# Optimum Business
# Reference Guide

**optimum.**
**business**

# Optimum Hotspots

## Turn your business into an Optimum hotspot

Here is another way to deliver the highest level of service and convenience to your customers. Make your business an Optimum hotspot. After all, people are more likely to frequent a business that offers WiFi over one that doesn't. With WiFi, you can offer your customers Internet access at no extra charge.

## Benefits of being an Optimum hotspot

**Professionally installed and maintained.** Optimum installs and maintains a state-of-the-art WiFi hotspot that is completely separate from your business network. This means that your online speeds are unaffected by offering WiFi to your customers and your data remains secure. If you want a private WiFi network for your business only, simply connect a WiFi router to your Optimum Business modem and password protect the network. That way, your customers can access the public WiFi network, and you and your employees can connect to your private network.

**Drive traffic to your business.** Optimum lets customers know you are a hotspot by providing in-store signage, as well as placement on the online hotspot coverage maps at optimum.net/internet/hotspots.
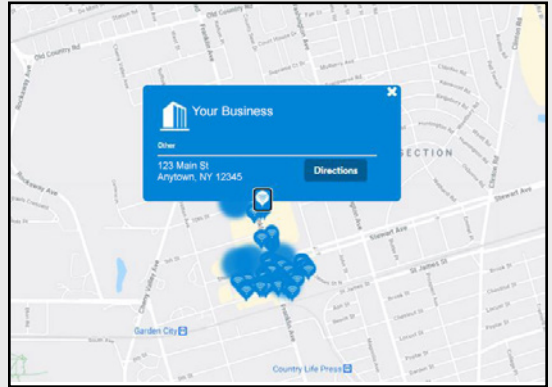


**WiFi access for ALL your customers.** Your customers who don't have an Optimum ID and password still have limited guest access to WiFi, because we know all your customers are important to you. Your customers who don't have an Optimum ID can simply click the "Not an Optimum Customer" link on the sign-in page, enter some information and start browsing the Internet.

To submit a request for your business to become an Optimum hotspot follow the instructions on page 10.

# Contents

This Optimum Business Reference Guide provides all of the information you need to get the most from your Optimum Business services. If you ever have a question that you can't find an answer for, please call our Optimum Business Customer Support Team 24/7 at 1-866-575-8000 or go to **business.optimum.net/support.**
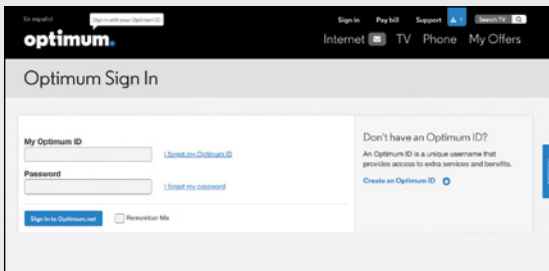
For details of Terms of Service and Terms and Conditions, visit **business.optimum.net/terms/general.**
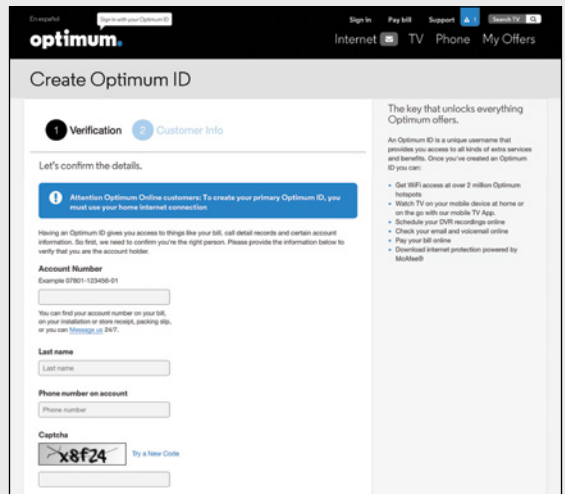
# Optimum Business Account Center

## Getting started with the Optimum Business Account Center

An Optimum ID is your key to our services. To take full advantage of your Optimum Business services, you and your employees will need an Optimum ID or unique username.

Creating Optimum IDs to access the Optimum Business Account Center is easy. The first ID created is the Account Manager ID (Primary ID). It provides administrative access to all the services and features in the Optimum Business Account Center, such as managing phone features including Rollover Hunting and Time-of-Day Forwarding, delegating management roles to employees, and even paying the bill.



The Account Manager ID may have been created by our technician at the time of installation. If so, you can sign in now at **optimum.net/business**.



If the Account Manager ID was not created for you, you can create one online at **optimum.net/newid** and simply follow the easy online instructions. To get started, you will need to be connected to the Internet from your Optimum Business service location. You can find your Optimum Business account number on your bill, on the Optimum Business work order that was left by the technician at the time of installation, or on your Sales Order Confirmation.

# Getting Started

## Creating your Optimum ID

+ Go to **optimum.net/newid**.

+ Once your ID is created, log in at **optimum.net/business**.

