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HTC is proud to be your business partner. We've been taking care of business with you for nearly 60 years.

As another year-end is approaching, we want to remind you of all the services we continue to update and affordably offer any time of year to our small to medium-sized businesses throughout Horry and Georgetown counties.

HTC Managed Firewall Service with SonicWALL is a valuable asset and investment for business security and peace of mind; and it's something four area Bojangles' recognized as a must for increased protection and revenue as you will read on page 2.

Also vital for protection from phone scams is the PIC (Preferred Interexchange Carrier) freeze, a complimentary service offered by HTC, as explained by Debby Brooks, HTC Director of Customer Operations.

It's also the time of year to place your ad in the HTC Telephone Directory, another powerful way to increase revenue for your business. With the holidays around the corner, we offer tips on page 6 on how to increase productivity in the office this season.

These articles and more are our gifts – our Business Solutions – to you.

Sincerely,

Tom Vitt
Director of Marketing



Four Area Bojangles' get Wired with Wi-Fi

When Mark Kiskunas, GM at four area Bojangles', wanted to increase volume at these locations (Highway 544 near Coastal Carolina University, Carolina Forest, Surfside Beach and Little River), he met with Kevin Cox, Account Executive for HTC Business Solutions to come up with a plan.

The business solution? HTC Managed Firewall for secure Wi-Fi within each restaurant, which includes \$4,000 in additional access points.

"When Mark met with me about a month ago, he realized that he wanted to offer free Wi-Fi to his guests as an amenity to separate himself from other restaurants," says Cox. "He wanted a coffeehouse feeling like Starbucks, family-friendly so more people would spend more time there. A lot of Coastal students would visit the Highway 544 store and they were always on the Internet, doing research. So Mark is revamping that store, making a study area, to get more revenue that way."

And Cox says Kiskunas didn't want just any Wi-Fi connection, he wanted something safe and secure for the customers of this family chain. "Managed Firewall with Wi-Fi is really a good solution for any business looking to provide an added amenity to their customers," says Cox. "It's a great investment for the future. And we take care of everything – from installation to management to support and maintenance."

For additional info on how HTC can install guest Wi-Fi in your business, call 369-3248.

Hot Spots Offer Cool Business Connections

Do business on the Internet while on the go with the convenience of your smartphone, which can be used to create your own mobile Wi-Fi hot spot that's capable of connecting up to five Wi-Fi devices at a time.

All you need is DataPro with a tethering plan (4 GB of data for only \$45 a month), which includes tethering, mobile hot spot and data usage. The mobile hot spots are password-protected for added security and the connected devices share the same data plan bucket.

Mobile hot spots are available on Android 2.2-operating smartphones and the iPhone 4.

To activate your hot spot, call HTC at 843-365-2155. For additional information, visit www.htcinc.net.

*Certain restrictions apply. Smartphones require a voice and data plan.





Gold Medal-Winning Security

10 Easy Steps to Secure Your Small Business

- 1. Layer your security.**
- 2. Secure your gateway.**
Deep Packet Inspection technology before threats enter network.
- 3. Keep it simple.**
Combine into one appliance.
- 4. Keep it affordable.**
Consolidated security.
- 5. Get rid of bottlenecks.**
Fully utilize network bandwidth.
- 6. Keep your systems running.**
Integrated duplication and failover.
- 7. Keep your network productive.**
Weed out nonproductive traffic, like file attachments and applications.
- 8. Stay compliant.**
Adhere to policy enforcement, management and reporting.
- 9. Secure your endpoints.**
Controlling security locally and remotely.
- 10. Be prepared for the unexpected.**
Keep backup in a secure, remote access.

HTC knows how invaluable it is to run a Web-secure business now more than ever – from inside and out.

That's why HTC staff members are experts in their field, recognized by SonicWALL as a Medallion Program Gold Partner. And that gold medal status is because of the incomparable HTC Managed Firewall Security service.

