



Cooperative Communications, Inc.

QuikNews

Second Edition
2003

A NOTE FROM LOU LOMBARDI, COOPERATIVE'S CHAIRMAN AND CEO...

The third quarter of 2003 is drawing to a close and with that, many companies are looking for ways to cut costs and improve productivity before the end of the year. Since our last *QUIKNEWS* update, we have seen our country go to war; the stock market has only rebounded slightly; companies continue to be impacted by the economy; and a few industries are still struggling with scandal, bankruptcy, and consolidation. Given the above, it's a miracle that anyone can get out of bed in the morning and go to work.

Fortunately, the clouds above do have a silver lining, especially for **Cooperative Communications** and its employees and customers that have been so loyal to the company over the past twelve years. At Cooperative, we believe that businesses are still looking for a communication company that will reduce their costs, improve their network performance, and provide superior customer care.

To insure our customers receive the highest level of support, the entire company has been focused on improving our service delivery timeframes so that customer orders are provisioned on time and with minimal disruption. This important initiative has resulted in improved customer satisfaction but we are not stopping there! In order for **Cooperative Communications** to grow as a company, we need to deliver solutions that solve real business problems. My commitment to all our customers is to make sure that **Cooperative Communications** delivers exceptional products and reliable service.

Our tag line "Keeping the power of technology at your fingertips" focuses the company at looking at new and innovative ways to deliver enhanced services to all our customers. For example, just this past year, we re-introduced our integrated DSL and T1 product that allows companies to consolidate all their voice and data services on one circuit. This innovative solution has enabled customers to reduce costs while improving

the overall efficiency of their network connections. In addition, we also introduced an Enhanced Application Platform (EAP) that allows companies to integrate Fax and E-Mail services to better communicate with their employees and their customers. Finally, we expanded our Web Hosting, Co-location and Disaster Recovery product suite to help customers keep their businesses operating in the event of an emergency. Now, for the very first time, Cooperative customers can implement a fully managed disaster recovery plan at a fraction of the cost available from other providers. These new services and our internal focus on customer care will

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QUIKRECOVERY

SERVICE FROM COOPERATIVE

Can your company AFFORD to be out of business?

Cooperative Communications' business continuity product, *QuikRecovery*, has been designed with the small to medium size business customer in mind. Our comprehensive voice, data, Internet, and disaster recovery product suite provides customers with highly reliable and cost effective solutions that set the standard in the industry. Cooperative's data center uses *state of the art* technology and has built-in redundancy at the equipment and network infrastructure levels. Since we understand what it means to be a small business, **Cooperative Communications** has designed a **BUSINESS RECOVERY** service that is flexible and tailored to meet the needs of a customer's specific requirements.

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A NOTE FROM LOU LOMBARDI

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keep **Cooperative Communications** giant steps ahead of the competition.

Finally, I am very proud of all the employees and independent representatives who have contributed so much to this company this year. Their dedication and devotion has allowed **Cooperative Communications** to continue to serve our customers not only with technology, but with passion and innovative ideas.

Sincerely Yours,

Lou Lombardi

Chief Executive Officer

CURRENT PROMOTIONS

QuikSpeed

DSL

**Fast
Internet
Access!!**

FREE INSTALLATION!!*

15% DISCOUNT

off retail prices of bandwidth
speeds of 384 kps or greater

includes Equipment*

1 year term

OFFER ENDS NOVEMBER 1, 2003

QuikSpeed - OnLine

FREE INSTALLATION!!*

Try Cooperative's integrated T1 service
for voice & data and receive free
installation for a 2 year term!

OFFER ENDS NOVEMBER 1, 2003

Quik Hosting

10% DISCOUNT

On any Web Hosting Package

OFFER ENDS NOVEMBER 1, 2003

*after rebate

Cooperative Communications

MISSION STATEMENT

Cooperative Communications mission is to be recognized as an industry leader in providing customer-focused, technologically advanced, voice, data, Internet, and video solutions that improve the way people communicate with their family, friends, customers and investors.

QUIKRECOVERY

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Cooperative Communications QuikRecovery service offers these benefits:

- State of the art facilities, systems, equipment and connectivity
- Quick access to the facility in the event of an emergency
- Fully equipped office space to run your business and communicate with your customers, vendors, employees, and investors
- Access to faxes and copiers
- Comprehensive technical support
- 24X7 Access
- Number porting (Cooperative Voice customer)
- Toll Free numbers redirected
- Voicemail

Call **Cooperative Communications** Disaster Planning Experts today for a free consultation. We want to make sure that your company stays in business during and long after a disaster takes place. Call us @1-800-833-2700 ext. 1535

First 10 clients who sign up for the service receive 2 months free!

