

REAL SECURITY FOR YOUR VIRTUAL OFFICE

Growth in computer portability and Internet access means that almost any space can be turned into a virtual office. But with convenience and increased productivity comes a need for greater security. Viruses and spyware that slow or shut down networks, steal business data or customers' personal information, deny service at Web sites or e-stores, can sneak in through network connections at employees' homes or any other Internet access point from a computer that is not specially secured.

"If employees are accessing the network from home with insecure systems, it's like securing the front door of your house with the latest alarm but leaving your back door open," says Paul Vlissidis, head of risk at NCC Group, an IT consultancy.¹

A vnunet.com study reveals that hackers gained access to corporate networks by exploiting lax security on over 350,000 home computers connected to company systems, and over 82% of companies reported problems with computer viruses.²

Fortunately, there are several ways that small businesses can proactively combat security threats:

- Install additional firewall and anti-virus protection software beyond what comes standard with your PC and update it regularly.
- Is your home office wireless? Change the default passwords provided in the initial wireless router set-up—and change passwords often.
- Seal customer transactions and sensitive communications with encryption browser software at a standard 128-bit strength.
- Establish a company security policy that details how to protect company information, requirements for backing up data, and guidelines for identifying suspicious e-mails and other threats.

Time Warner Cable's Personal Security Suite, which includes anti-virus protection and covers users over any network, is included with all our products. But for even broader protection, use Time Warner Cable's Managed Security solution. We offer multi-tiered protection through a managed firewall service, virtual private networks (VPNs), monitoring and maintenance (firmware updates, patches, fixes), and advanced options like intrusion prevention and content filtering. Your business assets will be safe, secure and ready for the virtual-office economy.

^{1, 2} "Hackers Exploit Lax Home Worker Security," www.vnunet.com, 2003.

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A NEWSLETTER EXCLUSIVELY FOR TIME WARNER CABLE BUSINESS CLASS CUSTOMERS

Winter 2007



TELEWORKERS AND THE VIRTUAL SMALL BUSINESS

Could your business use an extra \$5,000 every year?

The International Telework Association and Council (ITAC) arrived at this figure¹ when they researched the average savings for each employee who works from home instead of traveling to an office. The research counted full-time teleworkers, as well as those who work at home part time.

Broadband technology has made teleworking and branch office connectivity a reality for many small businesses looking to save on real estate and related costs. If you are currently leasing space, or thinking ahead to when you may have more employees or partners, keep in mind the benefits of teleworking.

Teleworking Builds Savings, Stability

Increased productivity. According to ITAC, employees are approximately 30 percent more productive when they switch to a teleworker arrangement. By eliminating or reducing commute time, they can work more hours without feeling overworked. And freedom from office distractions means more uninterrupted time for keeping up with daily tasks and deadlines, along with greater concentration for large or complex projects.

Better human resources. A wider pool of talent is available to you when an employee can avoid relocating or commuting long distances.

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TIME WARNER CABLE
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THE ART OF THE VIRTUAL MEETING: SAVE TIME, CUT TRAVEL COSTS

For many small businesses, profit margins are thin—a travel budget is an impossibility. Fortunately, broadband Internet technology makes virtual meetings possible, giving your business greater market reach without incurring the additional expense of travel.

Three Ways to Meet—Virtually

Teleconferencing. Teleconferencing is best for straightforward information sharing or simple decision making. Audio “bridges” connect multiple callers in one phone conversation. Meetings are arranged by an operator or purchased as an on-demand, reservationless subscription from a service provider.

Web conferencing. Web conferences are similar to teleconferences, but offer participants the ability to click through documents on a Web site, such as training materials, visual demonstrations or presentations, while listening.

Videoconferencing. Participants interact while viewing presentations over a broadband connection. Video is the next best thing to meeting in person, but requires some initial investment in equipment.

Best Practices for Successful Virtual Meetings

A study of 100 virtual meetings conducted by a research team based at the University of Arizona identified ten pitfalls that occur more frequently with virtual meetings.¹ Here are a few common situations the team encountered, and solutions for avoiding them:

Virtual meetings can be hard to follow.

Solution: Develop and circulate an agenda with a clear purpose and objectives, map out any online activities, and stage transitions between topics carefully. Confirm participation individually in advance, asking participants about their interests and goals.

Teamwork can be more difficult from a distance.

Solution: Participants can be more passive in a virtual meeting—so be sure to seek out feedback and conduct frequent checks. If the meeting is integrated with online software, encourage the use of voting, commenting, or “back channel” communication like online chat forums.

It is easy to forget who attends a virtual meeting.

Solution: As part of your pre-meeting planning, distribute photos and bios of all attendees, or post them through your meeting software. Also, sending or posting follow-up materials such as comments, logs, summaries, transcripts, or tapes can reinforce who attended the meeting, as well as its outcomes.

