

business

# CONNECTIONS

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## Meet the ACS Business Communications Team

Front row (L to R): Grace Schertler and Amy Wolf  
Back row (L to R): Eric Denny, Tracy Schmidt, Troy Salo, and Al Schumacher

IT'S ALL HERE



# business CONNECTIONS

**VERSATILITY** is a highly valued trait in the business world, whether it means employees that move smoothly from role to role or a communications tool that performs multiple functions. By being versatile, these resources are more valuable and enhance a company's ability to adjust to changing environments.



Arvig Communication Systems (ACS) offers tremendous versatility to your business; you can work with one company to meet a wide variety of needs. In this December issue of *Business Connections*, we take a look at several different ACS categories and how they help businesses operate more safely, efficiently, and productively. It begins on page 3 with an overview of ACS Security Solutions. Whatever the size and type of your business, you'll find ways to help protect what you've worked so hard to build.

On page 4, you'll learn about ACS Construction Services. You may not realize that we do projects including boring, drilling, plowing, and splicing for other telecom companies and utilities; ACS is truly more than a phone company. Yet our phone systems and services are still key to helping businesses stay connected. You'll see this point illustrated in the KLN Family Brands spotlight on page 5. KLN Family Brands is a longtime ACS customer and we recently installed new phone systems to add more convenience and streamline their call management.

The topic of versatility goes hand in hand with the page 7 article about the Motorola XOOM tablet now available from ACS. This new device can do practically everything and is particularly geared for the business user. Next time you're in the neighborhood, stop by ACS and check it out.

We know your communications needs are varied. That's why ACS provides many solutions. Let us know what goals we can help you achieve in the coming year.

Sincerely,

David Arvig  
Vice President, COO

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# Our Business is to **Protect** Your Business

## Guard your company with ACS Security Solutions



**P**art of being in business is protecting it from potential threats. Intruders can threaten your business through theft, destruction, or harm to your employees. It's important for even small businesses to consider security issues in order to protect their inventory, property, and staff.

### Full Range of Solutions

ACS can help you maintain a safer work place with a full range of affordable and reliable security solutions:

- **Intrusion Detection and Security Alarm Systems** - Monitor unauthorized entry and provide an excellent burglary deterrent.
- **IP Video Security Systems** - Provide visual security—with the ability to zoom in on small details—to reduce theft, monitor business processes, and provide protection for staff, customers, and property.
- **Access Control Systems** - Ensure that only authorized individuals can enter your office or place of business without your knowledge.

In addition, ACS offers water monitoring, fire alarm systems, and 24/7 alarm monitoring, all with low monthly fees. Regardless of which services you select, you'll enjoy exceptional local support from a company that knows your business.

### Your Security Sales Consultant

Eric Pilgrim, Security Sales Consultant, has worked for ACS for three years, and has 13 total years of sales experience. He notes, "Burglary prevention should be part of every business plan. Crime is not just a big

city concern anymore; small town businesses have become targets as well, and a good security system can make a difference."

Pilgrim is well-qualified, with certification from the following leading manufacturers and products: Exacq, Vision Software Pro, Panasonic IP Pro, Axis IP Academy, Acti IP Pro, Honeywell Win-Pak Pro, Honeywell Security, Honeywell Access 123, and Honeywell Total Connect Security. His goal is to find the right security system for each customer.

### FREE Security Assessment

If you're thinking of installing a security system, take advantage of the free security assessment offered by ACS. Pilgrim describes the no-obligation process this way, "First, I visit with the customer about their needs, concerns, and expectations. I ask questions to help them figure out what they're looking for in a system. Then we do a walk-through of the property, and I give suggestions that correspond with the customer's needs. We may visit an existing security customer to see a system in use."

If the customer is ready to move forward, Pilgrim develops a system for them with a leading manufacturer. Once the system is engineered, ACS' professional security technicians install it on the customer's premises and Pilgrim conducts training for the customer's staff on how to use it.

**To set up a FREE business security assessment for your business, call 866-937-4227.**

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on any  
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# Laying the **GROUNDWORK**

**ACS Construction Services provides value to customers and communities**

**B**usiness customers who use ACS phone, Internet, digital TV, wireless, security, and other services may not be aware of some of the behind-the-scenes services that we also provide. Namely, ACS Construction Services does a variety of work primarily for other telecom companies and utilities.

#### ACS Construction Services offers:

- Directional Boring/Drilling
- Residential and Commercial Plowing
- Locating Services
- FTTH (Fiber To The Home)
- Conduit/Duct Systems
- Splicing

Andy Klinnert, ACS Director of Network Operations, explains, "By having our own construction service departments, we can provide timely service to our customers versus waiting for an external telecommunications construction company to build new backbone and house services."

