

# BUSINESS CONNECTIONS

**Growing community**  
Is rooted in Home Telecom fiber





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# BUSINESS CONNECTIONS

**Building something new** can lead to a tremendous sense of satisfaction, whether we're talking about developing a new sales program for your business or implementing new communications technology. There's nothing quite like the successful journey from initial idea to final execution.

In this May issue of *Business Connections*, we pay tribute to the building process. Pages 4 and 5 feature a **Business Spotlight article on Cane Bay Plantation**, the planned 30-year community in Berkeley County being developed by Gramling Brothers Real Estate & Development. It includes beautiful homes, new schools and businesses, and—to keep this growing community well connected—**Fiber-To-The-Home from Home Telecom**. You can read more about the benefits of this future-proof technology on page 5.

Perhaps your business needs to build up its defenses against theft and other security threats. If so, check out the article on page 3 about the **new Remote Access and Video Monitoring** options from Home Telecom Security. Another topic that's building momentum is **cloud computing**, and you can learn more about that on page 4.

What does your business want to build in the year ahead? Whatever it is, give Home Telecom a call for professional advice and innovative solutions.

Sincerely,

William S. Helmly  
President & COO  
Home Telecom



# More Monitoring, More Convenience

## Home Telecom Security now offers Remote Access and Video Monitoring



**J**ust because you're out of the office doesn't mean you have to be out of the loop. Home Telecom Security offers convenient ways to manage your security system and keep an eye on your business even when you're miles away. They're all part of the Home Telecom security options which can be added to your standard 24/7 monitoring service.

### Home Telecom Remote Access

With Remote Access from Home Telecom, you can arm and disarm your business' security system from anywhere—as long as you have an Internet connection and a PC, smartphone, or tablet. This means if you get home and realize you forgot to arm the system, you don't have to return to work to do it; you can handle it remotely with just a few clicks.

### Home Telecom Video Monitoring

Combine Video Monitoring with Remote Access from Home Telecom, and you can log in to TotalConnect.com to access accounts and view live streaming videos of your property covered by up to six cameras. Home Telecom Video Monitoring can also be programmed to notify you of events as they happen, or to survey chosen areas at predetermined times. In addition, you can receive alerts of any alarm activations via text or email.

Home Telecom Security wants you to have the critical information you need to help operate a safer and more productive business. We have solutions that enable you to do the following and more:

- Remotely arm and disarm your security system, and remotely give workers access to your building.
- Supervise voids and returns by monitoring cash registers with live video or recorded snapshots.
- Know exactly what time your business opens and closes each day.
- Guard against theft, vandalism, and loitering by being alerted to activity in outdoor environments like building entrances and parking lots.
- Protect expensive merchandise, office equipment, electronics, and other valuables from theft by receiving an email or video alert when they have been moved or disturbed.
- Manage high employee turnover by assigning and canceling building access codes in an instant.

### FREE On-Site Evaluation

Call a Home Business Sales Representative at 888-571-5775 to find out how affordably Home Telecom Security can help protect your business. You'll receive a **FREE** on-site evaluation plus detailed pricing information. Keep in mind that insurance companies often give a 15 to 20 percent discount when a business has a security system installed. Many times these premium discounts are equal to, or more than, the cost of the security system.



# **Blue Skies** Ahead for **CLOUD** **COMPUTING**

*More organizations are taking advantage of its flexibility and cost-efficiency*

What is cloud computing? According to the National Institute of Standards and Technology (NIST), cloud computing provides scalable IT capabilities that are offered as a service over the Internet to multiple users. Many users share pooled IT resources, which reduces costs and results in greater efficiency.

Cloud computing is the next stage in the Internet's evolution, providing the means through which everything—from computing power to computing infrastructure and applications to personal collaboration—can be delivered as a service wherever and whenever needed. The “cloud” in cloud computing can be defined as the set of hardware, networks, storage, services, and interfaces that combine to deliver aspects of computing as a service.

Cloud computing can completely change the way organizations use technology to provide service to customers, partners, and suppliers. Some organizations already have most of their IT resources in the cloud. They've found that it can eliminate many of the complex constraints from the traditional computing environment and offer benefits including:

**Significant Cost Reduction:** Cloud computing is available at a fraction of the cost of traditional IT services, eliminating upfront capital expenditures and dramatically reducing administrative burden on IT resources.

