



**internet &  
telephone**

**CEMDNA Playbook Strategy...  
Included in Our DNA**

December 8, 2016  
2:00 pm ET / 11:00 am PT

# Featured Speakers



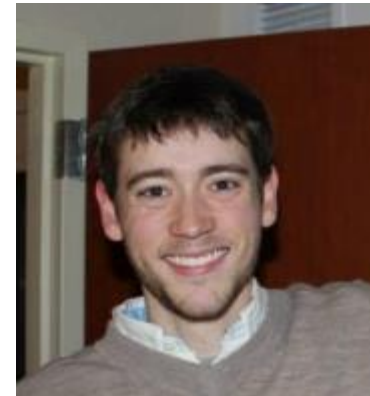
**Paul Cissel**  
President & CEO



**Pete Peterson**  
VP, Sales



**MJ Shoer**  
Chief Technology  
Officer



**Zach Leffler**  
Marketing Manager



**Bill Bradley**  
VP, Marketing & Business  
Development



# CEMDNA Playbook Strategy<sup>SM</sup>



# NorthFace ScoreBoard Award Notification

**ΩMEGA Management Group Corp.**  
 88 Rungway Road / Building One / North Billerica, MA 01862-2105  
 Tel: (878) 214-2800 / Fax: (878) 643-8991 / Website: [www.omegamanagement.com](http://www.omegamanagement.com)

October 24, 2016

Mr. Paul Storti  
 277  
 Home & Telephone  
 421 Varnum Street  
 Methuen, MA 01844

Dear "All",

Congratulations! It is my pleasure to inform you that Omega Management Group has earned the 2015 NorthFace ScoreBoard Award™. In 2015, for exceptional customer service, we were awarded the 2015 NorthFace ScoreBoard Award™. This marks the first year that you and your "CLMDNA Change Management" team have earned this high honor, demonstrating your ongoing commitment to building profitable, long-term customer loyalty by exceeding customer expectations.


The 2015 NorthFace ScoreBoard Award™ recipients will be featured in our press release on our website, encourage your company to purchase and promote your NorthFace ScoreBoard Award™.


Omega earned the NorthFace ScoreBoard Award™ because in 2015, our company organization who we rely on for exemplary service to their customers, and who also make their customers a top priority, in exceeding customer expectations, and a customer-centric value adds to make a Customer Experience Management Strategy, which is built on the principles of respect, communication, and final results.

The process of determining recipients begins each calendar year in January and ends in December. Customer satisfaction scores are reviewed and evaluated in categories such as customer support, field service, account management and customer training. In 2015, more than 275 projects from over 10 companies in the industry segments from across the world were judged.

To qualify for the NorthFace ScoreBoard Award™, a company has to measure their customer service on levels at least a quarterly basis during the year and achieve a 4.0 or above score. The average score in all various categories over a full calendar year. Our research shows that companies that consistently achieve a 4.0 or above succeed in establishing customer loyalty. So for it this level, back to profitable long-term customer relationships and significantly raise the bar for your competition.

I again congratulate you and your "CLMDNA Change Management Team" for this outstanding achievement.

Sincerely,  
  
 Anthony Storti  
 Chief Executive Officer



**NorthFace ScoreBoard Award**  
 Awarded to the company that has achieved the highest customer satisfaction score in the industry for the year 2015.



# Auditor's Letter

**Report From Our Independent CEM Auditors**

**Internet & telephone**

**Our Company's Strengths**

**Service Orientation**

**BCfL Building Customers for Life**

**Company Overview**

Internet & Telephone, LLC is a wholly owned subsidiary of the parent company, Internet & Telephone, Inc. The company is a leading provider of internet and telephone services to its customers. The company has a strong track record of providing excellent customer service and has been recognized as a leader in its industry. The company's success is due to its commitment to providing high-quality service and its focus on building long-term relationships with its customers.

**Building Customers for Life**

Internet & Telephone, LLC is committed to providing excellent customer service and has been recognized as a leader in its industry. The company's success is due to its commitment to providing high-quality service and its focus on building long-term relationships with its customers.

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**A Message from Internet & Telephone**

**Dear Customer,**

We are pleased to report that our company has been recognized as a leader in its industry. This is a testament to the hard work and dedication of our employees and the support of our customers. We are committed to providing high-quality service and to building long-term relationships with our customers.

