



Portraits

C.F. Martin & Company



Pioneers in Our Industries

When two organizations are pioneers in their industries, it's no surprise that a mutually beneficial relationship results. That's the story of C.F. Martin & Company and PenTeleData.

PenTeleData began in 1994 with the idea of providing high-speed data and Internet connectivity in Pennsylvania and New Jersey. In 1995, that vision came true. Our strategic partnership has invested more than \$300 million in fiber optic infrastructure with over 10,000 miles of fiber optic cabling that serves existing customers in all facets of life from their homes to business, including banking, healthcare, education, government, retail sales, and the wireless industry. Our commitment to the areas we serve, relationships with our partners and the personalized attention we offer each customer makes us more than just another network – it makes us part of the community.

C.F. Martin & Company (often referred to as Martin Guitar) is an American guitar manufacturer established in 1833 by Christian Frederick Martin. They are highly respected for their acoustic guitars and are a leading manufacturer of flat top steel-string acoustic guitars and ukuleles. Their company headquarters and manufacturing facility are located in Nazareth, Pennsylvania, with additional manufacturing of instruments and strings in Navojoa, Mexico. A Martin isn't just a guitar. It's playable history; part of a long line of legendary instruments stretching back to the company's beginnings in 1833.

Eric Williams, Senior Director of IT at C.F. Martin & Company, explained why they selected PenTeleData instead of another communications provider. He said, "We chose PenTeleData as they were an early provider of high-speed fiber to Lehigh Valley businesses. We really liked that they are locally owned and staffed with expert local talent to help Martin expand our digital capabilities.

"Today, PenTeleData helps interconnect our various manufacturing plants, distribution centers, dealer networks, etc. We currently use dedicated fiber for private circuits, cable modems for our smaller sites and backup lines, and for point-to-point connections. We depend on PenTeleData's Dedicated Internet Access every day to communicate throughout the company and to provide reliable E-Commerce delivery for our online customers."

PenTeleData Connectivity: Music to Your Ears

We'll leave the craftsmanship to Martin Guitar, but PenTeleData has made a commitment to being the best communications provider in the region. We live and work here too, so we're listening to what our customers need and applying the technology to make that happen. We provide solutions for complex connectivity requirements and redundancy.

Our Broadband Cable is delivered via coax cable, which contains a copper core and is insulated with aluminum, a copper shield, and a layer of plastic. Since it utilizes electrical signals, it is inherently more susceptible to weather events. Also, as a shared connection, speeds can vary based on network traffic. Still, broadband is typically more than adequate for an average household and is more cost-effective, especially with bundle deals.

A dedicated fiber connection uses small, flexible strands of glass to transmit information as light. The strands are wrapped in a bundle and protected in a layer of plastic. The light is faster, can carry more data, and able to travel greater distances than possible with broadband cable. Since it is a dedicated connection instead of a shared connection, fiber offers more consistent and symmetrical speeds without the high-traffic sharing that happens with broadband. As a result, it is often the better choice for businesses.

PenTeleData: A Local Internet Provider with World-Class Support

When asked about network reliability and our staff, Mr. Williams added, "PenTeleData's Dedicated Internet Access just works, it's that simple. Service is terrific and headache free. I can't recall a time when we had any sort of Internet outage. PenTeleData's support staff has been terrific to work with, from Sales to Customer Service to Technical Support. The Sales team is incredibly responsive and if they don't have an immediate answer to a question, they will get us to the right person to get the information we need."

Strumming Into the Future

Lastly, he mentioned, "Martin is looking to invest in smarter factory technologies with shop floor manufacturing execution systems connected to modern cloud-based data and analytics applications, providing customers and dealers with a more real-time product tracking experience. Having a more real-time view of production and work-in-progress data will greatly improve both employee and customer experiences alike, with improved quality control, better resource allocation, supply chain optimization, and overall quicker response times to manufacturing and customer experience issues. We feel that PenTeleData is an enabling partner in our digital journey, with reliable high-speed Internet to keep our systems online and in-sync."

At PenTeleData, we know that homes and businesses rely on our network for the latest news, virtual learning, quality healthcare, staying connected, and financial transactions, and more. Our valued customers can rest assured, knowing that we designed and built our network with our community in mind.

www.penteledata.net