

# BUSINESS SOLUTIONS

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# SOLUTIONS



“Third-Generation” 3G network offers blazing fast speeds to HTC Wireless customers



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# BUSINESS SOLUTIONS

**Innovation** is essential in order to make the improvements in capabilities and efficiencies your business needs to stay competitive. As we all know, if you stand still, you will fall behind. Yet maintaining a spirit of innovation can be challenging. It requires taking chances, learning different skills, and committing to the undeniably hard work of creating something new.

This issue of *Business Solutions* contains several examples of how HTC makes innovation a priority as we strive to meet your changing needs. First, we explore the advantages offered by the phone systems of ESI, an innovative company that manages to make complex features very easy for small businesses to use. Next, we introduce you to 3G technology, the innovative “next generation” in wireless networks recently launched by HTC Horizon Wireless. This major advance in technology will bring you the advantages of faster speeds and simultaneous transmission as you use your 3G-capable devices in the years ahead. Finally, we take a look at the role that HTC plays as a partner of SonicWALL and ProCurve Networking by HP. Our close relationship with these two companies gives us the opportunity to take part in the innovation of products and to ultimately offer more innovative solutions to you.

Please let us know if you would like to learn more about any of the topics covered in *Business Solutions* or need help finding answers to your specific communications questions. All of us at HTC will do our best to bring innovation to the discussion.

Sincerely,

*Tom Vitt*

Tom Vitt

*Director of Marketing*



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# ESI Phones Systems Ready to Rent

They're loaded with features, yet amazingly easy to use

**E**SI designs and manufactures a variety of innovative business phone systems to give workplaces a competitive edge. Their award-winning systems are famous for making advanced capabilities easy to use, and now HTC is making it easy and affordable for your business to get an ESI phone system. Three models are available for rent from HTC – the IVX56 digital phone system, and the ESI-100 and ESI-200 communications servers.

The IVX56 is an all-in-one digital phone system that includes a full-featured voice mail/automated attendant, messages-on-hold feature, and enhanced Caller ID. Everything about the IVX56 will add up to simplicity for your staff. The display is large and easy to read. The dedicated function keys mean there are no codes to memorize. And the digital phone system teaches you how to use and program it, and even reminds you to change your personal greeting after a trip.

The ESI-100 and ESI-200 are flexible communications servers that vary primarily by call-handling and voice message storage capacity. They support both digital telephony and IP-to-the-desktop in any desired combination. Due to the expandability of the ESI-100 and ESI-200, they will meet your phone needs now and for years to come.

Heath Allen, Sales Supervisor of HTC Business Services, says renting an ESI phone system is a smart way for a small business to gain the advantages of this

technology without the upfront purchase cost. He adds, “HTC will also maintain rented ESI phone systems for normal wear and tear without a service charge.”

According to Allen, some of the most popular and useful features of all ESI phone systems are:

- **ESI-Dex** - This electronic rolodex on your phone will speed dial any number in up to three lists – personal, complete office/system, and inbound Caller ID information.
- **Help Key** - Gives pre-recorded verbal assistance and prompts for every system feature.
- **Record Key** - Press to record conversations as they are taking place and/or personal reminder memos.
- **Caller ID** - Allows you to identify the last 25 callers that placed calls to your phone and return the call by pressing a single button.
- **Virtual Answer Keys** - Allows you to record special messages for certain callers that will play when you are on another call.

When you rent an ESI phone system from HTC, our professionally trained technical staff will do installation in a minimal amount of time. This simple start-up process, combined with the Help Key that walks you through any of the features, makes a switch to an ESI phone system as easy as can be. To find out more, give HTC a call at 369-8880.

## Putting ESI to Work

Here are a few examples of how businesses in different industries benefit from the features provided by ESI phone systems:

**Medical Offices** - Use the Record Key to maintain accurate appointment records.

**Legal Offices** - Improve the accuracy of billing through detailed call accounting programs that allow PIN codes for different attorneys and their cases.

**Real Estate Companies** - With Reach Me Forwarding, calls forwarded to voicemail can be connected to a cell or other phone number, enabling sales reps to be more easily located for the next sale.

**Retail Stores** - ESI cordless handsets make it easy for employees to assist customers while answering incoming calls quickly from anywhere in the retail location.



# Communicating at the Speed of Life ... and Business

## HTC Horizon Wireless launches new 3G technology

**H**old onto your hats. (Or should we say your 3G-enabled smartphones?) You can now enjoy much faster mobile data speeds averaging up to 500 – 700 kbps, with speeds bursting up to 1 Mbps, thanks to new 3G technology recently launched by HTC Horizon.

