



Cooperative Communications, Inc.

QuikNews

Fourth Quarter

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

In the past ten years, I have witnessed and been a part of significant change in the telecommunications industry that has seen unprecedented growth. In the last two years, a shake up has turned the whole industry upside down. Many communications companies that entered the marketplace as high fliers just a few years ago are either out of business or struggling to find new and creative ways to keep their companies afloat and their customers satisfied. While the Telecom Act of 1996 couldn't have predicted the bankruptcies, downsizing, and general industry turmoil, it reinforces the principle that good companies in niche markets will always find a way to grow and prosper in difficult times.

Cooperative Communications is an example of managing growth and delivering products and services that address the real needs of all businesses. Since our inception, I have made sure that all Cooperative employees understand that our number one priority is customer satisfaction. I am extremely proud of the fact that many of our customers have been with us since the company was founded in 1990 and have come to rely upon our dedicated and professional voice and data specialists whenever they have a communications need. While this is certainly a significant accomplishment (especially in the telecom industry), we are constantly looking for new and innovative ways to provide better service to all our customers. To ensure that our service levels remain at peak performance, Cooperative has added additional support personnel and expanded our suite of products to include local calling, voice mail, Internet access, and enhanced data services. These products continue to receive positive reviews from our existing customers who are interested in a "single solution" for all their communication requirements.

Cooperative Communications continues to deliver strong revenue growth in all product areas, especially in data services. We are also continuing our efforts to develop an enhanced data and application platform that will address the unique and broad requirements of all our prospects and customers.

Whether we are providing *Broadcast Fax, Web Hosting, Internet Access, Frame Relay, Data Backup, or just plain old telephone service*, Cooperative Communications is here to serve you ...our valued customer.

On behalf of the entire Cooperative Team, I want to thank you for your loyalty. I look forward to the many exciting times ahead for you, Cooperative Communications, New Jersey, and our Nation.

Cooperative Communications – Keeping the power of technology at your fingertips.

Lou Lombardi

PRODUCT UPDATE...

Cooperative's Full Range of Integrated Communication Services

At the request of our customers, Cooperative Communications has been on "the move" to introduce additional voice, data, and Internet products. These additional services have positioned Cooperative as an integrated service provider capable of delivering enhanced data and Internet applications to complement our local and long distance products. For many of our customers, this has been a significant milestone in the company's development because they now have the opportunity to go to one provider for all their communication needs.

Since the landscape in the Telecom Industry has changed so much in the past two years, we believe it would be a good idea to review all our new and existing voice, data, and internet products.

- [LONG DISTANCE](#) – Competitive rates for all your state-to-state and international calls!
- [LOCAL CALLING](#) – Lower rates and better service ...Verizon isn't the only game in town!
- [VOICE MAIL](#) – Great way to stay in touch with your customers and associates!

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PEOPLE

TECHNOLOGY

EXCELLENCE

COOPERATIVE WORKING FOR YOU... Contingency Planning and Disaster Recovery Tips

Of all the business lessons learned from September 11th, one of the most important for any business to consider is the need for a contingency plan in the event of a disaster. A well thought out plan enables small and large businesses to quickly take the steps necessary to protect people, building assets, and company data. This plan takes into account several issues. Do you have:

- An evacuation plan in place and method of accounting for all of your personnel?
- A contact list of all employees with names, addresses, e-mail, and phone numbers (including cell numbers) to assure effective and efficient communications?
- An off-site location for daily data backups?
- A redundant and secure network in place?
- A back-up site available if there is a fire in your building or your server crashes?

Many small to medium sized businesses face the same issues that large enterprise ones regularly face, ...*"How do I keep my business going and continue to provide service to my customers."* September 11th demonstrated that all businesses that haven't protected their company's data are in jeopardy of losing their entire account base. Taking steps today to protect your business ensures that you have a business to come back to in the unlikely event of a disaster.

Cooperative Communications can help you with some of these critical decisions. Our network data center is a secure environment. It offers back-up data services, remote server colocation, web-site backup and design,

Cooperative's Full Range of Integrated Communication Services

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- [CALLING CARDS](#) – Don't have any loose change? ...Don't worry, just reach for your Cooperative Calling Card!
- [INTERNET CONNECTION](#) – As your service provider we know that you have a "Need for Speed". QuikSpeed DSL or T1 from Cooperative is your answer!
- [FRAME RELAY/VPN](#) – Don't know how to move your company's data from one location to another securely? ...Try Cooperative's QuikStream Data Link service!
- [BROADCAST FAX](#) – Need to contact hundreds of customers or employees? Try Cooperatives QuikInfo Fax and e-mail products.
- [WEB HOSTING AND DESIGN](#) – We have the data servers, people and experience to keep your business connected to the world!

and a suite of voice and data communication services to ensure that you are able to communicate to your client base.

