

BUSINESS connections

Emergencies Make Communication a Matter of Life and Death



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Officer Laurie Watson of the Brunswick County Sheriff's Office

BUSINESS connections

Mobility is a key component of the communications solutions sought by today's companies. Business meetings are no longer confined by office walls. You and your employees need the flexibility to keep important conversations going wherever you go, and to be as productive away from the office as you are while in it.

This issue of *Business Connections* takes a look at how ATMC can enhance your mobile communications. The first article highlights the recent upgrade of the ATMC Wireless network to AT&T 4G with HSPA+ technology; this provides users with data speeds up to four times faster than 3G throughout Brunswick County. On pages 4 and 5, you'll learn how the Brunswick County Sheriff's Office and Brunswick County Emergency Services use ATMC Wireless products and services to provide the time-critical mobile communications their organizations require.

Of course, to take full advantage of wireless devices, you have to get comfortable with how their features work. To help simplify this learning process, ATMC Wireless now offers one-on-one device training, which is described on page 6. We encourage you to make use of this convenient resource.

On page 7, we switch gears and offer advice to small local businesses on how to compete against the "big guys." It's a challenge faced by many, including Galloway-Sands Pharmacy and Guy C. Lee Building Materials, who offer their insights.

Remember, regardless of the size of your business, you can turn to ATMC for communications solutions that offer mobility as well as reliability and cost-efficiency. Just give us a call and we'll get started.



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Get It **Faster** With

Talk on the phone while you surf the Web and do it 4x faster

Things just keep getting better at ATMC Wireless. We recently completed an upgrade of 47 of our 48 towers to AT&T 4G. This new 4G HSPA+ (High Speed Packet Access) network, combined with enhanced backhaul, is capable of speeds up to 4x faster than AT&T's already fast mobile broadband speeds.

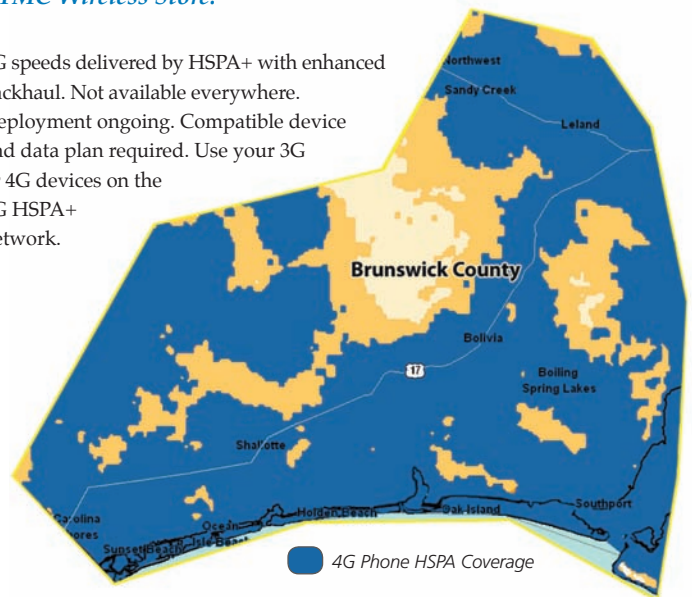
What does this mean for ATMC Wireless users? It means they will enjoy a smoother, more consistent mobile broadband experience overall, with speeds up to 6Mbps. And unlike other wireless providers that only offer their top speeds in major metro areas and along highways, ATMC Wireless provides these super-fast speeds throughout Brunswick County, even in the more rural and off-the-beaten-path areas. So wherever your day takes you, ATMC Wireless has you covered with fast and reliable mobile Internet access.

Jody Heustess, Marketing Manager, notes, "We recognize that all the talk of wireless speeds can be confusing these days. There are lots of numbers and letters being thrown at you. But the bottom line is that ATMC Wireless gives you significantly faster speeds in more areas; we cover all of Brunswick County.

With ATMC Wireless, you'll simply get a better mobile Internet experience."

As ATMC Wireless continues to move forward, we will look for ways to make our network even better. For complete details about our current wireless plans and equipment, stop by an ATMC Wireless Store.

4G speeds delivered by HSPA+ with enhanced backhaul. Not available everywhere. Deployment ongoing. Compatible device and data plan required. Use your 3G or 4G devices on the 4G HSPA+ network.