What's 3G technology? It stands for third generation, and is the term used in the telecommunications industry to describe the most recent step up the "evolution chain" in wireless broadband data networks. Our recent upgrade to 3G technology in the wireless network is in some ways comparable to yesterday's movement from dial-up to broadband in the landline network – it represents a major advance in technology.

For the HTC Horizon business customers, the enhancement of our wireless broadband data network to this new 3G technology offers two primary advantages over our previously available service:

- **Faster Speeds** - As mentioned, 3G delivers mobile data speeds averaging up to 500 – 700 kbps, with speeds bursting up to 1 Mbps. This is significantly faster than the speeds HTC provided before. You'll now be able to send or receive files more quickly and respond more promptly to workday demands.

- **Simultaneous Transmission** - With 3G technology, you can talk on a phone call at the same time you download documents or surf the Web. This simultaneous transmis-

sion of both voice and data increases the efficiency of your smartphone or PDA.

Larry Spainhour, HTC Director of CLEC/Wireless Operations, is proud to bring 3G technology to the area and expects a high level of interest. "Any professional that needs to stay connected to their corporate networks will appreciate the increased speed and efficiency of 3G technology," Spainhour points out. "This can include the executive that must do calendar management on the go, the employee that needs to enter orders, or anyone that wants to send e-mails, photos, or data while talking to the office at the same time."

In order to take advantage of 3G technology, first you'll need an HTC Horizon 3G device (such as the AT&T 8525, Samsung Blackjack, Motorola V3xx, Nokia N75 or a data card for your laptop computer). Then just add a voice and data plan, and you're on your way. HTC Horizon's 3G coverage area now covers Hwy 501 from Conway to Myrtle Beach, and Hwy 17 and the bypass from Surfside Beach to North Myrtle Beach. This coverage area will continue to be expanded.

According to Brent Groome, Chief Executive-Customer Operations, HTC Horizon's movement into 3G is all part of a broad commitment to technology. "We want our customers in Horry County to have access to the latest in communications services, and to enjoy the increased opportunities and efficiencies that these services provide. That's why we continue to invest in the infrastructures to make these technological advancements possible."

If you're interested in putting 3G technology to work in your business, call HTC Horizon at 843-283-1250 and ask to speak with the Wireless Sales Manager. You can schedule an appointment at your place of business to receive a 3G demonstration and evaluate benefits for your company from HTC broadband data and voice services. Or, you can meet at the closest HTC location for a 3G demonstration using the various handsets available.



# Getting Equipped for 3G

Popular options for business customers

**H**TC Horizon Wireless offers a number of popular options for business customers interested in utilizing the new 3G technology. With these 3G-capable devices, you can surf the wireless Internet, download files, and access e-mail remotely at much greater speeds than ever before. Enjoy streaming video, music content, and HBO Mobile<sup>SM</sup> (an AT&T and HTC Horizon exclusive) – all from your 3G wireless device.

*“Any professional that needs to stay connected to their corporate networks will appreciate the increased speed and efficiency of 3G technology.”*

Here are a few of the 3G-capable devices available from HTC. For a complete listing, including prices, visit [www.htcinc.net](http://www.htcinc.net).

## AT&T 8525

This pocket PC smartphone is an all-in-one global handheld for e-mail, simultaneous voice and data, and other wireless application needs at broadband speeds. Its high-powered 400 MHz processor and industry leading e-mail options will keep you on top of your game. It includes Microsoft Windows<sup>®</sup> Mobile 5.0 with Direct Push Technology, Bluetooth<sup>®</sup> 2.0, and even Wi-Fi.



## Samsung BlackJack

The 3G-enabled Samsung BlackJack is sleek, has a gorgeous screen, and a full QWERTY keyboard. Highlights include Bluetooth<sup>®</sup> 2.0, push e-mail capabilities, and excellent call quality.



## Motorola V3xx

The Motorola V3xx is the ultimate combination of broadband-like speed and dynamic multimedia capabilities. It features effortless style, high-speed connectivity, 2-way video calling capabilities, and award-winning Motorola form.



## Nokia N75

This feature-packed, thin clamshell phone includes a S60 smartphone OS, full web browser, QVGA main display, large external display with advanced camera and music controls, 2 megapixel camera, Bluetooth<sup>®</sup> 2.0, music player, and a memory card slot.



## A Look Back at 1G and 2G

**Not surprisingly**, this third generation of technological developments follows the first generation (1G) and second generation (2G) in wireless communications.

For most major metropolitan areas, the 1G period began in the late 1970s and lasted through the 1980s. These systems featured the first truly mobile phone systems, initially known as “cellular mobile radio telephones.” These networks used analog voice signaling,

and were only slightly more sophisticated than the repeater networks used by amateur radio operators.