When you log in, you will be on the Dashboard of the Optimum Business Account Center.
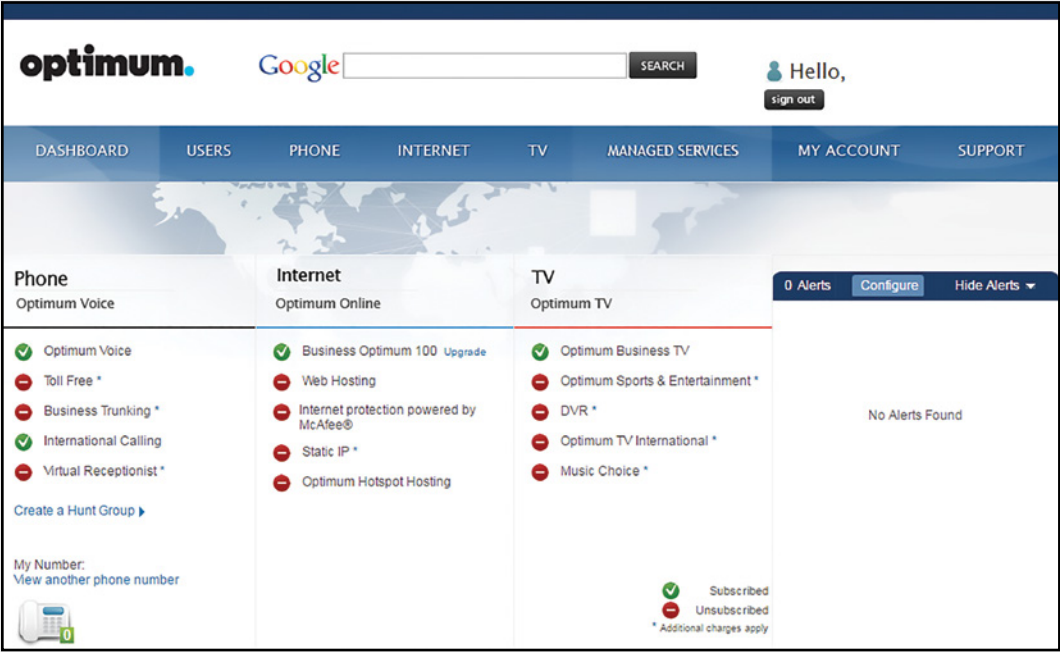
# Creating users and assigning manager roles

Optimum Business provides options to help your business run efficiently. The Account Manager can create Optimum IDs that are users, delegate management roles so those users can manage different areas of your business, and control the way your business is displayed on the WiFi coverage map if your business is an Optimum hotspot. The Account Manager can assign one or more management roles to one user or many users.

+ Phone Managers can manage all features for all lines on the account. They can create individual User IDs and assign one or more phone line(s) to those IDs.

+ Network Managers can manage network settings, like port 80 and 25, dynamic DNS and Static IP and register devices for Automatic Sign In on the WiFi network.

+ Users can be assigned one or more phone line(s). Each user will only be able to see and manage their assigned phone line.

# Getting Started

## Creating a new user

+ Click on the "USERS" tab on the top navigation bar to enter the User Management section of the account center.
+ Click on "Add a User."
+ Enter the Optimum ID you would like and click on "Check Availability."
+ Enter the password and confirm password fields.
+ Enter the first and last name of the employee.
+ Click on "Finish." This will save the Optimum ID and take you to the User Details page.

+ On the User Details page, you can assign a phone line to the user to manage.
+ To assign Phone, Phone or Network Manager roles to the user, click on the "Administrator Privileges" tab.



## Changing your Optimum IDs.

You can easily manage your Optimum IDs in the Optimum Business Account Center.

+ Click on the "USERS" tab on the top navigation bar.
+ Click on the User ID that you want to manage. The Account Manager can modify all Optimum IDs on the account. Individual users will only have access to manage their own User ID.
+ On the User Details page, you can modify the first and last names, change the password, edit the security questions, update the profile information, and modify the spam settings.

# Getting Started

## Submit a request for your business to become an Optimum hotspot

If your business is not an Optimum hotspot it's easy to become one. Simply submit a request form in the Optimum Business Account Center.

+ Click on the "INTERNET" tab on the top navigation bar.
+ Click on "Manage WiFi."
+ Click on "Become an Optimum hotspot."
+ Fill out the request form and click submit.

# Choose the way your business is displayed on the WiFi coverage map

If your business is an Optimum hotspot, the Account Manger can update the way it appears on the WiFi coverage map at any time in the Business Account Center.

+ Click on the "INTERNET" tab on the top navigation bar.
+ Click on "Manage WiFi."
+ Click on "Hotspot Management."
+ Click "Edit" to modify your business information.

# Getting Started

## Register devices for Automatic Sign In on the WiFi network

Register WiFi-enabled devices to automatically connect to the Optimum Network. Up to 25 devices can be registered, depending on your level of service.

+ Click on the "INTERNET" tab on the top navigation bar.
+ Click on "Manage WiFi."
+ Click on "Device Management."
+ Follow the instructions to register your device.
+ Once a device is registered it will appear on the Device Management page.
+ To edit or remove devices from your device list click on "Edit" or "Remove."

# Phone: Business Voice

Your phone service provides unlimited calling to the U.S., Puerto Rico, Canada and the U.S. Virgin Islands. To take full advantage of your phone service, log in to the Optimum Business Account Center. The Optimum Business Account Center is simple, easy to use, and puts you in control of more than 20 calling features like Rollover Hunting, Time-of-Day Forwarding, Find Me, and more. It's all included at no extra charge.

## Rollover Hunting

Rollover Hunting is a feature that is managed by the Account Manager or Phone Manager. It allows incoming calls to your primary phone line to roll over to the next available line and, if all lines are busy or not answered, the call can roll over to voicemail. It will hunt through all lines in the group once to find an idle line. You can configure multiple hunt groups and the number of rings before the call is routed to the next line. Each hunt group must have a minimum of two lines and a unique primary number.

**There are three hunt sequence options:**

+ **Linear Hunting:** routes calls to the first idle line in sequential order, starting with the first line in the group to the last line in the group. You specify the order (sequence) of the lines within the group.

+ **Circular Hunting:** varies the starting point for the hunt group and allows for an even distribution of calls within the group. Calls will be routed to the first idle line starting with the line directly after the line on which the last call was completed. The hunt will then follow the order (sequence) of the lines in the group.

+ **Uniform Distribution:** routes calls to the first available line in the group that has been idle the longest.

Note: A line that is dedicated to an alarm, credit card, ATM or fax machine should not be included in a Rollover Hunt Group.

## Enhanced Voicemail

Enhanced Voicemail lets you listen to messages, create personal or corporate greetings, and access your voicemail box from anywhere there's phone or Internet access.

In the Optimum Business Account Center, you can manage many advanced voicemail features, including listening to messages online, setting voicemail alerts and sending your messages to your email account.

To activate your voicemail box you can simply dial *86 from your Optimum Voice line and follow the voice prompts or log in to the Optimum Business Account Center, click the "Phone" tab and select "Voicemail" from the drop-down menu. Here you will find the complete instruction guide to activate and manage your voicemail online or via telephone.