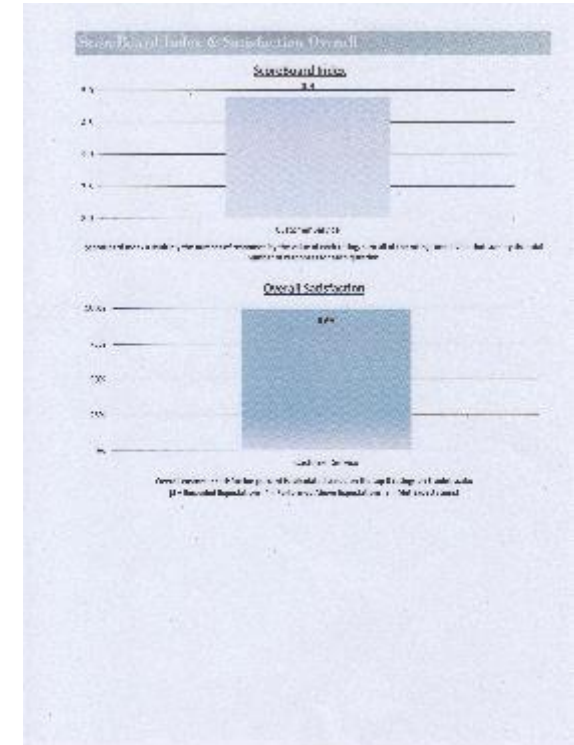
**Customer Satisfaction Report**

**NorthEast SuperBrand Award Recipient Benchmark Data**

Category	Internet & Telephone, LLC	NorthEast SuperBrand Award Recipient Benchmark Data
Customer Satisfaction	85%	80%

**Customer Satisfaction Ratings - Weighted Average & Percentile**

Customer Service	Weighted Average	Percentile
Customer Service	85%	80%



# You Go First Class with I&T

Paul Cissel  
President & CEO





internet &  
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Who Are We?

## I&T Company Mission

*To Provide First Class Service in a Proactive Manner for our  
Customer's Voice and Data Needs.*



## What is First Class?

### Technical expectations:

- Treat every ticket as if it were the most important thing in the world
- Use the Standard Templates & Run Book items to ensure consistency
- First Touch Resolution
- Fix the root of the problem, not the symptom
- Look for cause & effect; escalate if unsure
- Proactive; get to and resolve before the customer
- Communicate often, with clarity, and always explain “why”