#### Helping Build Economic Growth

From the start, ACS leaders have been involved in planning, constructing, and maintaining nearly 8,000 miles of copper, coaxial, and fiber-optic cable. We take pride in building high-quality products, and providing the highest level of customer service possible.

This part of our business has enabled us to contribute to the area's economic growth. Between 2010 and 2011, ACS



Employees of ACS Construction Services work on installation of a gas line in Perham

Construction Services added 63 employees. And we will continue to grow! ACS Construction Services is now seeking skilled backhoe and drill operators. Those interested should visit [www.arvig.com/careers](http://www.arvig.com/careers) to apply.

#### How We Work

ACS Construction Services uses a variety of methods for underground construction including plowing, boring and trenching, as well as aerial construction—depending on the needs of the project. For example, using underground construction, we've placed thousands of miles of underground copper, fiber, coax, electric, gas, water, and sewer lines. Our 12 dedicated directional boring crews are capable of boring a single water line into a house, completing a 1,200-foot bore to a cabin on an island, or placing a 10-inch sewer line under a sidewalk.

We consider safety a vital aspect of every job, which is why all of our employees receive safety training, follow strict safety

procedures, and use personal protective equipment. Our safety program was developed to assure compliance with federal, state, and local regulations, especially the Occupational Safety and Health Administration Act of 1970.

#### Project in Progress

Currently, ACS Construction Services is partnering with the Zayo Group to construct a 703-mile metro fiber backbone system in southern Minnesota. Zayo is a nationwide provider of telecom and Internet infrastructure services. The construction plan includes St. Cloud, Minneapolis, and St. Paul, Minn., as well as the cities and counties south of the Minnesota River to, and including, Rochester, Minn. Upon completion of this project, scheduled for December 2011, we'll be able to provide enterprise connectivity via our broadband fiber network.

To learn more about ACS Construction Services, call 866-771-4227.

# BUSINESS SPOTLIGHT: Phones for the Family

## KLN Family Brands stays connected with phone systems from ACS

**Pictured below, left:** Troy Salo, ACS Business Communications Technician

**Pictured below, center:** Grace Schertler, ACS Business Communications Consultant, and Phil Riewer, Network Administrator, KLN Family Brands

**Pictured below, right:** Al Schumacher, ACS Business Communications Technician

**B**arrel O Fun Snacks, Kenny's Candy Company, Tuffy's Pet Foods, Inc., and Nuthead's make up KLN Family Brands, located in Perham, Minn. Like any big corporation, they need to have many conversations going on simultaneously. To stay connected, KLN Family Brands has long relied on communications services from ACS. Some of these services are phone systems, Internet, paging, and wiring infrastructure for copper and fiber.

### Better Call Handling

KLN Family Brands recently made some changes to its phone systems to enhance capabilities and convenience. Amy Wolf, ACS Training Coordinator, explains, "We replaced their old phone system with a new hybrid system that will allow KLN Family Brands to continue using its existing analog phones and add new digital and wireless phones as their employee base grows. The new system allows four-digit dialing between locations for better call handling capability and also enables employees to have their voice mails sent via email and be retrieved from anywhere."

Since KLN Family Brands works from four different locations in Perham, ACS created a solution to connect these locations and have them act as if they were sharing one phone system. ACS did this by providing a PRI circuit. A PRI circuit supports up to 23 simultaneous conversations and is more affordable than buying 23 phone lines. With a PRI circuit, KLN Family Brands also gained the convenience of having direct numbers for each of their employees, which saves everybody time.

### Broad Capabilities

ACS also maintains KLN Family Brands infrastructure by taking care of any wiring or programming changes and additions. Phil Riewer, Network Administrator for KLN Family Brands, appreciates the fact that ACS is a "one-stop shop." He explains, "ACS has completed many different projects for us, including designing and installing our network racks, server room, wiring closets, and fiber. ACS also made it possible for us to move to our new building without any downtime. We trust ACS to give us support on everything from our wiring infrastructure to our phone system."

"We trust ACS to give us support on everything from our wiring infrastructure to our phone system."

—PHIL RIEWER, NETWORK ADMINISTRATOR,  
KLN FAMILY BRANDS



# Crack the QR Code

Picture how these mysterious symbols could change your marketing promotions



## TRY IT NOW!

This QR code will direct you to the ACS Business Services homepage.

Don't have a QR code scanner for your smartphone yet? Try searching "QR Reader for iPhone" or "Barcode Scanner for Android."

**T**hey seem to be everywhere these days. QR (Quick Response) codes are those funny-looking symbols placed on ads, posters, business cards, mailers, websites, and TV commercials—practically anything that includes a visual component.