# Phone: Business Voice

## Time-of-Day Forwarding

Provides a scheduling capability to forward calls to another number, voicemail or a do-not-disturb announcement during specified time intervals. Multiple schedules can be configured to suit your business needs.

## Call Forwarding

Automatically redirects your incoming calls to another number, voicemail or do-not-disturb announcement. Call Forwarding is only available for telephone numbers within the continental United States.

## Call Forwarding on Busy or No Answer

When the phone line is busy or the line is not answered, the call will be redirected to the number you specify, voicemail or a do-not-disturb announcement.

## Selective Call Forwarding

You can create a list of up to 32 phone numbers and have them forwarded to another phone number, voicemail or do-not-disturb announcement.

## Find Me[†]

Calls to your phone line can simultaneously ring up to three additional phone numbers. The incoming call will be connected to whichever phone answers first.

## Caller ID

Displays the name and telephone number of the incoming caller, provided they are not blocking that information. This feature requires a Caller ID compatible telephone or display device.

## Call Waiting[†]

Alerts you with a special tone when someone else is calling you while you are already on the phone.

## Caller ID with Call Waiting[†]

Displays the name and telephone number of the incoming Call Waiting caller, provided they are not blocking that information. This feature requires a Caller ID compatible telephone or display device.

## Outbound Caller ID Name

Allows you to specify the name that will appear for your number when you make an outbound call. The person you are calling must have a Caller ID compatible telephone or display device.

## VIP Ringing[†]

Designate up to 32 telephone numbers to ring with a second, distinct ring tone.

## Business Continuity Forwarding[†]

Forward calls to a pre-determined number during a power outage or when the connection to the cable modem is lost so you will never miss a call.

## Three-Way Calling

Add a third party to your conversation.

## Block Unwanted Callers

Block incoming calls from up to 32 selected phone numbers as well as all callers who do not show their Caller ID information. Those callers can dial *82 to allow the Caller ID information to show when calling your number while this feature is active.

†This feature is not available for the primary number of a hunt group.

## Private Outbound Calling

Turn this feature on via the account center to hide your name and number on all calls you make. You can also hide your number on a per-call basis by dialing *67 before making a call.

## Directory Listing and Directory Assistance

Your phone service includes a 411 and White Pages directory listing (simple, straight-line listing) for new phone number(s). A 411 and White Pages directory listing for your toll-free numbers is optional and provided at an additional charge.

## Call Detail Records

Call Detail Records are provided in the Optimum Business Account Center for all incoming and outgoing calls made to and from your phone line. You can view and download Call Detail Records for the current bill period and up to three prior bill periods.

## Enhanced 911

Allows emergency operators to automatically know the telephone number and address of the dialing party.

## Busy Redial (*66)

When you get a busy signal, dial *66 to use Busy Redial and you will get a call back when the line you are calling is available. Busy Redial is available only for telephone numbers within the continental United States.

## Call Return (*69)

Lets you identify and dial the last incoming caller to your line.

Optimum Business is always adding new features. To access the complete list of features, including a list of telephone access codes to manage features via the telephone, log in to the Optimum Business Account Center at **optimum.net/business**.

## Business Security Alarm Systems

If the Subscriber has a centrally monitored system that is not (i) a high-security monitoring system (UL 681 or similar) or (ii) an emergency medical alert system, the phone will be wired so that it may be available for use with such systems. This request must be made at the time of sale. Although Optimum Business will supply a connection that will allow the operation of the Subscriber's existing business security system, Optimum Business does not guarantee that any such system will be in complete operational order following the installation of the phone service. As such, it is the Subscriber's obligation to contact their security system provider to inform them of their Optimum Business installation and any change in phone number, and to request a complete operational test of such system immediately following installation of the phone service. In addition, it is the Subscriber's responsibility to test the system on a regular basis. Optimum Business installation will ensure proper wiring from the cable modem to the Optimum demarc (NID/wiring block), however, any inside wiring from the NID/wiring block to the alarm panel is the Subscriber's responsibility. In the event of a large-scale power outage or network outage (whether unplanned or maintenance related), the phone service, including any security system that uses the phone service to connect to central station monitoring, will not function.

## Unsupported Connections

Optimum Business does not support the use of the phone service as a connection between (i) medical alert systems or, (ii) any high-security monitoring systems (UL 681 or similar), and central station monitoring; the Subscriber must maintain an alternate connection. Optimum does not support the use of its phone service as a connection between fire alarm systems (UL 864 or similar) and the central station monitoring for service locations in Pennsylvania. If the phone service is used as a connection between fire alarm systems (UL 864 or similar) and the central station monitoring for a Subscriber service location as permitted hereunder, the Subscriber agrees that it will be solely responsible for contacting its authorized central station monitored fire alarm system provider to test and verify that the central station monitored fire alarm system is in good working order following Optimum's service installation, including the testing of proper line seizure functionality and the successful transmission of signals at the supervising station.

# Phone: Business Voice Additional Services

## Modem Power and Battery Backup

A voice-enabled modem with its own power supply will be provided at an additional charge when installed at the Subscriber's premises. If there is a local power outage at the Subscriber's premises, the service will continue to work for as long as the battery is functional. However, if there is a disruption to the cable network or facilities, the service will not work even if the battery is still functional. The Subscriber understands that in such cases it will not be possible to place or receive calls, including calls to access emergency 911 services. It is the Subscriber's responsibility to notify Optimum if the battery is not working and/or needs replacement. Additionally, some Optimum Business Subscribers may receive notifications regarding the status of their battery backup unit. It is the Subscriber's sole responsibility to promptly act upon the notification. Optimum will provide the replacement battery at no additional charge. The Optimum smart router does not have battery backup capability; however the router can be plugged into a UPS to maintain operation in case of failure.

## Business Trunking (SIP and PRI)

Business Trunking (SIP) allows you to get 4 to 24 simultaneous call sessions and up to 100 Direct Inward Dial (DID) telephone numbers. Primary Rate Interface (PRI) is also available to Optimum Business customers with existing PRI PBX phone systems, and it offers 4 to 23 simultaneous call sessions. You can port existing numbers at no additional charge.

