

MTCI News & Events

Welcome Aboard!

MTCI welcomes our newest technician, **Gary Menke** to the MTCI family. Gary is a Cincinnati native and will be working in the MTCIit division to help implement and support Asterisk phone systems.

A Job Well Done

Congratulations to **Beckie Patrick** (pictured above with Brian Hubers, VP and Tom Wolf, President), the 2009 MTCI Employee of the Year! Nominated by her manager, Jennifer Dull, Beckie has demonstrated the core values that MTCI encourages and rewards including company loyalty, community service, support of business operations and co-workers and, of course, performing at her job at a superior level. Great job, Beckie! Thanks for all you do!



this issue

2009 in Review **P.1**

MTCI News & Events

IT Security **P.2**

In the Community

VoIP Seminar

Words from the President: Reflecting on 2009

While 2008 went down in the record books as the worst financial crisis since the great depression, 2009 was seriously affected by its fall out also. The capital losses from the telecom financial markets were evidenced by thousands of lost jobs as well as drastic reductions in research and development. These factors forced a transformation within product offerings from most (if not all) telecom providers.

By the end of 2009 several new technologies, products, and even carriers started emerging. While this obviously happens every year, the economic conditions world-wide make these developments more meaningful in regard to the potential they hold and the financial impact on competition. Some noteworthy events that stand out last year:

- Google and Microsoft's increasing interest, investment, and deployment of telephony offerings to the business market.
- Nortel's bankruptcy in January 2009, subsequent courting of potential buyers and ultimate partial purchase by Avaya. Their stock price has been \$15+ since the turn of the new year.
- "Legacy" products such as Frame Relay, calling cards, and even traditional voice services in some carrier's cases drop from the official product offering of several carriers demonstrating a focus on *data-centered* technologies instead.
- Microsoft releases Windows 7
- Continuous rapid-fire launching of new mobile technologies, applications, and devices showing an increased carrier commitment to the wireless world.

The financial challenges of our current economy are making it imperative for technology companies to introduce more efficient designs and platforms for all

end-users to adopt in order to survive less. Offerings are getting faster, cheaper, and easier to use. I would be hard pressed to think of any voice or data products that do not allow customers to do more with/for less.

What does this mean for our industry?

I believe that companies like MTCI that understand and design corporate infrastructures are uniquely positioned to, survive *and thrive* in times like these. Consulting firms are more routinely being injected into corporations' core business communications discussions to help define solutions that are actually relevant to company leaders and impact their profit and losses. Firms like MTCI have become more than just the conduit, but the core of how value is delivered.

This approach will be more important in 2010 as equipment manufacturers and service providers continue to roll out sophisticated applications such as Unified Communications, wireless integration, mobility options, and more.

While the economy is hampering the short term outlook for all aspects of the telecom market, we are beginning to see a slow re-investment in the deployment of critical voice and data products.

In conclusion, while the current financial crisis has shaken everybody's confidence, we at MTCI take comfort that the long term demand for communications services seem to be holding steady and the outlook for our industry actually seems quite bright.

- Tom Wolf, President

IT Security- protecting your assets

Information and technology are vital to business success and their value is only going to increase as we move into the second decade of the 21st century. The security and protection of that data is of paramount importance to every business, whether it's a small one person proprietorship or a large multinational corporation. There are numerous ways to safeguard information and the systems upon which it is kept; some are inexpensive and easy to implement while others take a more robust expenditure of resources to ensure security. The following list details a few of the essential security tips you should know:

