



ITS News!

November 2010



Celebrating our 20th Anniversary!!

ITS - Integrated Telemanagement Services, Inc., e-newsletter

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ITS is happy to have you as a customer and since we want to keep you all to ourselves, we promise to never share your e-mail address with anyone, ever.

Jokes Of The Day!

Welcome to the Q4 edition of ITS News!

Here at ITS, we are rounding out our 20th year in business and remain ecstatic about reaching this milestone. We also are continually aware that our client base and business partners are the foundation to our success and have a great deal of gratitude for your continued support. ITS remains committed to keeping our customers abreast with the newest and greatest in communication technologies by continuing to evaluate and offer products that add value to your business.

We hope you find the information in this edition of ITS News! useful and can incorporate some of the ideas into your business practices. As always we appreciate your feedback. Thank you for being a valued client and for reading our newsletter!

-Crystal Jafari,
Marketing Specialist

**Joke : Question- What kind of Doctor fixes broken websites?
Answer- A URLologist**

Letter From the President

As the first decade of the new millennium comes to a close, I must take a moment to reflect upon all of the changes that have been experienced by the ITS family and I during this eventful period. From moving into our new, efficient and top-notch corporate headquarters, to



Telecom Dictionary

Modem

What landscapers do to dem lawns.

Token Ring

A virtual engagement gift.

Ethernet

A device for catching the Ether Bunny.

DataPac

A size 14 girl in a size 8 bikini.

Asynch

A place to wash your hands.

BBS

Tall tales told by insects that produce honey.

ASCII

The ancient god of telecommunications. Rumored to give vast amounts of data to believers. Hence, the phrase "ASCII and you shall receive."

Block Parity

One heck of a good time.

File Transfer

Procedure followed by INFORMATION CENTER staff who are tired of their present jobs.

Serial Interface

A spoon.

Terminal Emulation

a tremendous amount of growth and the expansion of our product and service lines - many highlights come to mind. As I continue to ponder all of these feats in my mind, I am reminded of how lucky we are to have such a loyal customer base, without which, we could not have made it to where we are now. So I just wanted to take this opportunity of reflection to thank each and every one of you for staying by our side. In addition, I would like to thank and recognize the dedicated employees for their hard work. Enjoy your holiday season, and I wish you a safe, healthy, and prosperous New Year.

Best Regards,

Sharon Woods

President and CEO

Joke : A computer's attention span is as long as its power cord.

Phishing - Dont Take the Bait!

phishing

(fish'ing) (n.) - The crime of trying to acquire your personal information, such as user names and passwords, for identity theft by fraudulent means.

One of the more commonly used methods of phishing is to frequently send emails, sometimes even instant or social media messages, posing as a financial institution asking you to verify your personal information, like your Social Security Number, account numbers or sign in info.

It used to be easy to spot these scams, but phishers are savvier than ever. Sometimes they'll use the company's logo, email design and even try to mirror their writing style (as if) to try and fool you. But we have a few tell tale signs you can use to tell the posers from the real deal, follow these tips:

DO's	DON'T's
<ul style="list-style-type: none"> Use anti-virus, anti-spyware and firewall software (update them regularly too). 	<ul style="list-style-type: none"> Reply to an email or pop-up message that asks for personal or financial information.
<ul style="list-style-type: none"> Be cautious about opening any attachments or downloading files you receive, regardless of who sent them 	<ul style="list-style-type: none"> Email personal or financial information.
<ul style="list-style-type: none"> Always key in the URL in the address bar yourself. 	<ul style="list-style-type: none"> Click on any email or social media messages you don't expect or need.
	<ul style="list-style-type: none"> Never fill out any forms embedded in an email.

These will help ensure you never become a victim of phishing and identity theft.

Joke : What do you get when you cross a telephone with a pair of pants?
Bell Bottoms

A function performed by a canary that lays on its back with its legs in the air.

X-Modem

A device on the losing end of an encounter with lightning.

\$20 Giftcard



ITS is excited about our 20th year in business! To celebrate, the first 20 customers who call in and say, "Happy Anniversary!" will receive a \$20 giftcard to apply to their ITS bill.

