



# 1stLink

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Happy New Year! At 1stel we are excited about the opportunities that a new year brings. We are focusing our efforts on improving the 1stel customer experience in 2008. We want to *WOW* you! Our goal is to be a different kind of phone and Internet company. One that you feel is a partner in your business, and one that you will rely on to give you sound advice about your communication needs. As the Director of Customer Care, I want to hear from you when you have ideas about how we can serve you better. Send your comments, suggestions, and ideas to [cservice@1stel.com](mailto:cservice@1stel.com). Here's to a New Year full of promise and opportunity!

— Lisa Powell  
Director, Customer Care

## Customer Spotlight: Cleburne Times Review

At 1stel, we view ourselves as a business partner to each of our customers in helping them to build a strong, efficient business. As you can imagine, we get to work with some impressive entrepreneurs! In each edition of 1stLink, we are excited to share with you a brief interview with one of our customers.

We would like to introduce Lynn Coplin, from the Cleburne Times Review. Cleburne Times Review provides daily news for Johnson County. Please enjoy reading our Customer Spotlight!

**Q: What types of products or services does Cleburne Times Review provide?**

**A:** Cleburne Times Review Newspaper, Community Life Magazine, Special Insert Tabs, (Spring Sports, Johnson County Livestock, March Madness, Spotlight on Community, Football, Soccer, etc.), Monthly Special Full Pages (Bible Knowledge, President's Day, Valentine Scramble, Memorial Day Page, Easter Coloring

Contest, Recipe Pages, Holiday Crossword, etc.)

**Q: What would you like people to know about Cleburne Times Review?**

**A:** Our company is operated by local people. We try to report on what concerns our citizens of Cleburne, but at the same time, report on surrounding towns as well. Joshua, Alvarado, Burleson, Rio Vista, etc. We care about our community.

**Q: What sets you apart from your competition?**

**A:** We are the only daily newspaper in Johnson County.

**Q: Do you have any current milestones?**

**A:** We celebrated our 100<sup>th</sup> birthday in 2004.

**Q: How long have you been a customer of 1stel?**

**A:** Since 2002.

## Who's Who @ 1stel: Jared Hoskinson

Jared Hoskinson, Director of Networking and System Operations, works on the build out and maintenance of 1stel's network. He is also responsible for the research and development that goes into evaluating the equipment and features deployed by 1stel. Most of the network that 1stel customers use today was built by Jared's network team.

After eight and a half years with 1stel, part of what Jared enjoys is the fast pace, and the opportunity to be involved with a growing company. Jared also enjoys building and creating solutions that meet and exceed our customer's needs. "We want to provide an effective yet simple product and network."

Jared has been married seven years and has two children, a six year old daughter and a five year old son. Away from work he enjoys spending time with his family, baseball, camping, cycling, and NASCAR.

*"We want to provide an effective yet simple product and network." — Jared Hoskinson*

## Product Preview: Bonded T1

Should your business consider a bonded T1?

As a 1stel customer you may understand that a T1 is 1.5 Mbps of bandwidth used to support both your voice and your data service. T1 is an excellent, reliable, high speed service for our smaller size businesses. However, as your company grows, you may need to consider expanding your service to provide more bandwidth for your Internet access, and to accommodate more phone lines. A bonded T1 from 1stel, is the service that can grow with your business. A bonded T1 is two (or more) T1 lines joined together in a way that provides additional bandwidth for your data and phone service.

Bonding is the key. Unless your T1's are bonded, you can only use the 1.5 Mbps of bandwidth that each line provides....separately. However, bonding T1's with 1stel equipment will allow you to double, triple, or even quadruple your bandwidth depending on your business requirements. In addition to the increased bandwidth, a second advantage to a bonded T1 is the redundancy that is provided. In some cases, bonded T1's act as a back-up to one another. One T1 can experience a failure and traffic will automatically move to the bonded T1, and this can help to prevent an interruption of your service.

It's best that you contact a 1stel Sales Representative to walk you through all of your choices for network design utilizing bonded T1's. 1stel Reps are available to work with you to effectively and efficiently design the best solution for your business needs. Contact us at 800-357-2577.

## Business Corner

Just as we have expertise in business communication service, you are also an expert in your field. Whether it's printing, office equipment, legal services, banking, automotive, sales/marketing, recruiting, etc. - you have knowledge about products/services that other businesses rely on daily. We would like the Business Corner to be a place where our clients can share their expertise so that it might benefit one another.

The only cost to you is a moment of your time. If you want to get involved in helping others learn from your experience, please email your story to [marketing@1stel.com](mailto:marketing@1stel.com).

“1stel is a great company to work with. Because computers and telephones are the core of our business, it is very important that we are up and running 24 hours a day. Your support team, both customer support and technical support, has always handled our account changes and technical issues quickly.”

— Laura Wheeler  
Bloodbank Partners

## 1stel.com Customer Portal

The customer portal on the 1stel.com website allows you to view and edit your 1stel account. Listed below are some of the features the Portal provides you:

The **My Account** section enables you to manage your profile, login information, and permits you to give your opinion about this feature through a comment box feature.

The **My Company** section enables you to monitor your voice and data services, displaying circuit info, list of phones and features, list of contact persons, and lets you manage your company's contact info.

The **My Forms** section provides links to download forms and files that you may need to apply for new special features.

The **My Invoice** section allows you to check and download the last six months of your statements.

The **Online Tools** section enables you to manage various aspects of your account, such as: email accounts, contact information, voicemail, conference calls, off-site data storage, and much more.