Use the Ethernet cable provided by the Optimum Ethernet technician at the time of installation to connect to your IP PBX. You must have an IP PBX that was certified to operate with the Optimum network and it must be configured according to the configuration guide located at **business.optimum.net/support/userguides.** You must also download the SIP Trunk Configuration Guide and follow the simple instructions to log in to the Optimum Business SIP Trunk Adaptor and configure the LAN side settings. The complete list of certified IP PBXs and configuration guides can be found at **business.optimum.net/support/userguides**.

If you have a PRI PBX, use the cross-over cable provided by the Optimum technician to connect your PRI PBX. The Optimum technician will configure the Optimum Business SIP Trunk Adaptor with the PRI settings that were provided at the time of order. They must match the PRI settings on your PBX in order to operate correctly.

If you are porting numbers, you will be provisioned with temporary numbers on the day of installation. You, or your phone system vendor, need to make inbound and outbound test calls using the temporary Pilot number (main number), as well as DID numbers to confirm the IP PBX or PRI settings are correctly configured. Testing should be done prior to your port date.

# Phone: Business Trunking

Business Trunking and PRI include all the phone features listed below. Feature descriptions can be found on pages 14 and 15.

+ Unlimited calling to the U.S., Puerto Rico, Canada and the U.S. Virgin Islands

+ Call Forwarding (up to 10 DID numbers)

+ Call Forwarding on Busy or No Answer

+ Time-of-Day Forwarding (up to 10 DID numbers)  + Business Continuity Forwarding

+ Block Unwanted Callers

+ Private Outbound Calling

+ Caller ID  + 411 and White Pages Directory Listing for Pilot Number (simple, straight-line listing) + Call Detail Records

+ International Calling Plans

+ E-911

+ Outbound Caller ID Name

+ Call Admission Control

Call Admission Control allows you to specify the number of sessions on your PRI or Business Trunk that you want dedicated to inbound and outbound calling. To manage your calling features and view your DID numbers, log into the  Optimum Business Account Center at **optimum.net/business.**

# Phone: Business Hosted Voice

Optimum Business Hosted Voice[*] offers a complete turnkey Unified Communications solution that minimizes costs, reduces technical complexity and provides full communication regardless of location and communication device. It provides over 60+ features, IP phones at no additional charge, Web, and mobile clients, and unlimited calling to the U.S., Puerto Rico, Canada and the U.S. Virgin Islands. BHV supports SMB customers ranging from 3 to 24 users in one or more locations.

BHV features include (see the BHV User Guide for a full listing and description of all the features):

+ Announcements – Customer
+ Auto Attendant/Interactive Voice Response
+ Automatic Redial
+ Busy Lamp Field
+ Call Blocking
+ Call Forward
+ Call Forward – Remote Activation/Deactivation
+ Call Park
+ Call Pickup
+ Call Pull
+ Call Recording
+ Call Waiting

+ Conferencing (up to 5 parties)
+ Desktop Phone Management
+ Hunt Group
+ Manager Assistant
+ Paging – Intercom
+ Paging – Multicast
+ Shared Virtual Fax
+ Single Number Reach
+ Voicemail
+ Voicemail to Email
+ Waiting Queue

[1] The Grandstream GXP1625 is included at no additional charge. Other phone models are available at additional charge.

[2] The Web Client is implemented as a WebRTC endpoint running on a WebRTC compliant browser such as Chrome and Firefox.

[3] The BHV Mobile client is supported on Android and iOS and can be downloaded from the Apple App Store and Google Play.

* Business Hosted Voice is a cloud-based phone solution exclusively available for business customers with Optimum internet services. Wiring fees may apply. Sales tax, an E-911 fee and the Federal Universal Service Fund fee (USF) may apply. In NY, certain excise taxes may also apply. All fees and taxes will be added to bill. Battery backup included. E-911 will not operate if you lose power or if your Hosted Voice service or broadband connection is interrupted or disconnected. Customer must notify operator of exact physical address/location when dialing E-911 outside of service location. If moving, new address must be provided before E-911 can function properly. Customer is solely responsible to notify system provider and to test and verify that systems are in good working order following Hosted Voice installation. Installation fees apply. Other restrictions may apply.

# Phone: Additional Services

## Toll-Free Service

Toll-Free Service is exclusively offered to phone subscribers. You can receive toll-free calls from anywhere within the U.S., Puerto Rico, Canada and the U.S. Virgin Islands. You can even keep your existing number and port it over at no additional cost. 411 directory assistance and a local White Pages directory listing are available at an additional charge.

The Account Manager or Phone Manager can manage your Toll-Free Service in the Optimum Business Account Center. Log in at **optimum.net/business.**

+ Point-to-number management is easy. You can have your toll-free calls directed to any phone line on your account. Updates submitted by 11:30 p.m. will be processed by 7:30 a.m. the following day.

+ View and download your call detail records for the current billing cycle plus three previous cycles.

+ The call detail record always shows who is calling your toll-free number. No call is anonymous.

## International

Optimum Business offers competitive per-minute international calling rates to landline and mobile destinations that help you stay within budget. To make international calls, you must first activate international calling through the Optimum Business Account Center. As the Account Manager or Phone Manager, just log in to the Optimum Business Account Center at **optimum.net/business** and activate the service.

You have the flexibility to enable access to international calling on all, or just selected, lines on your account from your office. For added convenience you can also take your international calling plan with you on any phone (e.g. cellphone) when away from your office. It's easy!

For more information and a complete list of current international rates per country, log in to the Optimum Business Account Center at **optimum.net/business** and click on the "International" tab.

## Enhanced 911 Service

Enhanced 911 (E-911) is a feature of our phone service that allows emergency operators to automatically know the telephone number and address of the dialing party. This E-911 feature has certain requirements in order to operate, as well as certain limitations:

+ The emergency service provider handling the E-911 call, and the address the emergency service provider will see, are linked to the address Optimum has on file when the Subscriber originally signed up for service. If the Subscriber does not correctly identify where the Subscriber's voice-enabled cable modem is actually located, or if the voice-enabled cable modem is moved away from the original address, the Subscriber's 911 calls may be misdirected to the wrong address or to the wrong emergency service provider.