Viewers use their smartphone's camera function to scan the QR code—similar to how a grocery check-out clerk might use a handheld device to scan a UPC code—and the phone directs its browser to a URL embedded within the code. This leads viewers to special online promotions and other information.

To make the technology work on your smartphone, you need to download one of the QR code scanning apps. (See sidebar.) Once you've downloaded a QR code scanner for your smartphone, test it out on the QR code to the left, which points to the ACS Business Services homepage on Arvig.com.

There are many examples of how businesses might use QR codes. A car dealer could place them on car window stickers and when customers walk around the lot, they'd use their smartphones to scan the codes and be instantly directed to a website with additional details about the cars. Similarly, a real estate agent might place a QR code on flyers outside a house for sale, so curious home shoppers could immediately see details about the house.

Think about how you could use QR codes to promote your business:

- **Special Offers** - Reward customers who take action (scanning the QR code) by giving them a discount or free merchandise or services.
- **Free Shipping** - Have your QR code point to a discount code customers can use to get free shipping.
- **Contact Information** - Have your QR code point to a virtual business card.
- **Access to Restricted Services** - Have your QR code point to a portion of your website that is normally reserved for members only.
- **Exclusive Invitations** - Allow details for a special event to be viewable only at a site accessible through a QR code.
- **Social Media** - Help build social media connections by having a QR code connect to your Facebook page.

QR codes have been in use since the early 1990s, but have only recently gained popularity in the U.S. For best results, you may need to first educate your customers about QR codes, including how to use them and why they're convenient and beneficial. As QR codes become even more common, your business will undoubtedly find additional opportunities to use them for marketing purposes.

Generating a QR code is easy using an app on your smartphone. Tim Sullivan, Business Wireless Account Manager, would be happy to help if you contact him at 877-207-3759; or stop into any ACS/Verizon store.

# Zoom in for a **MOTOROLA XOOM**

**This rugged and feature-packed tablet is built for the business user**

**T**im Sullivan, Business Wireless Account Manager, is clearly enthusiastic about the new Motorola XOOM tablet now available at ACS. He says, "The XOOM is a heavy-duty workhorse, and an awesome device for the business user. It's the first tablet to feature Android (Google) 3.0 Honeycomb software, making it much more useful than any other tablet on the market. The XOOM is also designed for rugged handling, with Gorilla Glass to protect the front and an overall heft to its case. And XOOM users will benefit from timesaving upgrades, including 3G/4G Verizon mobile broadband speeds."

## Versatile Capabilities

Other business-friendly features of the XOOM include:

- A desktop-like browser to give the user the ultimate computer experience
- A 3-D screen for better utilization of maps and graphs
- Google Talk and Video chat for efficient communication
- Google eBooks library with over three million titles at your fingertips
- Google Maps 5.0 with 3-D layouts for a clearer look at terrain and dimension

"With the additional accessories of a docking station with wireless mouse and keyboard, the XOOM is a convenient substitute for the laptop. And with its Mobile Hotspot capability, you can share a wireless connection with up to eight users at one time on Verizon's 4G network," explains Sullivan.



## Remote Camera Monitoring

Does your business have ACS video surveillance and security systems? By utilizing a simple downloaded application, a XOOM can be used in conjunction with surveillance DVRs to view the whole camera system or to click onto a specific camera to view it in real time. This is a great benefit to the small business owner; with the ability to view surveillance cameras from your tablet, you'll always be able to watch over your business no matter where you are.

## Verizon Wireless Speed and Support

ACS is proud to be a Verizon Authorized Wireless Retailer, able to bring the convenience and reach of a national wireless carrier into the local community. Verizon Wireless provides better coverage than both Sprint and AT&T in the Lakes area and offers a cutting-edge selection of devices.

Sullivan notes, "Verizon Wireless has worked closely with businesses to meet and exceed their wireless demands, and device selection is a critical part of meeting these expectations. As a trained professional with Verizon Wireless and ACS, I help business customers make the right choices for them in terms of devices as well as data packages. No matter what their questions are, it's my job to answer them."



For business plans featuring wireless solutions, call Tim Sullivan at 877-207-3759 or email [tim.sullivan@arvig.com](mailto:tim.sullivan@arvig.com).

# **BUSINESS COMMUNICATIONS WIRING SPECIALISTS**



- Installation of voice and data premise wiring
- Service work for business relocation, changes and additions
- Audio/Video specialty installations
- Fiber optic cable installation, splicing, termination and certification
- Overhead paging systems
- Licensed & Certified

**Trust the experts,  
call ACS  
Business Telephone and  
Communications Wiring.**

