

# NOTED

Northland Communications  
Issue 01 | Spring 2023





# NOTED NEWSLETTER



## A NORTHLAND NEWS PUBLICATION

Noted by Northland is a bi-annual publication highlighting noteworthy news throughout the company. Northland Communications is a third-generation family-owned business that has been providing telecommunication services to Central New York since 1905. Our rich history has provided invaluable experience, financial stability, and significant resources.

Our emphasis on the customer and team member experience, coupled with creating a positive impact in the communities we serve, is the foundation of our core values. We believe in creating quality connections with our customers and our community, and we hope that through Noted, we can do exactly that.

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## MVCC Optimizes Operations with Business Unlimited; 'Good Neighbor' Day Planned



MVCC GETS UCAAS

Mohawk Valley Community College chose Northland Communications as their UCaaS provider to optimize their operations. Northland led the installation and integration for the cloud-based solution earlier this year. Northland's Business Unlimited installation team worked hand in hand with MVCC and their information technology department to coordinate the entire project and create a customized solution. *Read more about the project on pages 12 + 13.*



GOOD NEIGHBOR DAY

Northland Communications is partnering with over twenty Central New York nonprofits to raise funds and awareness to their missions with a three-month long campaign that will culminate with 'Good Neighbor' day on June 28th at NBT Bank Stadium in Syracuse. The nonprofit that raises the most funds will be given \$10,000 from Northland and will get to throw out the first pitch of the game. *Read more about the 'Good Neighbor' legacy on pages 16 + 17.*



# A MESSAGE From The President



JIM MCCARTHY

At Northland Communications, we value our people above all else, recognizing that they are our greatest asset. By prioritizing their needs, we are able to establish ourselves as the preferred partner of choice.

When an organization cares to put their people first, the team members feel valued.

When team members are valued, they inherently become passionate about the customer.

When team members are passionate about the customer, they become excited about delivering on an excellent customer experience.

Investing into our team members and our community enables us to create connections that directly translate into a customer experience that does not stop once a contract is signed. Our team members take a personal and human approach to problem solving and support. This is engrained into our culture and into the everyday customer experience throughout your lifetime as Northland Communications customer.

Of course, none of this would be possible without you, our partner. You are the reason we have been at the forefront of this industry since 1905, with some of you being with us for over four decades. As we move forward, we remain committed to putting our customers at the center of everything we do.

Thank you for your continued support.



**“ WE CARE. WE DO WHAT IS RIGHT.  
WE ARE AUTHENTIC. WE MAKE IT HAPPEN. ”**

## OUR PEOPLE ARE OUR GREATEST STRENGTH

Simply put, we have built our reputation on outstanding support for our Central New York business customers. Our local response team consists of highly trained technicians experienced with every product and service Northland offers. National telecom providers cannot match our response times with live, local professionals who answer your call 24/7 and go the extra mile to set your business up for success.

