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**Celebrating 16 years of  
Local Service**

**Gorge Networks  
(541) 386-8300  
www.gorge.net**



**Dedicated Business Grade Support**

With the continued increase in our business class customers and service offerings, we recognized the need for a dedicated support mechanism and section in our operational layout. The services requiring a more advanced level of support (over general support) include high capacity broadband, our phone systems, phone line service, networking, standard business broadband and general business level services. Operations Manager Dave Keleher set out several months ago with an end vision of developing a dynamic, motivated and technically advanced team to offer our business class customers as a valuable addition to their Gorge Networks services.

We have assembled some of the best local support talent and formed a group whose primary focus will be supporting our business and enterprise class customers. Gorge Networks customers in this classification will have direct access via phone and email to request and receive support relating to services, configurations, set-ups and general business level items.



Rest assured our primary support department is still the valuable asset to our customers it has always been and continues to get even better. Separating our support service department into general and business will improve the overall experience of our support callers. Our customers and end users will receive the right support at the right time.

Our business support can be reached at:  
voice (541) 436-3156  
toll free (855) 468-6309  
email [businesssupport@gorge.net](mailto:businesssupport@gorge.net).



**Significant Upgrades**

In 2010, our industry has seen several changes and turns. The nationwide goal of high speed broadband access to all households at an average rate of 100Meg is a pressing challenge in our local area. The existing infrastructure will need to undergo many major upgrades in order to realize this kind of service specification.

The appetite for higher speeds by our existing and future customers is going to continue to grow. In order to position ourselves to deliver high capacity services, we have and continue to take on

upgrade projects that allow for this future growth. This past year we have made major retro fits and equipment upgrades on our wireless services to improve sustainable speeds.

Additionally we have increased our capacities to all our facilities through a blend of fiber and redundant carrying mediums to ensure not only fast speeds, but reliable rerouting in the event of any major pathway failure.

Stay tuned for what's coming in 2011.



## Case Study—Klickitat Valley Health



Gorge Networks has worked with Klickitat Valley Health Services in Goldendale for many years, providing internet, data and associated support for their medical facilities.

This past year we spent a great deal of partnered time analyzing their current communication needs and spending, with a common goal....to improve services and control budget. By developing a benchmark of what was needed, and comparing to their aged and costly program (from a different carrier) we teamed with their staff to develop a new service outline that was more in line with current and future needs.

### Video Streaming

When it comes to streaming video, the quality of the image depends on several things: the speed of one's Internet connection, overall internet traffic, the video hosts servers and the display capabilities of the viewing device, i.e., the television. Few Americans have a broadband speed capable of giving them Blu-ray quality or, often, even DVD quality. As a result, movies and TV shows streamed to HDTVs often look demonstrably worse than if one were watching the same material using a DVD or Blu-ray disc.

To avoid image stuttering and stalling, streaming companies use a dynamic system, constantly adjusting the image quality to maintain the streaming without interruption. Depending on the device you use to stream a movie to a TV, you may not be able to obtain HD or Blu-ray quality, regardless of the speed of your connection.

Watching movies through your Wii? If you use the standard composite cable that came with your unit, the best quality you'll get is 480i, approximating the image of a standard definition broadcast. In tests, the quality over these cables

Gorge Networks replaced the prior PRI\* (Primary Rate Interface) service with a Gorge Networks PRI offering. This change resulted in a decrease in annual costs for this portion of their phone services in excess of 35%. The project to change was implemented methodically with a team of both Gorge Net and KVH staff members. This being a medical facility, the change had to be done with minimum to little downtime or risk. With proper planning and teamwork, the change went smoothly and Klickitat Valley Health is now realizing the forecasted savings.

In addition to the face value savings, Gorge Networks is assisting in getting USAC subsidized funds, to further yield more savings for our health field customer. USAC funds are available for a variety of data and phone services for medical and learning facilities and help offset recurring monthly costs.

was about on par with VHS. You can improve the picture quality by purchasing a special component cable for the Wii. While it'll look a lot better, it still won't be HD quality.

Before you decide to ditch a Netflix or similar disc plan in favor of streaming only, it's a good idea to check with the manufacturer of your game console, TV or Blu-ray player, as well as your broadband provider, to get a sense of what image and audio quality you'll be able to reasonably achieve.



Source: Gadgetwise



\*A PRI is a digital phone line offering consisting of 24 line channels for phone calls. It interfaces with a customer phone switch and the service provider's switch. For more details or definition of PRI or other phone services call our team.



**Our Core Values:**

*Provide Outstanding Customer Service*

*Create a Satisfying Work Environment*

*Commit to Continuous Improvement*

*Be Ambassadors to Our Community*



**"We Bring You the World"**

## What our Customers Think—Our People Make the Difference

We have a great team here at gorge.net, and that is not just our opinion. We thought it might be nice to hear some of the nice things the people in our community have had to say about our team. These are some quotes from our customer's surveys.

We have always appreciated that Gorgenet uses live individuals instead of automated services to assist customers. We have recommended your service to several people and businesses. Thank you for providing great service.

The past few times I have contacted support, I have not been put on hold at all. A support Rep gets right on the line. Great Job!!

He didn't make me feel like an idiot.

Every person at Gorge Net treats me as if I'm NOT the stupidest customer they have. No matter how simple they have to make their explanation of my problem, or how far down the line they have to go (is the unit plugged in?) they do it in a gracious manner. I give them all a gold star.

Patient and helpful even though the problem was on my end.

