# Biz 2 Biz

# FASTCONNECTIONS

## PenTeleData®

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## Dear Valued Customer,

November is National Gratitude Month and all of us at PenTeleData appreciate that you have chosen us to provide your connections. It's because of you that we're celebrating 30 years of serving our communities. Our success depends on your company's success, so how can we help you plan for the New Year and beyond? Whether it's a faster speed package, dedicated connections, I.T. Services, or Business Voice, reach out and let us know what your business needs.

Thank you for your business and continued support.

**Jaime Mendes**
Vice-President of Operations
PenTeleData

## OUR FAST CONTEST

*What human movement lasts between 0.1 and 0.4 seconds, and usually goes unnoticed?*

*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 11/30/24.*

**Good Luck! PenTeleData**

## PENTELEDATA IS PROUD TO SERVE EMMAUS, PA

**Emmaus, Pennsylvania is a quaint historic community of 11,500 nestled on the northern slope of South Mountain. It lies 50 miles north of Philadelphia and 20 miles west of the Delaware River. Formed in 1759 as a closed Moravian village on land owned by the church, Emmaus became incorporated as a Pennsylvania borough a hundred years later in 1859. The arrival of the railroad in the same year expanded the town's opportunity for manufacturing and other business. Its initial industries included iron mining, iron furnaces, a foundry, and a machine company. In the late 1800s, additional industries included silk manufacturing, cigar factories, bottling companies, and others.**

In the first half of the 20th century, Emmaus significantly expanded its borders through a series of annexations of land that was previously part of Salisbury and Upper Milford Townships, which broadened the opportunities for residential development. By the 1960s, the Borough reached its current size and completed infrastructure improvements that modernized Emmaus into a full-service municipality with a comprehensive park system, municipal water and sewer service, highway and police departments, and public library.

Today, Emmaus is a vibrant community with a diverse mix of residential, commercial, and light industrial uses. It is a hub of productivity in southwestern Lehigh County that offers a variety of housing opportunities in a true community atmosphere.

*Source: https://www.emmauspa.gov/216/History-of-Emmaus*

## WELCOME ABOARD!

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

**Welcome aboard to:**
**Blue Ridge Lumber,**
**Ambulance Reimbursement Systems,**
**and The Technology Opportunity Group**
**Ltd. dba Solutions Express**

RIDE the FIBER!

## I.T. CORNER

PenTeleData®
I.T. services

### Let Us Tackle Your Tech

**We know that competitive edge doesn't just happen. You, your time, and your ideas make the difference. But what if you can't, or don't want to, juggle it all? We can help. PenTeleData I.T. Services will tackle your tech so you can focus on your business. Here are some of the services we offer:**

> R.P.M. (Remote Proactive Management)
> Multi-Factor Authentication
> Local Area Network Design (LAN)
> Wireless Networking
> Services & Repairs
> Structured Cable Installation Services
> Layered Security Services
> Managed Endpoint Detection and Response
> Cybersecurity

**Need more information?**
**Visit PenTeleData I.T. Services online at www.penteledata.net/IT or call us at 1-800-331-5060.**

## DATA LOSS PREVENTION

**Data is the lifeblood of every business, so protecting business-critical or sensitive data is essential. When you lose data, your whole operation suffers and losses add up. In fact, some experts estimate that an hour of downtime can cost a large business $700,000 – that's $11,600 per minute. In one year, over 1,000 data breaches were recorded as affecting 156 million records.**

The leading cause of data loss is cyber criminals. Data may be stolen, copied, corrupted, or locked by ransomware. Some sectors of industry and business may be targeted by hackers, activists, certain nation states or by anyone looking to have fun at your company's expense.

The two best-known types of data loss are leakage and disappearance or damage. Leakage is when data is no longer under control of the owner, usually the result of an accident, a malicious employee, or hacking. Disappearance or damage is when the information is no longer available as the result of corrupted files, equipment failure, or destruction by attackers. If a record is incomplete or not properly updated, it may be considered damaged.

Data loss prevention is a strategy for preventing those who don't need it from accessing sensitive information. This includes data at rest, data in motion and data in use. Data at rest is data residing in storage systems, cloud storage, off site backups, archives, and more. It is inactive, meaning that it isn't currently being used or changed, just stored in persistent memory. Data in motion, aka data in transit, is data moving from the network to the outside through email files, transfers, instant messaging and more. Data in use is data residing at endpoints in the system and includes laptops, external drives, CDs and DVDs, iPhones, and other mobile devices. This is data stored in a non-persistent form.

Preventing data loss means being vigilant, thinking ahead and preparing for the possibility of attacks. Each type of data requires a separate plan to manage, discover, and protect how data loss prevention applies, including the laws and regulations that refer to them.

## PENTELEDATA IS HIRING!

**If you're looking for a career with a great team, consider PenTeleData! To see our job openings, visit us at www.ptd.net/careers.**

*We are an equal opportunity employer.*