Connections*, we first told you about the transition from Internet Protocol version 4 (IPv4) to the new version, IPv6. To refresh your memory, here's a recap:

- An IP address is a sequence of numbers assigned to each Internet-connected device. IP addresses are actually binary numbers but to make them easier for us to remember, they're usually displayed in decimal format. For example, in IPv4, the binary number 11011000.00011011.00111101.10001001 would appear as 216.27.61.137.
- IPv4 uses 32-bit addresses (such as the binary number above), which allows for roughly 4.3 billion of them. The explosion in the number of people, devices, and Web services on the Internet means that IPv4 is running out of space.
- IPv6 makes room for vastly more addresses. Unlike IPv4, it uses 128-bit addresses, which creates space for trillions of unique numbers. IPv6 will connect the billions of people not connected today and will help ensure the Internet can continue its current growth rate indefinitely.

World IPv6 Launch

Organized by the Internet Society, World IPv6 Launch took place on June 6, 2012. This was the day participating major websites and Internet Service Providers (ISPs) permanently



enabled IPv6 and began the transition from IPv4. The complete transition from IPv4 to IPv6 will take time as every website and ISP must make the switch. Both systems will work together until IPv4 is no longer needed.

Heather McGrath, Internet Product Coordinator, notes, "Home Telecom is continuing to transition to IPv6 with various deployment scenarios. We're also conducting tests with large businesses as well as residential customers. Our goal is to stay informed on IPv6 industry standard solutions and to implement them."

Getting Ready Locally

What do businesses need to be doing now to prepare for IPv6? McGrath answers, "An essential part of making a business IPv6 ready is to ensure their equipment is compatible with the next generation of IP addressing. If they haven't done so, businesses should carry out an IT audit to identify which pieces of equipment (such as routers, servers, and other hardware) will need upgrading or replacing. The same goes for software. Since we're still some time away from IPv6 being the only option, businesses do not need to make any new purchases solely for the sake of IPv6. However, IPv6 compatibility should be a consideration while evaluating products and making purchases as part of their normal upgrade cycle."

If you have questions about IPv6, contact a Home Telecom Business Sales Representative at 888-571-5775. You can also visit ipv6test.google.com to check on your current IPv6 readiness.

TALKING ABOUT TOMORROW AND TECHNOLOGY

The network we're building is for services that haven't been invented yet. The services we'll be rolling out in a few years are still in some high school teenager's mind."

— WILL HELMLY, PRESIDENT AND COO,
HOME TELECOM

Daniel Island is a 4,000-acre island in the middle of Charleston Harbor which presently has 3,000 or so homes. There are users who end up here, particularly businesses, because they know that Home is here and the bandwidth is here."

— MATT SLOAN, DANIEL ISLAND
BUSINESS ASSOCIATION

As we market the three county Charleston region, a globally competitive technology infrastructure is critically important. That's why I'm so proud Home Telecom has received this innovation award. It lets the world know that our market is on the cutting edge for technology and attractiveness to business."

— DAVID GINN, PRESIDENT AND CEO,
CHARLESTON REGIONAL
DEVELOPMENT ALLIANCE

Home Telecom Receives Innovation Award

*Our growing fiber network is credited
with fostering business development*

Access to bandwidth is a prerequisite for businesses to grow and be successful. Broadband technology improves productivity by facilitating more efficient business processes, accelerates innovation by introducing new applications and services, and enables businesses to extend their reach to more labor pools and consumers.

Home Telecom has long recognized the critical importance of broadband to drive economic development. As a result, we've invested in a growing fiber network to deliver advanced broadband services to businesses and residents throughout the Charleston, S.C. region.

Our fiber network impressed Calix, a national broadband communications access provider, and led to Home Telecom receiving the prestigious Calix Innovation Award in November 2012 as a "shining example of excellence in broadband communications." Will Helmly, President & COO of Home Telecom, notes, "Honoring our network and new security packages with this Calix Innovation Award highlights our continued commitment to our customers. We are excited to bring awareness to our partnerships with strategic commercial and residential developers that stimulate network, business, and community advancement."

These partnerships include ones with Daniel Island Business Association and Charleston

Regional Development Alliance. Home Telecom works closely with them to make sure the area has the broadband infrastructure to meet the needs of today and tomorrow — a key factor when businesses (and families) make decisions about where to locate.