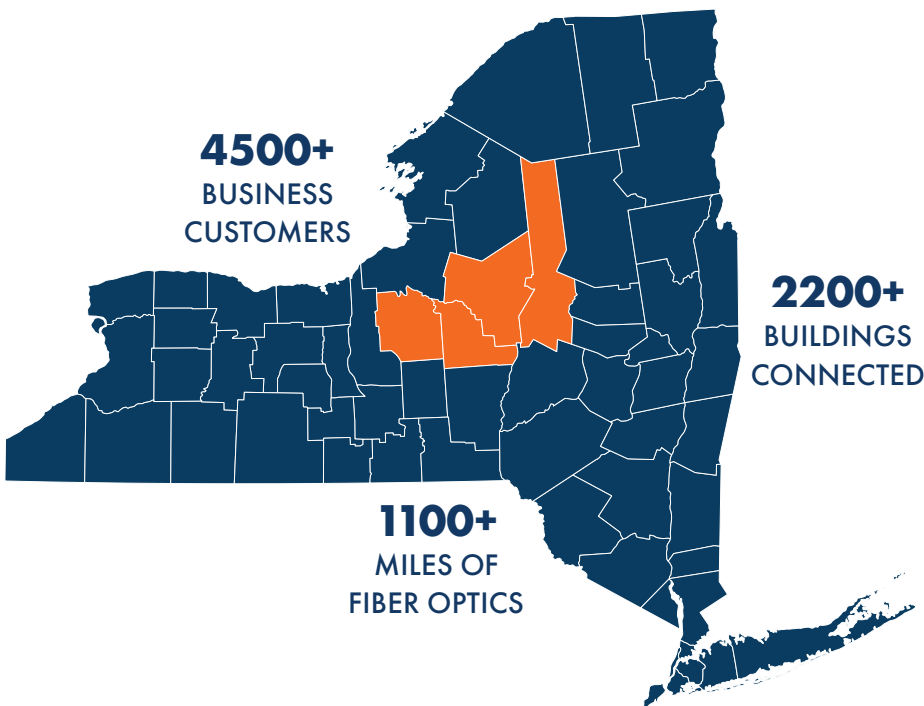
Our technology is excellent, but our people are our greatest strength. Recognized as one of the “Best Companies to Work for in NYS,” our team is highly engaged and committed to providing you with excellent service. Our team understands that your technology solution is not just about purchasing a product, it’s about building a relationship committed to your success. Our customer service is rated five stars on Google.

# FIBER NETWORK EXPANSION

## Northland Fiber Now Available in Parts of Cicero + North Syracuse

The continued investment and expansion of Northland's fiber optic network has remained a priority for the company. The most recent expansion includes parts of the Cicero and North Syracuse communities to provide a fiber optic network for a full suite of business communication and collaboration services.

The local Northland team manages its all-fiber network, which now covers more than 1,100 miles of fiber and connects over 2,200 on-net buildings.



# FIBER NETWORK EXPANSION

"We continue to make progress in expanding the reach of our network in order to serve Central New York with high-quality, high-speed internet and business communication services," said Scott Tyler, vice president, operations, Northland Communications. "Our fiber network will reliably serve businesses with the speeds they need for work as we strategically extend our services to prospective customers."

With roots dating back to 1905, Northland Communications is based in Syracuse, New York, and Holland Patent, New York. The company has invested over \$25M to bring much needed fiber optic services throughout Herkimer, Madison, Oneida, and Onondaga Counties. In addition to Cicero and North Syracuse, Northland Communications has projects underway in the Chadwicks, Fayetteville, and Liverpool areas.

# NORTHLAND ADDS TO LEADERSHIP TEAM

## THREE NEW LEADERSHIP POSITIONS CREATED TO PROPEL OPERATIONS DEPARTMENT FORWARD

“We’ve restructured our operations department in order to meet increased demand and provide our customers with an enhanced experience,” said Scott Tyler, vice president of operations, Northland Communications. “We have a lot of experience on our team and we have positioned our people in such a way that our customers will benefit from it throughout all aspects of their partnership with us.”

Dean Tyczynski is now the company’s enterprise success manager, Julie Landers is now director of service delivery, and Mark Canale is now director of network management centers.

Dean Tyczynski has taken on the new role of Enterprise Success Manager within the leadership team after serving Northland as the company’s Director of Network Engineering for more than two decades. Dean is now playing a cross functional role focused on a platinum level of support for enterprise accounts.

Julie Landers has been an integral part of the Northland team for seventeen years and is now responsible for leading and managing the company’s service delivery teams in her new role as director of service delivery.

Mark Canale has now joined the leadership team as the director of network management centers. He leads and manages the company’s Network Operations Center (NOC) and advanced support teams.



