

BUSINESS connections



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Deere Season Here

INSIDE CONTENTS

- 5 Ways Your Business Can Benefit from Fiber **3**
- Business Spotlight on Sydenstricker **4**
- Common Misconceptions About Internet Speeds **6**
- How Much Internet Speed Do We Need? **7**



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BUSINESS connections

Welcome to the first issue of *Business Connections* magazine. Chariton Valley has developed this quarterly publication to provide valuable information about communications technology and related topics. We're committed to moving your business forward with leading-edge solutions.

The articles in this Summer 2019 issue explore several topics related to internet speed. On page 3, we share **5 Ways Your Business Can Benefit from Fiber**. Much faster internet speeds are at the top of that list.

On pages 4 and 5, you'll find a **Business Spotlight on Sydenstricker**. This John Deere dealership has 13 locations in Missouri and is celebrating 75 years in business. Chariton Valley is proud to help Sydenstricker enhance its efficiency with our phone and internet services.

There are many **Common Misconceptions About Internet Speeds**, as you'll discover on page 6. Then on page 7, you'll get help answering the question, **How Much Internet Speed Do We Need?** If you think it's time for your business to upgrade its internet plan, contact us to find out about the options we offer.

We hope you enjoy *Business Connections* and learn tips you can use at your business. Please let us know when you have a communications challenge needing a Chariton Valley solution.



Sincerely,

Kirby J. Underberg
Chief Executive Officer
Chariton Valley



5 Ways Your Business Can Benefit from Fiber

If fiber is available to your business location, you'll want to strongly consider taking advantage of it. Fiber connectivity offers important advantages to companies of all sizes, including:

1. Much Faster Internet Speeds

Today, carriers with fiber networks are commonly delivering speeds of 500 Megabits per second, and those same fibers could easily be used to deliver 1 Gigabit per second or more to large enterprises. Remember, employees waiting on slow internet inhibits productivity, so make sure the speeds at your business are fast enough for current demand.

2. More Effective Cloud Access

Most businesses use the cloud in some capacity, from customer relationship management (CRM) tools to data storage. Fiber internet's speed and bandwidth capabilities provide faster access to your data and applications stored in the cloud. For example, you'll be able to quickly access cloud-hosted information via your software-as-a-service (SaaS) tools and provide better service to customers.

3. Higher Reliability

Fiber is impervious to weather conditions, electrical surges, radio waves and other environmental conditions that can result in signal loss and failure. In addition, the newest networks are being built with fiber, and fiber networks are, therefore, less apt to suffer the adverse impacts of age. Given the fact that downtime can bring your communications and productivity to a halt, doesn't your business need the higher reliability of fiber?

4. Symmetrical Bandwidth

Fiber provides symmetrical bandwidth, meaning the upload and download speeds are equal. With fiber internet, your employees can send data out just as fast as they can download it, which is particularly vital if your business routinely uploads large files.

5. Minimal Latency

Latency is a term used to describe delays that occur while processing data over an internet connection. Fiber internet eliminates many of the latency issues, particularly when downloading or uploading video or high-definition content. The business benefits of lowering your latency could include better voice quality for Voice over Internet Protocol (VoIP) users and the ability to move more apps to the cloud.

Chariton Valley Fiber Enhances Opportunities

For over 65 years, Chariton Valley has been a complete communications provider. In 2018, we were recognized as a Certified Gig-Capable Provider by NTCA-The Rural Broadband Association due to the internet capabilities of our fiber network.

Chariton Valley uses fiber and wireless facilities to bring broadband to students, families, farmers, businesses, medical facilities and more every day. We are dedicated to improving quality of life and increasing access to a global economy at an affordable price over a reliable network. By introducing high-speed fiber internet into our rural areas, Chariton Valley is at the forefront of enhancing economic development opportunities and connecting communities with vital online health, safety and educational services. We're working to ensure a successful future for residents of Northern Missouri and beyond.

To learn more about Chariton Valley Fiber, call 660.395.9000 or visit cvfiber.cvalley.net. Go Further. Go Faster. GO FIBER!



