

BUSINESS

November 2010 • Volume 4 • Issue 4

SOLUTIONS

HTC works with
you every step
of the way



HTC is a Preferred Provider	3	Bundle Up and Costs Go Down	7
We Mean Business	4	Who's Minding Your Business?	7
Better-Than-Ever Smartphones	6		



BUSINESS SOLUTIONS

Pictured on the cover from top, left to right.
Sandy Marselis
Carolyn Tilton, Gail Enslin
Ree Jones, Kipp McDowell
Stephanie Wilhelm, Kevin Cox
Kenny Strickland, Ricky Huggins
Adrian Brown, Lisa Rabon
Denise Ambuhl, Chris Hall, Don Hovis

Business Solutions is a publication of HTC, Inc.
Main Office: 3480 Hwy 701 N (PO Box 1820),
Conway, SC 29528.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form, electronic, photocopying, recording, mechanical or otherwise without the prior written permission of HTC, Inc. All rights are reserved.

Editorial and Circulation Contact:
Lisa Beverly, 3480 Hwy 701 N, PO Box 1820,
Conway, SC 29528, 843-369-8714.

All brand names and product names used in this publication are trade names, service marks, trademarks or registered trademarks of their respective owners.

Extra issues are available to business customer employees on a limited basis while supplies last.
Contact: Stephanie Rabon, Towne Centre, 3990 River Oaks Drive, Myrtle Beach, SC 29579 – 843-369-8186

Copyright © 2010 by HTC, Inc. and Cornerstone Publishing Group, Inc.

Postmaster send changes to:
Lisa Beverly - Marketing 10102
HTC, Inc.
PO Box 1820
Conway, SC 29528



Comprehensive capabilities are what you can expect from HTC. They enable us to manage the diverse combination of voice and data services required for today's businesses to operate most efficiently. As the nation's largest telephone cooperative, HTC is well equipped to offer complete business solutions and to make sure the technologies keep pace with your changing needs.

In this November issue of *Business Solutions*, we give you a good look at our comprehensive capabilities by reviewing our key competitive advantages and wide range of services. HTC is proud to be selected as a preferred provider by several major organizations in the area, and on page 3, we discuss the reasons for this distinction. On pages 4 and 5, you'll find an overview of our many HTC services, the breadth of which may come as a surprise to some of you; we've come a long way since the days of simply being the phone company.

This issue also features an article on page 6 about the selection of smartphones at HTC Horizon. I encourage you to take a minute to check out the latest models. It's simply amazing what can be done with a smartphone these days, and HTC Horizon is ready to help you choose the best one for you. We wrap things up on page 7 with a reminder of the money-saving opportunities presented by our popular ProVoice Power Bundle.

From start to finish, HTC has the communications services required to meet your goals. Just call us and we'll handle everything from there.

Sincerely,

Tom Vitt

Tom Vitt
Director of Marketing



HTC is a Preferred Provider

Large organizations recognize communications quality, reliability, and value

HTC has been chosen as the preferred communications provider by a number of large organizations, including area government municipalities, school districts, and hospitals. Jamie Colway, Marketing Supervisor, says, “These impressive endorsements demonstrate that HTC is committed to providing businesses of all sizes the most reliable communications services available at the best possible value.” Here’s what HTC has to offer:

Unsurpassed Network

HTC has the most sophisticated network in the area, providing enhanced phone, internet, and video services. It’s robust, flexible, and responsive to high-bandwidth-intensive applications and services. Denise Ambuhl, Director of Business Services, notes, “Our highly resilient network offers premium performance to support critical business communications with redundant connectivity to Tier 1 internet service providers. All network components are industry-proven with the latest technology and software to ensure end-to-end reliability.”

Flexibility and Scalability of Services

The HTC network is anchored with Horry County’s largest fiber deployment. Fiber-to-the-premises solutions, copper-based solutions, and coaxial cable services are all part of the HTC product portfolio, and are deployed based upon individual business requirements. Ambuhl explains, “Some of our largest business customers have multiple 1 GB Ethernet services. With our considerable fiber investment, we are ready to address even greater bandwidth needs.”

