

BUSINESS

connections

Robots Under Water

*Greensea Systems, Inc.
develops software for
Remotely Operated Vehicles*





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BUSINESS connections

Today's businesses need extraordinary technology, even for ordinary tasks. From the bandwidth needed to offer Internet-intensive services to a dependable phone system for keeping in touch with clients, Waitsfield and Champlain Valley Telecom (WCVT) provides the fiber and voice services you can count on for day-to-day operations.

This March issue of *Business Connections* begins with a **Business Spotlight on Greensea Systems, Inc.** Greensea, a technology company itself, requires fast and consistent Internet service to provide smooth software downloads and responsive customer service. Another local technology business, **VickeryHill**, recently chose WCVT's Hosted IP Phone Service to solve a communications challenge. You can read the stories of these businesses on pages 3 and 4.

Pages 5 and 6 feature more technology-enabled tools to help your business run smoothly. For starters, you'll learn about all the ways you can stay productive with **Google Apps**, which helps organize documents, contacts, calendar, and email. Google Apps is part of WCVT's Green Mountain Access high-speed Internet service. Next, check out a **social media menu** to choose appetizing social media outlets to promote your company and build customer relationships.

As we go into Q2, I hope you'll let us know how we can help your company run more smoothly and efficiently every day.

Sincerely,

Gregg Haskin
President & CEO
Waitsfield and Champlain Valley Telecom



 BUSINESS SPOTLIGHT

Greensea Systems, Inc.

A unique software company delivers consistent downloads and online support worldwide



Greensea Systems, Inc., a WCVT customer since 2008, has a unique niche in the high-tech world. It develops software for Remotely Operated Vehicles (ROVs), which are machines that go underwater to collect data for scientific exploration or other purposes. Ben Kinnaman, Greensea's president, explains, "ROVs have traditionally been built with minimal navigation and control capabilities or autonomous functions. But, increasingly, customers need higher navigational accuracy, better control stability, and greater efficiencies, because greater efficiency equals lower cost. Our software meets these needs."

Watching Industry Trends

A trend that Greensea has seen recently is an increase in the use of smaller ROVs for very challenging tasks. A standard ROV can be as large as an SUV; smaller ones are less than 50 pounds and are used by sheriffs' departments, homeland security personnel, first responders, and others who aren't necessarily trained in the use of ROVs. Examples of applications include searching for a drowning victim, investigating a crash scene, and inspecting underwater construction such as bridge piling.

Kinnaman notes that these ROVs are currently the best-selling ones in the industry. To address this trend, Greensea has been focusing on enabling operators to use these smaller ROVs effectively and efficiently without much training. Kinnaman explains, "Small vehicles are lightweight and affordable. But they're hard to control and not very stable. They vibrate, pitch, and roll easily. So it's a good opportunity for us to apply our technology to help."

Keeping It Simple

The most exciting part of the business, for Kinnaman, is that "it involves robots underwater!" He adds, "Most of our employees are drawn to the work because it's technically satisfying and involves adventure." The biggest challenge is how to deliver the technology in a format that's easy for operators to use. Kinnaman says, "Our software has to be simple, easy to use, robust, and reliable. If any of these components aren't there, it won't be used."

Though the technology developed by Greensea ultimately helps ROV users, its customers are actually ROV manufacturers, sensor manufacturers, and systems integrators. These customers download software directly from Greensea's server. Kinnaman notes, "We also use our high-speed Internet for remote customer support. This allows us to connect to a customer's system, anywhere in the world where an Internet connection is available, and work with the system. We have even used our high-bandwidth service to operate vehicles at sea from our office in Richmond. For both the software downloads and the customer support, we rely on the fiber-optic drop we have from WCVT."

Greensea also uses voice services from WCVT. Kinnaman says that the service quality has been "truly fantastic." He adds, "We have a fantastic personal relationship with the account manager, Kris Merchant. He's a real person on the phone who knows who we are and where we are. The relationship has been tremendous."

For key aspects of our business—software downloads and customer support—we rely on the fiber-optic drop we have from WCVT.