+ IMPORTANT INFORMATION Regarding Keeping Your Phone Number When You Move: Please be aware that during the first 72 hours of arriving at a new service address, if the Subscriber dials 911 from their phone, the Subscriber must relay to the emergency service operator the Subscriber's new (current) service address. This is necessary to ensure emergency services are dispatched to the Subscriber's new service address and not the old service address, in the event the emergency service operator may not have the new Registered Location in their records. Therefore, in order to have 911 calls routed correctly, the Subscriber acknowledges responsibility to promptly notify Optimum of any change in service address.

# Pick the perfect Internet speed for your business

No matter what your business is, Optimum Business has an Internet speed that's just right for your needs. And because we offer a full range of speed tiers, when you're ready to grow, we can be right there with you.

| | **Secure Internet 300** | **Secure Internet 500** | **Secure Internet 700** | **Secure Internet 1 Gig** |
|---|---|---|---|---|
| | **300** MBPS | **500** MBPS | **700** MBPS | **1 GIG** |
| **Speeds** | 300 Mbps Download Speeds, 50 Upload Speeds | 500 Mbps Download Speeds, 50 Upload Speeds | 700 Mbps Download Speeds, 50 Upload Speeds | **1 GIG** Download Speeds, 50 Upload Speeds |
| **# Users** | Best for 10-15* | Best for 15-20* | Best for 20-25* | Best for 25+* |
| **# Devices** | Unlimited Optimum WiFi access and Automatic Sign-in for up to 25 devices | Unlimited Optimum WiFi access and Automatic Sign-in for up to 25 devices | Unlimited Optimum WiFi access and Automatic Sign-in for up to 30 devices | Unlimited Optimum WiFi access and Automatic Sign-in for up to 30 devices |

## Static IP (Internet Protocol) service

Optimum Business Internet customers have the option of adding Static IP service to their account to meet their business needs. A Static IP address represents the permanent address on the Internet assigned to a computer or other device. IP addresses are assigned at the time of installation and cannot be distributed in advance. Using Static IP is the best way for you to host your own Web server, mail server, or set up a Virtual Private Network (VPN). As an Optimum Business Internet customer, you can get up to 29 usable static IP addresses, for an additional cost.

The Static IP modem is limited to the delivery of our Static IP service. You may connect your own router behind the static modem, but cannot replace it. Your Static IP service will not work if you replace or remove the Optimum Static IP modem or try to use other equipment.

For Network Information, please refer to page 3 of this Guide. For information on how to use Static IP with your smart router, see our FAQ at **business.optimum.net/FAQ**

## Smart Router

The Optimum Business Smart Router is free with your Optimum Business Internet service and is used to broadcast your Internet signal throughout your business. The Smart Router has four Gigabit Ethernet ports (10/100/1000) for wired network connections and is also a WiFi (802.11ac) access point, working across two bands at 2.4 GHz and 5.0 GHz. This allows all WiFi-enabled devices within your business to connect to the Internet.

To start using your Smart Router go to **optimum.net/business**. Here you'll find the Dashboard of the Optimum Business Account Center. From the top menu, select Internet > Router Management.

Basic Settings allows you to manage your business's private WiFi network including:

+ Viewing devices connected to your business's network
+ Managing router settings such as your private WiFi network name (SSID)
+ Creating a Guest WiFi Network
+ Managing File and Media Sharing

To access additional features, select Internet>Router Management>Router Settings.

For information on how to use Static IP with your smart router, see our FAQ at **business.optimum.net/FAQ**

Setting up your Smart Router is quick and easy. With advanced security settings, some problems can actually fix themselves. But just in case you experience any hiccups, we're always here to help, however you want to reach us.

## WiFi and hotspots

**Stay accessible with the nation's largest and most advanced WiFi network, exclusively for Internet customers.**

When running a business has you running around town, you can still check email, place orders and research prospective customers from virtually anywhere. With WiFi, you will be able to access the Internet at more than 2 million free Optimum hotspots, including hundreds of commuter rail stations, restaurants and more. Plus, it's included with your Internet service at no additional charge.

With WiFi, anytime you or your employees are connected to the Internet, you won't have to worry about going over your cellular data plan limits.

Staying connected on-the-go is easy with WiFi. All Business Internet customers and their employees can access WiFi all over the Tri-State area, as well as other select cities when traveling.

Set-up is easy. Sign in once and register up to 25 devices to automatically connect (depending on your level of service) using your Optimum ID and password. Here's how:

+ Start the WiFi feature on your device.

+ Select "optimumwifi" as your network and open your browser.

+ Enter your Optimum ID and Password and choose "Automatic Sign In."

+ You can also register and manage your devices in the Business Account Center; see page 12 for more details.

For more information, or to see the ever-expanding list of our hotspots, visit **business.optimum.net/wifi**.

If you would like your business to become an Optimum hotspot, see page 2 for more details.

## SMART WiFi Is Smart Business

With a device-driven need for continuous internet access, always-on WiFi is now the expectation. Optimum Business SMART WiFi Internet offers an enterprise-grade wireless network with simplified setup designed for small businesses. In a few easy steps you have a powerful tool to engage customers, boost employee productivity, and improve business performance.

**Professional Installation**
Our Master Tech will set up, activate and configure the access points (APs) for your Optimum Business SMART WiFi system.

**Hassle-Free Management**
24/7/365 network management with around the clock tech support whenever you need it so you can focus your business.

**Comprehensive Security**
Secure Private and Guest network isolation combined with optional URL Filtering ensures safe and appropriate communications.

## Improve Guest Experiences and Business Performance

**A Competitive Advantage**
For guests and customers who need to stay connected, complimentary WiFi is determining where they do business.

**Effective Engagement Tool**
Customize your login screen and portal with branding that's unique to your business' "look and feel."