**DEAN TYCZYNSKI**  
ENTERPRISE SUCCESS MANAGER



**JULIE LANDERS**  
DIRECTOR, SERVICE DELIVERY



**MARK CANALE**  
DIRECTOR, NETWORK MANAGEMENT CENTERS



**SCOTT TYLER**  
VICE PRESIDENT OF OPERATIONS

# DDOS SECURITY + PROTECTION Now Available

Northland Communications has invested in DDoS mitigation across its fiber network. DDoS mitigation is the process of protecting a target from a distributed denial-of-service attack. This service helps keep its customers connected with a 99.999% uptime by its live monitoring systems to alert potential attacks. All of Northland's existing internet customers and any customer who begins to utilize our service will be receiving complimentary DDoS attack protection up to 1GB (which accounts for 76% of all attacks) through December 15, 2023.

To learn more about DDoS mitigation services or seek additional coverage if you're an existing dedicated internet service customer, please contact us.



**“** Business growth means more connected devices to your network, and more bandwidth to accommodate users. It also opens the door to increased risk, where attackers move in with sophisticated DDoS attacks. Being well prepared and implementing consistent and stringent measures to mitigate attacks is key to limiting and negating the potential business impact of us and our customers. **”**

STEPHANY VANDYKE | PRODUCT LINE MANAGER  
NORTHLAND COMMUNICATIONS

# 20%

of mid-size companies (50+ employees) have reported at least one DDoS attack

Most DDoS attacks last under four hours and they can cost a company between

# \$20k-\$40k

## WHAT TO KNOW About DDoS

DDoS attacks are the most common type of cyber attacks. A DDoS attack is a malicious attempt to disrupt the normal traffic of a targeted server, service, or network by overwhelming the target or its surrounding infrastructure with a flood of internet traffic. A DDoS attack on a company's website, web application, APIs, network, or data center infrastructure can cause downtime and prevent legitimate users from buying products, using a service, getting information, or any other access. Now is the time to get DDoS protection and safeguard your network!

\*These facts and figures are sourced from our own internal experts, our expert partners, and referenced from DDoS mitigation throughout telecommunication reports.

## NOTEWORTHY

### Northland Facts + Figures

**111 Customers**  
have been with us  
for **40 Years**

**499 Customers**  
have been with us  
for **30 Years**

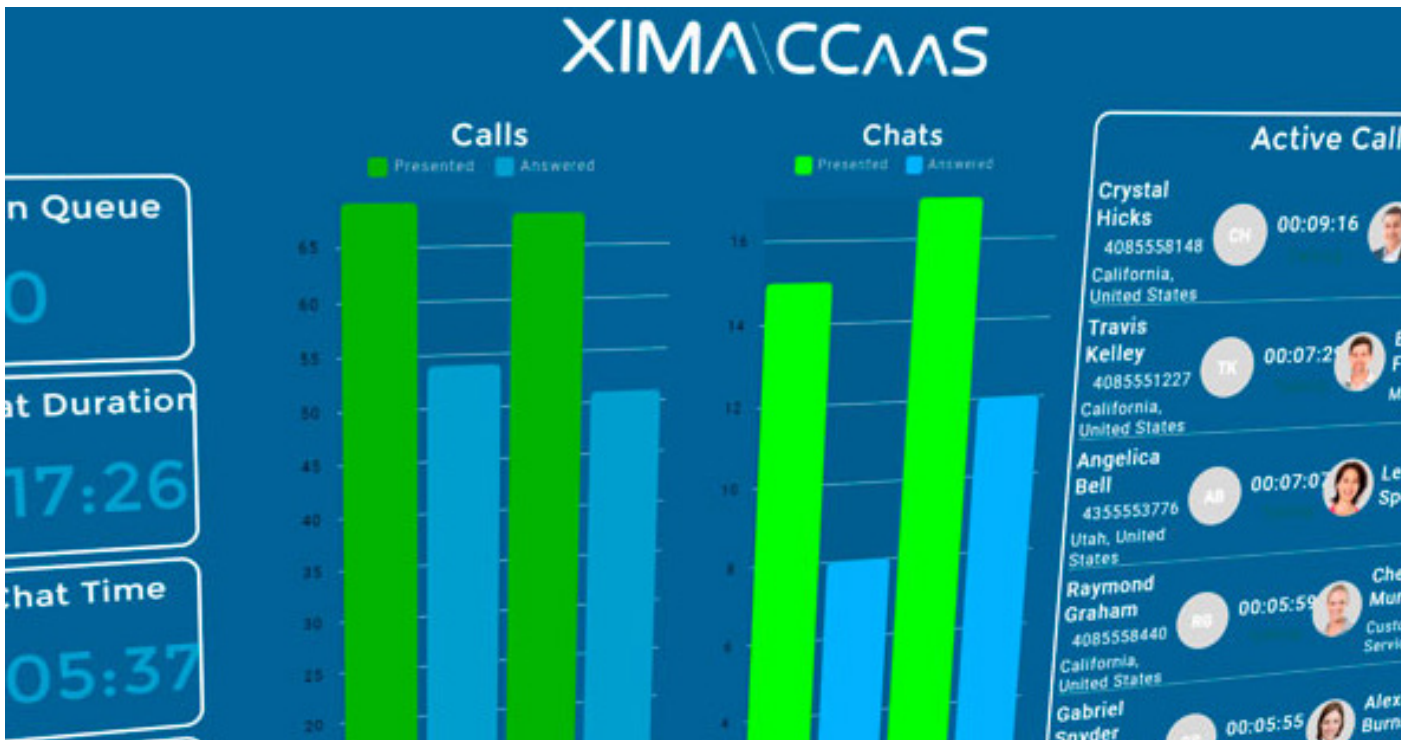
**1,032 Customers**  
have been with us  
for **20 Years**