Client Referral Program

ITS' client referral program rewards you for spreading the word about ITS. Refer a client and receive a credit on your invoice for the amount of the referred customers first full month's bill (less any set-up fees and taxes). This is true for every referral that become a *New Client.

Its easy and you can be confident that the

2010 - A Year of Accomplishments

As many of our readers are aware, 2010 marks our 20th year in business here at ITS. This milestone has been recognized both internally and externally through in-office functions as well as through gift cards and various other promotions for our clients. However, some of the most exciting recognition we've received this year is being featured on a number of prominent lists, both locally and nationally.

ITS has earned a spot on the 2010 Inc. 5000 List, Inc.'s annual ranking of the fastest-growing private companies in America. A feature on this prestigious list is a testament to the resilience and tenacity that ITS has shown through to present day in order to be considered as one of America's fastest growing companies, two full decades after its inception. We would like to share this honor with our client base, whom without we would have been able to make it this far.



Though national media coverage is invaluable, ITS understands that much of our presence is local, and is humbled to be recognized by the premiere local publication - San Fernando Valley Business Journal. ITS has been featured on the 2010 Fastest Growing Private Companies list which ranks companies on a three-year average percentage of growth. We are thrilled to be apart of this list, demonstrating growth even through the recent economic downturn. This is, of course, attributed to our loyal clients and their continued recommendations to their customers and fellow business owners. To learn more about our client referral program, reference the blurb on the left sidebar. We hope to make the list again in years to come and would like to thank our local clients who have stuck by our side.

Our final recognition is from another prominent local publication, the Pacific Coast Business Times. ITS' local reach stretches from Ventura County to Santa Barbara and San Luis Obispo Counties where we are proud to remain committed to our solid client base. These relationships have earned us a position on the Pacific Coast Business Times 2010 Fastest Growing Companies list which spotlights the fastest growing public and private companies in these regions.



Once again, we would like to thank our clients for supporting us and allowing us to achieve this recognition. We will continue to support you and your business by providing complete communication solutions at a reasonable price and continue to strive to bring on even more new technologies to our complete product offering suite.

Joke : What is the cheapest time to call your friends long distance?
When they are not home!

Social Media: Do's and Dont's

per month for the entire term of the agreement.

As mentioned in this month's Hot TiP, the recent drop in circuit pricing makes now the best time for you to look at a circuit for your business.

Benefits

1. Reliability: Fast and responsive for mission critical uptime and performance.
2. Priority Routing: T1 traffic prioritized on nationwide network.
3. Expert Support: Specialized support team available 24x7x365, providing priority response times.

Need help determining if a voice PRI or integrated circuit is right for your business? Contact us at (805)520-7020 or (800) 876-4ITS(4487) and an ITS representative will be happy to assist you.

[Join Our Mailing List!](#)

ITS News! Contributors

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- There are many people who are sold on extremely expensive solutions, but a basic Twitter or Facebook account can help you spread the word of your business, for free! Make sure you are taking advantage of all free resources available to you.
- Shift marketing costs to social media
 - Free up advertising and general marketing dollars by placing your message online. Most social media sites make it easy to track which "followers" or "friends" have received, or responded to, your message. This further reduces costs of tracking your advertising campaign's effectiveness.
- Take social-network marketing to the next level
 - Create and post richer content than your customers would expect from you or your competitors. It is not only about gaining awareness but also about opening the conversation with your customers and getting attention. Customers don't want to simply see products hyped up, rather they want something fun - a place to make connections. Make your site one of these places

Thanks for reading the November issue of ITS News! We are always striving to bring pertinent, timely information to help your business. We hope you've found this edition valuable and fun to read.

Do you have comments on our newsletter? Suggestions for future articles? As always, we want to hear from you! Please send comments or suggestions to me at cjafari@itstelecom.com

Thanks for joining us again this quarter.

Sincerely,

*Crystal Jafari
Marketing Specialist*

ITS - Integrated Telemanagement Services, Inc.

Marketing Specialist
Daryl Frame,
Director, Info. Services

\$20 off any New Service

*Celebrating
20 Years
in Business!*

ITS
Integrated
Telemangement
Services, Inc.

Call 1-800-876-4ITS
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