Commitment to Reliability

Resiliency, route diversity, and redundancy are intentionally designed into the network



to provide the highest level of reliability. HTC also provides customized solutions to businesses that require additional safeguards. For example, the HTC “SAFE” program automatically reroutes voice and data traffic to another location in case of network failure.

Skill and Knowledge of Employees

HTC employees are skilled at bringing customers the very latest in technological advancements and providing the best solutions—from network security to LAN/WAN design and management. Ambuhl notes, “When you do business with HTC, you gain a business partner. Our employees are locally based, professionally trained, and experienced in designing and managing the HTC network. They also understand customer networks on a comprehensive level.”

Partnerships With Leading Manufacturers

Ambuhl says, “HTC seeks out relationships with cutting-edge technology vendors in

order to bring high-performing network solutions to our customers.” A few of these partners include VMware®, Microsoft®, Cisco™, HP ProCurve®, Trend Micro™, Secure Computing, Dell™, and SonicWall®. These partnerships also create added value for businesses by enabling HTC to develop custom systems for specific needs.

Community Values

The HTC mission statement reads: *Horry Telephone Cooperative, Inc., is dedicated to improving the quality of life in the areas we serve. We are committed to providing the most reliable communications services possible at the best possible value, and by working with others in the community we serve, helping to build a better society for all.* Ambuhl explains, “We believe in providing expert customer service and high-quality products and services, and taking a leadership position in local community involvement and investment.”

At HTC, We Mean Business

We offer a broad range of services to help businesses be successful

Quite frequently, we hear one of our business customers make the comment, “I didn’t know HTC did that.” Not surprising, considering how much more diverse our services are today compared with what was offered during the years HTC was simply “the phone company.”

As your local cooperative, our goal is to help you grow your business and be successful. We do that by meeting your changing needs for communications services and technical support. You can rest assured that you don’t have to go far to find powerful, cost-efficient solutions; they’re available right here at home from HTC. Here’s a brief overview of our service categories:

Business Voice

HTC has been providing local businesses with reliable, crystal-clear voice services for nearly 60 years—from VoIP (Voice over Internet Protocol) and analog voice solutions to Horizon Wireless. We’re committed to meeting your unique communication needs with a wide range of options, including business communications systems, answering services, local and long distance plans, and custom calling features. HTC is your only local certified voice and data partner with Cisco™, Mitel®, ESI, XBlue®, and Nortel/Avaya.

- IPPBX–PBX–Key Systems
- Structured voice and data networking
- Unified communications
- Calling plans for all size businesses
- Coming soon...SIP Services and Hosted VoIP Communications

Internet Connections

Want an internet service provider known for business grade networks, end-to-end



data solutions, and advanced services? HTC is the smart and local choice. We can build the network for you, develop the infrastructure, and provide firewalls, point-to-point T1s, LANs, and MPLS/SABNT to feed one or 1,000 sites. We also furnish Wi-Fi services capable of serving a small coffee shop, a 2,000-unit hotel, or an entire community. Best of all, we back it up with local technical support 24/7 so you can focus on running your business.

- MPLS/SABNT Multi-site Managed Networking
- Multi-megabit Ethernet services
- End-to-end data solutions
- Wi-Fi

Gate Keeper Security

HTC Gate Keeper Security can provide your business with a sophisticated, round-the-clock protection system. As your local

service provider, HTC offers a variety of easy-to-use security systems, including bundled surveillance camera solutions. Already have a security monitoring system? HTC can save you money by bundling your business phone line with your monthly monitoring.

- One provider ... one call ... one bill
- Free professional installation
- Wired and wireless systems
- Local technicians on call 24/7

E²IT

HTC E²IT is end-to-end information technology. Our professional services team partners with your business to ensure that your IT infrastructure is optimized, efficiencies of your existing staff are utilized, and sensitive data is protected with a remote data backup and recovery solution.

- Automate and centralize your PC network administration
- LAN/WAN/WLAN design, implementation, and management
- Email solutions featuring options for filtering, encryption, and integrating with your smartphone
- Microsoft® software
- Managed network and firewall security
- VMware® virtualization to better use resources

Digital Cable TV

HTC Digital Cable TV offers our business and hospitality customers a complete suite of competitive video services, including Video on Demand, Pay-Per-View, Music Choice, HDTV, sports packages, local affiliates in HD, and premium channels like HBO, Cinemax, Showtime, and

STARZ. Your guests will appreciate the remarkable sound quality and incredibly vivid picture, as well as the entertainment choices provided by more than 200 channels of programming.