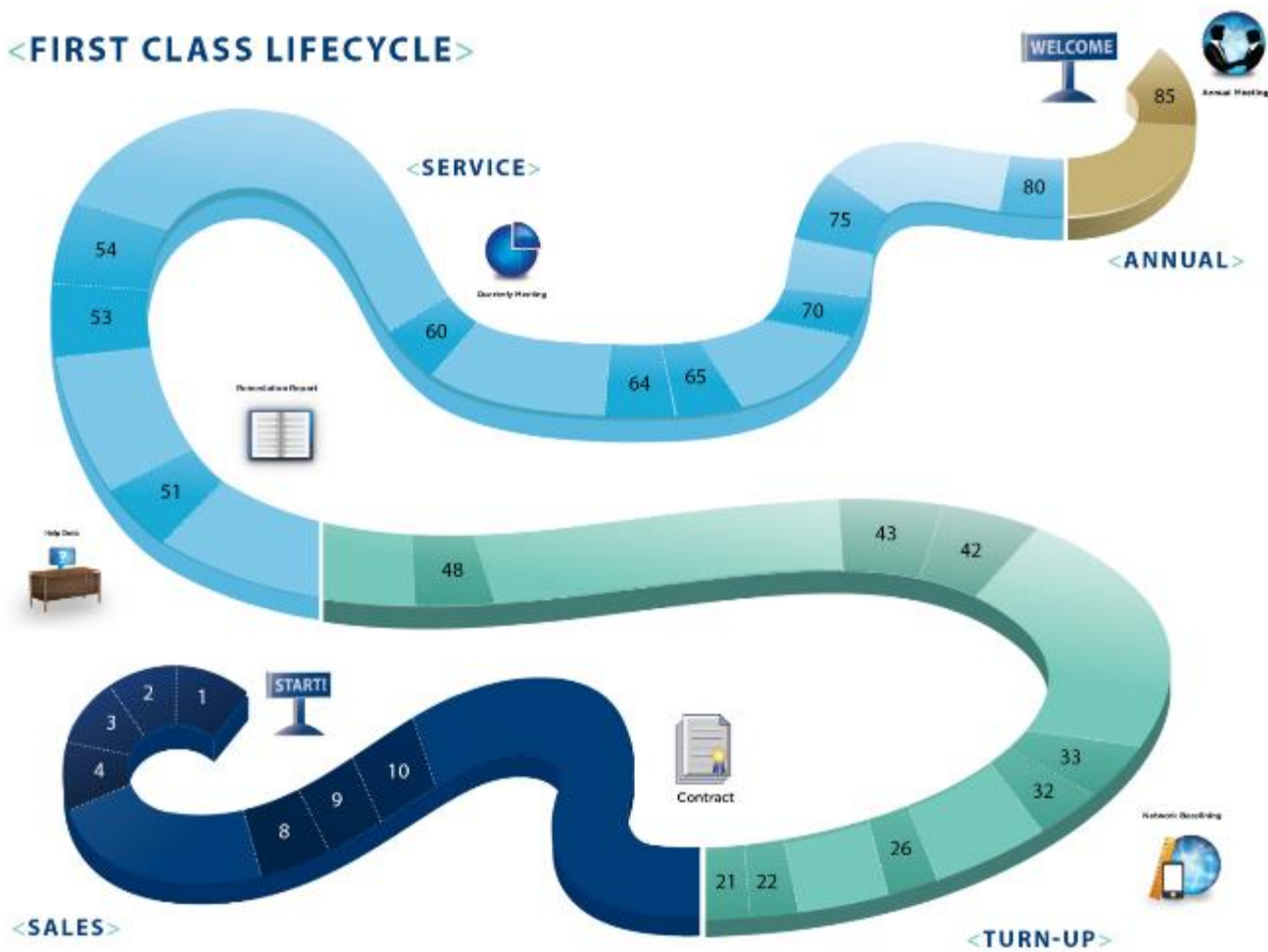






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## <FIRST CLASS LIFECYCLE>





## Pre-Sales

- 1 Identify Prospect
- 2 Call Prospect
- 3 Qualify / Set Appointment
- 4 Add to Connectwise
- 5 Intro Email to Prospect
- 6 First Appointment (at client)
- 7 Create Opportunity in CW
- 8 Assign to Drip Email Track
- 9 Drip Email 1
- 10 Follow up call / Invite to office
- 11 Drip Email 2
- 12 Second Appointment (at I&T)
- 13 Drip Email 3
- 14 Call - Verbal Pre-close

## Sales

- 15 Drip Email 4
- 16 Deliver Proposal
- 17 Drip Email 5
- 18 Follow up / Close
- 19 Get Signature

## Turn-Up

- 20 Convert Opportunity
- 21 Handoff Meeting
- 22 Create Project in CW
- 23 Send Contract for Signature
- 24 Send Welcome Kit
- 25 Send W-9
- 26 Billing Interface Training
- 27 Customer Portal Training
- 28 Assign TAM
- 29 Assign CAM

## Turn-Up

## Service

- 30 Wiring Certification
- 31 Network Discovery
- 32 Photos of Equipment
- 33 Install Kaseya
- 34 Create Executive Report
- 35 Run Patch Scan
- 36 Remove old AV / Malware
- 37 Install and Configure AVG
- 38 Install and Schedule Backup
- 39 Create Visio Diagram
- 40 Set up PRTG
- 41 Set up PacketTrap
- 42 Schedule Patches
- 43 Schedule Backups
- 44 Create Emergency Contact List
- 45 Creative Executive Report & Schedule
- 46 Install AV
- 47 Create Billing Ticket for Agent Count
- 48 Remediation Report
- 49 Asset Rotation Plan
- 50 Core Network Signoff
- 51 Helpdesk Turnover
- 52 Verify Billing
- 53 1st Month Invoice
- 54 1st Month Executive Report
- 55 Review 1st Invoice with Customer
- 56 2nd Month Invoice
- 57 2nd Month Executive Report
- 58 3rd Month Invoice

## Service

## Annual

- 59 3rd Month Executive Report
- 60 First Quarterly Meeting
- 61 4th Month Invoice
- 62 4th Month Executive Report
- 63 5th Month Invoice
- 64 5th Month Executive Report
- 65 6th Month Invoice
- 66 6th Month Executive Report
- 67 Second Quarterly Meeting
- 68 7th Month Invoice
- 69 7th Month Executive Report
- 70 8th Month Invoice
- 71 8th Month Executive Report
- 72 9th Month Invoice
- 73 9th Month Executive Report
- 74 Third Quarterly Meeting
- 75 10th Month Invoice
- 76 10th Month Executive Report
- 77 11th Month Invoice
- 78 11th Month Executive Report
- 79 12th Month Invoice
- 80 12th Month Executive Report
- 81 Annual Maintenance
- 82 Annual Planning Report
- 83 Asset Rotation Plan
- 84 Business IT Plan
- 85 Annual Meeting / Review



### NorthFace ScoreBoard Award Recipient Benchmark Data

Category:	Internet & Telephone 2016		NorthFace ScoreBoard 2015		
	SB Index	% Satisfied	Average	Best in Class	Top 10
Customer Service	4.8	99%	4.7	4.8	4.7

Comparison of Internet & Telephone's Categories to Omega Management Group Corp.'s 2015 NorthFace ScoreBoard Award Recipients Average, Best in Class and Top 10.



### Customer Satisfaction Ratings - Weighted Average & Percent Satisfied

Customer Service	SB Index	% Satisfied	Q1	Q2	Q3	Q4
1. How did the Internet & Telephone Tech perform on this task?	4.8	99%	4.9	4.8	4.8	-

Note: SB Index = Weighted average - multiply the number of responses by the value of each rating (5 - 4 - 3 - 2 - 1), sum all of the ratings and divide that sum by the total number of responses for each question.

% Satisfied = Total number of responses for each of the top 3 ratings (5-4-3) on the 5 point scale, divided by total overall responses.

