

BUSINESS connections

Checking In at Smoketree Lodge

Pictured L-R: Brent Keith, SkyLine Strategic Sales Supervisor; Amy Burnette, Smoketree Lodge Manager; Hollie Brown, SkyLine Inside Sales Coordinator; Doug Bare, Maintenance Supervisor; Laura Van Pelt, Front Desk Manager; Hanna Carpenter, Housekeeping





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“Coming together is a beginning. Keeping together is progress. Working together is success.” This quote from Henry Ford about teamwork seems like an apt way to introduce the Fall 2017 issue of *Business Connections*, since it features examples of people and organizations teaming up to achieve more than would be possible individually.

We begin on page 3 with a look at our **SkyLine/SkyBest Business Team**. Led by Brent Keith, Strategic Sales Supervisor, this team combines many years of communications technology experience to develop the best solutions to meet your needs.

On pages 4 and 5, you’ll find a **Business Spotlight on Smoketree Lodge** in Banner Elk. This High Country resort first teamed up with SkyLine/SkyBest in 1990, and we’ve provided services to keep its staff and guests connected ever since.

Are you tired of handling Wi-Fi issues on your own? Don’t miss **6 Reasons to Have Us Manage Your Wi-Fi** on page 6. With the SkyLine/SkyBest experts on your side, you’ll be able to focus on core business activities rather than troubleshoot Wi-Fi problems. Then on page 7, we ask **How Safe is Your Data?** If you have concerns, our team can offer information and recommendations.

SkyLine/SkyBest is honored to equip your team with the services—internet, security, television, voice, phone systems and hosting—to work efficiently and productively. Contact us anytime for assistance.



Sincerely,

Jimmy C. Blevins
Chief Executive Officer



Your Source for Customized Solutions:
**SkyLine/SkyBest
 Business Team**

Is your business considering an internet upgrade to better accommodate growing usage? Are you looking for ways to save money on communications services? For help with these and other business challenges, contact the SkyLine/SkyBest Business Team.

Led by Brent Keith, Strategic Sales Supervisor, this team includes:

- Charity Shatley, Business Sales Executive
- Graham Brown, Business Sales Executive
- Robin Miller, Inside Sales Coordinator
- Hollie Brown, Inside Sales Coordinator
- Tony Holt, Business Sales Technical Consultant

Keith notes, “The SkyLine/SkyBest Business Team will work with your business to assess your needs and preferences and develop a customized solution. We provide continuing one-on-one support, which means you can always call us with questions or concerns as they come up.”

SkyLine/SkyBest offers a broad selection of business solutions — internet, security, television, voice, phone systems and hosting — to meet your needs. These solutions evolve over time due to changes in communications technology and market forces, and you can count on our Business Team for the latest information. We now offer Hosted VoIP phone systems as well as cloud data storage and disaster recovery solutions.

For example, the SkyLine/SkyBest business bundles were recently revamped to offer even better value to our customers. “We look for ways to help customers cut costs while still receiving the SkyLine/SkyBest services they need. Our business bundles are a great example of that. In addition, customers often experience savings when they switch to our long-distance and Hosted VoIP services,” says Keith.

To get assistance for your business from the SkyLine/SkyBest Business Team, call 1-844-SKYBEST or email us at businesssolutions@skyline.org.

Check Out Our New Website

In July 2017, SkyLine/SkyBest launched our new consolidated website located at SkyBest.com, which offers a convenient one-stop destination for all SkyLine and SkyBest services.

This website represents a new chapter in our online story. For many years, members and customers have visited a suite of websites—SkyBest.com, SkyLine.org, SkyBestTV.com and SkyBestSecurity.com —to learn about our various services. Now, all of this content is in one place at SkyBest.com.

At SkyBest.com, you’ll now find features created with today’s busy customers in mind, including:

- **Mobile-friendly design** for better viewing and navigation on small screens
- **Enhanced support section** for faster answers to your questions
- **Appointment scheduler** for quick and easy set-up of appointments at any of our customer service centers

We urge you to check out what’s new at SkyBest.com and follow us on Facebook and Instagram for updates and special offers.



Smoketree Lodge

An affordable home base from which to enjoy priceless views



A myriad of options await guests of Smoketree Lodge in Banner Elk. They can savor the peace and solitude of the Blue Ridge Mountains or partake in the many activities available in the High Country. Depending on the season, the hotel's prime location makes it easy to fill vacation time with skiing, snowtubing, trout fishing, horseback riding, golfing, hiking or whitewater rafting.