**Smart Marketing Engine**
Complete with analytics to assist in promotional campaigns and guest notifications.

**To learn more about SMART WiFi for your business visit optimum.com/business/SMARTWiFi**

**Already have SMART WiFi? Log into your portal here: bi.altice-wifi.com/campaign_portal/optimum/login**

sample

# LTE Wireless Failover

Internet outages can be detrimental to your business, but LTE Wireless Failover keeps you connected. In the unlikely event that an Internet outage is detected, your network will automatically fail over to our LTE router to keep your critical devices online. Powered by the reliable wireless networks across multiple providers, LTE Wireless Failover maximizes coverage, speed, performance and provides peace of mind.

**Network Redundancy –** In the unlikely event of an Internet outage, our LTE Wireless Failover takes over providing seamless connectivity and reverts to normal operation once your primary Internet connection is restored.

**Unlimited Data –** Our failover solution offers unlimited data at one low price with no unexpected fees.

**Reliable Coverage –** Supported by multiple wireless networks to ensure your business will remain connected.

**Simple Self Installation –** We will send you the hardware you need with easy-to-follow connection instructions.

## What's in the box?

**Hardware**

- LTE Router
- (1) Multi-Carrier Cat 6
- (1) High-Gain Antenna
- (1) Power Supply for Router
- (1) Ethernet cable

**Battery Backup (Additional Cost)**

- 8 hours running time
  (dependent upon devices plugged into it and their power requirements)

  Price:  $119.95

To purchase a battery backup, please call 516.200.4830.



Wi-Fi Antenna Connector

Wi-Fi Antenna Connector

Reset

LED Indication

Power Input

SIM Card Holder

WAN port

4* 10/100Mbps LAN port

SIM Card Holder Popup Button
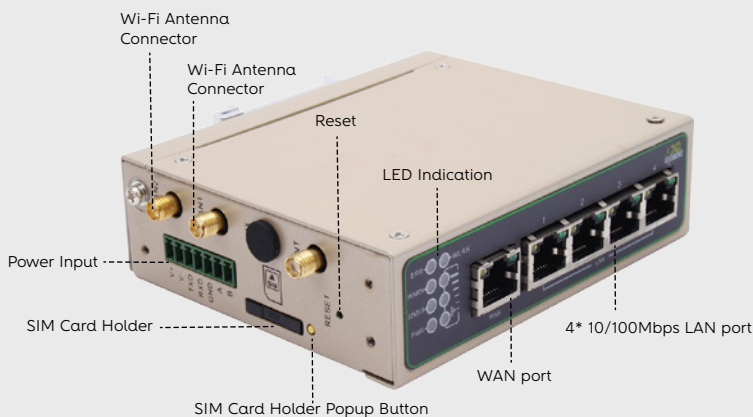
# LTE Wireless Failover

**Follow these installation instructions for a quick and easy self-install.**

**1** Connect antennas pointing **Straight Up** (Do Not Overtighten)

**2** Plug in power cable

V+
V-
TXD
RXD
GND
A
B

**2**

WLAN2
**DO NOT USE!**

WLAN1

SIM ►
**DO NOT OPEN!**

AUX

**1**

ANT

RESET

**3a** **For Failover Configuration**

1. Connect provided ethernet cable from WAN port (A) to a cable modem, router, etc.

2. Connect ethernet cables from any LAN ports (B1-B4) to all devices requiring Internet connections

**3b** **For Primary Configuration**

1. DO NOT USE WAN port (A)

2. Connect ethernet cables from any LAN ports (B1-B4) to all devices requiring Internet connections

ERR  WLAN
WARN
STATUS
PWR

| A | B1 | B2 | B3 | B4 |
|---|----|----|----|----|

WAN          LAN
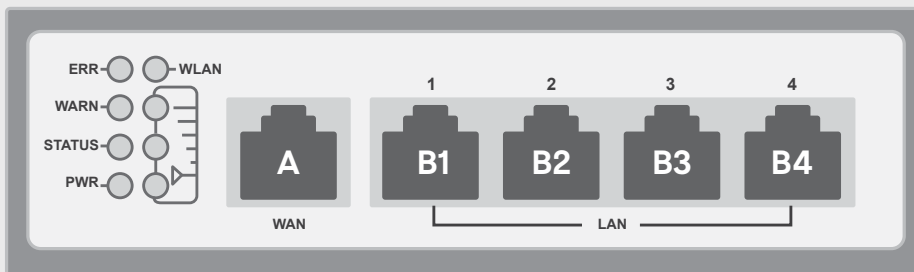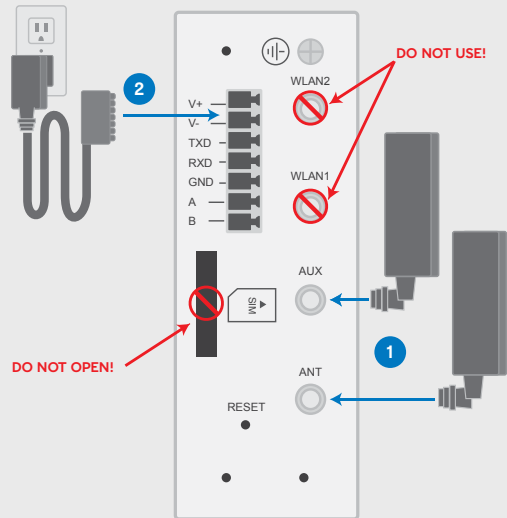
Please be patient! The first cellular connection in a new location may take up to 10 minutes. Please open up a browser and see if you can browse to google.com.

If you are still not connected after a while, please call our friendly Support Team!

**Need support?** Call 516.200.4830 or email AlticeUSA@10tsolutions.com

# TV

## Business TV

Business TV provides quality entertainment and real-time access to news and information. With News 12, News 12 Traffic & Weather and News 12 Interactive, business owners know before they go by getting access to the latest financial news, headlines, weather, traffic and more. Plus, get our TV HD service at no additional charge.

## Entertainment TV

Entertainment TV offers restaurants and bars news and all of the local sports channels, such as MSG, MSG Plus, SportsNet New York, ESPN, YES and more. Many are available in HD, and with our TV service, HD is available at no additional charge.