Follow-up is critical to your success, and a thank you is key, whether by e-mail, a handwritten note or by phone.

¹ *Best Practices from Experiences Facilitating Virtual Meetings.* Mittleman, Briggs, and Nunamaker. The University of Arizona, 2003.



TELEWORKERS AND THE VIRTUAL SMALL BUSINESS

(continued from p. 1)

The option to work remotely is a key consideration for prospective employees who want more balance between work and family. Attract and keep valuable, experienced staff by providing the option of teleworking—whether on a full-time basis or for a day or two each week.

Business continuity. Whether it is an ordinary traffic jam or a major natural disaster, teleworkers can keep a business up and running when unforeseen conditions cause delays or disrupt operations at the office. According to a recent survey, small- and medium-sized businesses tend to be less prepared for catastrophes than larger companies.² But teleworkers can enable small businesses to manage and communicate with their customers effectively through a major disruption.

Managing Teleworkers Effectively

Once you have set up your teleworkers, success will depend on several factors, primarily the skills and experience of your staff.

Assess your staff. Does the person managing the teleworkers have a flexible, results-based management style? Are your teleworkers independent, experienced self-starters who focus on results? Do they manage their time well?

Stay on the same page. Managers should develop clear assignments for teleworkers, and use periodic progress reports rather than one final performance assessment. Define your expectations about when, how, and how often managers and employees will communicate with each other throughout the day.

Discuss liability. With teleworking, your business assets cross over into private homes. Clarify teleworker liability regarding information security, injury or theft. Determine who pays for equipment and utility expenses.

Time Warner Cable Business Class offers solutions and support specifically designed for working together when you are miles apart. We can help you build a virtual business, set up the technology to support teleworkers, or connect branch offices with other locations. Contact your local Time Warner Cable representative or visit www.twcbc.com to find out more about Teleworking Solutions.

¹ “Teleworking Comes of Age with Broadband,” International Telework Association and Council, 2003.

² “Catastrophe Risk Management: Preparing for the Storms Ahead,” *The Economist Intelligence Unit*, 2006.

THE LIST: A Snapshot of Current Statistics and Trends

Number of Americans who have worked from home at least one day a month: **45.1 million**

Odds that a home-based teleworker has broadband access: **4 in 7**

Percent of population that drives to work alone each day: **75.7%**

Percent of executives who feel they must be accessible after working hours: **61%**

Percent of employees who check their business e-mail while vacationing: **13%**

Sources:

^{1, 2} “American Interactive Consumer Survey,” International Telework Association and Council, 2005.

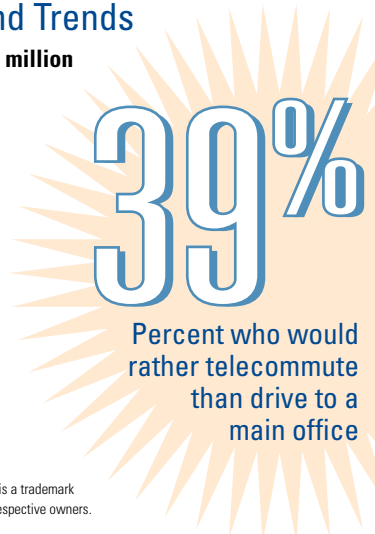
³ 2000 U.S. Census, based on workers age 16 and older

⁴ ExecuNet, reported on clickz.com by Edith Burns, 12/7/06 survey

⁵ “Might As Well Face It...We’re Addicted to E-mail,” America OnLine, 2005.

Inset International Telework Association and Council, 2000 survey

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TELEWORKER SOLUTIONS BRING YOUR TEAM TOGETHER

Picture this: Your business has a main office, the director is working from home, a sales rep is always on the road and customer service support is in a different state. How can they all work as a cohesive, productive team, while continuing to grow the business?

Time Warner Cable Business Class offers Teleworker Solutions that seamlessly connect remote workers, branch offices, and headquarters, whether your business has just one employee or many.

Instant access. We offer high-speed, “always on” Internet access and e-mail. Employees can access company tools and information from anywhere simply by accessing a Web site.

Worry-free storage. With our Managed Storage SmartDrive® solution, your business resources and information are stored on our secure network, that includes daily automatic backup and user authentication.

Effortless transmission of large files. Exchange information quickly by using a link to our network rather than attaching lengthy documents over e-mail.

Local customer support. Time Warner Cable offers dedicated account managers and technical support when your business needs it.

Our secure end-to-end network extends throughout major cities and suburbs to connect your business from any location. Contact us to learn more about Teleworker Solutions.

Win a 50" Panasonic HD Plasma TV!

We’re seeking your feedback on *Business Connections* for future issues. Visit news.twcbc.com to provide your suggestions and enter the drawing to win a 50" Panasonic high-definition plasma television.



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