Creating a **Mobile Hotspot**



Let's say you and a few colleagues are in a car and everyone (except the driver) needs an Internet connection for a laptop, tablet, or e-Reader. Short of pulling over to the nearest coffee shop with Wi-Fi, what can you do? You can create your own mobile hotspot in your car. Simply put, one mobile device is used to connect to the Internet on the AT&T mobile broadband network and that connection may be shared with up to five Wi-Fi enabled devices.

Emily Flax, ATMC Wireless Business Representative, provides more details, "Two types of devices that can create a mobile hotspot are Mi-Fi (short for My Wi-Fi) and smartphones with built-in Mobile Hotspot Support. Each type of device requires a specific data plan that provides plenty of data for the primary user and for sharing. It is important to know that when others share your connection, they are using data from your plan to do so."

What's the difference in devices? Why use one over the other? The choice is mainly driven by the amount of data needed.

Flax continues, "A Mi-Fi device with a 5GB DataConnect plan is better for people who are heavy data users. It's separate from your phone and doesn't affect your phone's battery. By comparison, smartphone hotspots, which use a DataPro 4GB plan, are more convenient because one device does it all. However, this option is best for lighter users of data because sharing data can drain the phone's battery more quickly."

You'll find Mi-Fi and a variety of smartphones with Mobile Hotspot Support at ATMC Wireless. To find out more, go to www.atmcwireless.com or stop by an ATMC Wireless Store.

Answering the Call of Duty

Fast and reliable communication can be a matter of life and death

Staying connected through phone calls and Internet service is no doubt important to the productivity of your business. For the Brunswick County Sheriff's Office and Brunswick County Emergency Services, this communication could make the difference between life and death. Both of these organizations rely on voice and data services from ATMC Wireless to facilitate the critical exchange of information required for their vital work.

Emily Flax, ATMC Wireless Business Representative, works with both the Brunswick County Sheriff's Office and Brunswick County Emergency Services to meet their communications needs. Says Flax, "The relationship between BCSO and BCEMS is a true partnership, and ATMC Wireless talks with them on a regular basis to develop ways to help them do their jobs more efficiently. For example, they came to us with the need to add mobile hotspots to their repertoire of services, and we reached a solution together. Both organizations rely heavily on ATMC Wireless services for fast, accurate connections between multiple parties during time-critical situations."



Sheriff John Ingram working online using an iPad and Mi-Fi

Brunswick County Sheriff's Office

Lt. Joe Scoggins of the Brunswick County Sheriff's Office is grateful for the enhanced communications provided by ATMC Wireless services. "Since we need Internet connectivity in our vehicles, we wanted to try Mi-Fi portable wireless routers when they first came out and they've been a great tool for us. With Mi-Fi, we have the data connection we need for things like e-Ticket, which is a Web-based program," notes Scoggins.

He continues, "Our patrol division uses small Mi-Fi devices to connect to the MDT (Mobile Data Terminal),

which is an in-car computer. We have 25-30 Mi-Fi devices in Sheriff's Office vehicles, used by our Patrol, Civil, Narcotics, Detective, and Warrants divisions. In some of our other vehicles, we still use air cards to access the ATMC Wireless network. Either way, it gives us the Internet connectivity we require. In addition, some staff members and detectives carry smartphones."

A deputy can use Mi-Fi to 'run the tag,' which means check the vehicle's license plate number and the driver's license to see if there's a past criminal record."

— LT. JOE SCOGGINS, BRUNSWICK COUNTY SHERIFF'S OFFICE

One example of Mi-Fi use by the Sheriff's Office is accessing criminal and vehicle information via the ATMC network. Says Scoggins, "A deputy can use Mi-Fi to 'run the tag,' which means check the vehicle's license plate number and the driver's license to see if there's a past criminal record. Before we had this

mobile technology, we had to contact our 911 Center and they did the checking for us. Now we can do it ourselves. And ATMC Wireless gives us the secure connection to our servers that we need for gaining access to driver's license information and report software."

According to Scoggins, the benefits of using Mi-Fi are primarily officer safety and public safety. He explains, "It enables the Sheriff's Office to access information instantly, know what we're dealing with, and take the appropriate actions to keep people safe. We are also able to do a verification on the information we get back, either through the state network or our office here, and can access a national database as well."