See your account executive for more details.

TECH CORNER... The Right Internet Access at the Right Price

You need reliable access to the Internet. You need fast access so your time is not wasted waiting for files to download. And like all good business leaders, you need it to be affordable. What are your options? What is best for you? These are the topics of this issue of Tech Corner.

The primary ways to reach the Internet are dialup, DSL (Digital Subscriber Line), cable modems, and T1.

Most of you are familiar with dialup. You need a modem for your PC, and dial an access number to reach the Internet. After what is frequently a long wait, you are connected. Downloads are slow and your phone line cannot be used for anything else while you are on line.

DSL is a newer technology that allows users to connect to the Internet much faster than dial-up. With DSL you need a Network Interface Card (NIC) for your PC and a DSL modem. Because your DSL connection is always on, there is no waiting for a connection and downloading information from the Internet can be as much as ten to twenty times faster than Dial-Up Services depending on the broadband connection.

DSL's advantages – always on, high speed, cost savings, and improved employee productivity – make it a good choice for all business applications.

With a cable solution, you will need a NIC card and a cable modem from your cable provider. Like ADSL, uploading information is usually slower than downloading files and images from the Internet. While cable modem technology is certainly improving, only Internet access and cable TV is allowed on the circuit.

A T1 connection is an old standby for network connectivity. To implement a T1 you will need a CSU/DSU for access. A T1's advantage is that it is a dedicated circuit and customers can partition the channels to provide an integrated voice and data solution.

The table below summarizes all of the Internet access technologies. For more information about the best access option for you, call your **Cooperative Communications** account executive at 800-833-2700 or send an email to sales@cooperativenet.com

Comparison of Internet Access Technologies

Technology	Data Speed	Pros	Cons
Dialup	<56 kbps up & downstream	<ul style="list-style-type: none"> • Lowest price • Available from many providers 	<ul style="list-style-type: none"> • Downloading information takes longer • Can get disconnected multiple times
ADSL	<640 kbps upstream 1.5 Mbps downstream	<ul style="list-style-type: none"> • Always on, instant connection • Dedicated access, no sharing • Gives a free voice line too • Moderately priced, with short install cycle 	<ul style="list-style-type: none"> • Need to be within the Central Office serving area • Unbalanced up & downstream speeds
SDSL	1 Mbps up & downstream	<ul style="list-style-type: none"> • Always on, instant connection • Dedicated access, no sharing • Moderately priced with short install cycle 	<ul style="list-style-type: none"> • Need to be within the Central Office serving area
Cable Modem	<386 kbps upstream <3 Mbps downstream	<ul style="list-style-type: none"> • Always on, instant connection • Moderately priced with long install cycle 	<ul style="list-style-type: none"> • Unbalanced up & downstream speeds • Requires dealing with another vendor • Shared access reduces security • Data speed depends on number of users
T1	1.5 Mbps up & downstream	<ul style="list-style-type: none"> • Always on, instant connection • Dedicated access, no sharing • Unlimited range • Flexible partitioning for data & voice traffic 	<ul style="list-style-type: none"> • More expensive • installation time is 5-7 weeks.

Allied Beverage recommends Cooperative *Communications* ...

Allied Beverage Corporation has been doing business with **Cooperative Communications** for over seven years and is continually impressed with the level of service and support. According to Vern Koppenhaver, Allied's Director of Information technology, "Cooperative has been very responsive to our unique voice and data requirements and has excelled from a customer service perspective". Cooperative's engineers designed an integrated network using T1 technology that reduced our costs and provided the flexibility we needed during our busy seasons." Cooperative is not only a company you can rely on to get the job done, it's a company you can trust...



FACTOIDS AND FACTS ...

Did you know?

- Cooperative is one of the largest communications companies in New Jersey!
- Over 200,000 phone calls are made daily at the Pentagon!
- It was leader Indira Ghandi who said "You can not shake hands with a clenched fist".



TO REACH COOPERATIVE...

New Services Phone: 800-833-2700
Fax: 201-531-0150
Sales@cooperativenet.com

Billing/ Repair Phone: 888-970-8080
Fax: 201-531-0150
Billing@cooperativenet.com

On the Web www.cooperativenet.com

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