We like dealing with a local company with real people and not robots on the end of the line.

Gorgenet employees have always been very helpful and courteous. Today it was Kevin but every time I've called over the years I've had excellent customer service.

The tech that came out was great!

As a very long time customer, I don't hesitate to call your help desk to help with my ignorance or even for silly questions because they are ALWAYS courteous, knowledgeable and patient. Even if I get the voice mail, your return call time is quick. Thanks for all you do!

Great Service! Even got a call back later to see if things were functioning correctly.

Don was very helpful and patient. Your tech support is awesome! Thank you...thank you, so much

Teri and Jason helped out a lot on this. There were glitches that shouldn't have happened but they both made it work, finally. Teri especially kept me calm (I was getting a mite cranky) and just flat got it all squared away. Thank y'all. I've been with GN for longer than I care to think about, sometimes y'all aren't as responsive as I'd like, but all in all, we're doing well.

### Our Conclusions:

1. Listening matters to our customers.
2. What we do and say matters to our customers.
3. How we say what we say matters to our customers.

## Tech Support Tip of the Quarter—Malware

In this past year, malware seems to be as ever-present as the air we breathe. Malware is a software program designed to secretly access a computer system without the owners consent. While computer users today are much more savvy against the threat of malware, there's still more that we can do.

### Protecting Your Computer

1. Have some kind of anti-malware protection on your computer and keep it current. While many new notebook computers and PCs come with trial anti-malware software, it is up to you to keep it current (for a price). There are, however, free alternatives. The foremost among them is Microsoft's own Security Essentials. It doesn't come with Windows, but can be easily downloaded and installed. Other free programs include the popular AVG, AVast, Avira and BitDefender (they have paid versions as well) while the usual suspects round up the paid products: McAfee, Norton, Panda, Kaspersky and Trend Micro. This is not an exhaustive list by any means as there are many other free and paid programs that can be used.
2. Keep your computer up to date. You can rely on automatic updates, but to be sure that nothing is being missed you may want to manually run updates from time to time – particularly on the Operating System and the Web Browser. For example, in Windows Vista and 7, click on Start button and in the search box type in Windows Update – the first program listed will be the Windows Update program. Click on this and check if you have any updates to run. In XP, go into the Control Panel and click on Windows Update there. With the browser, if you are running Windows Explorer, your Windows Update will update that. With other browsers, check their help files for how to update them. Besides that, also be sure that you have your firewall up and running.

3. Don't fall for bogus phishing scams, fake anti-virus scans, software from "nowhere." Because of increased protection, malware programmers are hitting the most vulnerable target in the chain – you. If they can get you to install the program from a fake anti-virus scan that pops up while you're surfing, a bogus link in your e-mail, in your messenger or on a website then they get by all those protections that have been carefully laid in place. Just don't do it.

What about other Internet connected computers and devices that aren't Windows based? Are they vulnerable to malware? You bet that they are! This includes Linux; FreeBSD; OSX and UNIX based computers; Android; BlackBerry; iOS; Microsoft and Symbian based Smartphones/devices. Is there anything that you can do to protect yourself here? There is.

Besides making sure that you are up-to-date on all the latest software patches, just know what kind of software and apps you are loading. Many companies, such as Symantec and others, are now making security software for these other non-Windows based operating systems and devices.

While there hasn't been widespread infections in the past – it doesn't mean that they won't be the target in the future – remember, there is no such thing as a perfect, invulnerable OS. Of course, it's up to you if you do this if you think you may need protection on these other items.

Keeping your PC safe isn't rocket science. It involves keeping your security software, operating system and other software up-to-date; watching what gets installed on your computer and knowing what to do if something gets through.

Source: [geek.com](http://geek.com)



## The Dalles WiFi Project



The City of The Dalles, working with a grant from Google, awarded Gorge Networks with the contract to design, install and maintain a wireless network over the entire downtown area of The Dalles. Local citizens and visitors will be wired straight into the Internet, for free, in the downtown area, via a network link to the fiber-optic loop in The Dalles.

The project which will be owned by the City will provide free service to casual users of the internet for three years. Gorge.net will be building the network, and providing maintenance for the three year period. The goal is for the network to remain a free service even after the initial three year agreement is over. "It will be free to all people," City Manager Nolan Young said. The intent is to increase access

to the internet in the downtown area – not to replace existing connections to businesses. The network will cover the area from Mill Creek to Brewery Grade, including Thompson Park and the marine terminal. It will be an added attraction, allowing public access to the web to visitors and residents of The Dalles while frequenting the downtown area.

Gorge.net is excited to be a part of this project, and excited to be able to provide a high quality wireless network for the community and its visitors.



## The Gorge.net T-Shirt Contest

# Interested in FREE Internet for Life?

Gorge Networks is having a T-Shirt design contest. Any customer who has a gorge net account is eligible to participate.

Rules are as follows:

- Design must have the gorge.net logo on it in some fashion.
- Design can be color or black and white
- A maximum of 3 designs per account can be submitted
- All submissions must be received by July 1, 2011
- All submissions must be in pdf or jpg format



Participation:

To participate in the contest create your design and submit it in jpg or pdf form to [tshirt@gorge.net](mailto:tshirt@gorge.net).

You must include your account number so that we know you are an active customer.



For further contest details go to [new.gorge.net/tshirt](http://new.gorge.net/tshirt)

**\*WINNING DESIGN WINS FREE INTERNET FOR LIFE!!!**