Helmly says, "Home Telecom started in 1904. A little old lady that was the original operator at the time bought the company and that little old lady was my great grandmother. Four generations later, here I am running the company. We now have about 200 employees and a little over 20,000 customers, and we look forward to moving forward with technology to advance our area's economic development."



You Say You Want a (Visual) Revolution?

A look at the new focus on visual content in social media marketing



As social media evolves, your marketing strategy should evolve with it. Changes in social media sometimes come in the form of new sites or apps, and sometimes in the way they are used. Currently, there is a trend toward more visual content in social media; this trend is so prevalent that some are calling it a “visual revolution.”

Why Visual Content?

Images have been referred to as “visual snacks” that feed into our “info-snacking culture.” With an image, viewers can receive a message in an instant that would take much longer to get by reading text.

Social media sites are better suited to visual content than they have been in the past. Here are just a few examples:

- **Pinterest.** This relatively new site is based on the sharing of images.
- **Facebook.** Facebook’s Timeline format includes such features as a cover image, and larger views of posted photos.
- **Instagram.** This app allows users to alter photos for sharing.
- **Twitter.** Users can now display images in-stream.

Tips for Visual Marketing

To get in on the visual revolution, your company will need to think differently about content development. Visual marketing is not just having a great logo (though that doesn’t hurt); it’s telling a visual story about your company’s past, present, and future. Here are some tips for successful visual marketing:

1. **Develop your visual identity with words first.** Describe your brand in terms such as “friendly,” “consistent,” “fun,” “elegant,” or “edgy.” Be sure all your visual content can be described by the words you choose.

2. **Create an overall plan for how you will use visual content.** For example, your overall plan could be to have 50 percent of your social media content be visual. Your plan for Facebook could be to post one photo per day.
3. **Involve your whole team.** Don’t limit yourself to carefully planned photos by professional photographers. Encourage all employees to keep their cameras handy; you never know where the best images will come from.
4. **Get tech savvy.** Do some research online or consult with an expert to optimize your images for social media site and app use.
5. **Encourage fans and followers to add their own content.** This strategy increases engagement and exposure.
6. **Experiment.** Observe which images get the best response from your social media fans and followers, and adjust your plan accordingly.

The benefits of visual marketing—including enhancing your brand image, encouraging viewer participation, reducing information overload, and driving sales—are well worth the effort. Just picture what more pictures could do for you.

Be sure to visit Home Telecom’s social media pages on Facebook, Twitter, YouTube, and Google+!



Immedion Protects Mission-Critical Data and Systems

Home Telecom has a unique, multi-faceted relationship with this provider

Immedion was the first dedicated data center and managed services provider in South Carolina and continues its leadership role today. The company operates four, fully redundant data center facilities which are geographically diverse. This diversity enables Immedion to meet the needs of businesses across the Southeast and provide uptime for critical technology beyond the capabilities of any single data center location.

Home Telecom currently provides WAN connectivity to the Immedion Data Center in North Charleston. Home Telecom has been an investor in Immedion since 2010. Using Home Telecom's fully redundant switches and fiber optic facilities, Immedion (and ultimately Home Telecom as an investor) has the ability to offer collocation, cloud computing and managed services of data backup, server management, and network security to its customers. These solutions provide businesses in this area with the benefits of an enterprise-class computing environment without the upfront costs associated with expanding or building their own. For more information on Immedion services, visit www.Immedion.com.

Multiple Roles, Multiple Partnerships

Ravi Sastry, VP Sales & Marketing at Immedion, notes, "Immedion has a great relationship with Home Telecom, from the CEO to the IT department to the sales team. The relationship is very unique in that Home is an investor, a business partner, a potential customer, and a supplier of highly reliable network services."

Immedion also contracts with multiple telecommunications providers and partners with select companies to offer specialized managed services such as complex network security consulting, design, and implementation. By collaborating with organizations, Immedion has

the resources to safeguard its customers' mission-critical data, systems, and applications, keeping them secure and always accessible.

Poised for Growth

What's in the plans for Immedion in the year ahead? Sastry responds, "Enhancements in 2012—including the new facility in North Charleston, the expansion of the Greenville and Asheville data centers, and the expansion and enhancement of Immedion's Cloud platform—leave us well-positioned for customer growth in 2013. We will also continue to grow and improve our product set, especially in the areas of security and cloud computing, to keep our existing and new customers up to date with the ever changing technology landscape."