## HEAR WHAT OUR CUSTOMERS ARE SAYING...



*In late 2020 with remote work becoming the clear norm and our Avaya PBX showing signs of aging, we started to evaluate other phone provider options. I initially demoed RingCentral, Zoom, Vonage, and Teams. I didn't initially think Northland had an offering in this realm. We got in touch with Dan Amado and he let us know that Northland had a hosted software phone solution too. The solution Northland offered was actually a great deal better for our needs than any of the aforementioned providers, and the price was right as well. We use MaxUC for our phones now and the staff loves them. It works well in the office, at home, on mobile devices, and the user interface is pleasantly simple. There wasn't much disruption switching over to MaxUC and even the least tech-savvy employees were able to learn the new phone setup in short order. I'm quite pleased that we have this solution and that Northland made it happen.*

**JUSTIN QUAGLIA | NETWORK ADMINISTRATOR**  
HOME HEADQUARTERS, INC. • SYRACUSE, NY



## ADVANCED ANALYTICS WITH CCaaS Xima Contact Center as a Service Solution

Northland’s relationship with Xima has evolved over the last decade into a customer experience enhancing partnership between Xima CCaaS and Northland UCaaS. Today, businesses are supporting multiple customers who need to be able to contact them through multiple channels.

CCaaS features multichannel modes of communication including phone call, email, and web chat, giving your customers multiple contact methods. Queue callback is a major end customer feature. Customers are able to ‘stay in line’ without losing their position and they will receive a call or chat back so that they don’t have to wait until the right person is available.

Skills-based routing allows companies to manage their workforce more efficiently by weighing their employees based on expertise to ensure one-call resolution for customers. Xima’s supervisor dashboard with live monitoring gives supervisors the ability to view advanced analytics in real time. They can see what calls are being queued, what chats are being responded to, and subsequently shift the workforce around to be able to handle whatever

is busiest at that time. Companies can create custom metrics catered to their needs and produce long-term reports to help make data driven decisions. All of this functionality is cloud-based and part of Xima’s data center, so companies are able to access these features remotely from anywhere. Xima CCaaS is redundant, so the data centers are always operational.

