

Direct link to Seattle data center should mean faster service for many customers

What do West Texas Rural Telephone Cooperative and its WT Services subsidiary have in common with such technology heavy hitters as Netflix, Hulu, Google, Amazon, Microsoft, and Facebook?

Thanks to a route sharing agreement with neighboring telephone cooperatives that came about as part of constant efforts to serve members and customers better, WTRT and its subsidiary have a direct link to the same Seattle data center that serves the technology giants.

“We have worked with our neighboring telcos to share a route into Seattle where we direct connect to a data center. Many of our customers should see improvement in the speeds for Internet services such as Netflix and Google. By sharing the cost of the route, we are saving money. We will have a similar route to Dallas that will give us redundancy,” says Amy Linzey, Chief Executive Officer and General Manager of



FASTER X 10—New routing directly to a Seattle data center will provide a link 10 times faster than WTRT and its WT Services subsidiary previously had.

West Texas Rural Telephone Cooperative.

Allen Hyer, Manager of Systems and Facilities at WTRT, says the route sharing agreement means getting more for less.

“Previously our link routed from Amarillo to the Internet. While that’s still there, our new routing is directly to Seattle, not to the Internet, but a data center that includes

Amazon, Netflix, Google, Microsoft, Facebook, etc. That link is 10 times faster than we previously had. We’ll be getting the most used Internet servers at high speed and capacity. There will be more capacity and more bandwidth available to our customers,” says Hyer.

A redundant service will route south to Lubbock and on to a data center in

(See LINK, Page 2)

PAGE 1
DIRECT LINK
TO SEATTLE
CAN ADD SPEED

PAGE 2
DRAFT PAYMENT
NETS DISCOUNT

GREAT DEALS
AVAILABLE ON
BUNDLED SERVICES

COMPUTER REPAIRS

Internet customers of WT Services may contact the WT Services offices in Hereford or Friona for assistance with problems or computer issues.

Technicians with the WT Services Computer Division, located in the West Texas Rural Telephone business office, can handle computer repairs and maintenance issues.

Friona and Bovina customers may leave computers in need of repair at the WT Services office at 1010 Columbia in Friona, where they will be picked up and transported to the Hereford location for work. Repaired machines will then be returned to the Friona WT Services office.

Direct link to Seattle ...continued from Page 1

Dallas. If a failure occurs along a route, service will switch to another direction.

Negotiation on the route sharing agreement had been underway since the first of the year.

Bank draft payment nets 1% discount

WT Services Friona/Bovina customers can get a one percent discount by paying their bill by bank draft.

Customers who authorize draft payment agree to have their bank account drafted for the amount of their outstanding balance on their account with WT Services. Drafts will occur between the 20th and 23rd of each month.

To arrange for payment of your WT Services bill via bank draft and net the one percent savings, contact the WT Services office in Friona at 1010 Columbia to obtain the necessary authorization form that includes bank routing and account information.

“We have our own fiber connection to Amarillo. We’ll share big circuits between the five participating cooperatives that will be redundant for all of us,” says Hyer.

“Demand for bandwidth has been going up 33 percent a year nationally, while cost has been going down 25 percent a year. Obviously, demand has been going up faster than cost has been coming down. We needed an alternative to get where the big sources are and help us control our costs. That’s what we’ve accomplished with this route sharing agreement. Going to a data center is cheaper than on the Internet, and will speed up services like Netflix, Google, Hulu, and Facebook,” he added.

Hyer pointed out that the first night that the Seattle route was up, only Google and Netflix were working on the setup, but they moved 40 percent of the traffic to Seattle.



Great deals currently available on bundled TV, Internet service

Check out the great deals to be had on bundled TV, internet and phone services in Friona. Money-saving Smart Bundles that combine the services the customers want and need every month are available to WT Services customers in Friona.

WT Services customers in Friona and Bovina wanted options and we’ve listened. We have bundles available today that combine the services you want at prices that won’t come as a shock to your pocketbook.

WT Services has built in faster Internet speeds, unlimited nationwide calling, and our most popular TV channels. Customers can customize their bundle to meet their own household needs.

Options include more broadband bandwidth, a discounted option for phone calls to Mexico, and options like Caller ID and voice mails.

Check out our new options for your home in Friona today. Come by the WT Services office at 1010 Columbia in Friona or call 250-5555.