## Additional packages

We have several packages that can be added to your service, including en español, International, Stingray Music and more. For more information on additional packages, visit **optimum.com/business** and click on "Products" then "TV" from the pulldown.

## Sports packages

You can add a Seasonal Sports package that delivers both college and professional games from across the country, or add the Sports Pack to catch all of the local and out-of-town sports action.

## Getting the most from TV

The remote control is a key piece of equipment, providing access to all of the features that our TV service has to offer your business.

## One-Digit Code Programming Method—For Popular Brands

If you are using one of the brands in the list below, please use this method to program your remote. If your brand is not in the list, please go to the Auto-Search Programming Method below and follow those instructions instead.

1  Turn on your TV.
2  Press and hold the **TV** and **SELECT** buttons simultaneously until the **HOME** button blinks twice.
3  Press the **TV** button.
4  Point the remote at the TV.
5  Press and hold down the digit key for the TV brand:

| | |
|---|---|
| 1 = Insignia | 6 = Sanyo |
| 2 = LG | 7 = Sharp |
| 3 = Panasonic | 8 = Sony |
| 4 = Philips / Magnavox | 9 = Toshiba |
| 5 = Samsung | 0 = Vizio |

6  Let go of the digit key when the TV turns off.
7  Verify by pressing the **TV** button. This should turn the TV on and off.
8  Confirm that the remote is working for the **TV** (Power)**, Volume**, and **Mute** functions.
   • If any functions are not working, try using the Auto-Search Programming Method below.

## Auto-Search Programming Method

Use this method if the one-digit code method does not successfully program the remote:

1  Turn on the TV.
2  Press and hold the **TV** and **SELECT** buttons simultaneously until the **HOME** button blinks twice.
3  Press and hold down the **SELECT** key while pointing the remote at the TV.
4  Let go of the **SELECT** key when the TV turns off.
5  Verify by pressing the **TV** button. This should turn the TV on and off.
6  Confirm that the remote is working for the **TV** (Power), **Volume**, and **MUTE** functions.
   • If any functions are not working, try using the Four-Digit Programming Method on the next page.

# Remote with optional DVR* function

**POWER TV**
Turns TV on/off

**TV INPUT**
Switches to other devices connected to your TV, like digital cable box, DVD player and game console

**B**
Tunes to previous channel/menu or resizes Optimum Guide

**SETTINGS**
Displays cable box settings

**INFO**
Displays info for currently selected program

**LAST**
Returns to the last channel viewed

**GUIDE**
Displays program guide

**SEARCH**
Searches for programming

**VOL**
Turns volume up or down

**MUTE**
Turns volume off

Controls playback of live and recorded TV

Allows for direct access to specific channels and menu options

**POWER CBL**
Turns cable box on/off

**A**
Controls options in DVR* services and interactive features

**C**
Accesses shortcuts

**PAGE**
Navigates page and day in the Program Guide

Navigates through on-screen menus

**SEL**
Selects menu option highlighted

**EXIT**
Exits menu and returns to current program

Displays main menu

**CH**
Tunes channel up or down

**ON DEMAND**
Accesses On Demand menu

**LIVE**
Returns to live TV

**DVR**
Accesses DVR* menu

**#**
Resizes picture on HD cable boxes

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# TV

## Four-Digit Code Programming Method

1   Turn on your TV.

2   In the **Code Table** below, select the TV brand you have to bring up the list of codes.

3   Press the **TV** button.

4   Press and hold the **TV** and **SELECT** buttons simultaneously until the **HOME** button blinks twice.

5   Point the remote at the TV and enter the first code from the list below.

6   Press the **TV** button. If the TV turns off, proceed to the next step. If the TV did not turn off, go back to step 4 and try the next code in the list.

7   Confirm that the remote is working for the **TV**(Power), **Volume**, and **MUTE** functions.

## Changing the Volume Controls

Once you program the remote to control TV, it will automatically control the TV's volume and mute functions as well. If you want to program the remote to control the volume on the cable box instead:

1   Press and hold the **TV** and **SELECT** buttons until the **HOME** button blinks twice.

2   Point the remote at the cable box and press the **VOL-** (volume down) button.

Note: To return to original state, program the remote using the instructions above.

**You may also need to set the cable box's volume control to variable, by following the steps below.**

1   Press **Settings** (icon next to PAGE +) button twice to access the **Full Settings** menu.

2   Scroll to **Audio** and press **SELECT**.

3   Scroll to **Volume Control** and press **SELECT**.

4   Scroll to **Variable** and press **SELECT**.

# Experiencing HD on Optimum TV

**First, use this checklist to ensure you're set up to experience HD on Optimum TV:**

+ Using an HDTV set.

+ Using an HD digital cable box.

+ The HDTV and cable box are connected correctly.

+ The HDTV and cable box are configured correctly.

+ You're watching an HD channel and the program is being broadcast in HD.

**To set up HD picture format on your Samsung model cable box:**

1  Make sure both your HDTV and cable box are turned on.

2  Press **SETTINGS** twice on your TV remote.

3  Use the **ARROW** keys to scroll to HD Settings and press **SELECT**.

4  Scroll to Display Resolution and press **SELECT**, and then to 1080i(best HD) and press **SELECT** The cable box will ask you to confirm your new setting.

Note: 640 x 480p is best for Standard Definition Televisions.

# Service Plans

## Business Premier Protection and Support

No dedicated IT resource on staff? No problem. Business Premier Protection & Support takes care of all your connections for you—from laptops to wireless printers. With Premier Protection & Support, your business will receive all of the below benefits:

+ A remote "help desk" for virtually any device that connects to the Internet, providing expert tech support for device setup, support, education as well as virus/malware removal and system performance advice.