Sydenstricker

Missouri's John Deere destination is celebrating 75 years of growth

Ralph Sydenstricker founded Sydenstricker's of Missouri as an International Harvester dealership in January, 1944, in Paris, Missouri. After 75 years of growth and many changes, Sydenstricker is now a multi-unit John Deere dealer with 13 locations in Missouri: Mexico, Macon, Rocheport, Kirksville, Chillicothe, Palmyra, Moscow Mills, Curryville, Tipton, Hermann, Dutzow, Salisbury and Columbia.

Lee Ann Sydenstricker, Vice President of Marketing, noted, "Our size allows us to give customers the best pricing on parts, service and equipment as well as a large inventory from which to choose."

It's Always Deere Season

Sydenstricker carries a full line of new and used John Deere products:

- Agricultural equipment
- Residential and commercial mowers
- Construction worksite products
- Gator™ utility vehicles
- Commercial application equipment

Parts and service are also available along with John Deere retail merchandise, toys and tools.

In addition, the Sydenstricker Precision department provides customized solutions designed to meet the unique needs of different farm operations and enhance their productivity.

This is achieved by helping Sydenstricker customers more efficiently capture, use and analyze data to turn it into actionable, information-based insights.

Chariton Valley's Phone and Internet Services

Chariton Valley supplies communications services—Hosted PBX, Direct Internet Access and Wireless—to the Sydenstricker locations in our Northeast Missouri market area. As a Chariton Valley customer at these locations, Sydenstricker is able to take advantage of our fiber internet speeds, which are faster than those offered by the competition.

Sydenstricker said, "The features and programming options of Hosted PBX help increase our efficiency. With Hosted PBX, we're able to connect all of our locations easily and transfer customer calls to another location quickly. This system also allows us to track some of our special advertising phone lines to see how many calls we get per month. We're also able to do custom on-hold messages for each location."

Excellent Customer Service and Support

In addition to the dependable performance of Chariton Valley's Hosted PBX, Direct Internet Access and Wireless, the leadership of Sydenstricker also appreciates the working relationship the company shares with Chariton Valley.

“ With Hosted PBX, we're able to connect all of our locations easily and transfer customer calls to another location quickly.”

— LEE ANN SYDENSTRICKER, VICE PRESIDENT OF MARKETING, SYDENSTRICKER

IT Manager Curt McLeland said, “We have an open line of communication with the NOC (Network Operations Center) personnel at Chariton Valley, and our sales rep is always available to us when we need something. In all the years we've done business with Chariton Valley, I don't ever remember a time when we experienced any delays in resolving service issues. We always get a prompt response from Chariton Valley.”



McLeland continued, “For me, what stands out the most about Chariton Valley is the strong business relationship we share. We know everyone we work with there, and we receive much better service from Chariton Valley than we do from providers where you work with someone over the phone that you'll most likely never talk with again. I appreciate Chariton Valley's excellent customer service and support.”

Treating customers well is something Sydenstricker and Chariton Valley have in common as companies. Greg Gabriel, Sydenstricker Senior Vice President, noted, “One of the keys to our success is always following through to meet customer expectations and keeping our word. We've built a reputation for being a fair and honest dealership. We've been here for many generations and plan to be around for many more to come.”



Make Your Next Phone System a Hosted PBX

What kind of a phone system does your business currently use? Perhaps you have a few phone lines that connect to a key system or private branch exchange (PBX). Maybe this onsite equipment was installed years ago and is starting to become a challenge to maintain. If so, consider making the switch to Hosted PBX.

Hosted PBX is a VoIP phone system provided by Chariton Valley and hosted in the cloud. We own, manage and update the handsets and network system equipment, which means your business doesn't have to purchase and maintain an onsite PBX.

In addition to cost savings on equipment, Hosted PBX offers:

- Unlimited local calling
- Unlimited long distance
- Voicemail
- CommPortal with Incoming Call Manager
- Caller ID by name and number
- Business group administration
- Option to add auto attendant and music on hold

Find out how Hosted PBX could benefit your business. Call Chariton Valley at 660.395.9000.