- Over 70 channels in HD, including premiums and local affiliates
- Bulk pricing
- Music Choice, including SWRV interactive music video network

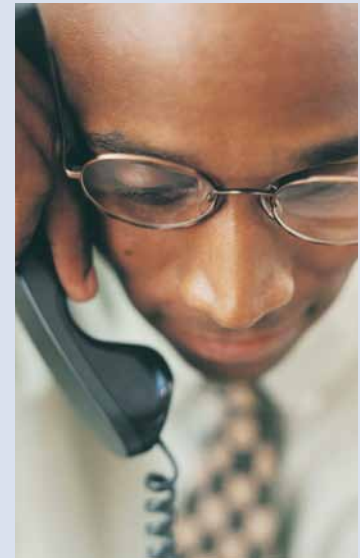
PRI and ProVoice Power Bundles

Whatever size business you have, HTC offers great bundle values. For example, our PRI Bundle offers significant savings for any business. It includes direct inward dial, packaged long distance minutes, plus additional long distance packages for as low as \$.02/minute.

Our ProVoice Power Bundle is a smart choice for small- to medium-sized businesses and provides many opportunities for customization. This bundle features unlimited local calling plus discounted rates on voice, data, alarm lines, alarm monitoring, security cameras, wireless calling, and phone systems. (You can read more about the ProVoice Power Bundle on page 7.)

- Bundle with HTC and save on communications
- Free installation on most services

To get down to business and find the right mix of communications services for your company, call Business Services at 843-839-2651. HTC is ready to provide comprehensive solutions along with prompt, expert assistance.



“We have offices all over the country and HTC is probably one of the most advanced operations I have ever come in contact with regarding the internet.”

— JAMES DICKERSON,
OFFENSE-DEFENSE SPORTS

“I sleep better knowing HTC E²IT has my back. I’m totally impressed by how their Professional Services team has optimized our IT infrastructure.”

— MICKEY WATERS, IT DIRECTOR,
CONWAY MEDICAL CENTER

“Thanks to HTC, we can now manage all six businesses across one network.”

— CURTIS MATTHEWS, GENERAL MANAGER,
CONWAY MEDICAL CENTER

It's a Smart Time to Visit HTC Horizon

Take a look at these new better-than-ever smartphones

Smartphones just keep getting smarter these days, equipped with an increasingly advanced range of capabilities to help you work more efficiently and productively. You'll find plenty of smartphone models to choose from at HTC Horizon, starting with the iPhone 4 featuring thousands of business-related apps. HTC Horizon also carries the new BlackBerry® Torch (an AT&T/HTC Horizon exclusive), Samsung Captivate™, and HTC Aria™. Here's a sneak peak at their highlights:



BlackBerry Torch

All-in-One Design - High-resolution touch screen with sliding keyboard and optical trackpad

New BlackBerry 6 OS - Faster, richer browsing plus the new touch interface and Universal Search

Wi-Fi - Latest Wi-Fi "N" network support

Advanced Messaging - Send messages to a group and attach pictures, videos, and maps

Maximized Multimedia - Includes a full-featured music player

5 MP Camera - Features 11 photo modes and video recording

Integrated Social Feeds - Update multiple social networks with a single post



Samsung Captivate

4-inch Super AMOLED™ Touchscreen - Vivid clarity and color, even in broad daylight

Powerful Web Experience - Full HTML browser, and thousands of games and apps

Speed and Memory - 1GHz processor, 16 GB user memory, 7.2 Mbps 3G connectivity

Swype® Text Input Technology - A faster and easier way to input text

5 MP Camera with Zoom - Includes face detection, smile detection, and HD video recording

Android Operating System - Tens of thousands of apps in the Android™ Market, plus full integration with Google Mobile Services



HTC Aria

Voice-guided GPS - Google Maps™ app offers GPS for instant turn-by-turn directions and more

