

# HIGHLY RELIABLE.



# ALARMINGLY SIMPLE.

Cutting Edge **Fiber Technology**

Powering Business Communications

In Your Community.

Northland's **Business Simple** Bundle helps grow a small business by utilizing a locally maintained Fiber network for phone and Internet compared to national competitors.

## **SIMPLY** A SMART BUSINESS DECISION

"Life safety equipment." That's how Tim Reilly, Vice President of REM Fire Systems, Inc. describes what his company provides across New York State. Family owned and operated since 1969, Tim understands the importance of technology to enable business growth. "Without having a reliable phone and Internet service our work simply wouldn't be possible." The Business Simple Bundle from Northland Communications provides small businesses the opportunity to tap into a fast, powerful, locally maintained fiber optic network for phone and Internet. When REM Fire Systems made the switch to Northland, "reliability, utilization and speed went from a 1 to a 10."

REM Fire Systems Inc. provides quality fire protection for businesses including fire alarms and sprinkler systems. Before installation, field techs are required to blueprint the business from top to bottom and generate a report to document where the fire safety equipment is located within a client's facility. Tim describes how important accuracy is and that the collection process has "extreme data associated with it. They can't miss a little nook or cranny anywhere."

Prior to switching to Northland's Business Simple Bundle, REM technicians hand wrote reports and manually entered data when they returned to the office. Techs were unable to generate electronic reports in the field due to their Internet service being slow and unreliable, thus making it impossible to connect wirelessly back to the office or transmit data. "On top of that, with our old phone provider, the phones were scratchy and noisy. So we started looking for a permanent solution to solve both these problems, and that's when we turned to Northland," said Reilly.

“ When we made the switch to **Northland's Business Simple Bundle**, reliability, utilization and speed went from a **1 to a 10.** ”

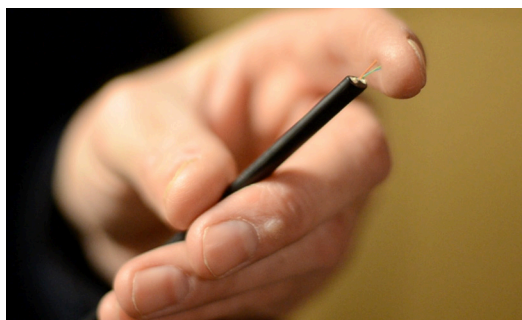
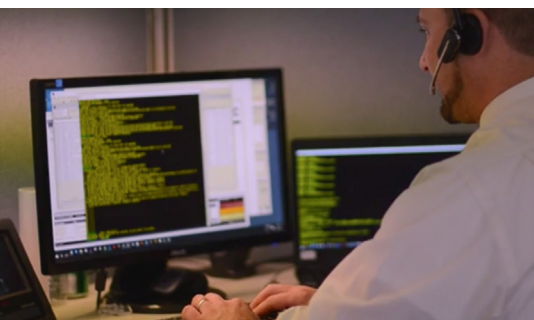
— Tim Reilly, Vice President  
of REM Fire Systems Inc.



## SIMPLY A RELIABLE TECHNOLOGY SOLUTION

Many small businesses in Central New York struggle to find a simple and reliable technology solution for their phone and Internet services. "Slow." "Scratchy." "Poorly maintained." These are a few words Tim uses to describe his past experiences with large national phone and Internet service providers. The Business Simple Bundle solves these problems through Northland's robust fiber optic network, technology and commitment to excellence.

"We had a real need for a highly reliable, cutting edge technology solution. The copper lines that our older provider uses are simply not maintained anymore. The technology isn't there, and there are no plans to replace the lines," Reilly said. Northland's fiber network is supported by its experienced local team of technicians. **Their network runs deep into Syracuse, NY and Utica, NY** and is continuously expanding into new local communities.



By switching to Northland's high-speed fiber optic network, the field techs at REM Fire Systems are now able to complete their reports in the field and digitally transmit them back to the office; thus creating efficiency, eliminating redundancy and data entry errors. "It allowed us to grow, and do more with our existing staff."



## SIMPLY A LOCAL ADVANTAGE

REM Fire Systems has been serving the local community for generations, just like Northland. "Our business has evolved quite a bit," said Tim. In the past, Tim thought affordable phone and Internet for small businesses were limited to what large national companies had to offer. Working with "the big guys" he found "the sales process was very difficult, muddy, and frustrating. It was a non-efficient process all the way through." Also, the technology for one company didn't meet the state code requirements, which is mandatory for REM Fire Systems, while the other company's lines were poorly maintained and rarely serviced.

"They made every line go to where it was supposed to go, right from day one. Their service is phenomenal.

Making the switch was simple and was done in less than 20 minutes."

— Tim Reilly, Vice President  
of REM Fire Systems Inc.

Tim was relieved to discover that Northland Communications, a local provider, had invested in its own fiber network. Since Northland also maintains the network, it allows them to provide end-to-end solutions to businesses, which was just what REM Fire Systems was looking for. From the beginning, Tim experienced a "very personalized" approach to doing business with Northland. Instead of the 1-800 numbers, touch-tone dialing, and call queues, each business has their own dedicated Northland representative with their own direct line. REM Fire Systems knows that they "can pick up the phone anytime and that our sales rep will answer." This is the advantage of working with a local company.

He goes on to say how seamless the entire process was from start to finish. "We have a complicated set up here with four phone lines. They got all that right, right from the beginning. They made every line go to where it was supposed to go, right from day one. Their service is phenomenal. Making the switch was simple and was done in less than 20 minutes."

Because Northland is locally owned and operated, they understand the Central New York environment and as a result, can provide faster better service. Their technicians and support staff are your neighbors and embedded within the community. This lends itself to immediate response time and resolution. From one local company to another, there's no greater feeling than reinvesting your dollars back into the community in which you live. Recognized three times as one of the Best Companies to Work for in NYS by SHRM, the staff proudly wears the Northland logo and looks forward to doing another 100 years of business in their hometown.



# MAKING THE SWITCH IS SIMPLE.

Visit [northland.net/simple](http://northland.net/simple) or call 315-671-6260