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Dear Valued Customer,

James Cash Penney, the founder of JCPenney, once said, "Growth is never by mere chance; it is the result of forces working together."

One of PenTeleData's greatest assets is being locally owned, not only because it allows us to make decisions faster and support our customers better, but also because it often gives us the opportunity to form relationships with many of customers. Each one of those is important to us and our success depends on your success. We want your business to succeed. How can we work together to make that happen?

If you have any questions about your existing service or think it may be a good time to discuss how we can help your business grow, please contact your account representative or call us today.

Thank you for your business and continued support.

Jaime Mendes
Vice-President of Operations
PenTeleData

BLUE RIDGE COMMUNICATIONS TO BEGIN FIBER-TO-THE-HOME REBUILD

Blue Ridge Communications announced the beginning of a complete Fiber-to-the-Home rebuild of its cable systems. After successfully deploying its first Fiber-to-the-Home system in rural Westfield, PA, Blue Ridge will take its acquired knowledge and begin rebuilding its 8,000 miles of the cable plant, passing over 250,000 homes serving Northeastern Pennsylvania.

Blue Ridge, like most operators, saw significant increases in customers and usage during the pandemic and only sees that trajectory continuing for today's workforce, schools, and the future expansions of telehealth. Their current 1 Gig Hybrid Fiber Coax network already offers speed and reliability, but Fiber-to-the-Home will allow for ultrafast symmetrical speeds and increased reliability, alone with the environmental benefits of lower power consumption. This significant capital investment is the next step in the evolution of the network to meet the needs of today and the future.



OUR FAST CONTEST

What animal can climb trees faster than they can run on the ground?

One lucky winner will receive a \$150 Amazon gift card.

Rack your brain and figure out the answer to the brain teaser. 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 11/30/21. **Good Luck! PenTeleData**

FAST CONNECTIONS

QUICK CLIPS?

Have you seen our quick clip videos on social media? Check out the latest on our Facebook, Twitter and LinkedIn pages.

I.T. CORNER



Ransomware

It's like being told, "This is a hold-up. Give me all your money." Ransomware isn't subtle, like someone slowly stealing a dollar here and there or spying on your corporate communications. It's an in-your-face demand: Pay up, or else.

Hospitals, school districts, governments, law enforcement agencies, small businesses, and large businesses are just some of the entities impacted by ransomware, an insidious type of malware that encrypts, or locks, valuable digital files and demands a ransom to release them.

Ransomware is commonly delivered through phishing emails or via a "drive-by downloads." Phishing emails often appear to come from a legitimate organization or someone known to the victim and entice the user to click on a malicious link or attachment. A "drive-by download" is a program that is automatically downloaded from the Internet without the user's consent or often without their knowledge. It is possible the malicious code may run after download, without user interaction. After the malicious code has been run, the computer becomes infected with ransomware. After the initial infection, ransomware will attempt to spread to connected systems, including shared storage drives and other accessible computers. Files and data usually remain encrypted and unavailable until a ransom has been met. This can be catastrophic in terms of loss of sensitive or proprietary information, the disruption of business operations, financial loss, and potential harm to an organization's reputation.

As ransomware techniques and malware continue to evolve—and because it's difficult to detect a ransomware compromise before it's too late—the FBI recommends that organizations focus on two main areas: prevention efforts and the creation of a solid business continuity plan in the event of a ransomware attack. These should include making sure employees are aware of ransomware and their own roles in protecting your organization's data; updating all operating system patches, software, and firmware; ensuring that anti-malware and antivirus solutions automatically update and conduct regular scans; managing the use of privileged account access; configuring access controls and permissions appropriately; disabling macro scripts from office files transmitted over email; and implementing software restriction policies or other controls to prevent programs from executing from common ransomware locations. It is also important to back up data regularly and secure those backups in a place that is not connected to the computers and networks they are backing up.

HOCKEY SPONSORSHIPS

PenTeleData is Proud to Sponsor the Lehigh Valley Phantoms and the Wilkes-Barre/Scranton Penguins!

Have you heard about boarding, body checks, penalties, and Zambonis? Those words can only mean one thing: It's ice hockey season!! PenTeleData is proud to support our local teams, including the Lehigh Valley Phantoms and the Wilkes-Barre/Scranton Penguins.

The arenas are all about the fun, action, and entertainment, but these things just wouldn't be the same without their connections from PenTeleData. The arenas rely on PenTeleData's connection for ticket sales, retail store or food purchase transaction, and much more. Our dedicated connections and burstable bandwidth options make sure that their staff can focus on their teams, the fans, and winning the game.

If you're a fan, you can count on our partner, Service Electric, to bring live coverage of the Lehigh Valley Phantoms hockey to their local subscribers. Service Electric TV2 sports broadcasts live game action in high definition along with pregame, postgame, and intermission shows.

Would you like to see one of the teams in person? We'd love to see you there! We're giving one lucky winner a Family Four Pack of tickets to see your choice of either the Phantoms or the Penguins in December! To enter, just send an email to chat@corp.ptd.net and include Phantoms/Penguins Contest in the subject line. Please also include your name, address, and telephone number in your email as your official entry. All entries must be received by November 24, 2021. Good luck!



WELCOME ABOARD!

We appreciate the opportunity to serve companies who have chosen to ride PenTeleData's Fiber Network.

Welcome aboard to:

Mount Laurel Recovery Center, Comfort Inn Arena, Pottles Transportation, and The Hershey Company.

