

# FAST CONNECTIONS

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## Dear Valued Customer,

Welcome to our monthly email newsletter, *Fast Connections*. We're always grateful to share our company news with you, but this month we really think you'll enjoy our articles, including some advice about planning to take your business to the cloud, a visionary moment from an interview with John Walson, Sr., details about the role of our Marketing team, and some interesting facts about our Project Twix.

Whether you are billed by one of our partner cable companies or have connections directly through PenTeleData, I appreciate that you've chosen us as a partner in your company's success.

Thank you for your business and continued support.

Jaime Mendes  
Vice-President of Operations  
PenTeleData

## PROJECT TWIX

### Right Side or Left Side? Network Design Matters and Our Project Twix Explained.

In 2019, when our Engineering team was holding regular meetings to plan implementation of a new hardware in our fabric core network, it didn't take long for them to come up with a code name for the plan: Project Twix.

Think of it as the popular question about the Twix candy bar. Which side do you eat first – the right bar or the left bar? Does it matter? Are they even different at all? The theory of the Twix cookie bars has been making its way around the Internet for a few years now, with some baffled and others even a little argumentative. While no one seems to know if they are identical or as one Reddit user noted, "The left Twix starts as a cookie, then it's covered in caramel and dipped in chocolate. The right Twix starts as chocolate and someone carefully pushes the cookie inside, using caramel to prevent the cookie from crumbling." Mars Chocolate has never confirmed or denied the difference between the two sides, but are on record as saying, "Right Twix Bars are packaged in the same location as that other Twix at The Twix Union Packaging Company. They package Right Twix between the hours 12 PM and 11 PM, the other one is packaged between 12 AM and 11 PM." Either way, this translates to redundancy.

Honestly, we don't know the real answer about the candy bar, but what we did know is that our Project Twix creates a fully-redundant A-side and B-side core network. Since our network is a key piece of our customer's businesses, we needed the ability to provide ever increasing speeds and levels of availability requirements that are ever stricter. Upgrading our fabric core network achieves this resiliency and puts us into a position to support a programmable network. By the end of 2021, we wrapped up a lot of the preliminary work across our core network, including linking our densest core routers to form a "superhighway" on our fiber optic transport network. Now, we're working to build the "onramps" for many of local routers to access devices and link into the superhighway with an extra layer of resilience to our core network. Initially, this will include entry points from Palmerton, Wilkes-Barre, and Ephrata. We also plan to tie in the routers local to those nodes, building local onramps to the superhighway. As the year progresses, we'll be building more and more onramps into that superhighway via our core transport network. From that point, traffic between any of those nodes will appear as though they're only one hop away from each other!

## OUR FAST CONTEST

**Felix Baumgartner set the fastest freefall speed at 128,100 feet. What was his top speed?**

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](mailto:chat@corp.ptd.net) All entries must be received by 2/28/22. Good Luck! PenTeleData

# FAST CONNECTIONS

## QUICK CLIPS?

Have you seen our quick clip videos on social media? Our most recent, *Lighting up Neighborhoods* and *Follow Your Big Dreams*, are both available on our Facebook, Twitter and LinkedIn pages. What's next? Visit our social media pages to find out!

## A DAY IN THE LIFE OF...

### What is the Role of the Marketing Department at PenTeleData?

Have you seen or heard the name PenTeleData around your community? If so, our Marketing team had a hand in it. Whether you've seen one of our company vehicles with our name on it, attended a chamber or charity dinner with one of our coworkers, gone to an event we've sponsored for a hospital or non-profit organization, read one of our newsletters or catalog sheets, visited our ptd.net or pentedata.net websites, or anywhere else you've encountered the PenTeleData name, you know our Marketing staff had some part of it. We smile every time we see our billboards, hear our radio jingles, and come across our videos on television or social media, so we hope you do too! Thank you for choosing PenTeleData.

## A VISIONARY MOMENT with John Walson, Sr.

*"Leadership is the capacity to translate vision into reality." - Warren G. Bennis*

By definition, a visionary is someone who plans for the future with wisdom or knowledge. When John Walson, Sr. had a vision to provide channel reception for customers coming to his appliance store to buy a television, he knew it would be the start of great things to come. Still, in hindsight, who could have known how true his predictions would become? In 1970, when "The Founder of Cable Television" participated in a recorded interview with researcher Mary Alice Mayer (and available online at The Cable Center Barco Oral History Collection), Mr. Walson was asked about the future of the CATV system and how it could enhance communication between a center hub and outward points. Part of his response was, "Colleges will teach their students through these cable facilities as long as there's a camera in the home and a camera in the college, you could have two-way communication between the two points and ask questions and see each other."

## I.T. CORNER



### Moving Your Business to The Cloud

Many companies are moving away from on-premises equipment like servers or email and moving to cloud services. The cloud refers to software, applications, and other services that run on the Internet instead of a remote server. Cloud services have several benefits, including reduced I.T. costs, improved security, scalability, and the ability to leverage new technologies.

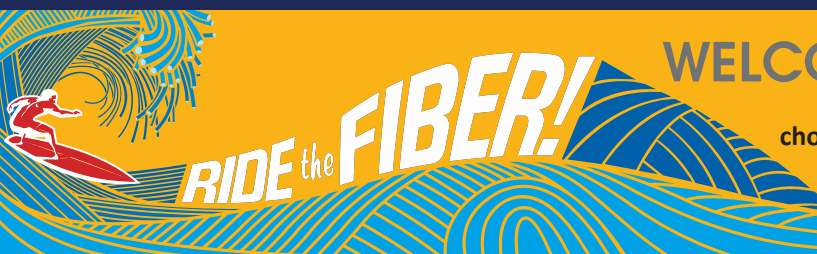
Cloud migration is typically very worthwhile but can be time-consuming and burdensome if not executed properly, so we recommend a few steps before making the move.

- > Go with a trusted vendor and ask for a detailed bid. Finding the right team to put your plan in motion will save you time and money.
- > Build in "off ramps." Make milestone plans about where it would be possible to temporarily stop the migration for any reason.
- > Consider security. By migrating your business to the cloud, you risk opening it up to anyone with a browser.
- > Don't move or use the cloud until you fully understand what is involved and how it works, including how your information can be secured.
- > Make multiple backups. The best strategy is to set up automated backups to multiple locations. These backups could one day save your business.
- > Consider the application you want to use. Not every cloud application fits all. Weigh the costs, security, flexibility, storage, and the efficiency of the application before you decide to go with a specific solution.
- > Identify and eliminate any single points of failure in your architecture. Plan for these failures ahead of time to maintain uptime.
- > Identify what is and isn't worth moving. Don't indiscriminately move all your systems to the cloud.

PenTeleData was founded with the initial intention of connecting colleges and universities in the Lehigh Valley, exactly as Mr. Walson had envisioned. Fast forward to today, and it's clear to see how extraordinarily accurate his prediction would become! From virtual learning to working from home, the endless opportunities that came from running a cable from the top of the mountain was definitely the first step to some major successes!

If you'd like to listen to interview in its entirety, visit <https://www.cablecenter.org/the-barco-library/the-hauser-oral-history-project/w-z-listings/john-walson-program-penn-state-collection.html>

If you haven't seen the newest addition on our website about our visionary founders, it's a must read! Just visit <https://www.pentedata.net/company/visionary-men-behind-good-community-and-communications>



## WELCOME ABOARD!

We appreciate the opportunity to serve companies who have chosen to ride PenTeleData's Fiber Network. Welcome aboard to: Baymont Inn & Suites and Sanico, Inc.