—BEN KINNAMAN, PRESIDENT, GREENSEA SYSTEMS, INC.

VickeryHill

Loves the Efficiency of the Cloud Offered by WCVT Hosted IP Phone Service

About VickeryHill

VickeryHill is a Web development and technology firm based in Warren, Vt., with additional employees working in New Jersey and Florida. The company's goal is to help business owners operate better using the "anywhere access" of Internet technology. VickeryHill co-owner and president, Steve Butcher, has been a technology aficionado since childhood.

The Challenge

VickeryHill worked with a representative from WCVT to find a phone solution that not only met its bandwidth needs, but also provided cost-effective connectivity for all its employees on a hosted IP platform. Steve's wish list included the following items:

- One platform and consistent user experience for all employees
- Consistent customer experience, no matter which employee answers the call
- Self-management (no service calls for moves, adds, changes)
- Voice mail to email
- Primary number Caller ID
- Mobility—ability to work remotely or in an alternative office on the fly

Butcher says, "I really liked the hardware-based phone system that I was using, but was open to looking at a new solution from WCVT because of the close working relationship we have with them. After demoing the hosted solution, I started



to realize its full potential and how we could increase internal efficiencies and save money by eliminating the annual maintenance agreement with our hardware-based phone system vendor."

The Solution and Real-World Benefits

Shortly after the new Hosted IP Phone Service from WCVT was installed, its true benefits became apparent. VickeryHill employee Jake Robertson was able to put the mobility features to use in a real world scenario: "The bottom line," says Robertson, "is my work didn't miss a beat."

He explains, "I needed to leave two days early for the Thanksgiving holiday to beat a storm that was gathering on my route from central Vermont to Northern New Jersey. I was able to make quick arrangements for a quiet space with good Internet access at my relatives' home office. Then, in just three minutes, I packed up my hardware toolbox, which included the following items:

- Lenovo laptop set up with a full suite of cloud and desktop applications
- 15-inch travel Dell monitor
- iPhone 5 set up with the WCVT Accession Mobile App

Robertson adds, "The phone was set up so I could send and receive phone calls in my temporary New Jersey office, just as though I were in Warren. Plus, I didn't have to give my personal cell number to clients to communicate effectively with them. I was able to leave work at 5:00pm one evening, drive to my destination, and be completely set up to be productive at 8:00am the next day."

For solutions to the telecommunications challenges of your business, contact:

Tom Mathews, (802) 496-8537
tmathews@wcv.com

Kris Merchant, (802) 496-8554
kmerchant@wcv.com



Be More Productive With Google Apps

Google's application suite makes it easy to work from wherever

Green Mountain Access high-speed Internet services come with complete access to the Google Apps suite of services, including email, calendar, instant messaging, document sharing, websites, and other applications. Best of all, there is no advertising with our implementation of Google Mail. Google Apps is an online, cloud-based environment accessible via a Web browser, so there's no software to install or maintain. We encourage you to try out all of the advanced features and functionality that the Google Apps platform from Green Mountain Access has to offer:

Email

- An easy-to-use and powerful email platform.
- 15 GB of storage space for email and Drive.
- No advertising or screening: Unlike free Gmail, our Google Mail implementation is ad-free.
- Powerful search allows you to quickly and easily find the message you're looking for.

Drive / Docs

- Store your files in the Cloud with Google Drive and also create, store, and share

documents, spreadsheets, presentations, and more —no software required!

- Access everything in your Google Drive from all your devices. You can even get to your files after you go offline.
- Keep files synced. Just connect to the Web; it's pretty much automatic. Change something on one device and it changes everywhere.
- Store up to 15 GB of your email and files of any type, including documents, pictures, spreadsheets, and videos.
- Stop emailing attachments. Start sharing. Google Drive lets you choose exactly who gets your files.