Rating Scale: 5 = Exceeded Expectations; 4 = Performed Above Expectations; 3 = Met Expectations;  
2 = Performed Below Expectations; 1 = Did Not Meet Expectations



# Setting the CX Expectation

Pete Peterson  
VP Sales



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I&T is unique for 3 reasons:

1. Our People
2. Our Processes
3. Our Tools



## Internet & Telephone By The Numbers

- 600 Business Customers
- Installed & Managed 6,500 PCs and Servers
- Installed & Managed 10,000 VoIP Phones (Cisco, Avaya & NEC)
- Host 1,000 Web Sites
- 20 Million Voice Minutes Monthly
- 2 Million Emails Daily
- Install over 1,000,000 ft. of Cat 6 Cable Annually
- Install over 50,000 ft. of Fiber Annually



## Locations

### Network Operations Center / Headquarters

421 Merrimack St.  
Methuen, MA 01844  
978.683.9100

### New Hampshire Office

11 Manchester Sq  
Pease Intl Tradeport  
Portsmouth, NH 03801  
603.431.7864

### Boston Office

1 Summer St.  
Boston, MA 02110  
617.303.6300





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- 1 CIO-Level Consulting / Strategic Planning**  
Select and implement the right technology for your needs today and down the road.
- 2 Senior-Level Network Consulting**  
Develop your needs assessment, network design, and implementation plan.
- 3 PC Inventory / Computer Audit**  
Automated computer and software inventory, including scheduled LAN audits.
- 4 Network Monitoring / Alerts**  
Instant notification of hardware or software changes, policy violations, low disk space and unapproved access.
- 5 Windows Event Monitoring / Alerts**  
Remotely monitor Windows system event log, application event log, and security event log.
- 6 Patch Management**  
Automated security patch scan, patch deployment, and history. Scalable and secure.
- 7 Software Installation / Update**  
Install and update software throughout the office. Flexible and easy.

- 8 Help Desk / Trouble Ticketing**  
Integrated trouble ticketing. Policy based notification. Online chat for support personnel and users.
- 9 PC Remote Control / Remote Support**  
Secure and configurable remote access. No port mapping or infrastructure changes required.
- 10 Emergency After Hours Support**  
Contact our Network Operations Center anytime 24/7.
- 11 Network Administration**  
User account adds, moves, changes, and password resets per your direction.
- 12 Integrated Reports**  
Customized integrated management reports. View online or export.
- 13 EndPoint Protection / Email Defense**  
Premium Anti-Virus / Spyware / Malware and Anti-SPAM protection. Updated daily to keep your computers safe & running at optimal speed.
- 14 Backup / Disaster Prevention**  
Daily image backups of computers and servers to prevent catastrophic data loss.





**VS.**



 internet & telephone			
Customer	Account Number	Invoice Number	Bill Period
NEW ENGLAND HEALTHCARE	101989	1319891	06/01/05-02/01/06
Your Internet & Telephone Bill		Total Minutes Used	
<b>Balance Summary</b> Previous Balance \$9.00 Payments and Credits \$9.00 Monthly and Other Charges \$0.00 Long Distance Charges \$0.00 Downloaded Content USFARS Recovery Fee \$0.00 Federal Tax \$0.00 State & Local Tax \$0.00 MECA Interstate TRS Fund \$0.00 Total Current Invoice \$4,141.00 Paid On Retention \$0.00		Long Dist Discount Minutes Price Instate 1143.0 42.75 5589.0 125.00 Instate 3133.0 81.24 0.0 0.00 International 0.0 0.00 0.0 0.00 Directory Assistance 0 0.00 <b>Monthly and Other Charges</b> None Telecommunications Service 450.00 + Managed Services 3,690.00 + 4,020 minutes Local Usage - Free 0.00 + *See Invoice	
<b>Total Due \$4,141.00</b>			
Payment is due upon receipt.			
We'll send business call after a date later. Don't wait. Call us today for a professional risk assessment.			
Questions about your bill? Call Customer Service at: 1-877-863-8130			
 internet & telephone		Send payments to: Internet & Telephone PO Box 998 North Andover, MA 01855  Account Number: 101989 Invoice Number: 1319891 Amount Due: \$4,141.00	
NEW ENGLAND HEALTHCARE		Amount Enclosed:	

# An Inside Look at Award-Winning CX

MJ Shoer  
Chief Technology Officer



## Findings Review & Remediation Report

Customer:

Date: April 13, 2010

### Introduction

Internet & Telephone's evaluation of the CUSTOMER network was performed using our custom suite of network configuration discovery processes and best practices analysis tools. Our goal was to identify components of the network that present a risk to the security, availability, and performance of CUSTOMER corporate technology & data.

This report includes seven of our standard Technical Assessment Components plus a Summary and Recommendation. These seven components together encompass all facets of a network infrastructure.