PC-like Web browsing - Full HTML Web browsing on the nation's fastest 3G network

Always-on Social Networking - Sync with Facebook®, MySpace®, and Twitter® from home screen

Up-to-date Contacts - Contacts auto-populate from social networks

Android Operating System - Tens of thousands of apps in the Android™ Market, plus full integration with Google Mobile Services

Built-in Convenience - 5 MP camera with zoom, music player, FM radio, multi-media messaging, and voice dialing and commands

Thanks to 3G technology, you'll benefit from faster mobile data speeds and simultaneous voice and data—exclusively from AT&T and HTC Horizon. You'll also get customer service from the only local wireless provider, as well as great values with business wireless plans.

HTC Horizon has the right smartphones to meet your business requirements. For details, contact Ted Turner at 843-369-8195 or ted.turner@htcinc.net.

Bundle Up and Costs Go Down

ProVoice Power Bundle offers unmatched savings and customization

The HTC ProVoice Power Bundle has been very popular since its introduction, and frankly, we're not surprised. It provides businesses with savings up to 50 percent on a complete package of communications services, along with the ability to customize the services to meet your specific needs. No other provider in our area can match the scope of our ProVoice Power Bundle.

How does it work? The ProVoice Power Bundle gives businesses with 2-8 voice lines the option of adding other HTC services under a single package for a discounted monthly price. In addition to big monthly savings, the ProVoice Power Bundle also provides one-vendor convenience and simplified billing.

No other provider in our area can match the scope of our ProVoice Power Bundle.

This bundle starts with the base price of \$124.95 per month, which includes two voice lines PLUS your choice of one service from this list:

- A third voice line
- Internet service
- One alarm line with monitoring
- Phone system with four intercom speakerphones
- Data backup and recovery
- NEW - bundled surveillance camera solutions

In addition, the ProVoice Power Bundle gives you these services as part of the base price:

- Unlimited local calling within Horry and most of Georgetown counties
- 1,000 long distance minutes
- Voice Mail Plus (Call Forward/Busy Line/Don't Answer)
- Caller ID Name and Number Delivery
- Remote activation of Call Forwarding, Variable Call Forwarding, and Hunt
- Assume 9
- Call Transfer

If your business requires more communications services, they can be affordably added to the ProVoice Power Bundle. Once you reach the three-service threshold, you can add additional services for \$39.95 each per month and up to two unlimited wireless calling accounts for \$49.95 each per month and a second alarm line for only \$15.00 per month.

To learn more and arrange installation, call HTC Business Services at 843-369-8880.



Who's Minding Your Business?

Carolyn Tilton
Major Account Executive

As Major Account Executive, Carolyn Tilton's primary responsibility is to manage the relationship between HTC and business accounts such as hospitals, educational institutions, and financial services companies. Says Tilton, "I help my customers determine their networking and telecommunications needs. On a daily basis, I engage HTC Engineering resources in order to propose the best solution to meet the customer's requirements while staying within budget."

Prior to joining HTC, Tilton spent five years with the Horry County Police Department as Secretary in the Criminal Investigations Division. Her work experience also includes 18 years of purchasing and material control for a manufacturing company.

"I consider my strengths to be a personable attitude and a strong loyalty and dedication to my customers. It gives me great satisfaction when I successfully fulfill a customer's expectations and make their experience with HTC a smooth one," notes Tilton.

In her limited leisure hours, Tilton enjoys fishing with her grandchildren, spending time with her church family, and working in the yard with her husband.

We Mean Business.

**BUNDLE MORE.
SPEND LESS.
UP TO
50% LESS.**

Made to order, your way.



Introducing the HTC ProVoice Power Bundle.

**A total communications package
that can save your business up to 50% every month!**

HTC's new ProVoice Power Bundle gives small to medium-sized businesses unlimited local calling – plus big savings on **voice, data, alarm lines, alarm monitoring, wireless calling, phone systems and our newest offering – surveillance camera solutions.** This complete communications package allows businesses with as few as 2 voice lines the option of adding one or more services under a single bundle package for as little as **\$124.95 per month!**

Call now and get complete details on free installation and more!

Subject to availability.



(843) 839-2651 www.htcinc.net

