

## **KINGWIRE Distributes Electrical Wire Across the US**



KINGWIRE ([www.kingwire.com](http://www.kingwire.com)), a commercial wire

distributor located in North Chicago, Illinois offers aluminum wire products tailored to the electrical and utility marketplace. KINGWIRE's products include bare aluminum wire, service drop wire, building wire, primary UD cable, guy wire, and 600 volt UD wire. Their focus on these products has allowed KINGWIRE to build one of the most concentrated aluminum inventories in the United States.

Managing orders across the country requires a reliable communications system. Fay Fernandez, marketing and office manager for KINGWIRE, explained that "With our national coverage, communications is one of the most vital aspects of our business. We handle all of our customer orders by phone, fax or email. Without our phone or data lines, we would truly be 'dead in the water.'"

[King Communications](#) has performed a vital role in assuring that KINGWIRE has reliable Internet, frame relay, dedicated outbound, and toll-free long distance communications services. Fay Fernandez noted that King Communications has made her job of managing the communications for KINGWIRE much easier by providing a single point of contact for their communication services. "Ron Bohm and Cassie Adams are wonderful resources. Not only do they get quick action if we have a problem with services they are handling for us, they also provide us with direction and solutions for services that may be available from other sources. I am busy as marketing manager and office manager for KINGWIRE, and I'm not a telecom expert. I really appreciate their helpful approach--it saves me time and aggravation."

## **Phishing, Pharming, Spamming: Does Your Business Need Something Better to Stop These Threats?**

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### **Communications News You Can Use!**

#### **Grappling with Spam and Internet Security**

Does your business struggle with overwhelming spam, e-mails

E-mail, which made its first appearance more than 30 years ago, has revolutionized communications locally and globally. It has affected every aspect of human communication, from dating to conducting business and even to conducting war. While railroads revolutionized the 19th century and airplanes transformed the 20th century, e-mail is a driving force in communications in the 21st century.



But as business e-mail users know, e-mail now also represents a major threat to productivity and information security. Ferris Research, a San Francisco-based market research company, has estimated that unwanted commercial e-mail cost U.S. corporations \$8.9 billion in 2002, based on loss of worker productivity, consumption of bandwidth and other tech resources, and use of technical support time. Increasingly sophisticated malicious e-mail schemes, including phishing and pharming, add to the threat to businesses.

Although most businesses already have virus protection, viruses still get through, along with scam e-mails and e-mails with inappropriate content. A packaged solution all by itself, like Norton or McAfee, simply can't protect a business against the sophisticated new e-mail threats that are being launched every day.

[Electronic Message Threat Interdiction \(EMTi\)](#) can provide the solution to this costly plague with the latest protection from electronic message threats (EMTs), including:

- Viruses and Worms
- Spam (unwanted, unsolicited or harmful content, including phish and pharm)
- Inappropriate content

**Interdiction** is the process that EMTi uses to identify, isolate, quarantine and eliminate all forms of electronic message threats **before they enter a firewall, long before they ever reach a desktop.**

**How does EMTi work?** EMTi employs a web based tool that is tailored to the needs of your business. EMTi can reduce threats to your business by blocking:

- Malicious e-mail before it reaches your network or servers
- Virus/Worms, reducing network infrastructure damage, information theft, loss of network control
- Spam, fighting this annoying productivity killer
- Inappropriate content, reducing risk of sexual harassment suits and improving productivity
- Dangerous attachments, protecting your network infrastructure from

containing inappropriate content, virus, worms and a mounting array of electronic attacks on your e-mail system? If so, you are certainly not alone. Businesses large and small, in both government and private sectors, grapple with these challenges, seeking ways to successfully weed out undesirable or dangerous messages.

**EMTi - Electronic Message Threat Interdiction** - represents one solution. Interdiction is the process that EMTi uses to identify, isolate, quarantine and eliminate all forms of electronic message threats before they enter a firewall, long before they ever reach a desktop.

Give me a call at 888-776-7777 to find out more about how your business can solve this costly problem.

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 of the page.

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### Cassie's Tip Corner

When porting toll free numbers to a new carrier, please be sure that the company name, address and contact name match exactly with the current carrier's information. Please also provide the current

damage, information theft, loss of network control

- Phishing, Pharming (Fraud), limiting financial loss, identity theft, information theft
- Flood, eliminating the loss of e-mail service, loss of e-mail server functionality
- Denial of Service Attacks (DoS), eliminating the loss of e-mail service and loss of e-mail server functionality
- Directory Harvest Attacks (DHA), stopping Spammers from Harvesting your good email addresses, protecting from bombardment of IT infrastructure that can lead to Denial of Service Attack

King Communications can provide more information about the benefits of EMTi to your business. Give us a call at 888-776-7777 for more information or visit our web site at [www.kingcommunications.com](http://www.kingcommunications.com).

## Government Agencies Not Immune to E-Mail Threats

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Phishing, pharming, and spyware aren't just problems for businesses. Federal agencies are finding themselves victims of these scams as well, according to a report from the Government Accountability Office. The report says federal agencies should do more to limit potential

damage from phishing, pharming, and spyware. Phishers have targeted federal entities such as the FBI, the Federal Deposit Insurance Corp., and the Internal Revenue Service.

The GAO report notes that eleven of 24 agencies surveyed said spyware caused a loss of employee productivity or required increased use of help-desk support. Six of 24 agencies told GAO that phishing attacks resulted in increased help-desk support and instances of compromised credit-card accounts.

## Bankers Grapple with Online Fraud

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carrier's invoice including the front page showing customer name and address, as well as the page showing the toll free number. By following these instructions, we can help reduce the risk of the request being rejected, as well as limit the amount of time taken to complete the toll free port.

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### 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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With the sensitive data that they control, banks constantly seek to improve the security of their online banking services. Bank of America is rolling out new security features to protect online-banking customers from scam artists.



Although Bank of America has a "zero-liability guarantee" that protects online customers against losses due to unauthorized access to their accounts, the increase in phishing and pharming convinced the bank to offer even more security.

The bank has added another layer of authentication, beyond the typical user ID and password. The bank customers who sign up for the new service, called SiteKey, choose an image, a phrase and three challenge questions. When customers log on the Bank of America site from their home computers, they will only be shown the picture and phrase before being given access to their account. If they're using a different computer, then they also will be asked the challenge questions. The image and phrase shows the customer that they are entering a legitimate Bank of America site and the challenge questions tell the bank the person entering the site is a legitimate customer.

## Quick Links

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