CEMDNA Playbook Strategy...
Included in Our DNA

December 8, 2016
2:00 pm ET / 11:00 am PT
Featured Speakers

Paul Cissel
President & CEO

Pete Peterson
VP, Sales

MJ Shoer
Chief Technology Officer

Zach Leffler
Marketing Manager

Bill Bradley
VP, Marketing & Business Development
Auditor’s Letter
You Go First Class with I&T

Paul Cissel
President & CEO
Who Are We?

I&T Company Mission

To Provide First Class Service in a Proactive Manner for our Customer’s Voice and Data Needs.
What is First Class?

Technical expectations:

• Treat every ticket as if it were the most important thing in the world
• Use the Standard Templates & Run Book items to ensure consistency
• First Touch Resolution
• Fix the root of the problem, not the symptom
• Look for cause & effect; escalate if unsure
• Proactive; get to and resolve before the customer
• Communicate often, with clarity, and always explain “why”
## NorthFace ScoreBoard Award Recipient Benchmark Data

<table>
<thead>
<tr>
<th>Category</th>
<th>Internet &amp; Telephone 2016</th>
<th>NorthFace Scoreboard 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SR Index</td>
<td>% Satisfied</td>
</tr>
<tr>
<td>Customer Service</td>
<td>4.8</td>
<td>100%</td>
</tr>
</tbody>
</table>

Comparison of Internet & Telephone’s Categories to Omega Management Group Corp’s 2015 NorthFace Scoreboard Award Recipients Average, Best In Class and Top 10.

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## Customer Satisfaction Ratings - Weighted Average & Percent Satisfied

<table>
<thead>
<tr>
<th>Customer Service</th>
<th>SR Index</th>
<th>% Satisfied</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How did the Internet &amp; Telephone Tech perform on this task?</td>
<td>4.8</td>
<td>90%</td>
<td>4.9</td>
<td>4.8</td>
<td>4.8</td>
<td>-</td>
</tr>
</tbody>
</table>

**Note:** SR Index = Weighted average - multiply the number of responses by the value of each rating (5 = 4 - 3 - 2 - 1), sum all of the ratings and divide that sum by the total number of responses for each question.

% Satisfied = Total number of responses for each of the top 3 ratings (1-3) on the 5 point scale, divided by total overall responses.

**Rating Scale:**
- 5 = Exceeded Expectations
- 4 = Performed Above Expectations
- 3 = Met Expectations
- 2 = Performed Below Expectations
- 1 = Did Not Meet Expectations
Setting the CX Expectation

Pete Peterson
VP Sales
I&T is unique for 3 reasons:

1. Our People
2. Our Processes
3. Our Tools
Internet & Telephone By The Numbers

- 600 Business Customers
- Installed & Managed 6,500 PCs and Servers
- Installed & Managed 10,000 VoIP Phones (Cisco, Avaya & NEC)
- Host 1,000 Web Sites
- 20 Million Voice Minutes Monthly
- 2 Million Emails Daily
- Install over 1,000,000 ft. of Cat 6 Cable Annually
- Install over 50,000 ft. of Fiber Annually
Locations

Network Operations Center / Headquarters
421 Merrimack St.
Methuen, MA 01844
978.683.9100

New Hampshire Office
11 Manchester Sq
Pease Intl Tradeport
Portsmouth, NH 03801
603.431.7864

Boston Office
1 Summer St.
Boston, MA 02110
617.303.6300
1. **CIO-Level Consulting / Strategic Planning**
   Select and implement the right technology for your needs today and down the road.

2. **Senior-Level Network Consulting**
   Develop your needs assessment, network design, and implementation plan.

3. **PC Inventory / Computer Audit**
   Automated computer and software inventory, including scheduled LAN audits.

4. **Network Monitoring / Alerts**
   Instant notification of hardware or software changes, policy violations, low disk space and unapproved access.

5. **Windows Event Monitoring / Alerts**
   Remotely monitor Windows system event log, application event log, and security event log.

6. **Patch Management**
   Automated security patch scan, patch deployment, and history. Scalable and secure.

7. **Software Installation / Update**
   Install and update software throughout the office. Flexible and easy.

8. **Help Desk / Trouble Ticketing**
   Integrated trouble ticketing, Policy based notification. Online chat for support personnel and users.

9. **PC Remote Control / Remote Support**
   Secure and configurable remote access. No port mapping or infrastructure changes required.

10. **Emergency After Hours Support**
    Contact our Network Operations Center anytime 24/7.

11. **Network Administration**
    User account adds, moves, changes, and password resets per your direction.