1. Environmental & Physical Assessment
2. Internal Network Discovery & Vulnerability Scan
3. External Network Discovery & Vulnerability Scan









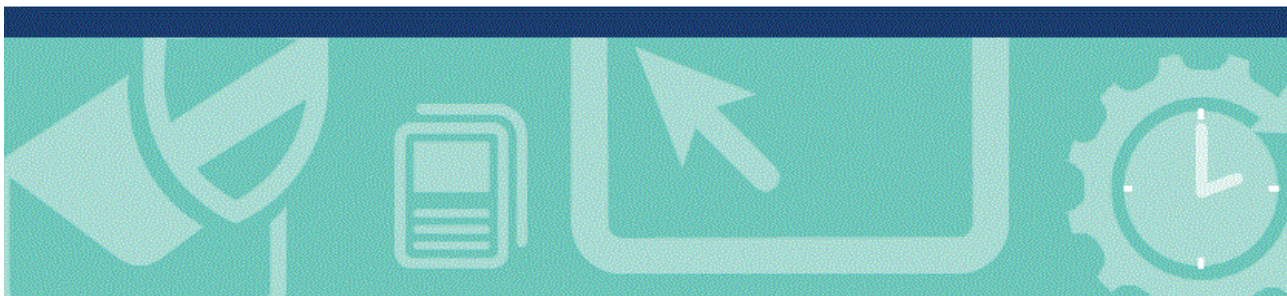
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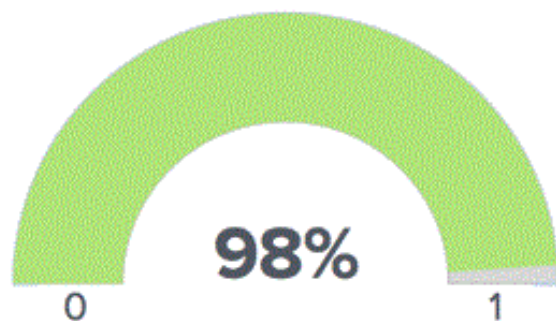
A GUIDE TO YOUR MONTHLY EXECUTIVE SUMMARY REPORT |

Updated July 29, 2016





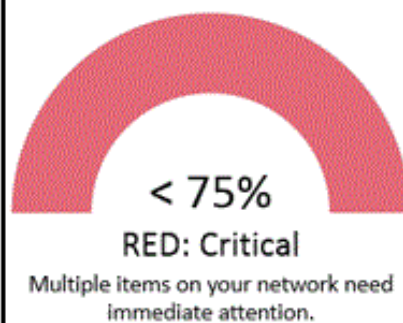
## Network Health



The Network Health Gauge displays your overall network health percentage. This summary gauge gets its score directly from the average of the six (or four) scores calculated in the Network Health Breakdown gauge, located directly below it on your report.

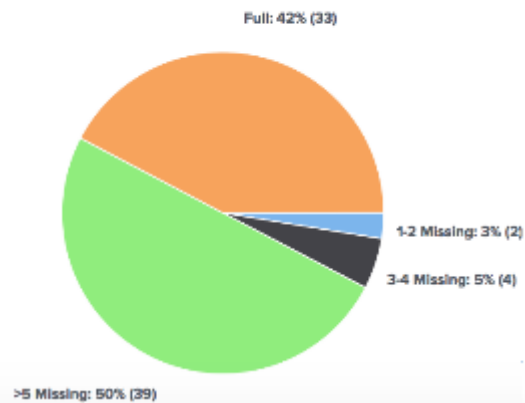
### Network Health Score Key

Use this key to determine where your network lies in our score chart, and what can be done to boost your score.