**Increased Flexibility:** Cloud computing provides on-demand computing across technologies, business solutions and large ecosystems of providers, reducing time to implement new solutions from months to days.

**Access From Anywhere:** Cloud computing lets users access applications and documents from anywhere in the world, freeing them from the confines of the desktop and facilitating group collaboration on documents and projects. Users can change computers or move to portable devices, and existing applications and documents follow them through the cloud.

**Elastic Scalability:** With cloud computing, capacity can be added and subtracted as needs change. For example, as application demands grow, organizations can add storage, RAM, and CPU capacity.

**Business Continuity:** Cloud computing can provide automatic failover between hardware platforms and disaster recovery services. An organization is able to bring up its server, set in a separate data center, should the primary data center experience an outage.

**Always the Latest Software:** Cloud computing eliminates the choice between obsolete software and high upgrade costs. When the applications are web-based, software updates are automatic.



# Why **FIBER** is Good for You

*Future-proof technology offers faster service and yields higher home values*

**F**iber-To-The-Home (FTTH) refers to extending the same type of fiber-optic cable that some service providers use to serve whole neighborhoods or towns directly to individual homes and businesses. Optical fibers are flexible, hair-thin strands of glass that use light instead of electricity to carry a signal. They are unique in their ability to carry high bandwidth signals over long distances.

## A Better Delivery Method

FTTH has a much longer lifespan than cable or copper systems and is up to 1,000 times faster than DSL or cable modems. There's a lot of talk these days about FTTH, especially among developers and homeowners, and for good reason. Fiber has a superior capability to accommodate virtually unlimited bandwidth to meet the ever-increasing demand for Internet, digital television, phone, and security services.

## Continued Growth Expected

The growth of FTTH has been tremendous since it was first introduced. In 2001, market analyst RVA, LLC reported that about 19,000 homes in North America were connected with end-to-end fiber; today it is available to more than 20 million homes. Given that Cisco recently predicted that more than 15 billion (twice the world's population) network-connected devices will be in operation by 2015, this growth trend is likely to continue.

## Benefits to Local Customers

Home Telecom is pleased to be part of this exciting FTTH infrastructure transformation as we begin to serve customers through

our fiber-optic network. FTTH offers potential benefits to area homeowners, businesses, developers, and the environment:

- **Homeowners and business users enjoy better, faster services.** With FTTH, users gain increased bandwidth quality, quantity, and capacity. Additionally, fiber offers a way to future-proof homes and businesses in anticipation of new communications and entertainment services on the horizon.
- **Developers command premium prices.** Homes in FTTH-connected communities command premium prices compared to homes in communities without optical connectivity. Developers can expect to realize a premium of several thousand dollars per home sale.
- **More connected homes benefit the environment.** As more homes become connected to fast, reliable Internet service, more workers can telecommute, cutting down on gas usage.

Home Telecom is committed to innovation and to keeping our customers connected with the state-of-the-art solutions. We were one of the first telecommunications companies to deploy Fiber technology to homes and businesses, and to utilize fiber to provide high-speed Internet and video conferencing to local area schools.

*As we move forward, Home Telecom will continue to invest in the technology required for powerful and efficient communications services. For more information, call us at 888-571-5775.*



# Cane Bay Plantation

*This planned 30-year development may someday include 10,000 homes*

**L**ocated along Highway U.S.176 in the Charleston area, Cane Bay Plantation is breaking new ground—and making news. The community has closed on more single-family homes than any other Planned Unit Development or subdivision in Metro Charleston for 2008, 2009, 2010, and 2011. Cane Bay was also listed as #40 in a ranking of top-selling U.S. master planned communities by John Burns Real Estate Consulting. Covering approximately 4,500 acres, with both residential and commercial sectors, Cane Bay is clearly becoming a big draw in Berkeley County.

## Beautiful Variety

Ben Gramling III, President of Gramling Brothers Real Estate & Development, says, “Our objective with Cane Bay was to create an environment that would give a wide variety of people the same access to the things that are important in everyone’s quality of life.” Those things include good schools, beautiful green space, dependable businesses, and the right infrastructure (including Fiber-To-The-Home from Home Telecom).