12. **Integrated Reports**
    Customized integrated management reports. View online or export.

13. **EndPoint Protection / Email Defense**
    Premium Anti-Virus / Spyware / Malware and Anti-SPAM protection. Updated daily to keep your computers safe & running at optimal speed.

14. **Backup / Disaster Prevention**
    Daily image backups of computers and servers to prevent catastrophic data loss.
An Inside Look at Award-Winning CX

MJ Shoer
Chief Technology Officer
Findings Review & Remediation Report

Customer:
Date: April 13, 2010

Introduction
Internet & Telephone's evaluation of the CUSTOMER network was performed using our custom suite of network configuration discovery processes and best practices analysis tools. Our goal was to identify components of the network that present a risk to the security, availability, and performance of CUSTOMER corporate technology & data.

This report includes seven of our standard Technical Assessment Components plus a Summary and Recommendation. These seven components together encompass all facets of a network infrastructure.

1. Environmental & Physical Assessment
2. Internal Network Discovery & Vulnerability Scan
3. Configuration Audit & Analysis
5. Access Control & Identity Management
6. Incident Response Plan
7. Network Performance Analysis
A GUIDE TO YOUR MONTHLY EXECUTIVE SUMMARY REPORT

Updated: July 29, 2016
The Network Health Gauge displays your overall network health percentage. This summary gauge gets its score directly from the average of the six (or four) scores calculated in the Network Health Breakdown gauge, located directly below it on your report.

Network Health Score Key
Use this key to determine where your network lies in our score chart, and what can be done to boost your score.

- **< 75%**
  - RED: Critical
  - Multiple items on your network need immediate attention.

- **>= 75%**
  - ORANGE: Warning
  - Several items on your network may need remediation.

- **>= 85%**
  - YELLOW: Average
  - One or more items on your network may need remediation.

- **>= 95%**
  - Green: Excellent
  - Your network is in excellent condition.
Branding CX at I&T

Zach Leffler
Marketing Manager
Internet & Telephone is dedicated to providing our clients with a first-class sales process and customer experience.
THE MONTHLY WI RETAP

Holiday Edition: News from around the world and your backyard

2017 Security Predictions
If you thought 2016 was bad, fasten your seat belts. From W-2 scams to WordPress vulnerabilities, ransomware, business email compromises, DDos attacks and allegations of a hacked presidential election, 2016’s not over yet. Continue
THE CLOUD: Establish Your Vision

Does your enterprise have the strategy and IT support it needs to evolve and stay competitive in the digital age?

During this complimentary Lunch & Learn session, industry experts MJ Shoe, Pete Peterson, and Doug Smith will leverage their deep technical knowledge to analyze what an effective enterprise cloud strategy looks like, including:

- How the cloud environment impacts the flexibility of your applications and services
- Understanding choices available in the cloud, including the growth of the Internet of Things
- How extending apps into the cloud and onto mobile devices leads to improved processes and workflows
- The underlying security efforts needed for your technology stack—from device to cloud

THURSDAY, OCTOBER 27TH
Lunch Reception
11:45AM-1:30PM
The Lanam Club
260 N Main St,
Andover, MA 01810

FRIDAY, OCTOBER 28TH
Lunch Reception
11:45AM-1:30PM
The One Hundred Club
100 Market Street, Suite 500
Portsmouth, NH 03801
Tenants of IT Security:
1. Identify
2. Protect
3. Detect
4. Respond
5. Recover
**KnowBe4 Scam Of The Week: Amazon Account Threat**

Cyber criminals are attacking Amazon users with a phishing campaign that falsely claims a small number of accounts have been hacked. The email starts with an "Important Notice" and you are required to "verify" your Amazon account, by providing payment card information and security details. The email threatens that if you do not comply with the verification process, restrictions may be placed on your account.

Well, Think Before You Click. The email is a scam to try to trick you into revealing your credit card information and more. If you see an email like this that has not been caught by any spam filter, delete it. Remember the rule: "If In Doubt, Throw It Out!"

You may also receive fake shipping notices or order receipts too, enticing you to "click to cancel your order" or "click to contact customer service". The bad guys really step it up around the holidays!

Remember, Think Before You Click! Stay safe out there.
ScoreBoard Index

ScoreBoard Index = Multiply the number of responses by the value of each rating, sum all of the ratings and divide that sum by the total number of responses for each question.

Overall Satisfaction

Overall customer satisfaction percent is calculated based on the top 3 ratings on a 5-point scale:
(1 = Exceeded Expectations; 4 = Performed Above Expectations; 5 = Met Expectations)
Thank You! Q&A

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Requests for Information

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