Cozy and Convenient

After days spent outside, Smoketree Lodge's rustic mountain décor—including a beautiful stone fireplace in the lobby—provides a cozy place to unwind. There's a choice of accommodations at daily or weekly rates to match the needs of different groups of vacationers: regular and large studios as well as one- and two-bedroom suites, all equipped with kitchenettes. Each unit has a phone with free local calls and voice mail, plus cable TV service with a lineup including ESPN and Disney Channel.

Other Smoketree Lodge amenities include a heated indoor pool, exercise room, whirlpool/hot tub, saunas, game center, DVD movie rentals and picnic areas with grills. Laundry facilities are available on site.

"It Feels Like Home"

Manager Amy Burnette has worked at Smoketree Lodge for 22 years. She says, "It's a great company to work for. After all these years, it feels like home and feels like family."

SkyLine/SkyBest has been around Smoketree Lodge even longer than Burnette, having been the hotel's communications provider for 27 years. Brent Keith, Strategic Sales Supervisor, notes, "We currently supply Smoketree Lodge with business phone lines, key system and PBX equipment, fiber-based broadband internet service and centralized Wi-Fi equipment. In addition, SkyLine/SkyBest offers the support Smoketree Lodge needs to keep its guests happy."

New Wi-Fi Network Pleases Guests

New Wi-Fi equipment was installed about a year ago to expand the coverage area and improve speed.

Keith explains, "Smoketree Lodge's guests needed faster and more reliable Wi-Fi internet connectivity, and the Wi-Fi equipment previously in use was unable to deliver this level of performance. It only worked in the lobby and in the rooms closest to the lobby. Amy Burnette asked SkyLine/SkyBest to implement a wireless network that would not only provide

fast and reliable Wi-Fi service but would also be able to grow and keep pace with the future needs of guests. So we installed new Wi-Fi equipment at Smoketree Lodge that's exactly that—reliable, expandable and able to meet the high bandwidth requirements of today and tomorrow.”

Burnette is now hearing rave reviews about the Wi-Fi service at Smoketree Lodge. “Everybody loves it. We haven't had a single complaint since this new system was installed. Our guests can access Wi-Fi throughout the building and the connection is fast. They can even stream movies without having speed issues,” she says.

Our guests can access Wi-Fi throughout the building and the connection is fast. They can even stream movies without having speed issues.”

— AMY BURNETTE, MANAGER, SMOKETREE LODGE

For security reasons, Smoketree Lodge has a separate SkyLine/SkyBest internet network for employee use only. Burnette adds, “This network also operates well and gives us the speed we need to work efficiently.”

A Strong Relationship With SkyLine/SkyBest

How does Burnette feel about the customer service from SkyLine/SkyBest? She replies, “It's awesome. Anytime we have an issue, SkyLine/SkyBest is right on top of it. When I call, an actual person answers the phone and is usually able to give me the help or answers I need during that call. By contrast, other businesses I deal with don't even return calls when I leave a message. I'm impressed with SkyLine/SkyBest and really enjoy our working relationship.”

Building strong customer relationships is important to SkyLine/SkyBest. Keith says, “We pride ourselves in providing the first-class services, equipment and support that our business customers want and deserve. We try to anticipate the needs of our customers, as we've done with Smoketree Lodge, to help them maintain a competitive edge.”

Smoketree Lodge is located at 11914 Highway 105 South in Banner Elk. For more details about the hotel, including timeshare opportunities, call 828-963-6505 or visit www.smoketree-lodge.com.



Your Business Deserves the Best Connections

Choose SkyBest to get everything your business needs from its internet service:

- **The Fastest Speeds Available** – SkyBest offers fiber-based broadband internet service with speeds up to 1 Gig, which equals a mind-boggling 1,000 Mbps.
- **Dedicated Fiber-Optic Internet** – Your connection is not shared with other customers, resulting in maximum reliability and NO peak-hour slowdowns.
- **Symmetrical Internet Speeds** – Your upload speed is as fast as your download speed, which is especially beneficial if your business regularly uploads large data files to the cloud.
- **Knowledgeable Local Support** – The SkyBest team takes your success personally and is just a phone call away when your business needs assistance.