+ Technical support for virtually any device that connects to the Internet

+ Answers to nearly any question you have about your tech when you need it, including:

   • Laptops, printers, scanners and other connected critical business devices

   • Credit card readers like Square™ (excludes proprietary POS systems)

   • Routers

   • Network setup (excludes firewall setup)

   • Security cameras (excludes proprietary POS systems)

   • Connected switch boards

   *Limitations and exclusions apply

+ Peace of mind protection that covers your connected devices (desktops, laptops, tables, printers, routers, external hard drives, landline phone) against electrical and mechanical failure and future eligible purchases

## Business Premier Technical Support

+ Technical support for virtually any device that connects to the Internet

+ Answers to nearly any question you have about your tech when you need it, including:

   • Laptops, printers, scanners and other connected critical business devices

   • Credit card readers like Square™ (excludes proprietary POS systems)

   • Routers

   • Network setup (excludes firewall setup)

   • Security cameras (excludes proprietary POS systems)

   • Connected switch boards

   *Limitations and exclusions apply

# Service Protection

Although it doesn't happen often, there may be times when unexpected service-related issues occur. That's where Service Protection comes in. With Service Protection, your business will receive all of the below benefits:

+ **Waived Service Fees.** If our Optimum Business Service Representatives cannot resolve the issue over the phone, we'll send a technician to your business free of charge if the issue is identified as being part of our service coverage. With Service Protection, if the technician finds the issue is related to items that fall outside of Optimum Business's scope of work, such as inside wiring or phone jack issues, our customary service fee will be automatically waived for your business.

+ **Priority Access to Customer Support.** In addition, your business will be given a higher priority in the queue when you call an Optimum Business Service Representative, which means less waiting for you and more productivity for your business.

# Customer Support

## Help directory

Thank you again for choosing Optimum Business. We hope that this Optimum Business Reference Guide has been useful and provided you with all of the information you need to get the most from your Optimum Business services. If you have a question that you could not find within this Guide, please log on to the Optimum Business Account Center at **optimum.net/business** or call our Optimum Business Customer Support Team, 24/7 at 1-866-575-8000.

If you would like to add any of these Optimum Business services, simply visit **optimum.com/business,** or call 1-800-725-9626 for more information.

## Phone

## Phone updates

Our phone service updates its premium features from time to time. To get the most up-to-date information on what's available, log on to **optimum.net/business** regularly.

## International calling rates

View international calling rates at **optimum.net/business/irates**.

## Customer support

Having problems? Log on to the Optimum Business Account Center at **optimum.net/business** and select "Customer Support," or call 1-866-575-8000 to speak to an Optimum Business Customer Support Representative.

## Internet

## Customer support

Visit the Customer Support area of our website to search the answer center for quick solutions to questions you have regarding our Internet services: **business.optimum.net/support**.

## TV

### TV Packages

Visit **optimum.com/business** and click on "TV" to find out more about our latest TV packages.

## 24/7 Customer Support.

#### Customer support.
Optimum Business representatives are here to help you 24/7. Call 1-866-575-8000 or go to **business.optimum.net/support** to request that an Optimum Business Customer Support representative contact you directly.

#### Battery unit.
If your business needs a new battery unit, Optimum Business will replace it at no additional charge. Please contact Optimum Business Customer Support at 1-866-575-8000.

#### Moving?
You must contact Optimum Business Customer Support before moving your modem to a different address.

# Troubleshooting Phone & Internet

If you experience Internet connectivity and/or no dial tone problems, please use the following troubleshooting steps to help restore your service:

## No dial tone

Please note that if your Internet service is not affected, it will be temporarily interrupted during this process.

+ Unplug the power cord directly from the back of your cable modem. If your modem has an internal battery, remove it from the modem (all lights should be off on the modem).

+ After one minute, place the battery pack in the cable modem and plug in the cable modem power cord.

+ Allow the cable modem to fully restart. This may take up to five minutes.

+ Check your phone for a dial tone. You should now be able to make/receive calls.

+ If you still cannot make a phone call, please contact Optimum Business Customer Support from a mobile device at 1-866-575-8000 for further assistance.

## No Internet connection

Please note that if your phone service is not affected, it will be temporarily interrupted during this process.

+ Unplug the power cord directly from the back of your cable modem. If your modem has an internal battery, remove it from the modem (all lights should be off on the modem). If you have a router, please unplug it now.

+ After one minute, re-connect power to the router, place the battery pack in the cable modem and plug in the cable modem power cord.

+ Allow the cable modem to fully restart. This may take up to five minutes.

+ Check your Internet connection by opening a Web browser. Type the following address: **optimum.com/business**. You should now be able to access the Internet.

+ If you still cannot access the Internet, please contact Optimum Business Customer Support at 1-866-575-8000 for further assistance.

# Troubleshooting TV

Here are some simple troubleshooting instructions so that anyone using your equipment can solve common problems without calling for service.

## Problem: No picture

+ Check that both your TV and cable box are plugged in and powered on, and ensure all your connections are secure.

+ Make sure your TV is configured properly by pressing **TV INPUT** on the Optimum remote or **TV/VIDEO, INPUT** or **SOURCE** on your TV's remote until you see a picture on your screen.

+ If you're still having issues, reset your cable box by unplugging the power cord from either the wall outlet or from the cable box itself. Wait about 5 seconds then plug the cable box back in and allow it time to reboot, which takes about 3 minutes.

## Problem: Picture freezes or box will not respond

+ Wait 30 seconds without pushing any buttons if the cable box will not respond to the remote. If the cable box still does not respond, it may need to be rebooted.

+ To reboot, simultaneously press **VOL+**, **VOL-** and **INFO** on the front of the cable box and hold until it shuts down. Release the buttons. The cable box will automatically reset. During the reboot process, the digital cable box will display "HOLD" followed by "TURN ON." This may take three to five minutes.

+ Press **CBL** on the remote to turn the cable box on. There may be a slight delay while the menu screen loads.

+ When the front panel on the cable box displays the time, the reboot is complete.

## Problem: No sound

+ Verify that the **MUTE** button is not pressed on your TV remote or your cable box remote control.

+ Verify that the volume is turned up. Volume may be adjusted directly from the cable box, the TV or the TV remote.

+ Verify that any additional equipment (i.e. DVD or stereo) is properly connected to the cable box.

## Problem: Remote does not work

+ Make sure you have fresh AA batteries in your Optimum remote. To test your batteries, press any button on your remote and the large circle button will light up.

+ Verify that the remote has been programmed to work with your TV. See topics on how to program your TV remote on page 24 for details.