When completed, Cane Bay will be made up of 10,000 homes plus grocery stores, medical centers, schools, and churches. Currently the comprehensive development includes:

- **The first Del Webb active adult community** in the Charleston area, built by Pulte, with approximately 450 homes established and a planned build-out of 1,000
- **Old Rice Retreat**, built by Centex
- **Sanctuary Cove**, built by Sabal Homes and Landmark 24
- **Magnolia**, coming in 2012 by Dan Ryan Builders
- **Lindera Preserve**, coming in 2012 by Lennar
- **Cane Bay High School**, in its fourth year
- **Cane Bay Elementary**, in its third year
- **Cane Bay Middle School**, to open at the start of the 2012-2013 school year
- **Publix supermarket**, the anchor of a newly built shopping center on 20 acres that offers much room to grow for other businesses

Dan Ryan Builders’ Magnolia and Lennar’s Lindera Preserve will open in Cane Bay in 2012. Together with the already established neighborhoods, they will offer a variety of home options ranging from low-maintenance, energy-efficient living for young professionals to grand family estate homes.

Cane Bay is Gramling’s largest development to date, and he considers it to be a once-in-a-lifetime opportunity for him and a smart development for Charleston. “This community is meant for all buyers, from first-time ones to those seeking higher-end homes. Cane Bay is designed to responsibly give you what you need and want, close to home,” says Gramling.





### Home Telecom's Role

Will Helmly, President and COO of Home Telecom, has worked with Cane Bay to help meet the community's communications needs. Will notes, "Home Telecom has played an active role in the planning and development of Cane Bay. We've worked closely with Gramling Brothers since the early stages, and Home Telecom has infrastructure on the property to allow us to grow with the community. Home Telecom has also partnered with Pulte as part of the HOA services for the Del Webb community, and we provide structured wiring services for both Del Webb and Old Rice Retreat."

The most impactful contribution by Home Telecom to Cane Bay is undoubtedly Fiber-To-The-Home (FTTH). Explains Will, "Most importantly, this type of fiber-optic network has the bandwidth growth capacity required as data demand continues to escalate. FTTH will be able to cover

the growing needs of communications services for decades. For example, fiber optic cable has the capability of 10,000 Mbps, 1,000 times faster than cable modems. Today, we offer and easily accommodate symmetrical Internet speeds of up to 50 Mbps over an extremely reliable network."

***Cane Bay is designed to responsibly give you what you need and want, close to home."***

— BEN GRAMLING III, PRESIDENT, GRAMLING BROTHERS REAL ESTATE & DEVELOPMENT

Of course, FTTH is not just a benefit for the homes of Cane Bay but to the schools and businesses there as well. All segments of the community can look forward to a bright future as they enjoy Cane Bay's many opportunities.



### WHO'S MINDING YOUR BUSINESS?

**HOME INTEGRATION TEAM** L to R: Will Wofford and Tyler Mullinax

The Home Integration Team is often the "first face" of Home Telecom, since its members primarily meet with homebuyers before construction of a home. During these meetings, outlet locations are planned for Home Telecom's Phone, Cable TV, and Internet services along with these other options: Security Systems, Wall-Mounted Flat Screen TVs, Surround Sound Audio, Whole House Audio, and Intercom Systems.

Will Wofford, Senior Operations Representative, is joined on this team by Tyler Mullinax. Says Will, "We've been at

Cane Bay just about every business day to provide wiring solutions or installs. Our team is also a structured wiring sub-contractor for Pulte and regularly services the Del Webb and Old Rice Retreat communities. I handle our back office operations including ordering, billing, design, and scheduling of services. Tyler Mullinax is our on-site Technician; he installs pre-wire and trim work in new homes, specialized wiring and electronics for Home Integration products, and Security Systems."

# Protect Your Business From Anywhere With Home Telecom Security

With security system installations and 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](http://www.HomeSC.com)

## Total Connect Business Security

As Low As **\$50<sup>99</sup>**\* a month



\* Home Telecom Security Attack Pack requires a 36-month monitoring agreement. Monitoring of an existing Security system requires a 12-month agreement. Early termination fee of \$250 applies. Add Fire Protection for an additional \$2.00 a month. Remote Access and Video Monitoring services require a smartphone with a wireless data plan or High Speed Internet for operation. Remote Access features are not compatible with all security systems. Purchase of additional equipment may be necessary. Additional restrictions may apply.

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TELECOM