

SDN COMMUNICATIONS

# newsworthy

Summer 2011



## dakota digital:

On SDN's broadband fast track

### **New Product Offering:**

ShorTel® is SDN's newest vendor of IP phone systems. Find out more about this new product line on p. 6

### **Water Woes:**

Extra rain and flood waters are making this summer's construction season a messy one...p. 3

### **Introducing New Website:**

Tour the features available on SDN's new website... p. 4-5

## IP Phone System, Broadband Fuel Business Growth

If you own a custom car, motorcycle or ATV, there's a chance you may already be familiar with Dakota Digital. Located in the northwest corner of Sioux Falls, Dakota Digital manufactures high-quality digital instrument panels and automotive equipment used in custom vehicles around the country.

In 2008, Dakota Digital completed an 18,000 square foot addition to its original

“ The new phone system paid for itself in six months by changing how we communicated with our customer and ourselves.

-Scott Johnson, Sales Manager

building, adding additional office space and an expanded research and development center. The dial-up internet connection and standard phone system in place wasn't robust enough to handle the new extensions and line capacity. Staff needed a multi-channel phone system from someone who understood both telephone service and telephone equipment to ensure a total solution.

Dakota Digital chose SDN to provide a T1 line offering over 20 voice channels and a high-speed internet connection to give Dakota Digital an affordable, fast connection. SDN provided a custom solution that fit the needs, allowing them to keep their basic processes and procedures in place.

SDN recommended an IP phone system, giving them essential features and versatility that helped Dakota Digital become more efficient in its daily operations. Plus the phone system can grow with the company.

Sales Manager Scott Johnson said, "The new phone system paid for itself in six months by changing how we communicated with our customer and ourselves."

SDN's service provided direct dial numbers that gave customers an extension to reach

their sales representative directly, allowing the communications process to go more smoothly. Office Communicator Server® connected the phone and desktop, providing even more communication efficiencies by managing instant messaging, audio and video conferencing.

As Dakota Digital kept evolving and becoming more reliant on communicating electronically with suppliers, dealers, and end-users, the basic internet connection was becoming the weak link in the process. In June of 2011, Dakota Digital made the switch to fiber, giving a scalable system to carry voice and data communications.

"Quadrupling our internet connection gave our engineers the ability to quickly upload large data files to our suppliers," said Ross Ortman, President of Dakota Digital.

Fiber gave Dakota Digital the ability to connect and respond to its customers. Utilizing SDN for both internet and phone systems also eliminated having to deal with more than one vendor, meeting SDN's goal of making business communications simple.

"SDN's reputation for reliability gave us the confidence that both our service and equipment would not let us down," said Ortman.



Ross Ortman



## Water Woes

### Flood Conditions Make For a Messy Construction Season



Recent flood waters have made laying fiber-optic cable a tricky task. With so many projects slated for the summer season, SDN and its contractors have had to find creative ways to get around flooded ditches and roads.

The photo on the left was taken around the Tea/Lennox area earlier this month. Unable to put off the project any longer, a crew from Engbarth Directional Drilling, a contractor of SDN, was forced to forge through the flooded ditch, only to become stuck. Luckily, a local farmer passing by was willing to volunteer his services and pulled the rig from the mud. In true South Dakota spirit, the farmer asked for nothing in return.