The 2G period generally began in the 1990s and much of this technology is still in use throughout the country. Cell phones using 2G technology feature digital voice encoding. Since its inception, 2G technology has steadily improved with increased bandwidth, packet routing, and the introduction of multimedia.

# HTC Partners with SonicWALL and ProCurve

Strong relationships bring more to the table for you

Computer technology is constantly evolving, creating both opportunities and challenges for businesses like yours. One strategy that HTC uses to stay ahead of these changes is participation in partnership programs with manufacturers including SonicWALL and ProCurve Networking by HP.

SonicWALL offers an extensive lineup of appliances and software to address security and system and data threat management issues. ProCurve offers solutions related to network security, converged networks, and network access for remote workers. The close working relationships HTC has with these companies expands our technical knowledge and enhances our ability to precisely meet the complex needs of today's businesses.

Rick Rush, Manager, Professional Services, says the status HTC has as a Medallion Partner of SonicWALL and a Specialist Partner of ProCurve opens the door to a variety of dedicated resources for HTC staff members. These resources include comprehensive technical training to receive professional certifications as well as extended learning opportunities on emerging business topics. "HTC maintains professional certifications on the technical side for both SonicWALL and ProCurve," notes Rush. "This training allows our people to perform at a higher level when creating and implementing solutions for our customers."

Another valuable component of the HTC partnerships with SonicWALL and ProCurve is in the area of product

development. "HTC is not just a reseller. We work closely with these companies and actually assist with the testing of products in development," Rush explains. "Our input in this process, based on the needs and preferences of our local business customers, helps drive the features of new products."

"Representatives from SonicWALL and ProCurve often attend meetings with HTC staff members and customers in order to help create optimized solutions ..."

Business customers of HTC benefit in many ways from our participation in SonicWALL and ProCurve partnership programs. As mentioned, you become part of product development via HTC and your opinions are heard as new products are created, tested, and introduced. You also benefit from having highly skilled and certified technical experts at HTC provide:

- Custom systems designed and built for your business' special communication needs
- Installation
- Integration of products and applications from specialty manufacturers
- Round-the-clock technical support and trouble shooting
- Systems monitoring and management services

Because of our partnership status with SonicWALL and ProCurve, HTC is not alone when we deliver the above services to you. We're backed by the knowledge and experience of these innovative industry leaders, and are able to bring more to the table – literally. Representatives from SonicWALL and ProCurve often attend meetings with HTC staff members and customers in order to help create optimized business solutions.

For more information about the solutions offered by SonicWALL and ProCurve as well as the other HTC industry partners, contact us at [HTCE2IT@htcinc.net](mailto:HTCE2IT@htcinc.net) or call 369-E2IT (369-3248).



## Let HTC E2IT Pull It All Together

The experts of HTC E2IT work closely with SonicWALL and ProCurve Networking by HP as well as many other leading manufacturers in the computer industry. These partnerships strengthen our ability to pull together the best solutions for your business in these key service areas:

**Network Security** seeks to protect your business against data-driven attacks on applications, unauthorized logins and access to sensitive files, and malware such as viruses, Trojan horses, and worms. For every network we build, we provide the best security available through firewalls and virtual private networks (VPN) to ensure that a company's internal data is not accessed by unauthorized entities.

**LAN/WAN Design and Management** can help you take your business to the next level by developing Local and Wide Area Networks (LAN and WAN) that maximize the potential of voice and data technologies to exchange information. HTC E2IT can provide the hardware, software, and skilled professionals to network computers at multiple locations, and will also install, monitor, and troubleshoot networks.

**Data Backup and Recovery** is a remote site solution to avoiding crippling data loss in the event of a disaster at your place of business. It offers you an efficient, worry-free, and cost-effective alternative to managing your own internal data storage systems.



## Yellow Page Deadline: December 14

**Need more business?** Advertising in the HTC Yellow Pages and the HTC On-line Directory gives your company maximum exposure 24 hours a day every day of the year. We can help you design your printed and on-line advertising in order to communicate your desired advertising message. Don't forget - the deadline for advertising in the 2008 Directory is December 14, 2007. Please contact one of our sales representative today at 843-236-3208 or 1-888-328-2782.