Contacts

- Google Contacts integrates with all Google Apps such as Mail, Drive, and Calendar through the auto complete function —a great timesaver.
- Allows you to send email, share documents, and schedule appointments without having to look up contact information in a separate tab or window.
- Synchronize contacts between Google Contacts and a mobile device to see

contacts outside of a browser. Add or change a contact on your phone and it will automatically appear in your Google Apps Contacts and vice versa.

Calendar

- Let your co-workers, family, and friends see your calendar, and view schedules that others have shared with you.
- Never forget another event again. Customizable reminders help you stay on schedule.
- Send invitations and track RSVPs. Invitations can be sent to anyone with an email address, even if they aren't on Google Mail. Guests can RSVP to your events by email or via Google Calendar
- Sync with your desktop applications and access your calendar however and whenever you want.
- Work offline and know where you're supposed to be even when you don't have Internet access.

If you have questions or want a hands-on demonstration, our local Technical Support team is here to help. Call 888-321-0185.

Look Over the Social Media MENU

Get a taste of what these platforms can do for your business



Hungry to grow your business? Building a social media presence is a cost-efficient way to communicate directly with current or potential customers. It also helps generate website traffic and provides opportunities to promote special offers. You don't have to bite off more than you can chew, however. Pick just the platforms you enjoy and that appeal to your target audience.

f Facebook has been described as a social media juggernaut, and businesses of all sizes now maintain Facebook pages. Use it to post photos of your products, share news about your business, ask questions of your customers, and much more.

t Twitter is a real-time microblogging service that lets users post updates (tweets) of up to 140 characters. These short-and-sweet tweets might contain things such as exclusive deals for your Twitter followers or last-minute changes to store hours.

in LinkedIn is professional social networking site where users share their expertise and accomplishments and explore business opportunities. Creating a strong LinkedIn profile for yourself and your company can generate sales leads and help with employee recruitment.

YouTube enables users to upload, manage, and share videos publicly or with their networks as well as comment on the videos of others. Through videos, you can take customers on a tour of your business, show how to use your products, or introduce employees.

Blog allow users to self-publish posts of a longer length than is generally practical with other social media platforms and can help establish a business or individual as an expert in a particular field. A blog has the added bonus of generating the kind of content that places your website higher in organic search results.

g+ Google+ is more than Google trying to replicate a Facebook experience. It offers unique features such as Hangouts and Hangouts on Air. Hangouts is a video conferencing tool that allows up to ten users to video chat with one another. Hangouts on Air lets you live-stream your video chat and automatically record it on your YouTube channel.

P Pinterest is a content-sharing service that allows members to "pin" images, videos, and other objects to their pinboard. If your content is highly visual (and your audience is mainly women), Pinterest may be a good choice for your business. Choose compelling photos or translate your data into infographics.

Vine and Instagram are both platforms that allow users to film short videos—up to six seconds or 15 seconds, respectively—on wireless devices via apps and then share the videos on Facebook and Twitter. The brevity of Vine and Instagram videos makes them easier to digest than full-length ones.

Regardless of what you pick from this menu, the most important ingredient for social media success is valuable content. Make sure your content inspires people to engage.

WCVT in the Community

Being a local business means that our customers are also our neighbors and friends. Waitsfield and Champlain Valley Telecom feels strongly that community involvement is not just a nice thing to do; it is the right thing to do. Here are some highlights of upcoming activities:



Mad River Valley Easter Egg Hunt Scheduled for Saturday, April 12

Mark your calendars for Saturday, April 12. Regardless of rain, shine, or snow, it's the day of the annual Mad River Valley Easter Egg Hunt. This free event begins at 10:00am at the WCVT business office on Route 100 and is open to children of all ages. For details, contact Lorraine Keener at lkeener@wcvt.com or 802-496-3391.



Visit WCVT at the Vermont Business and Industry EXPO in May

The Vermont Business EXPO is scheduled for May 21-22, 2014, at the Sheraton Hotel and Conference Center in Burlington, Vt. The EXPO is northern New England's largest business-to-business trade show, attracting over 3,000 business leaders and hosting nearly 200 exhibitors. WCVT will be sponsoring the free networking reception on May 21 at 5:00pm. Entrance into the tradeshow is free if you preregister on or before May 14. Visit www.vtexpo.com for more information or to register.