Immedion has a great relationship with Home Telecom, from the CEO to the IT department to the sales team."

— RAVI SASTRY, VP SALES & MARKETING, IMMEDIION



App-titude for Workplace Efficiency

How smartphones can help small businesses save time and cut costs

If you use smartphone apps in your personal life, you no doubt appreciate the many ways they can make things easier. Money apps can help you save with coupons, personal finance management, and gas price comparisons. Time-saving apps can help you get things done more efficiently with driving directions, to-do lists, and access to your favorite news sites.

Many apps can help businesses in the same way. A recent study by the Small Business and Entrepreneur Council revealed that small businesses using mobile apps are saving hundreds of millions of employee hours and thousands of dollars per year.

Here are some apps to get you started realizing these benefits:

Evernote (evernote.com)

Evernote enables users to organize many types of information, such as text, photos, and audio snippets. With this functionality, it helps employees keep track of ideas on the go.

Google Drive (drive.google.com)

Google Drive is a cloud solution that allows users to create and store documents, then access them from any Internet-enabled device. Professionals can develop and share text, spreadsheet, image, audio, and presentation files.

Bump (bu.mp)

For entrepreneurs who are tired of carrying around and paying for traditional business



cards, Bump offers a virtual alternative. Users can trade contact information by simply bumping their smartphones together.

TripIt (tripit.com)

Business travelers will appreciate TripIt, which enables users to create a comprehensive itinerary that includes all the flight, hotel, and car rental information for one trip. The app also provides weather updates, maps, and directions to make travel easier.

Square (squareup.com)

Small businesses can now accept credit cards without setting up a traditional account. For a small fee per transaction, Square allows users to process payments with a card reader that attaches to their smartphone or tablet.



WHO'S MINDING YOUR BUSINESS?

BILL FENTERS

Residential Sales Representative

As Residential Sales Representative for Home Telecom, Bill Fenters has dual responsibilities. His first duty is to assist in negotiations of new marketing agreements with developers to bring exclusive advanced Fiber to the Home (FTTH) services to new Charleston developments. He also assists residential customers in acquiring cable, telephone, Internet, and security services. Fenters explains: "I work primarily in our exclusive FTTH market areas, but can assist with residential needs throughout our service footprint."

In the few months Fenters has been with Home Telecom, he has already identified his favorite part of the job: "I particularly enjoy meeting people from all walks of life and customizing Home's services to meet their various needs." Prior to this position, Fenters owned and operated Trinity Electronics (local Radio Shack dealer) for 25 years, and also worked as a Direct Sales Representative for Knology of Charleston.

Looking into 2013, Fenters says, "During my first full year with Home Telecom, I hope to meet every potential customer in our footprint to share with them the benefits of our exclusive advanced FTTH technology."

Protect Your Business For Less With Home Telecom Security

3 Months FREE 24 Hour Monitoring + FREE EQUIPMENT

with \$99 installation!

With monthly monitoring packages tailored to fit your small business, Home Telecom Security has you covered.

With our security video service, you have the power to keep track of your business and employees from anywhere, at any time.

Contact one of our Business Sales Consultants to customize a video monitoring system to meet your specific business needs.

888-571-5775 | www.HomeSC.com



EQUIPMENT INCLUDED

- 3 Wireless Door or Window Contacts
- 1 Pet-Immune Motion Detector
- 1 Key Pad
- 1 Key Fob
- 1 Indoor Siren
- 1 Battery Back-up
- Stranded Wire for Installation
- 1 Yard Sign

HOME
TELECOM

*Limited time offer. Home Telecom Security system requires a 3-year monitoring contract. "Free to switch" offer available only on compatible security systems. Purchase of additional equipment may be necessary. Monitoring of an existing system requires a 1-year contract. Rate for 24-hour monitoring is \$25.00 per month with a bundle, or \$29.99 per month without a bundle. Additional monthly fees apply for back-up monitoring. Upgrade of \$2.00 per month is required for fire protection. Other restrictions may apply. Remote Access requires a smartphone with a wireless data plan or High Speed Internet for operation. Remote Access features not compatible with all Security systems. Video Monitoring requires a 36-month agreement. Purchase of additional equipment may be necessary. Early termination fee of \$250 applies. Video Monitoring requires High Speed Internet service or a smart phone with a data plan for operation. Ask for details.