



## King Communications Newsletter

Communications Highlights

December 2004

### Welcome

**Security and reliability:** two words that are crucial for every business today, no matter how big or small. Online transactions between businesses and their customers must be **private and secure**. And communications networks between company branch locations and other remote locations must be **reliable and available**, regardless of the day of week or time of day. In this issue of Communications Highlights, we are highlighting Virtual Private Networks and their application in a business context.

We hope you enjoy these newsletters and will forward them to others who could benefit from them! If you have suggestions for future issues or would like to be featured, please let me know. And if you would prefer not to receive our newsletter, just click on the Safe Unsubscribe link at the bottom on the page.

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### Genesis Logistics Focuses on Enhancing Supply Chain Performance



For more than 20 years, multi-service logistics provider Genesis Logistics, Inc. [www.genesislogistics.com](http://www.genesislogistics.com)

[genesislogistics.com](http://www.genesislogistics.com) has provided superior third party logistics management and freight forwarding solutions for businesses of all sizes, including Fortune 500 companies such as Grainger, 3M and American Express, and pharmaceutical businesses including Abbott Pharmaceuticals.

Genesis Logistics was founded in 1983 by Dave Penyak, now Chief Executive Officer of the company. Today, with five locations across four states, **Genesis Logistics focuses on adding value for its customers by doing what it does best: providing efficient, cost effective logistics management to enhance the customer's supply chain process.** Genesis Logistics services include:

### In This Issue:

- **Genesis Logistics Focuses on Enhancing Supply Chain Performance**
- **Virtual Private Networks Offer Security and Flexibility to Businesses Regardless of Size**
- **The End of the "Out of Office" Message?**
- **Online Shopping Has Its Brightest "Black Friday"**
- **How to Reduce Spam? Try a Few Hurricanes**

### Communications News You Can Use!

#### The End of the "Out of Office" Message?

A report recently released by Gartner Research announced that remote access to e-mail is rapidly becoming essential to most businesses. Specifically, Gartner predicted that **80 percent of mobile workers will use wireless e-mail access by 2008.**

According to the report, "The speed at which a staff responds to e-mails has a direct impact on organizations' success, since about a tenth of the messages that arrive each day need immediate action." **Workers with wireless access to e-mail can cut their response times in half.**

The speed of response to important e-mails is becoming so important that

- Truckload and LTL (Less than Truck Load) transportation - North America
- Genesis Express Service Expedited service at LTL rates
- Customized Services Lift-gate, Inside and Residential Deliveries
- Temperature Protective Service Trailers and Terminals
- Time-Definite Delivery Service Appointment scheduling/flexible hours
- Warehousing and fulfillment Pick/pack inventory management at multiple locations
- Third Party Logistics management and reporting services

Genesis Logistics specializes in providing **customized logistics services to pharmaceutical companies that ship sample prescription drugs to field sales representatives**. The distribution of pharmaceutical samples to sales representatives requires strict adherence to the Prescription Drug Marketing Act (PDMA) guidelines.

"Competition is intense in this industry, and **it is crucial for us to be able to provide the kind of technological support that our customers expect**," CEO Dave Penyak explained. "We look to Ron Bohm and King Communications to handle all of our technological and communications needs. He works with the vendors to find the best buys for us, coordinates all vendor activities, and leaves us to focus on our core business."

**Communications among the five Genesis Logistics locations must be trouble-free and reliable**. A virtual private network (VPN) provided through King Communications supplies Genesis Logistics with the reliability that Genesis requires. King Communications offers a VPN through Qwest Communications that is a secure, virtual network utilizing IP (Internet Protocol) routing to create virtual tunnels connecting customer routers either through the public internet or through private fiber networks.

"I first got to know Ron Bohm and King Communications when we moved our headquarters to Bensenville in 1995," Penyak recalled. "King Communications coordinated with all of our communications vendors and ensured that the move went smoothly. Throughout the years, as Genesis Logistics has grown, King Communications has assured that our technology continues to keep pace. **King Communications manages the logistics of all of our business communications needs**."

**Virtual Private Networks Provide Security and Flexibility for Businesses Regardless of Size**

many companies will start including it as a factor in employee evaluations, according to Gartner's predictions. That will result in fewer automated "out of office" replies and increase reliance on mobile e-mail products.

## Online Shopping Has Its Brightest "Black Friday"

More people than ever chose to let their fingers do their holiday shopping on the day after Thanksgiving 2004. **Consumers spent \$250 million online on Friday, a 41% increase over the \$174 million they spent online on the same day a year ago**, according to ComScore Networks, a Reston, Va., company that tracks Web-site activity. For the November-December holiday season, online spending is expected to surpass \$15 billion--marking as much as a 26% increase over last year, ComScore said.

Historically, the post-Thanksgiving weekend is not especially strong for online spending because so many people are out in stores. The busiest shopping day on the Web, according to Verisign, has been the Monday after Thanksgiving, **when consumers get back to their high-speed, broadband Internet connections at the office**.

