

# In Touch

DECEMBER 2016



## Appreciation, Celebration & Illumination

BEVCOMM strives to say thanks to our customers throughout the year. Now that the holidays are approaching, we want to make sure this message of appreciation shines as brightly as the season's lights.

Thanks for letting us provide the internet service that connects you to Thanksgiving recipes and holiday gift ideas, and the TV service that entertains family and friends. It's an honor to be part of your celebrations.

### Contact BEVCOMM

- Blue Earth • 507-526-2822
- Hager City • 715-792-2103
- Minnesota Lake • 507-462-3444
- Morristown • 507-685-4321
- New Prague • 952-758-2501
- Pine Island • 507-356-8302
- Wells • 507-553-3144
- Weyerhaeuser • 715-353-2434
- Winnebago • 507-893-3111



**FASTER  
INTERNET**  
*makes you way cooler*

You'll instantly be amazed at how much better everything is with faster internet speeds. We're talking better streaming, better gaming, and better use of your time (since you won't be waiting around watching that annoying buffering pinwheel).

### PLANS UP TO 1 GIG / 50 MBPS\*

Upgrade to the next higher tier of internet speeds today! We offer lots of options.

**CALL 800-473-1442  
FOR A COOL YULE  
AND A MUCH  
SPEEDIER  
NEW YEAR!**



\*Service availability and internet speed will depend on location.

## Watch Out for These Holiday Scams

The Better Business Bureau warns consumers to beware of the following:

- **Fake shipping notifications:** Scammers send emails pretending to be from companies like UPS or FedEx with links to package tracking information. Don't click on any links or open any attachments coming from a questionable source (typos and grammatical mistakes are red flags).
- **Phony charities:** Scammers take advantage of the holiday spirit of generosity with fake charity solicitations in emails and on social media. Check out charities at [give.org](http://give.org) before donating.
- **Temporary holiday jobs:** Retailers and delivery services need extra help at the holidays, but beware of solicitations requiring you to share personal information or pay for a job lead. Apply in person or go to retailers' main websites.
- **Free gift cards:** Pop-up ads or email offering free gift cards are often just a ploy to get your personal information for identity theft.
- **Social media gift exchange:** It sounds great—buy one gift and get 36 in return. But it's a variation on an illegal pyramid scheme.

For protection against other online threats, call 800-473-1442 and ask about our computer security services.



## Are You Foggy on Cloud Computing?

Cloud computing, used in the marketing of services like Apple's iCloud, is one of the more prominent buzzwords in technology today. But do you understand what it means? In basic terms, cloud computing is the use of computing resources controlled by someone else and not located near the user. Cloud computing relies upon a vast network of hardware and software to distribute computing resources to users, and the Web is the network upon which almost all cloud computing operates.

There are three general categories of cloud computing: Storage, Software, and Hosting (such as for email or a website). The easiest way to understand the difference between local and cloud computing is to look at a few examples of software and hardware that perform the same or similar functions.

Local Application	Cloud Application	Function
Microsoft Outlook	Google Gmail	Email
Microsoft Office	Google Docs	Office suite
Intuit Quicken	Mint	Personal finance
Adobe Photoshop	Sumo Paint	Graphics editing
Computer hard drive	Online Backup	Data backup
Media player	Pandora	Music
Games on disk	Flash-based games	Entertainment

Not all cloud services are one-for-one substitutes for their desktop counterpart. For example, Microsoft Office has many more features than Google Docs, although the latter makes cooperation between remotely located users easier. You also have much more control over music that you've purchased than what you rent from a cloud service like Pandora.

All things considered, it's safe to say that tomorrow's forecast will include clouds. If you're looking for solutions for your home or business, contact BEVCOMM for more information.