"We've been affiliated with SonicWALL for the last five years," says Rick Rush, Professional Services Manager. "That's important, because it builds a foundation of solid product understanding. And what makes HTC different, is that we offer the Managed Firewall Security service, then we watch the firewall for you, 24/7, from our Network Operations Center."

With Managed Firewall, businesses, such as Conway Medical Center and Loris Healthcare, have access to complete installation, management, maintenance and support, including automated weekly and monthly reports that track Internet activity and employee productivity, as well as protection from security and virus threats and the potential drain on your available bandwidth.

Rush says SonicWALL and Managed Firewall are now stronger than ever, powered with a Unified Threat Management (UTM) appliance. "Bottom line, the advantage of having this service is that it secures your business," he says. "This will limit traffic, so policies are in place, and prevent unneeded upgrades that are clogging up your pipeline for better use of your resources. Plus, it gives a business visibility into what their employees are doing."

HTC Managed Firewall starts at \$69.95/month, with free installation. To secure your business, call an HTC professional at 843-365-2155.

Keep Track of Your Business Valuables

Keep a careful eye over your valuables with the new GPS tracker, the Garmin® GTU 10, now offered by HTC Wireless.



The small (3 inches), lightweight device easily clips onto a briefcase, equipment – even onto fleet vehicles – and uses wireless data networks, GPS technology and Web-based tracking service. It features a built-in rechargeable lithium battery with a four-week battery life.

The Garmin not only shows the current location of the tracked item, but also where

it has been in the past few hours and days. It also provides text or email alerts when the tracked item enters/exits a geo-fence, or virtual boundary, that the user specifies (up to 10 can be programmed). Track the Garmin GTU 10 via online at mygarmin.com or with the free Garmin Tracker app for iPhones or Android devices.

The Garmin GTU 10 is \$199, which includes one year of free standard tracking and no activation fee. Each subsequent year is only \$49.99.

For peace of mind for your business anywhere, get your Garmin at any HTC location. Visit www.htcinc.net or call 365-2155 for additional information.

Freeze the Phone Scams

Businesses need to not only be prepared to protect themselves from security threats online, but also on the phone. And HTC is here to help.

According to Debby Brooks, Director of Customer Operations at HTC, there's been an increase in a particular phone scam throughout the area. Out-of-state marketers implying that they are affiliates of, or in partnership with, HTC have been calling area businesses stating they have been authorized to offer a new long distance calling plan.

"A red flag during this call should be when the caller doesn't have any information on the business and asks for any additional numbers associated with the account, how the account is listed, the billing address, etc.," says Brooks. "HTC already has this information as well as who is authorized on the account to make changes."

Rarely do the companies engaging in this type of behavior ask for the business owner or manager. They will attempt to get approval from anyone answering the phone. By law, HTC has to honor the change requests that we receive from other carriers. So, to try to keep business owners and managers abreast of any change requests and to make sure that they are legitimate requests, HTC, as a courtesy, sends letters notifying that the change has been completed.



However, there is a way that business owners and managers can protect themselves from their long distance carrier of choice being changed without their knowledge. A PIC (Preferred Interexchange Carrier) Freeze can be added to the account. This "freeze" simply states that any long distance carrier change request must be made to HTC directly by the account holder or authorized user and allows HTC to delay or reject any electronic or paper carrier change request submitted by a long-distance carrier without the direct authorization from the customer.

There is no charge to add a PIC Freeze to an account. Call HTC at 365-2155 and we'll get your protection against unauthorized account changes started.

It Pays to be Seen in The Book

It's time to market your business in a massive way. With an ad in the nearly 300,000 HTC Telephone Directories distributed throughout Horry and Georgetown counties each year that will be seen by potential buyers in the book, online and via mobile access.

Your new or renewed Yellow Pages ad this year will connect to customers 24 hours a day, 365 days a year in print and online, including the ever-popular mini-directory – the very first produced in this area. In fact, 8 out of 10 adults prefer the Yellow Pages when locating businesses, which makes your advertising a smart marketing investment.