Check your current internet speed using the Broadband Internet Speed Test at <http://skybestsupport.net>. To discuss your options for a speed upgrade, call our Business Sales team at 1-844-SKYBEST.



6 Reasons to Have Us Manage Your Wi-Fi



With so many wireless devices used by employees and visitors, it's virtually a given that your business needs to have a Wi-Fi network. So the real question becomes this: Should you handle Wi-Fi as a do-it-yourself project or should you leave it to the experts at SkyLine/SkyBest?

- 1. Specifically designed for a business environment.** SkyLine/SkyBest uses commercial-grade access points, which provide stronger and more secure signals than the consumer-grade variety. In addition, the access points in a managed system are linked, ensuring that you always have the best possible connection.
- 2. Offers low, predictable costs.** We maintain and enhance the Wi-Fi service for you, so there are no surprise maintenance, upgrade or replacement fees. Plus, you have the option to lease or buy the Wi-Fi equipment.
- 3. Eliminates the hassles of trying to do your own installation, maintenance and troubleshooting.** As a business owner or manager, you have enough on your plate. Your time is much better spent focusing on your core business activities rather than trying to be your own "tech support" whenever someone has a Wi-Fi issue. With SkyLine/SkyBest, you get 24x7 technical support from a local company you know and trust.
- 4. Easily accommodates your growing needs.** The flexible infrastructure can grow as your business grows. Need additional coverage? No problem! We can easily add additional access points for a low monthly fee. We can also add a guest network to keep your business and customer traffic separate and highly secure.
- 5. Features cloud-based management.** We offer a cloud-based solution, which provides simplified configuration, ongoing control and automatic coordination of network equipment. The system marries the best of the centralized controller model with state-of-the-art advances in radio frequency (RF) engineering such as beam steering, RF management and interference avoidance delivered via "Smart Wi-Fi" antenna technology.
- 6. Gives you peace of mind.** You won't have to worry about security, since you'll know your wireless connection is professionally installed with all appropriate security measures in place.

To learn about current pricing and availability of SkyLine/SkyBest Wi-Fi, please call 1-844-SKYBEST.

How Safe is Your Data?

Online backup protects the information that's critical to your business



What is your small business doing to protect your data? Are you burning CDs when you think of it? Storing files on a small network server? Using thumb drives? These backup methods have three major flaws:

1. They are not automated in any way and depend entirely on someone remembering to do the backup.
2. Since they aren't always checked, there's no assurance that the backups are working.
3. Rarely, if ever, are the files stored at an off-site location, so the data is not fully secure or accessible online while away from the office.

Given the importance of your data, an outsourced program for online data backup could be one of the most important investments you make in your business. According to a study by IDC, an independent researcher in the areas of information technology, businesses that didn't outsource data backup lost an average of over three times as much money as a result of a disaster incident. The study also found that it typically takes one-third the time for a business to get up and running again after a disaster if backups are done online versus in-house.

Some of the most common reasons for data loss are hardware failure, human error, hardware corruption, theft and viruses. On top of these risks, businesses must also factor in the potential for natural disasters such as floods and fires. You can reduce the odds of a data disaster by making plans now to use online data backup and storage.

To learn more about SkyLine/SkyBest's data back-up and disaster recovery, call the SkyLine/SkyBest Business Team at 1-844-SKYBEST.

Online Backup vs. Online Storage

Online backup and online storage are two different services that are often confused with each other. Here are the basic definitions:

Backup is a manual or automated way to have information kept secure and made available in the event of a disaster. Online backup is usually done with software that is downloaded and installed on your computer. This software encrypts your files and uploads them. Once installed and configured, the backup process is more or less automatic.

Storage is simply the capability to put files somewhere else. This is done so as to share the files with others, save space on the local drive or have a way to access files from anywhere with an internet connection.



SkyBest Backup - Peace of Mind

Continuous data protection designed for small and medium sized businesses

Easy. Affordable. Secure.



Why Should I Backup?

36%

of enterprises backup their business data completely - why don't you?

27%

of those surveyed reported losing business data "several times" or "many times" *

90%

of businesses that lose data due to disaster...shut down within two years**

* Source: CloudBerry Lab, Inc. survey. <http://www.storagenewsletter.com/rubriques/market-reportsresearch/more-than-one-third-of-enterprises-dont-backup-business-data/>
**<https://eforensicsmag.com/disaster-recovery/>

Data is protected.
Restoration is swift.

Contact us for more information.



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