Another major benefit for businesses to consider is the ability to increase and decrease licenses based on demand. Licensing dynamically allocates so it isn’t necessary to have an individual license dedicated to one specific end user. Companies can simply purchase a bundle of licenses for the number of agents that they have active simultaneously. Additionally, whenever Xima adds a new feature or function within the application, it just gets layered into the product. So, as it continues to evolve due to customer demand, companies can evolve with it.

CCaaS can be utilized by businesses of any size to make strategic decisions that will help them succeed. Ultimately, CCaaS allows businesses to understand their customers and communicate effectively.



### CCaaS PERKS

#### Manage Agents

Manage multiple channels of customer + employee communication.

#### Increase Productivity

Increase productivity by better management through visibility.

#### Realtime Statistics

View custom company statistics with real time wall boards.

#### Historical Reporting

Access historical reports in order to make better future decisions.

#### Data-Driven Decisions

Make strategic staffing and business decisions based on real data.

#### Enhanced Experience

Direct calls to the right agent the first time with inbound communication.



## BU CONNECTOR Combines Northland UCaaS with Microsoft Teams

Our cloud-based collaboration solution, Business Unlimited, now integrates with Microsoft Teams, giving our customers the ability to sync our powerful UCaaS (unified communications as a service) product as their go-to voice solution directly in Teams.

Business customers can now increase their productivity with Microsoft Teams even further by making calls both internally and externally right from Teams, using their Business Unlimited Subscriber. Customers can also access voicemails and save them to desktop folders directly from Teams.

The BU Connector is intuitive, easy to download, and comes at no additional cost to the customer. It is a significant value add to both Business Unlimited and the platform you already use to collaborate and share files in a one-click solution.



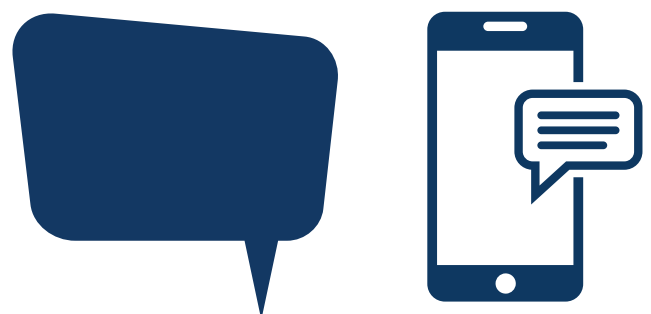
OUR CONTINUED ADVANCEMENT AND STRATEGIC PARTNERSHIP AIMING TO BUILD QUALITY CONNECTIONS BETWEEN YOUR TEAM AND CUSTOMERS, CONTINUES TO EVOLVE. BUSINESS UNLIMITED ALREADY GIVES USERS NUMEROUS ADVANTAGES, SIMPLICITIES, AND BENEFITS THAT MAKE THE PLATFORM A LEADING SOLUTION IN THE MARKET. THE BU CONNECTOR FEATURE IS THE 'CHERRY ON TOP' TO THE ALREADY SCALABLE SOLUTION.

STEPHANY VANDYKE | PRODUCT LINE MANAGER  
NORTHLAND COMMUNICATIONS

## MaX UC Mobile-Only Option



MaX UC Mobile is perfect for companies with employees who are always on the road like construction workers, truck drivers, and sales representatives. The new mobile only option is low cost and helps save money for customers who may not need the full subscriber functionality with our desktop client or a desk phone. Our mobile client gives you the ability to chat multiple peers on a group chat internally and gives you access to voicemail and SMS texting to external cell phone users.



# CUSTOMER EXPERIENCE

## Our Customer Focused Approach

At Northland Communications, we understand that being a successful partner means serving our customers effectively while meeting their unique needs. Our products and services are comprehensive and reliable, so when you partner with us, you can feel confident that we're acting as your ally across all customer service channels.