- **Business Culture of Security** – Building a culture of security is a cost effective way to protect your data. Create guidelines and policies for computer use and for the handling and storage of work related information. Hold briefings and training sessions to create security awareness.
- **Password Security** – If your passwords are easy to guess or crack, your business and personal information, email and files could be stolen, modified, or destroyed by intruders and hackers.
 - Use a mixture of upper and lower case letters, numbers, and special characters to increase complexity.
 - Avoid the use of easily guessed information (names, birth dates).
 - Use a new password every time you change your password. Never reuse previous passwords.
 - Avoid words in the dictionary as a "dictionary attack" can attempt multiple logins using every word in the dictionary until it finds the password.
- Never share your password with others.
- Change your password often, at least every two months.
- **Antivirus & Antispyware Software** – Antivirus and antispyware software protect your computer system from malicious programs that have the ability to destroy your information, take remote control of your computer, or 'eavesdrop' on all information passing through your system. Set up an automated scan for off-hours and be sure you have the latest software updates.
- **Firewall** – A firewall is a hardware or software based way to stop unauthorized access to your computer or network from the Internet. The firewall will actively block connections that are not authorized in the same way a guard would block access to a building to those without authorization. Every computer or network with a connection to the Internet should have a firewall.
- **Email** – Email can have attachments that contain malicious software. Never open attachments from unknown sources. Use antivirus software to automatically scan your incoming email. Do not open web links from email that seems suspicious or is from an unknown source as the link may go to a virus or harmful website.
- **Back-up Data** – Create a back-up of your information so recovery of your information is quick and easy. Data can be lost many ways: through natural disaster, computer theft, infection by a virus, a fire, etc.
- **Keeping a back-up is a proactive way to ensure your business can get running again quickly if a disaster happens.** The frequency of back-ups will depend upon the needs of your business. Some businesses can use an interval of one week while others may need real-time data back-up. Data can be backed up via various methods: online data storage, offsite servers, onto DVDs, or onto external hard drives. After your back-up method is in place, be sure to test it and then test the data and the restoration process. Keep a copy of your data off-site in a safe location.
- **Power Outages & Power Surges** – A minor power surge can render a computer inoperable. Surge protectors protect against surge damage. Be sure that the power strip your system is plugged into has a surge protector so any excess voltage doesn't cause harm. A power outage can cause work to be lost when your system turns off. An uninterruptible power supply (UPS) gives you time to save your work before the system shuts down. A UPS also serves the function of a surge protector.

These tips are only a basic guideline of the myriad ways to protect your information assets. Every business should do an evaluation to determine how to best meet its individual cyber security and data protection needs. MTCit has a deep understanding and expertise in this and other areas of business information technology. If you have any questions or would like to learn more, call Guy Guckenberger the General Manager of MTCit at 513-755-3400 x121.

Contributed by Joshua Ortiz

In the Community

Reggae Run, October 2009
In an effort to keep physically fit several employees got together to start a Fitness Club. The group put up reminders to take the stairs and brought in healthy snack options in to help keep one another motivated. MTCI corporately purchased pedometers for all participants and sponsored 11 employees in the Reggae Run held in Ault Park in October 3, 2009.

Kids Against Hunger
Several MTCI volunteers convened in West Chester to help **Kids Against Hunger** prepare meals to send to families in our global community. In fact, just two hours of your time is enough time to produce meals that would feed a child *for an entire year!!* To find out more or volunteer too, visit www.kidsagainsthunger.org.

Vendor of the Year
Every year MTCI recognizes the organization that has best served the company be successful through the year. Past winners have been Sprint, Cincinnati Bell, Target Management (our landlord) and, this year, **Sheldon Reder CPA**. "Sheldon Reder did an absolutely fantastic job for MTCI in 2009. We're lucky to have such a trusted partner for one of the most vital services we need to function as an organization," Brian Hubers said at the award presentation.



MTCI VoIP Seminar

Voice over IP (VoIP) phone systems are quickly becoming the standard for telephony equipment. If your organization is considering the move to this new standard or if you're just looking for information on what is out there, join us.

Thursday March 11, 2010

8:30 – 11:00am

Crowne Plaza Hotel

11320 Chester Rd., Cincinnati, OH 45246

Subjects covered include:

- How can VoIP benefit my business?
- What is Asterisk?
- New Trends in voice & data telephony

To RSVP: www.MTCI.com/events