Common Misconceptions About Internet Speeds

Here's the reality—your business needs more speed for more productivity



There are some common misconceptions out there about internet speeds, particularly among owners of small businesses. It's unfortunate, since inadequate internet speeds can slow down workflow and prevent a business from keeping pace with customer demands. Here's your reality check:

Misconception: The internet connection our business signed up for several years ago is fine. There's no reason to change things.

Reality: If you haven't given much thought to the speed of your internet connection in several years, you're doing your business a huge disservice. As your business grows and technology evolves, your internet connection needs to change as well. After all, so much business activity is now done online, and data-intensive applications require faster data speeds. If you want to stay ahead of your competition, you need to be traveling as fast, or faster, than they are.

Misconception: Slow internet doesn't affect my productivity.

Reality: Think how often you use the internet each day and how much time you waste with a slow connection. In some cases, it could take several additional minutes to access key information from a vendor's catalog or upload large photo files. What's your time worth? And what's your employees' time worth?

Misconception: If I have faster internet speeds, my employees will just spend more time "surfing" instead of getting work done.

Reality: Many studies have shown efficiencies in the workplace are far more likely when the right tools are being used. In today's business environment, it's essential to have adequate internet speeds. If they're painfully slow, your staff is more likely to cut corners—not looking for additional vendor quotes, settling for less than complete research on competitors or electing not to check emails as often—which can cost your business money. Having the right tools for the job also has a direct impact on retaining quality employees.

Misconception: My customers are not affected by my lack of adequate internet speeds.

Reality: Even if your customers never come in direct contact with your internet connection, it can have an impact on their experience with you. For example, if they have to wait for you to pull up information while they're on the phone or in your office, it can give the impression that your business is not as efficient or as professional as others. Today, everyone expects instant results, and a sense of urgency is the norm.

For details on the high-speed internet solutions offered by Chariton Valley, call 660.395.9000.



How Much Internet Speed Do We Need?

Chariton Valley hears this question frequently from our business customers, and there's no single right answer. For some small businesses, a download speed of up to 75 Mbps may work fine. Larger businesses with many devices and data-intensive applications may need a download speed of up to 500 Mbps for optimal performance.

To select the best internet speed for your business, consider these factors:

- **How many devices are using your internet service?** Add up all the desktop computers, tablets, smartphones, Point of Sale (POS) terminals, security systems and other internet-connected devices at your business location. Remember to also include devices used by visitors and customers on your Wi-Fi network, if applicable. The more devices you have, the more speed you need.
- **How do your employees use the internet?** If your employees' online activities consist mainly of email, web browsing and POS terminals, then a moderate internet speed may suffice. However, if you have many employees simultaneously streaming HD video, engaging in video conferences, uploading and downloading large files and using cloud-based applications and storage, then your business may need upper-level speeds.
- **What are your performance requirements?** Think about the impact to your business if your internet service were to slow down from heavy use on insufficient bandwidth. Would your employees be able to do their jobs? Would customer service be adversely affected? It's important to equip your business with plenty of internet speed for your current usage and upgrade your plan as your needs grow.

To discuss the internet speed requirements of your business, call Chariton Valley at 660.395.9000. We can help you determine which of our business internet plans would best fit your bandwidth usage.

Meet Our Business Sales Team

Chariton Valley offers a variety of advanced business solutions to help your business stay connected and move forward. Our Business Sales Team is ready to discuss your needs and recommend the right combination of services to increase your efficiency and productivity.

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To explore Chariton Valley's business solutions, call 660.395.9000 or visit www.cvalley.net.

CHARITON VALLEY BUSINESS SOLUTIONS



WE MEAN BUSINESS

Chariton Valley's advanced business solutions help your business take a step forward. Take the guess work out of your communication solutions and explore all that Chariton Valley has to offer. We mean business with our business solutions and look forward to keeping you connected.

INTERNET



PHONE

VIDEO



WIRELESS

Go Further...Go Faster...**GO FIBER!**

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