With more than a century of experience, we've built strong, long-lasting relationships with our customers. Over 1,000 customers have trusted Northland Communications for over 20 years to deliver quality connections between them and their own customers. Nearly 500 customers have relied on us for over 30 years, and more than 110 customers have been with us for over 40 years. Time and time again, we've proven that we do it right.

We personalize each solution because we understand that no two customers have the same exact needs. We avoid providing one-size-fits-all solutions and instead focus on creating tailored



**JIM FIRENZE**

*Vice President of Customer Experience*  
jfirenze@northland.net

products and services that cater to different scales, time limitations, requirements, scope, and other preferences. We prioritize enhancing our customer service experience to build trust with our partners. We know that trust is a key factor in making decisions and retaining customers; 81% of them agree. Building trust isn't a one-size-fits-all tactic, which is why we take the time to personalize our approach to each partner.

## TEN THINGS TO KNOW ABOUT THE NORTHLAND EXPERIENCE

01. We're dedicated to your success.
02. We are ready to grow along with you.
03. We create custom solutions for you.
04. We remain accessible to you.
05. We can extend outside of our network.
06. We build relationships with customers.
07. We focus on our customers' needs.
08. We focus on a full team approach.
09. We provide a high level of support.
10. We use a proven process to help you.



# GET CONNECTED WITH OUR CUSTOMER EXPERIENCE TEAM

Feel free to reach out with questions at [connect@northland.net](mailto:connect@northland.net) or by calling 315-624-2216.



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# MVCC

## MOHAWK VALLEY COMMUNITY COLLEGE

### **MVCC OPTIMIZES OPERATIONS WITH UCAAS**

Mohawk Valley Community College (MVCC) chose Northland Communications as their Unified Communications as a Service (UCaaS) provider to optimize their operations. The local college has campuses in Rome and Utica where Northland led the installation and integration for the cloud-based solution earlier this year.

Northland's Business Unlimited installation team worked hand in hand with MVCC and their information technology department to coordinate the entire project and create a customized solution that worked for the college and their needs. Northland's technical project coordinator kept clear lines of communication with MVCC throughout the entire process, detailing timelines and defining expectations along the way.

The technical team at Northland prepared tirelessly to ensure that the entire operation would go off without a hitch. From meeting with individual departments to testing the programming prior to installation, the service delivery team was dedicated to making sure that MVCC found amazing success with Business Unlimited through Northland.

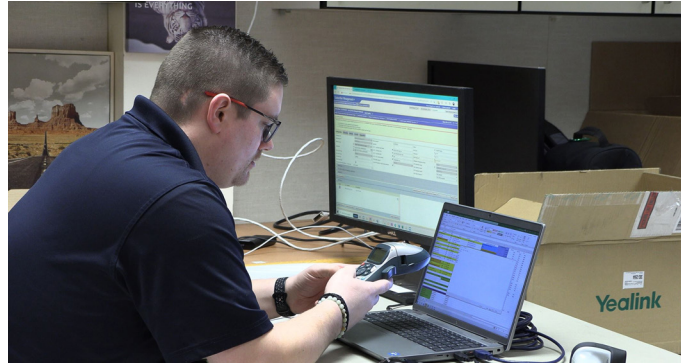
At the initial round of physical installation, Northland's team divided and conquered the multi-day project throughout the college's two campuses and several buildings and offices with minimal to no interruption. Because of the Northland team's incredible planning and efficiency, and MVCC's willingness to collaborate through this new partnership, the college is happy with the installation and service level given by Northland.

IMPLEMENTATION FOR THIS INSTALLATION WAS DONE DEPARTMENT BY DEPARTMENT. A LOT OF COLLABORATION WAS NECESSARY TO MAKE SURE THAT THE NEW PHONES COULD STILL WORK WITH THE PREVIOUS PHONE SYSTEM. IT TOOK SOME CAREFUL COORDINATION TO MAKE SURE THE CORRECT PHONE NUMBERS WERE ACTIVATED AT THE CORRECT TIME SO THAT THE WHOLE PROJECT COULD GO AS SMOOTHLY AS POSSIBLE.