## broadbandinternet

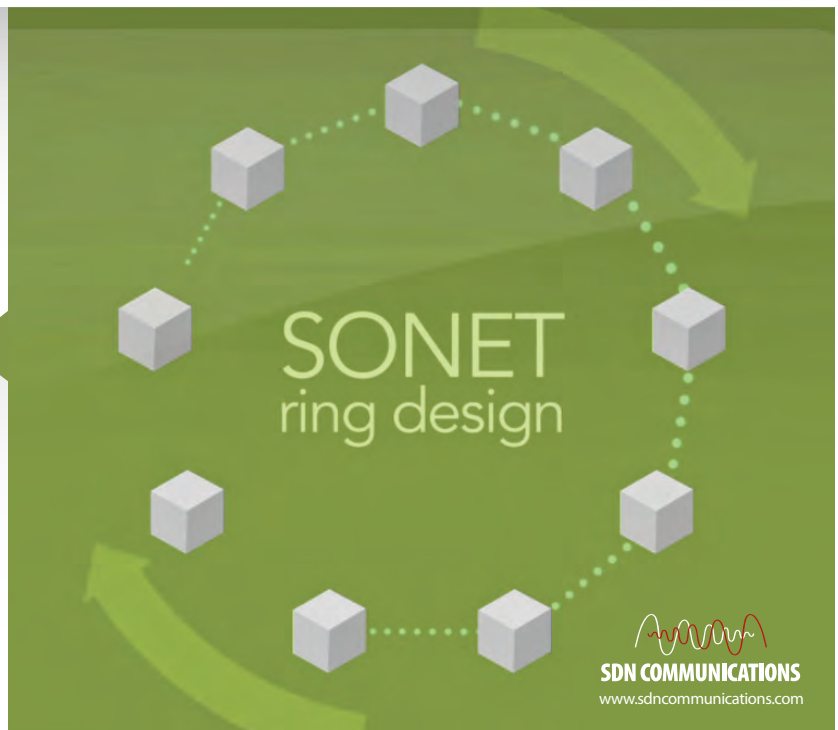
that's SONET protected

Dedicated internet from SDN has:

- broadband pipes that can be increased as you need
- a SONET-protected network for 99.999% uptime
- network connections you never have to share with other businesses

Go to our [new](http://www.sdncommunications.com) website to find out more.  
[www.sdncommunications.com](http://www.sdncommunications.com)

Powering Intelligent Networks. Powering Mission-Critical Data. →



# newwebsite

With better organization and quick navigation, SDN's new website makes finding the information you need easier than ever before.

Our website features:

- Interactive, street-level fiber maps
- Comprehensive product listing
- Click-to-chat
- Social media feeds
- Virtual office tour
- Employee bios

To see it in action, visit [www.sdncommunications.com](http://www.sdncommunications.com) today.

The screenshot shows the SDN Communications website homepage. At the top, there is a dark blue header with the SDN logo (a stylized wave) and the text "SDN COMMUNICATIONS". To the right of the logo are two navigation buttons: "Home" and "About Us". Below the header, the main content area features the text "business solutions" in a large, blue, sans-serif font, followed by "for every corner of your office" in a smaller, black, sans-serif font. Below this, there is a section titled "IT managed services, Internet, phone, networking equipment & much more." with a red arrow pointing to the right and the text "Find a solution that's right for your business". At the bottom of the page, there is a dark blue footer with the text "Terms of Use".

Need information on SDN's history or interested in reading bios of SDN employees? It's all right here.

Click here to choose one of SDN's product or service lines. Watch video explanations about our core products and read testimonials.

See it from a bird's eye view, or zoom into street level. Our NEW regional map is now interactive and printable. Find exactly what you're looking for.

Keep up with what's going on at SDN. Follow us on Twitter and Facebook. Watch our latest videos on our YouTube Channel.



Business Solutions

Conversations

Support

Contact Us

There's more ways than ever before to connect with SDN. Chat live, submit a question or sign up for our e-newsletter.



### Network Maps

Explore SDN's fiber-optic network with our interactive map.



### Virtual Office

Take an interactive tour of our virtual office to see the variety of business solutions provided by SDN.

Find out about the breadth of SDN's products and services in this interactive office demo.

Copyright Act

Network Disclosure

Contact Us

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## SculptureWalk

### SDN Sponsors Downtown Art Exhibit

SculptureWalk is a year-long exhibit of sculptures displayed throughout downtown Sioux Falls. Artists place their sculptures in the program for one year and are promoted to the public for sale.

SDN Communications is sponsoring "The Man and the Muse" sculpture made by Deb Zeller of Minnesota. Located along Phillips Avenue downtown, the piece of art shows a man and a woman's face. The Man is Bacchus, the god of wine and grapes. The Muse represents mother earth, the fertile soil that nurtures his vines. SDN is proud to support the arts in the communities we serve.



## ShoreTel®

### SDN Technologies Adds ShoreTel Products to Line Up



Use your smart phone to access an overview video of the advanced features available with IP-based phone systems.

"Brilliantly Simple." That's the tagline of SDN's newest vendor of IP phone systems, ShoreTel, and one of the reasons why SDN chose to work with the company.