How does Scoggins view the customer service from ATMC Wireless? He answers, "ATMC is the best provider I've ever dealt with. I can call Emily Flax and she is always willing to come over and figure out solutions for us. It's top-notch customer service."



John Quarino, Communications Technician, showing mobile communications devices inside an ambulance

Brunswick County Emergency Services

Brunswick County Emergency Services has three divisions: EMS (Emergency Medical Services), Emergency Management, and the 911 Center. Because Brunswick County Emergency Services transmits critical information regarding victims of injury or trauma, every minute counts.

Tom Rogers, Deputy Director of 911/Emergency Communications/Technology, is responsible for communications and technology management. He describes the key equipment and services this way, "Every response vehicle has access to wireless Internet via ATMC Wireless, which is used to feed the AVL (Automatic Vehicle Location). To do this, we use a gateway device and put an ATMC Wireless air card into it, accessing the ATMC Wireless network. This enables us to track all the data about the vehicle, such as its location. The information then feeds back into the

CAD (Computer Aided Dispatch) used by 911 dispatchers. CAD is the core operating system and allows us to make better decisions; we know exactly where ambulances are, and we know whom best to send to a particular call. This technology makes it possible for us to have, for instance, a three-minute response time rather than a 20-minute response time. In an emergency, those minutes make a critical difference."

Software in the vehicles sends an intelligent map to the screen. This gives responders the route to get to an emergency location, factoring in current road conditions, etc. In addition, every bit of information related to the emergency is tracked, including the information received by call takers. This is streamed to paramedics following a nationally recognized protocol. Rogers notes, "Paramedics also record patient data and must be very secure with it. We worked with ATMC Wireless to make sure this data is as secure as possible, using firewalls, etc."

This technology makes it possible for us to have, for instance, a three-minute response time rather than a 20-minute response time. In an emergency, those minutes make a critical difference."

— TOM ROGERS, DEPUTY DIRECTOR,
911/EMERGENCY COMMUNICATIONS/TECHNOLOGY

He continues, "In the past, responders such as volunteer firefighters would use pagers. Today, they use smartphones to receive text messages giving them the location of the accident or medical emergency. Information is also exchanged through texts while on an ambulance. This all helps improve response times and overall patient care. A reliable wireless network is more important to us than ever before and we've found that in the ATMC Wireless network. It provides us countywide coverage, even in the rural areas of the county."

Rogers appreciates the role ATMC plays in providing effective voice and data solutions, saying, "ATMC is a one-stop shop. I have one place to call for answers, and we get very hands-on and face-to-face service."



Emily Flax, ATMC Wireless Business Representative, and
Lt. Joe Scoggins, Brunswick County Sheriff's Office



Ward Vaughn helps ATMC Wireless customer, Vince Bacci

Get Smarter About Your Smartphone

ATMC Wireless offers customers one-on-one device training

Considering the speed at which wireless devices change, it's no wonder many people have a hard time keeping up with the technology. That's why ATMC Wireless offers one-on-one device training at our retail locations in Leland, Southport, and Shallotte. Voted Best Wireless Provider in Brunswick County each of the last four years, ATMC Wireless is committed to providing unbeatable customer service. This one-on-one device training is one of many ways we actively support this commitment.

ATMC Wireless Store Manager, Ward Vaughn, notes, "ATMC Wireless service doesn't end with the sale. We offer one-on-one training on all of today's most popular devices such as smartphones, tablets, and netbooks. With the help of our knowledgeable staff, customers learn the tricks of making the most out of these tools. They walk away with the knowledge needed to customize their new devices into whatever they want—a portable media player, GPS navigation system, mobile hotspot, gaming device, social networking medium, and much more."

You'll Like the Convenience

Drop-in training is available during normal ATMC Wireless business hours, Monday-Friday from 9:00 am to 6:30 pm and Saturday from 9:00 am to 6:00 pm. In addition, appointments can be made for training before or after normal business hours by calling any local ATMC Wireless store to arrange a convenient day and time.

Depending on the customer's prior device knowledge and the depth of the training desired, one-on-one training at ATMC Wireless can range anywhere from 15 minutes to one hour. Many people are taking advantage of this free and handy resource.