That's the way it's been since the first HTC Telephone Directory was published in June 1956 and remains today, as the only local directory provider. Strong relationships with local business

advertisers, along with our outstanding customer service, have been a tradition at HTC for the past 55 years.

With online searching at a peak, the HTC Yellow Pages online is a valuable tool. And to increase its value even more, the Yellow Pages platform was revised with basic Search Engine Optimization (SEO) functionality designed to drive traffic to your website and your ad at www.htcsearch.com. Additional special options in the printed version of the HTC Yellow Pages are coupons in the classified section and TABs (card stock specialty ads), which have limited availability. And with the number of smartphones today, your ad will be mobile through the HTC Yellow Pages mobile app.

The HTC Yellow Pages also rewards seniority ad placement to the advertiser that has purchased that ad size for the longest period of time and to the advertiser that continues to invest in the directory.

[The deadline to book your ad is quickly approaching so flip, click, touch and get to it with the HTC Yellow Pages. To place your Yellow Pages ad now, call HTC at 888-328-2782 or 843-236-3208.](#)



Faces Behind Business

Chad Sarvis, Network Operations Technician



Chad Sarvis, Network Operations Technician, keeps business customers connected every minute of every day, installing and maintaining Cisco and Mitel phone systems.

He also works with the Professional Services group, providing technical support, consulting and network management – anything from managing a customer's firewall to tying several locations together with the HTC Multi Protocol Label Switching (MPLS) service.

"I enjoy working with Professional Services," says Sarvis. "It keeps me up to date with the latest technology. Every day, we're learning something new or seeing something different."

Sarvis attended Horry-Georgetown Technical College and has been an HTC employee for more than 13 years. He was an installer in East Conway before moving to his current job title six years ago. Sarvis earned several Cisco and Microsoft certifications, including Cisco Certified Network Professional Voice and Registered Communications Distribution Designer from Building Industry Consulting Service International.

Sarvis, born and raised in Green Sea, lives in Loris with wife Hope and two children, Gannon and Savannah. When he's off-duty he says he enjoys going to the movies or the beach and "spending time with my kids."

How to Keep Employees Happy over the Holidays

Fall is here. And merrymaking festivities are ever near. So how do you keep your employee morale and productivity high, with all of the holiday hustle-and-bustle distractions and likely vacations? (And without breaking the budget?) Here are a few tips for the season or any time of year:

- ★ **Through food.** It's a simple, delicious fact: food brings people together – especially during the holidays. Hold a bake sale for charity, organize potluck lunches, host a holiday cookie swap or just bring in a bag of bagels.
- ★ **Through holiday cards.** Business holiday cards (and gift cards) show appreciation for the hard work your employees have put in all year long. A personal, handwritten message on the inside of the card is an extra-special touch. Year-round, pass along cards on their birthdays.
- ★ **Through compliments.** A compliment is free, but the smile it can put on an employee's face is priceless any time of year. And say thank you to your employees. Once a month send out a positive email that recognizes individual employees for specific projects that were particularly well done.

- ★ **Through non-monetary incentives.** Give the employee with the highest sales or turnaround the option of starting their holiday early; give employees half-day Fridays for the whole month for holiday errands or to pick someone up at the airport, or let employees go home an hour early if their work is done. Incorporate employee discount programs that are free for companies to provide employees with perks to local restaurants, spas, sporting events, amusement parks and shows.
- ★ **Through fun.** Hold simple, silly contests (like a trivia question, in which employees can win inexpensive prizes like cups of coffee or movie tickets); make up a nonsense holiday, like "Favorite T-shirt Day"; if weather permits, buy some Frisbees or footballs and take the fun outside of the office; decorate the office for the holidays; bring in a chair massage therapist, nutritionist or yoga instructor to help reduce holiday stress and promote overall health.
- ★ **Through laughter.** Organize an office-wide event in which employees hand out funny awards to co-workers and supervisors. Keep costs low by using everyday office supplies from the supply cabinet to create your awards.



business solutions

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security

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