Phone systems today are taxed with doing more advanced functions. Ensuring that the technology is user friendly while still improving efficiencies with enhanced features is where ShoreTel is able to employ its "brilliantly simple" philosophy.

Medium-sized business may find ShoreTel to be a cost-effective option. "Pricing is very reasonable and the technology, while extremely advanced, is very user-friendly," said SDN Technologies General Manager Joe Galinanes. "We added the ShoreTel line of products because it is an up and coming company with a unique value proposition. With our other vendors, including Avaya, Mitel, Cisco and SDN Session, our hosted product, we are able to offer a robust phone system to any size business. The capabilities of these phone systems make businesses more productive, effective and connected."

For more information on ShoreTel phone systems or any of the other advanced IP phone systems offered by SDN, visit our web site – [www.sdncommunications.com/business-solutions/phone-systems](http://www.sdncommunications.com/business-solutions/phone-systems) or give us a call at 888-245-8080.



## Rocky Miller Senior Network Technician

This summer marks Rocky's 12th year in the industry. His expertise at SDN has been on the optical transport side of the house, primarily on the SONET and DWDM platforms, but he also has a switching, SS7 signaling, VoIP, and data background.

Rocky has been involved in the Great Ideas Group (GIG) committee since joining SDN and is currently serving as the group's president. The GIG committee brings employees together to help our Sioux Falls community (and the surrounding area) and our internal SDN community through events. It's a role that Rocky has found very rewarding.

Rocky enjoys spending time with his wife, Jackie, and his two sons, Riley (7) and Brayden (4), who's activities keep him busy. He is involved in coaching his boys' baseball teams during the summer months. Rocky plays in pool tournaments during the winter months and spends his spare time brushing up on his pool game and cheering on the Minnesota Twins.



## Becky Keen Sales Support Coordinator

Becky is a new Sales Support Coordinator with SDN Technologies. Becky works with the Technologies team on proposals, quotes, and orders. Prior to SDN, she taught Microsoft Office applications at Southeast Technical Institute in Sioux Falls. She brings to SDN a wealth of experience, including starting and owning a business that worked with sales, installation, and support of small LANs. Becky also worked as a workstation/ LAN specialist for IBM for several years.

Becky has two daughters and one son. Both daughters are graduates of the University of Nebraska-Lincoln and her son will be a senior at Roosevelt High School. In her free time, she enjoys walking, running, reading, being with friends, and keeping up with yard work.

## Employee Wins Patriot Award



Cassie Baldwin, supervisor of the Network Surveillance Center, was recognized by the Employer Support of the Guard and Reserve (ESGR) with the Patriot Award. She was nominated by SDN employee John Peters, a member of the National Guard.

This award recognizes outstanding employer support of the armed forces, specifically employees in the Guard and Reserve. John is being deployed for three months and nominated his supervisor for her support and recognition of the value of his military service.

## Follow Us

Find out what's happening at SDN and get industry news and information by signing up for our e-newsletter:

[sdncommunications.com/contact-us](http://sdncommunications.com/contact-us)

Or read our blog:

[sdncommunications.com/blog](http://sdncommunications.com/blog)





## How Broadband , Economic Development Connect



Mark Shlanta, CEO  
SDN Communications

Bandwidth equals economic development. Never has that been more apparent. Congress and the Federal Communications Commission are spending vast amounts of time and resources on improving online access to boost and sustain our economic growth.

The other day it struck me how my work-life parallels that equation of bandwidth equaling economic development. Every day I talk to business leaders about the benefits of bigger, faster and more reliable bandwidth. Over the last year I've also been talking to them about making our regional economy bigger, faster and more reliable through investments in Forward Sioux Falls 2011-2016. I co-chair the economic plan that promises to:

- Develop a national awareness campaign of the region's business climate;
- Attract jobs in the data center, alternative energy, medical research and warehouse sectors;
- And ultimately bring 10,000 new jobs to the region.

In order to achieve those goals, Forward Sioux Falls needs area businesses to pledge \$11.2 million. Sioux Falls businesses have a long history of giving to these initiatives. In fact, it's the secret to Sioux Falls' success.

Fifty new companies, many of them small businesses, have invested in the campaign. It hasn't been that long ago that SDN was a first-time investor. If SDN's investment is any indication, I can predict good things ahead for those courageous enough to join the campaign.



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