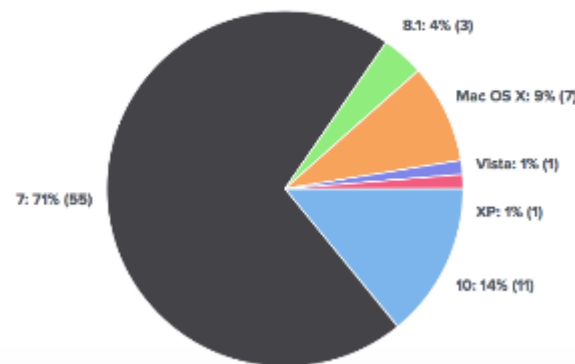




Workstation Patching



Workstation Operating System

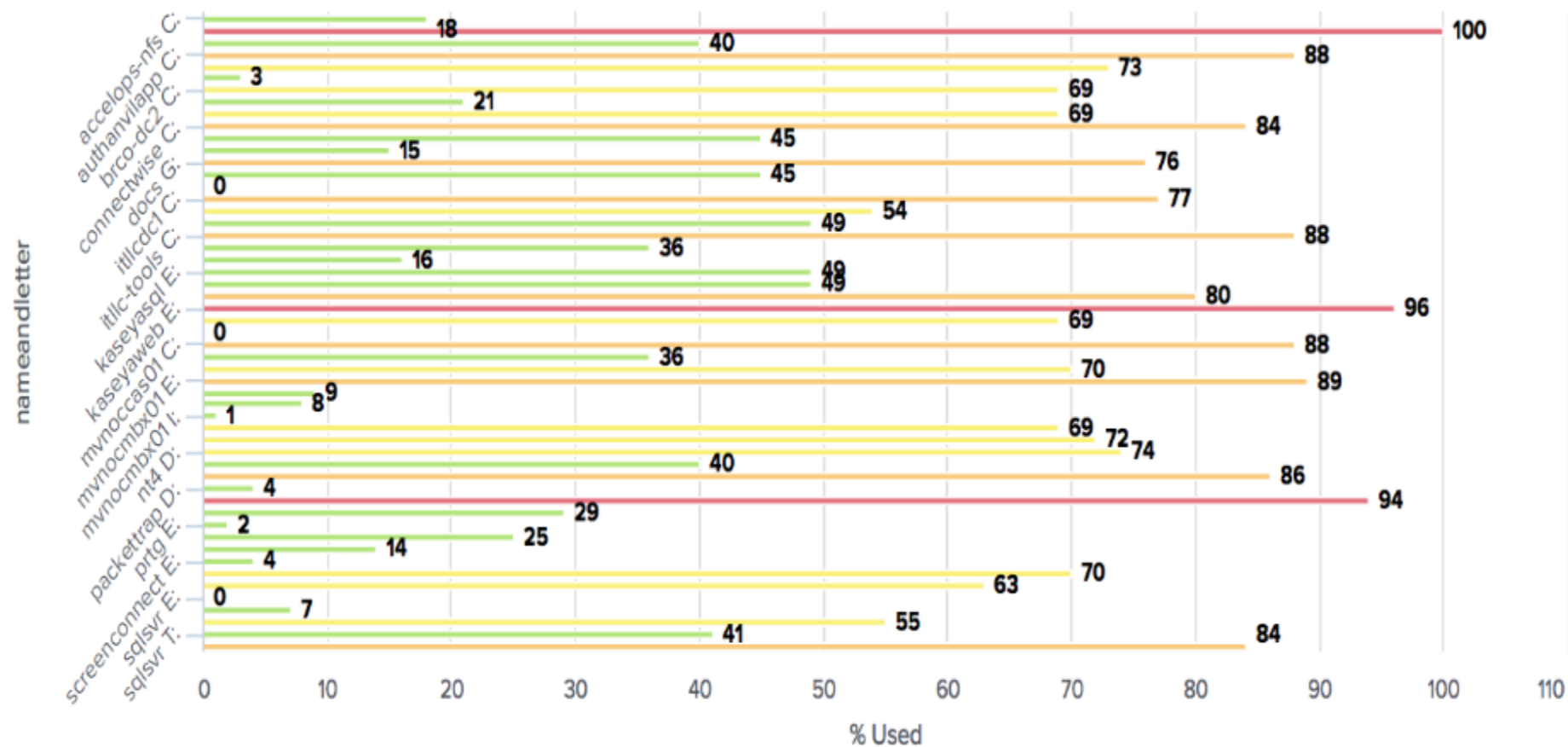






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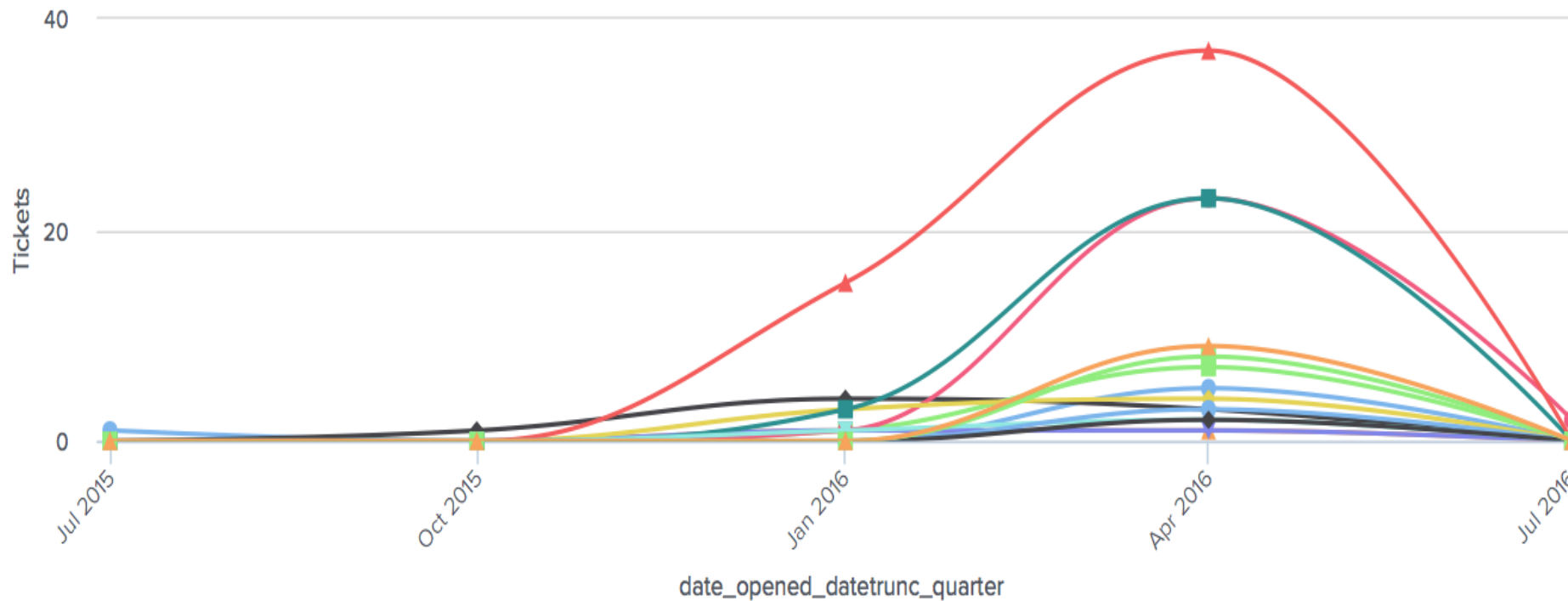
## Server Disk Space