JOHN MACLEAN  
TECHNICAL PROJECT COORDINATOR



Lead of Customer Experience Managers Dan Amado (left) and BU Installation Technician Mike Caiola (right) work together.



Lead BU Installation Technician Will Edwards (top) and Technical Project Coordinator John MacLean (bottom) direct the Business Unlimited installation from the MVCC control room.

THE INSTALLATION WENT VERY WELL. EVERYONE WORKED TOGETHER TO ENSURE A SMOOTH TRANSITION FROM MVCC'S CURRENT PHONE SYSTEM TO THEIR NEW ONE. SO FAR SERVICE HAS BEEN VERY MINIMAL FOR AN INSTALLATION THIS SIZE AND ONLY BASIC PROGRAMMING TWEAKS LIKE PASSWORD RESETS HAVE BEEN NECESSARY. ALL IN ALL, THE PROJECT HAS GONE VERY WELL AND AT THE END OF THE DAY OUR CUSTOMER IS HAPPY.

JOHN MACLEAN  
TECHNICAL PROJECT COORDINATOR

THE MOST REWARDING ASPECT HAS BEEN WATCHING OUR TWO ORGANIZATIONS PULL TOGETHER AS ONE COLLABORATIVE TEAM. WE ALL HAD THE SAME GOAL AND WERE ABLE TO WORK THROUGH IT TO MAKE SURE THE INSTALLATION WAS SUCCESSFUL. WHEN OUR CUSTOMERS ARE HAPPY, WE ARE HAPPY.

JULIE LANDERS  
DIRECTOR OF SERVICE DELIVERY



Northland BU Installation Technician Keri Diamond sets up a workstation at MVCC during the Business Unlimited installation.

# SPEED AND PROTECTION IN EVERY CONNECTION

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Symmetrical + Asymmetrical Options  
Live Monitoring Systems

**Call us at 315-624-2216 + get your business connected today.**

## WE ARE CENTRAL NEW YORK'S LEADING TELECOM PROVIDER

Northland Communications has been providing telecommunications services to the Central New York community for more than 110 years. Our third-generation family owned and operated business is dedicated to creating quality connections between you and your customers.

Our fiber network currently spans more than 1,100 miles throughout Central New York. With our wide service offering inclusive of high-speed internet, cloud computing, video collaboration, cabling and carrier services, all backed by our top-rated customer service. Northland is the chosen provider for top businesses in the Syracuse, Utica and Oneida regions.



# NOTEWORTHY

## Northland Facts + Figures



## HEAR WHAT OUR CUSTOMERS ARE SAYING...



“ Northland has been providing MPLS and phone lines for us in several locations for over a decade. We have grown in bandwidth needs between locations as the business applications we are using evolve. Northland’s uptime has been rock solid. Tech support is very responsive and they are proactive in maintaining their systems. Their communication is well done and they are very responsive. If we are troubleshooting a network issue between locations, they are right there and very helpful in diagnosing any phone or network issues. ”

MIKE FITZGIBBONS | VICE PRESIDENT OF IT  
CNY REGIONAL TRANSPORTATION AUTHORITY • SYRACUSE, NY



## COMMUNITY + CONNECTIONS GOOD NEIGHBOR DAY June 28th 2023 • NBT Bank Stadium

Northland Communications has been a family-owned business since 1905 and has guided the mission of supporting the communities it serves since. Maureen McCarthy Tracy, vice president of community + connections at Northland Communications, follows the same commitment of her father, Jerry McCarthy.

In 2020, to honor Jerry, she and the McCarthy family planned 'Good Neighbor Day' to raise awareness and funds for local nonprofits on what would have been Jerry's 89th birthday. Although the Covid-19 pandemic canceled the in-person event, the 'Good Neighbor' program endured. Nearly 30 organizations have met monthly since 2020, collaborating, and supporting each other during uncertain times. Now, three years later, its mission and its initial celebration will finally commence on Wednesday, June 28, at 6:00 p.m. at NBT Stadium, Syracuse, New York.