Says Vaughn, "Customers really like the convenience of being able to just drop by when they have a few minutes or make a special appointment for more in-depth training. They also appreciate having an expert available to take the stress out of figuring out all of the features now available on smartphones and other devices. Customers also value getting advice on which apps will help make their busy business lives go more smoothly."

From Apps to Answers

Examples of recent ATMC Wireless one-on-one device training include:

- Vince Bacci wanted to use QR codes in advertising his business, Union Mortgage Group. He came to ATMC Wireless to find out which QR code reader app was compatible with his BlackBerry device. The representative quickly found the right app and installed it for him.
- Another ATMC Wireless customer no longer had the user's manual for her smartphone and needed assistance. Besides answering her questions, the representative also printed the manual for her and put the pages in a binder. She was so grateful, she sometimes drops by the store just to say, "Thank you."

For help understanding and using your wireless devices, stop by an ATMC Wireless store.

Bigger Isn't Always Better

How small local businesses can successfully compete against big chains

It's no small feat to go up against a much larger competitor and hold your own. But it can be done. According to Russ Seagle, small business expert and owner of Seagle Management Consulting, it's important for your small business not to think like a big business but instead maximize your unique advantages.

In a recent seminar sponsored by the Small Business Center of Brunswick Community College, Seagle outlined three things to focus on to get and keep happy customers:

1. **Quality** – Commit to providing quality products and a quality experience.
2. **Consistency** – Deliver what you promise, every single time.
3. **Capacity** – Make sure you can deliver the goods by having the inventory in stock and the people in place.

Seagle also advises small businesses to pay attention to the customer experience. He says, "Make it easy and enjoyable for customers to spend time in your store, and 'go to bat' for them to find the solutions they need."

Galloway-Sands Pharmacy, owned by Joey Galloway and Kevin Sands, is an example

of a small business that's figured out how to compete against big chain pharmacies. Says Galloway, "We offer fast and professional service on a hometown, personal level. We call our customers by name and provide a friendly environment while they wait. For cash customers—those with no insurance—we offer very competitive prices. Chain pharmacists have no idea what the actual cost of the medication is, so they can only give the cash price set by corporate America."

Another such example is Guy C. Lee Building Materials (GCL), which competes with the national warehouses. Bryan Strickland is the General Manager of the Shallotte location and talks about their competitive edge saying, "We provide much more than the national chain stores, including materials for marine needs and a wider variety and larger inventory of ground contact treated lumber. Because building relationships is important to us, we have a contractor event each month in which my mother and father do all the cooking. Our dedicated employees have worked here an average of 15 years or more providing service and quality and best of all, they know you by name."

HERE TO HELP:

ATMC Business Group

When you call the ATMC Business Group, you get a local team of communications experts that are just a few minutes, not many miles, away from your business's front door. That's a distinct advantage when time and money are on the line—which they are, every single day.

These experts include our local technicians. Their advanced certifications enable them to keep your business phone and data systems up and running, minimizing costly down time. And because our technicians are local, they respond to service calls quickly; you won't have to wait two or three days until an out-of-town provider can get there for a needed repair.

The ATMC Business Group also provides you with a representative dedicated to your business account, who knows you and understands how your business works. Which means you have one person to call, and you receive consistent, one-on-one attention.

Have a communications question? Call the ATMC Business Group at 910-755-1675. They're here to help.



Joey Galloway and Kevin Sands, co-owners of Galloway-Sands Pharmacy



Guy C. Lee Building Materials staff (L to R): Billy Ormond, Shane Marlowe, Bryan Strickland, and Bob Williamson



ATMC Business Group (L to R): Tonia Steed, Eric Simmons, Marcus Peterson, Tia Hines, David Barnes, Tony Grubb, and Wayne Branch

Get it faster
with **4G**



LG Thrill 4G

Experience the difference with a
4G smartphone on Brunswick's
largest 4G Network.



www.atmcwireless.com



4G speeds delivered by HSPA+ with enhanced backhaul. Not available everywhere. Deployment ongoing. Compatible device and data plan required. LG Thrill 4G requires a voice plan and smartphone data plan and 2 year service agreement. Activation fee up to \$36 applies. Restrictions apply, see store for details. 2011