As a result of these concerns, Cooperative will soon provide *Disaster Recovery* facilities for businesses that experience an emergency that require a move to a temporary location. This is just one of the new and innovative services Cooperative will provide to meet the needs of our customers.



ATTENTION!!

DSL ALERT

- ***Need faster access to the Internet?***
- ***Want to improve your communication with your customers?***
- ***Want an integrated solution for all your voice and data needs?***
- ***Want to be able to upload and download files in seconds?***

Cooperative Communications is offering a special promotion for Cooperative's [QuikSpeed](#) DSL product. Order [QuikSpeed](#) DSL before March 1st 2003 and receive a 10% discount off retail rates on all integrated or dedicated DSL services.

CALL COOPERATIVE TODAY

@ [1-800-833-2700](tel:1-800-833-2700) to receive a price quote and find out why [QuikSpeed](#) DSL is your connection to the world!

Cooperative Communications

Email: Sales@cooperativenet.com

1-800-833-2700

Note: Promotional discount is only valid for New DSL Customers in New Jersey & New York. Service not available in some areas of New York and New Jersey. Discount is available for customers who sign a one-year contract. Install charge of \$400.00 for one-year contract. 50% discount off installation charge for customers who sign a two-year agreement. Equipment is included. Promotional discount is valid through 3/01/03.



TECH CORNER... Technology – The Small Business Competitive Weapon

*Y*ou're a successful small to mid-sized business. You've found your niche. How do you protect your market? How do you make your size an advantage?

Because of your size, you are quick and nimble. You make decisions fast, unlike your larger competitors. You can implement and use new technologies more quickly to better serve your customers while increasing your profits and revenue. You gain a competitive advantage.

But you say, "Technology is changing so fast. How do I stay up with it? How do I know which is best for me? VPN? Frame relay? Integrated voice-data?" And there are many other services, too. "Once I define my needs, which vendor do I choose? An integrated vendor or a few specialty ones to deliver my solution? Big vendors or smaller ones? Mistakes cost money. Consultants cost a fortune."

This column is your technology resource, answering important questions. Future issues will explain in lay terms different technologies and applications and how these benefit your business. In this issue, we discuss vendor selection.

Single product vendors' strength is they specialize in a given product or service. They get real good at one, two, or maybe three things. This is important when you are evaluating vendors.

Integrated vendors' strength is they offer one-stop shopping. You only deal with a single vendor. You pay only one bill. Integrated vendors have another, more important, but less obvious advantage, they make

technologies work together for you. For example, they can integrate DSL, frame relay, and ISDN into a money saving private network that also improves your productivity.

Why is integration so important? Technologies no longer exist on islands. They work together and are a part of your business fabric. Only integrated vendors have the skills to make all your communications technologies cohesively work for you.

The question of whether to choose a large or mid-sized vendor is also critical to smaller businesses. While large communications companies pursue small businesses, they usually don't offer you the same personalized services they typically offer large ones. Large customers have dedicated account teams and other resources at their disposal, but smaller ones are typically assigned to a customer care organization or an automated voice response system to order new services or open a trouble ticket.

Smaller businesses are big customers to mid-sized integrated vendors. You are important to a mid-sized vendor. This shows in the rapid and personalized service you receive. You are provided dedicated account teams to answer your questions and have access to other resources. This means your communications technologies work better for your business.

The bottom line: Mid-sized integrated vendors offer you resources the big boys reserve for their largest customers. For you, the mid-sized integrated communications provider is an important competitive tool, not just a provider of technology.

CUSTOMER CASE STUDY... Star-Ledger Selects Cooperative to Provide Integrated Voice and Data...

*C*ooperative Communications successfully installed a complex voice and data network for The Star-Ledger located in Newark, New Jersey. This redundant network connected twenty-four locations using dedicated high-speed T1 circuits that were routed through two alternate and diverse Central Offices. Cooperative's ATM data solution also provided a redundant network that utilized high capacity routers and edge devices that improved the overall performance of the network.

The Star-Ledger was looking for a service provider that could provide an integrated solution for all their locations. Their data network carries mission critical information that needs to be delivered to the main corporate location from remote sites geographically dispersed throughout the state. The Star-Ledger selected Cooperative Communications as its voice and data provider because Cooperative understood their

business and tailored a flexible and scalable network that was cost effective.

Additionally, Cooperative is providing electronic billing for The Star-Ledger.



FACTOIDS AND FACTS ...

Did you know?

- A Trockenbeerenauslese is a German wine made from vine-dried grapes so rare that it can take a skilled picker all day to gather enough for a single bottle.
- A sales telephone call to a customer costs about \$2.50 while a single page Broadcast Fax costs only pennies. You save over \$2.00 on each customer contact!
- Cooperative's state-of-the-art switch can efficiently process thousands of calls per hour and handle up to 100,000 lines.



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Keeping the Power of Technology at your fingers

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