# Partner Profiles

## SonicWall and ProCurve Networking by HP

HTC is a Medallion Partner with SonicWALL and a Specialist Partner with ProCurve Networking by HP. Here's a quick overview of these two outstanding companies:

### SonicWALL

Founded in 1991, SonicWALL, Inc. designs, develops, and manufactures comprehensive network security solutions. They offer both appliance-based products as well as value-added subscription services to enable organizations of all sizes (from small businesses to large enterprises) to secure their network, systems, users, and data with a deep level of protection that won't compromise network performance. For convenience, key security components such as firewalls, UTM (Unified Threat Management), SSL/VPN, e-mail security, and spyware protection are packaged in one box.



Your network and data are under attack every day. SonicWALL is committed to helping businesses stay informed of the current threats, technologies, products, and solutions.

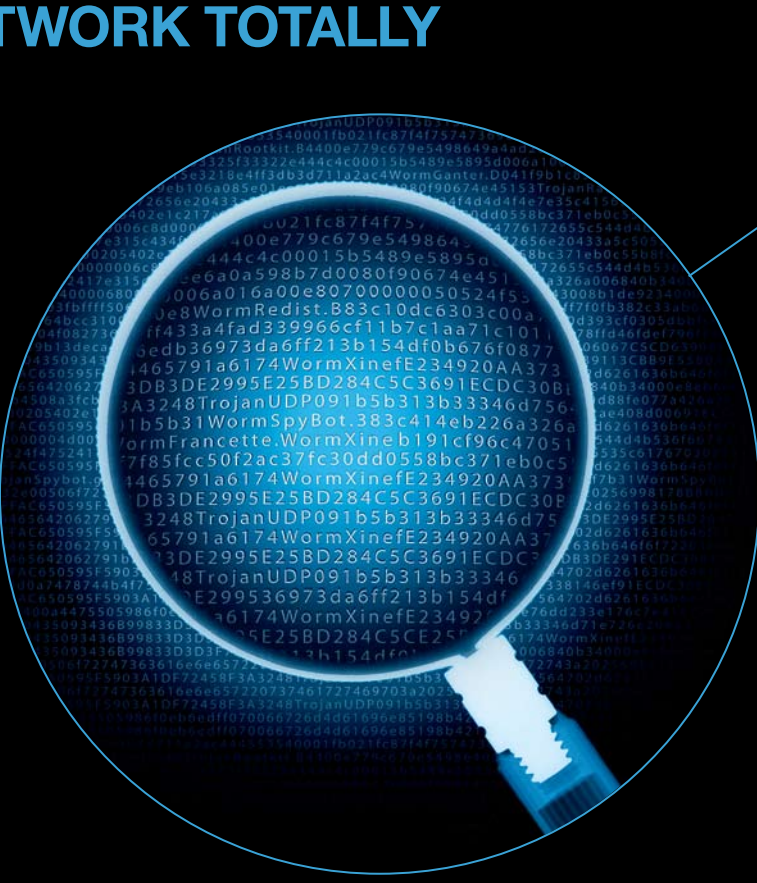
### ProCurve Networking by HP

For more than 25 years, ProCurve Networking by HP has manufactured switching/routing equipment used by municipalities, hospitals, school campuses, and other similar scaled entities. They offer a complete portfolio of LAN, WAN, and WLAN segments, and provide solutions for security, mobility, and convergence. Businesses can help future-proof their systems with ProCurve Networking Adaptive EDGE Architecture™.



ProCurve brings experienced innovation to all their products and solutions, always keeping the customer's current and future needs in mind. Their dynamic infrastructure is designed to keep up with advancing technology and user needs while protecting business investments. ProCurve is also known for their outstanding warranty and maintenance records.

# IS YOUR NETWORK TOTALLY SECURE?



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## TAKE A DEEPER LOOK.

New network threats emerge everyday. And the technologies designed to combat them are becoming increasingly complex. Fortunately, now there's a simple, powerful, comprehensive solution to keep your network and your business safe from attacks: the new SonicWALL® TZ 180 TotalSecure. The TZ 180 TotalSecure is an all-in-one solution that combines a high-performance deep-packet inspection firewall and dynamic security services to keep your network safe from viruses, spyware, worms, Trojans and more. Unlike stateful-inspection, SonicWALL's TZ 180 TotalSecure inspects 100% of network traffic. And, because it's tuned to handle deep inspection at high speed, it provides exceptional levels of network performance at load conditions. It also allows you to control access to objectionable or illegal content and includes dynamic 24x7 technical support to keep your network secure around the clock. See why the TZ 180 TotalSecure is the simplest, most powerful way to protect your business at [www.htcinc.net/e2it](http://www.htcinc.net/e2it) or call **1.843.369.E2IT**.

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NETWORK SECURITY
-   
SECURE REMOTE ACCESS
-   
WEB AND E-MAIL SECURITY
-   
BACKUP AND RECOVERY
-   
POLICY AND MANAGEMENT

