

# WTS CONNECTION/Hereford

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## 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 West Texas Rural Tele-



**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.**

phone 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, Mi-

crosoft, 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 Dallas. If a failure occurs

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DIRECT LINK  
TO SEATTLE CENTER

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YOUR EVENT  
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MORE ABOUT  
SEATTLE LINK

**PAY BY DRAFT  
GET A  
1% DISCOUNT**

WT Services Hereford 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 Hereford at 139 East 4th to obtain the necessary authorization form that includes bank routing and account information.

**Hereford: A Smart Community—with Fiber to the Premise—by WT Services.**

## Hometown Hereford Cable TV provides opportunity to advertise local events and observances affordably

With school now getting back in session and classes, clubs and organizations sure to have a myriad of activities and fund raisers throughout the fall, it's easy to publicize events and activities "on local TV."

Not only fund raising events but organizational functions, business offerings and events such as garage sales and special observances such as birthdays and anniversaries can be featured on cable television right here in Hereford.

It's easy to place such information "on TV" in Hereford/Bushland as well

**Your event  
could be  
"seen"  
on local Cable**

as in Friona/Bovina.

For ads on cableTV in Hereford Just contact the WT Services office in Hereford at 360-9000 or Friona at 250-5555 and helpful staff will assist you in getting your message on the local Cable TV channel.

In Hereford, advertise-

ments for personal messages such as birthdays, graduations, and retirements, congratulatory notes and garage sales, and properties for rent are priced at \$10 a day or \$15 for two days. Business ads and announcements can be run for \$25 a week or \$80 a month.

In Friona, ads are limited to text only and are also limited as to the number of pages available.

Accordingly, any Friona ads placed need to be 40 words or less and are available on a "space permitting" basis.

Business ads in Friona are priced at \$25 a week or \$80 a month. Ads for milestone events like anniversary celebrations are \$25 a week. Garage sale ads are \$10 a day or \$15 for two days.

Composed ads may be faxed to the Friona WT Services office at 250-5550.

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along a route, service will switch to another direction.

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

"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. We've accomplished that 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 says 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.



## Radio shop can help

Contact the WT Services Radio Shop in Hereford at 364-7311 to find out how two-way radio could fit into your farm, ranch, or other business.

Customers with two-way radio needs may also contact WT Services radio shops in Hereford and Amarillo online.

Go to [wtstx.com](http://wtstx.com) to browse merchandise and services offered.