CLIENT SATISFACTION SURVEY
MACC's 2025 Client Satisfaction Survey

Have you taken our survey yet?
If not, please take time to do so! It's important for the MACC Team to understand where your businesses are headed along with your needs to get there. By providing us with some quick answers, we can make sure we're headed in the right direction for the future. YOUR future.

Please take a minute to click the following button and provide us with your feedback.

Click Here!

YOUR OPINION IS IMPORTANT TO US!

Please complete MACC's Client Satisfaction Survey
(It's a short survey...seriously!)

Save the date for **MBTC 2025** & MACC's 50th Anniversary

September 3-5th
September 8-10th

Registration Info Coming Soon!

Transmit Day
May's transmit day for first of the month billing is April 22nd. Follow this link for the complete 2025 schedule.

MACC's Monthly Recipes
- Italian Easter Bread
- Vanilla Cupcakes with Lemon Cream and Raspberries

Maintenance Sunday - 4/13
From 10 a.m. to 3 p.m. (Central) on Sunday, April 13th, our technicians will conduct maintenance on our network.

Industry Calendar
Please see MACC Events for details

MACC NEWS
Come see the progress on our modernization project!!!

Join us on March 12th at 11AM central for a 30 min sneak peek at how the modernization is going. We will be having our first presentation to all customers and will continue this on the second Wednesday of the month at 11AM central until.

If you want to join and see the solution please let your CSM AM know and they will send you the Teams invite. For sake of expediency please know that the presentation is not an open forum so we can stay on schedule but you are more than welcome to ask your question in the Teams chat. The questions will be gathered, answered and compiled to an FAQ document which will be available on Client Central for your review. Each month we will do another 30 minute demonstration of the solutions progress. All sessions will be recorded and made available for review on Client Central in case you miss an episode.

Ben Heise | Strategic Account Executive | tcarlson@maccnet.com

PRODUCT NEWS
Cybersecurity in a Rural World

In today's digital age, it's almost impossible to go a day without hearing about a company in the US being breached, having data stolen, or systems locked up with ransomware. With everything online, protecting the data gathered for business operations is more crucial than ever. Rural telecommunications companies (telcos) are no exception. Complacency is exactly what attackers hope for, and with estimates of up to 4,000 attacks a day or one attack every 14 seconds, keeping up with the myriad ways hackers can exploit a company can seem overwhelming[1].

Cybersecurity is one of the fastest-growing industries globally, but it is also becoming one of the costliest business expenses. The rising costs of hiring lawyers and obtaining insurance to protect your business in the event of an incident make it challenging to remain profitable[2].

Key Challenges for Rural Telcos
1. Limited Resources: Rural telcos often operate with smaller budgets and fewer resources compared to their urban counterparts. This can lead to outdated systems and limited access to advanced security measures[3].
2. Lack of Awareness: Many rural businesses may not perceive themselves as targets, leading to a lack of awareness and preparedness against cyber threats[2].
3. High Costs: Implementing comprehensive cybersecurity measures and obtaining insurance can be prohibitively expensive. Legal fees and regulatory fines add to the financial burden[4].

Best Practices for Rural Telcos
1. Invest in Cybersecurity Training: Regular training for employees to recognize and respond to cyber threats is crucial. Awareness is a key defense against attacks[3].
2. Implement Strong Access Controls: Limit access to sensitive information based on the principle of least privilege. Ensure only authorized personnel have access to critical data[3].
3. Use Managed Security Services: Consider using managed security services to get access to cybersecurity expertise, 24/7 monitoring, and rapid response to incidents[5].
4. Regularly Update Systems: Keep all software, including operating systems and applications, up to date to protect against known vulnerabilities[3]
5. Enable Multi-Factor Authentication (MFA): MFA adds an extra layer of security by requiring two or more verification methods to access accounts. This could include something you know (password), something you have (smartphone), or something you are (fingerprint).
6. Develop an Incident Response Plan: Prepare for potential cyber incidents with a response plan that outlines steps to take in the event of a breach, including communication strategies and recovery procedures[3].

By implementing these best practices, rural telcos can enhance their cybersecurity posture and better protect their digital assets. Staying informed and proactive is essential in the fight against cyber threats.

[1]: Boise State Online [2]: LegalClarity [3]: NRTC [4]: Forbes Advisor [5]: NTCA

Richard Smith | Technical Support Manager at PhoenixSoft

TRAINING NEWS
Jump Start training dates for 2025

The schedule for our 2025 Customer Master Jump Start Trainings is now available. If you or any members of your team are interested in registering for these sessions, you can sign up at https://maccclientcentral.com/macc-u-schedule/.

Should these dates not be convenient, we can arrange company-specific Jump Start Trainings. Please contact your Client Solutions Manager to coordinate alternative dates that work for you.

In addition to Jump Start Training, our MACC Trainers are equipped to provide any web trainings listed on the Client Pages. We will work with you to schedule these as requested. We also offer customized training outside of these topics, including onsite training. Simply reach out to your Client Solutions Manager to discuss your needs further.

Tim Carlson | Team Lead, Professional Services | tcarlson@maccnet.com

2025 Dates
Tuesday, February 11th and Wednesday, February 12th
Tuesday, April 15th and Wednesday, April 16th
Tuesday, June 10th and Wednesday, June 11th
Tuesday, August 12th and Wednesday, August 13th
Tuesday, October 14th and Wednesday, October 15th
Tuesday, December 9th and Wednesday, December 10th

PRODUCT NEWS
Have you heard of Aha!?

For those who have already signed up, here's the link: macc.ideas.aha.io

For those who can't wait to sign up, please e-mail: maccproddevl@maccnet.com to get registered to submit your ideas!