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## Tickets Opened



● User Account (New / Term / Permissions)    ◆ New Equipment    ■ Workstation    ▲ Telco (Voice & Data)    ▼ PBX    ● (Empty)  
◆ ISP / ESP    ■ Server    ▲ Other    ▼ Peripherals    ● Software / Line Of Bus App    ◆ Mobile Device    ■ Email    ▲ Network

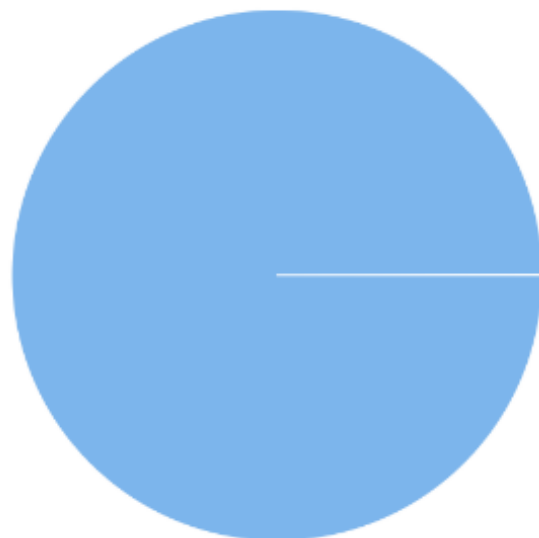




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### Survey Scores

15: 100% (8)



# Branding CX at I&T

Zach Leffler  
Marketing Manager





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**Internet & Telephone is dedicated to providing our clients  
with a first-class sales process and customer experience**





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INTERNET & TELEPHONE NEWSLETTER 2016

[View this email in your browser](#)



## THE MONTHLY WIRETAP

Holiday Edition: News from around the world and your backyard

### 2017 Security Predictions

If you thought 2016 was bad, fasten your seat belts. From W-2 scams to WordPress vulnerabilities, ransomware, business email compromises, DDos attacks and allegations of a hacked presidential election, 2016's not over yet...[Continue](#)







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## THE CLOUD: Establish Your Vision

Does your enterprise have the strategy and IT support it needs to evolve and stay competitive in the digital age?

During this **complimentary Lunch & Learn** session, industry experts MJ Shoer, Pete Peterson, and Doug Smith will leverage their deep technical knowledge to analyze what an effective enterprise cloud strategy looks like, including:

- How the cloud environment impacts the flexibility of your applications and services
- Understanding choices available in the cloud, including the growth of the Internet of Things
- How extending apps into the cloud and onto mobile devices leads to improved processes and workflows
- The underlying security efforts needed for your technology stack—from device to cloud