The top 10 sites on November 26 were eBay, Amazon, Wal-Mart, Target, BestBuy, Yahoo! Shopping, Shopping.com, Overstock.com, Sears, and ToysRUs. eBay easily took the No. 1 spot, with 5.2 million unique visitors that day while second-place Amazon, had 2.6 million visitors.

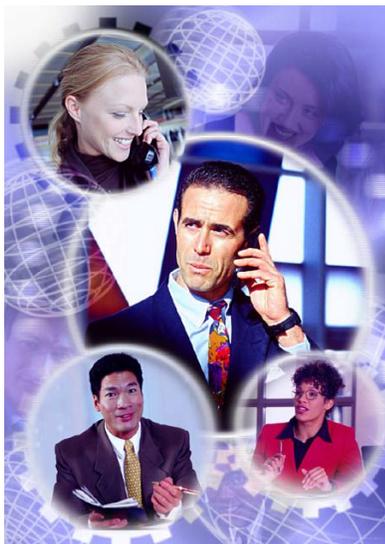
## How to Reduce Spam? Try a Few Hurricanes

Spam volume took a hit for a number of days in September, not because forces of technology, but because of the forces of nature. According to FrontBridge Technologies, **the three separate hurricanes that hit US mainland in September caused a "significant decline" in spam for a few days following their impact**.

Wide area networks (WANs) connect office networks to create enterprise level networks. WANs may use private lines, frame relay, ATM or VPN network elements to create connectivity.

A VPN (Virtual Private Network) is a wide area network utilizing either the Internet or a managed private network to connect remote sites or users together.

**Instead of using a dedicated, real-world connection such as private lines, a VPN uses "virtual" connections** from the company's private network to a remote site or employee.



VPN has become a popular choice for businesses because of the proliferation of IP (Internet Protocol) networks and the Internet. Contributing to the popularity of this technology in the simplicity of routing IP packets compared with the more complicated alternatives which require pre-defined virtual circuits (frame relay and ATM). In addition, **a VPN is more flexible than private line services, which require a physical circuit between two locations.**

A well-designed VPN can greatly benefit a company. For example, it can:

- Extend geographic connectivity
- Improve security
- Reduce transit time and transportation costs for remote users
- Improve productivity
- Simplify network topology
- Provide global networking opportunities
- Provide telecommuter support
- Provide broadband networking compatibility

VPNs utilize encryption and tunneling capabilities to create security and privacy. Two options for VPN are the CPE-based (Customer Premise Equipment) VPN and network-based VPN:

● **CPE-based VPN** -- When using the Internet to create connectivity, users must have technical expertise to configure and program their routers to create suitable encryption and tunneling to protect their data. A network utilizing CPE for encryption and tunneling is known as a CPE-based VPN.

● **Network-based VPN** -- Many small and medium sized businesses lack the technical expertise to deploy and manage a CPE-based VPN. **Network-based VPN frees small and medium businesses from the burden of supporting VPN**

The day after Hurricane Frances' hit, spam declined 7 percent (from 89 percent down to 82 percent); after Hurricane Ivan it dropped 7 percent; and after Hurricane Jeanne, spam fell 6 percent.

"It's known that a large proportion of the world's most notorious spammers reside in Florida," FrontBridge spokesperson Jeremiah Glodoveza told ClickZ Stats. "Locations throughout the state were hit hard by power outages, making it difficult for spammers to generate as much volume."

### About King Communications

King Communications, Inc. helps you select, implement and support the best, most cost effective telecommunications solutions for your company. We provide a single point of contact for all your communication needs and make it transparent to you that multiple vendors may be providing your service. When you choose King Communications, Inc. as your telecom partner, you can be assured that your telecommunications services will produce results for your business, leaving you free to focus on managing your business.

For more information about how King Communications can help your business, please contact Ron Bohm at 847/776-7777 or visit our website at [www.kingcommunications.com](http://www.kingcommunications.com)

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## technology.

In a network-based VPN, a dedicated access circuit, most commonly a T-1, goes from the user's office to the service provider's point-of-presence (POP). From the POP, the service provider connects to a platform that creates and manages the encryption and tunneling. However, instead of tunneling through the Internet, the service provider tunnels through their own private network. **A private network is much more secure and manageable than the Internet.**

Completely flexible, network-based VPNs are modular in design, enabling customers to implement VPNs **tailored to their specific business requirements and network infrastructures.**

A network-based VPN enables organizations to securely deploy and scale intranets and extranets, to connect mobile professionals and telecommuters and protect corporate computing resources. Mobile and home-based workers access the network-based VPN using software-based tools provided by the service provider. Access methods may include cable modem, DSL, WiFi, or dial-up.

King Communications, Inc. represents a number of qualified service providers for network-base VPNs. Call us at 888-776-7777 for more information or visit our web site at [www.kingcommunications.com](http://www.kingcommunications.com)



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