Participating nonprofits will be conducting their own fundraising until the event through creative ways at their discretion. When purchasing tickets to the Syracuse Mets versus the Scranton/Wilkes-Barre Railriders on Wednesday, June 28, spectators can choose any participating nonprofit will receive \$4 per ticket from the Mets as part of their donation. Northland Communications

will be donating \$10,000 to the nonprofit organization that raised the most funding and will get to throw out the first pitch. \$5,000 will be donated to the nonprofit coming in second place. Throughout the night, other surprise matches and donations will be announced during the event. The company's team, their families, and hundreds of people will also be attending from local nonprofits.

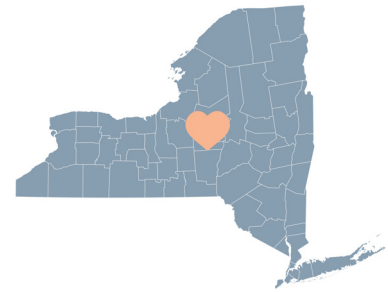
"Maureen's goal with 'Good Neighbor Day' is to champion the incredible work our local nonprofits are doing by showing them our support and helping raise money for their missions right here in Central New York," said Jim McCarthy, president, Northland Communications. "Her passion in giving back to her community is second-to-none. It is truly inspiring for the Northland Communications team to see Maureen to continue the legacy that generations before her had started."

The public is invited to attend 'Good Neighbor Day.' The event will begin with a showcase at 4:00 p.m. and will conclude with an award ceremony at 6:00 p.m. The first pitch is scheduled for 6:35 p.m. To learn more about the 'Good Neighbor' campaign and program, or to purchase tickets for the June 28th event, visit <https://www.northland.net/goodneighborday>.



## THE LONGTIME LEGACY "BE A GOOD NEIGHBOR"

"Our father and Northland Communications pioneer, Jerry McCarthy, strongly believed in being a 'good neighbor' and that is the spirit that Northland Communications was built upon," said McCarthy Tracy, vice president, community + connections, Northland Communications. "We strive every day to create quality connections for our customers and our communities, including local nonprofits who trust us with their mission-critical telecommunication, needs to stay connected to their patrons."



## PARTICIPATING NONPROFIT PARTNERS

FOOD BANK OF CNY

ACCESSCNY

SYMPHORIA

UPSTATE CARING PARTNERS

MEALS ON WHEELS OF SYRACUSE

CROUSE HEALTH FOUNDATION

LEADERSHIP GREATER SYRACUSE

MOST (MUSEUM OF SCIENCE & TECHNOLOGY)

LEATHERSTOCKING COUNCIL, BSA

NASCENTIA HEALTH CHARITABLE FOUNDATION

HUGS FOR HOPE

PARTNERS IN LEARNING

SYRACUSE HABITAT FOR HUMANITY

UPSTATE FOUNDATION + THE COOL HEAD PROJECT

THE SALVATION ARMY SYRACUSE

SYRACUSE RESCUE MISSION

ACR HEALTH

HUMANECNY

MCMAHON RYAN CHILD ADVOCACY CENTER

ON POINT FOR COLLEGE

WCNY

DAVID'S REFUGE

THE HOUSE OF THE GOOD SHEPHERD

FRIENDS OF THE ZOO

THE RONALD MCDONALD HOUSE

SYRACUSE STAGE

THE LANDMARK THEATRE

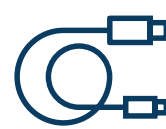
D'ANIELLO INSTITUTE FOR VETERANS



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Cabling Services  
Carrier Services



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# OUR EXPERTS ARE READY TO HELP YOU SUCCEED





# Creating Quality Connections Since 1905

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