### THURSDAY, OCTOBER 27TH

Lunch Reception  
11:45AM-1:30PM

**The Lanam Club**  
260 N Main St,  
Andover, MA 01810

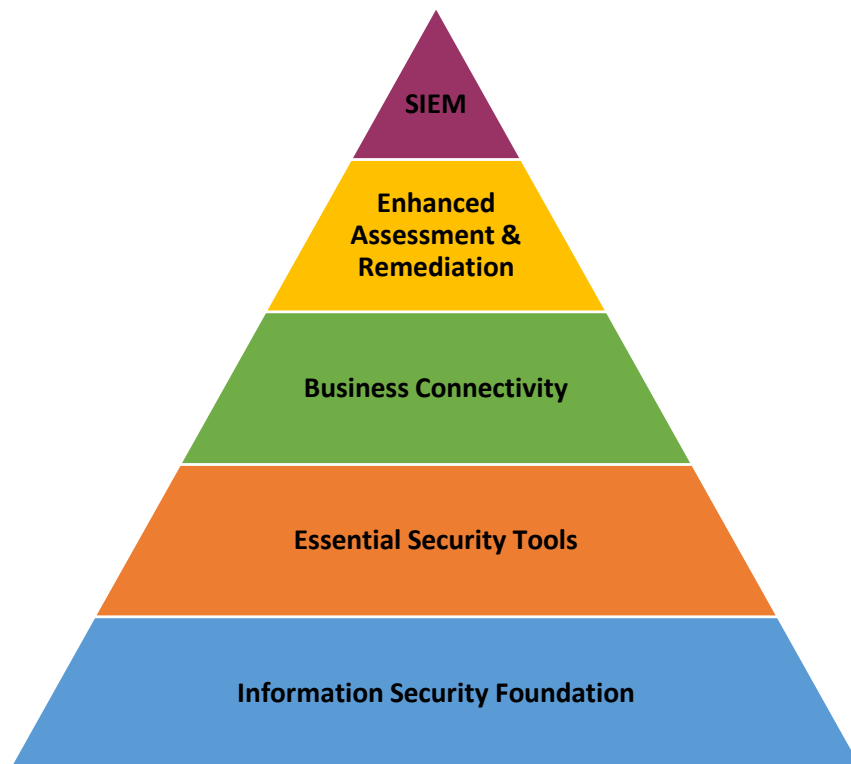
### FRIDAY, OCTOBER 28TH

Lunch Reception  
11:45AM-1:30PM

**The One Hundred Club**  
100 Market Street, Suite 500  
Portsmouth, NH 03801



## Internet & Telephone Security Products



### Tenants of IT Security:

1. Identify
2. Protect
3. Detect
4. Respond
5. Recover





### **KnowBe4** Scam Of The Week: Amazon Account Threat

Cyber criminals are attacking Amazon users with a phishing campaign that falsely claims a small number of accounts have been hacked. The email starts with an "Important Notice" and you are required to "verify" your Amazon account, by providing payment card information and security details. The email threatens that if you do not comply with the verification process, restrictions may be placed on your account.

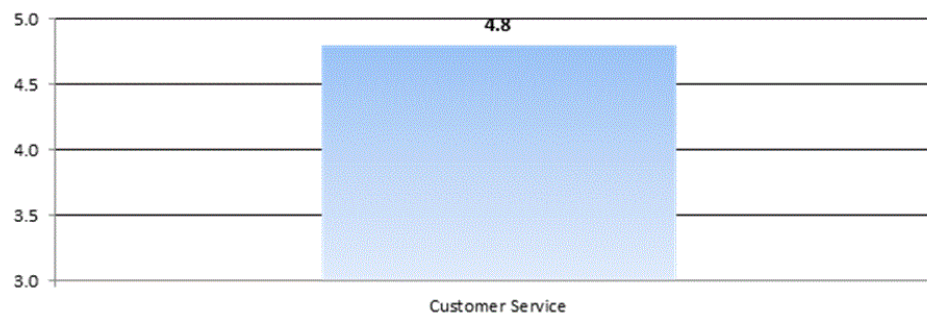
Well, Think Before You Click. The email is a scam to try to trick you into revealing your credit card information and more. If you see an email like this that has not been caught by any spam filter, delete it. Remember the rule: "If In Doubt, Throw It Out!"

You may also receive fake shipping notices or order receipts too, enticing you to "click to cancel your order" or "click to contact customer service". The bad guys really step it up around the holidays!

Remember, Think Before You Click! Stay safe out there.

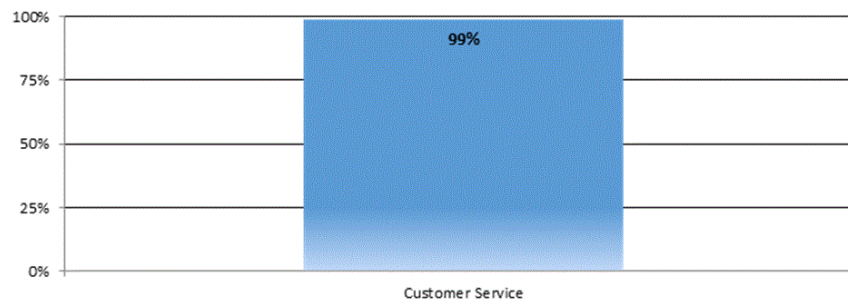


### ScoreBoard Index



ScoreBoard Index = Multiply the number of responses by the value of each rating, sum all of the ratings and divide that sum by the total number of responses for each question.

### Overall Satisfaction



Overall customer satisfaction percent is calculated based on the top 3 ratings on 5 point scale:  
[5 = Exceeded Expectations; 4 = Performed Above Expectations; 3 = Met Expectations]



# Thank You! Q&A



**Paul Cissel**  
President & CEO  
pcissel@itllc.com  
978/683-9100



**Pete Peterson**  
VP, Sales  
ppeterson@itllc.com  
978/683-9100



**MJ Shoer**  
Chief Technology  
Officer  
mjshoer@itllc.com  
978/683-9100



**Zach Leffler**  
Marketing Manager  
zleffler@itllc.com  
989/683-9100

# Requests for Information

Bill Bradley  
VP, Marketing & Business Development  
Omega Management Group Corp.  
[bbradley@omegascoreboard.com](mailto:bbradley@omegascoreboard.com)  
Tel. 978-715-2587



**ΩMEGA**  
Management Group Corp.