We Lend A Hand Locally

Here are a few examples of the community programs WCVT supports:

- Addison County Chamber of Commerce
- Fivetown Business Association
- Hinesburg Business and Professional Association
- Lake Champlain Regional Chamber of Commerce
- Lamoille Valley Chamber of Commerce
- Mad River Valley Chamber of Commerce
- Mad River Valley Rotary Club
- Special Olympics Vermont—Summer Games
- Stowe Area Association
- Vermont Chamber of Commerce
- Vermont Foodbank
- Western Slopes Business Association

We also give each employee 16 hours of community service time yearly to be used on local projects. If your organization has a project in the making and is looking for help, contact Alan Jones at 802-496-8328 or ajones@wcvt.com to discuss the possibility of our participation.

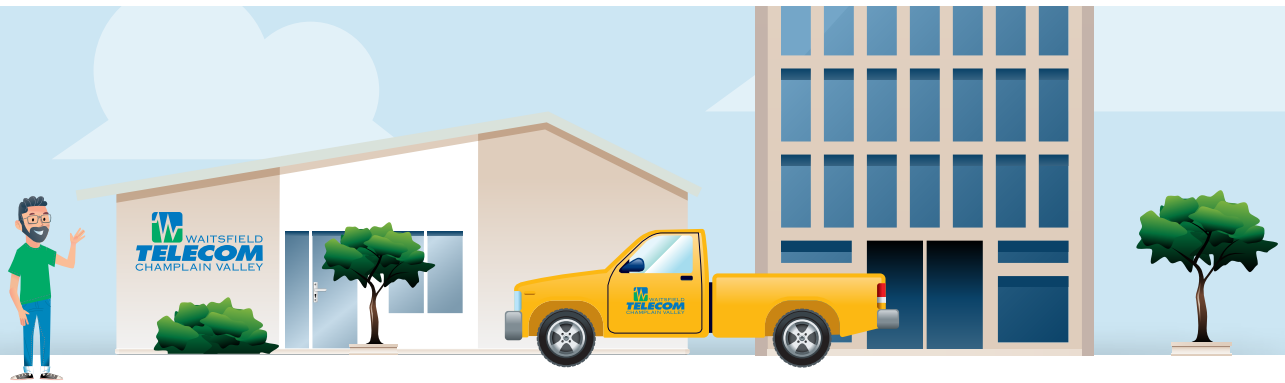


Waitsfield and Champlain Valley Telecom provides each employee with eight hours of community service time yearly to be used on local community service projects. If your organization has a project in the making and is looking for help, contact Alan Jones at 496-8328 or ajones@wcvt.com to discuss the possibility of WCVT participation.

WELCOME NEW BUSINESSES

It's now more important than ever to support our local businesses. When you buy local, everyone benefits. Please support the community by doing business with these new neighbors.

- **All Service Auto Parts**, Richmond – 434-7225
- **College Steps**, Waitsfield – 496-9585
- **C7 USA LLC**, Bristol – 453-4622
- **Family Cow Farm Stand**, Hinesburg – 482-4440
- **Five By Five Capital LLC**, Waitsfield – 496-5550
- **Vermont Custom Apparel**, Starksboro – 453-5209



BIGGER ISN'T ALWAYS BETTER

Ask Goliath. Or the Titanic. Or the Roman Empire.

Sometimes bigger isn't always better. When you're the biggest, it's hard to keep an eye on the little things. That's true for companies, too—when you're a big, national company, it's easy to forget about the people in the communities you serve.

Sometimes, smaller is better. Waitsfield and Champlain Valley Telecom is directly involved with the community—from volunteering, supporting local events, serving our neighbors, and great customer service from people you know. All that, and we still provide the world-class technology you expect from the big guys. WCVT has been committed to the people of Vermont since 1904.

Give us a call or stop by today to start the conversation.

800.496.3391



www.wcvt.com