

Protect your network from unauthorized intruders. Securing your data has never been so simple, affordable, and easy to use.

Virtual private networks (VPNs) are a viable and economical alternative to expensive leased telephone lines linking your stores. More and more ASA clients are taking advantage of this cost cutting solution, reducing their expenses while adding functionality.

What is a VPN?

A VPN is a private network that uses the internet to connect remote stores or users together. Instead of using a dedicated connection such as a leased telephone line, a VPN uses secure "virtual" connections routed through the internet from your company's host location to the remote location or employee.

How Can a VPN Help My Business?

VPNs can benefit your business in a number of ways. The tire industry has typically relied upon costly frame relay and point-to-point leased line technology to connect their locations; some are even using cumbersome dial-up connections. VPNs are a cost effective alternative because they can provide connectivity for multiple locations (both local and out of state), without incurring costly telephone line charges.

In addition, you can now have inexpensive and secure high-speed home access to your business system.

Is VPN Secure?

A well-designed VPN can also improve security for your business by utilizing several methods of keeping your connection and data secure. A firewall provides a stronger barrier between your private network and the internet. VPNs also use encryption, which is the process of taking all data that one computer is sending to another and encoding it into a form that only the other computer will be able to decode. VPNs are widely used by banks, pharmacies, hospitals and other organizations that value security.



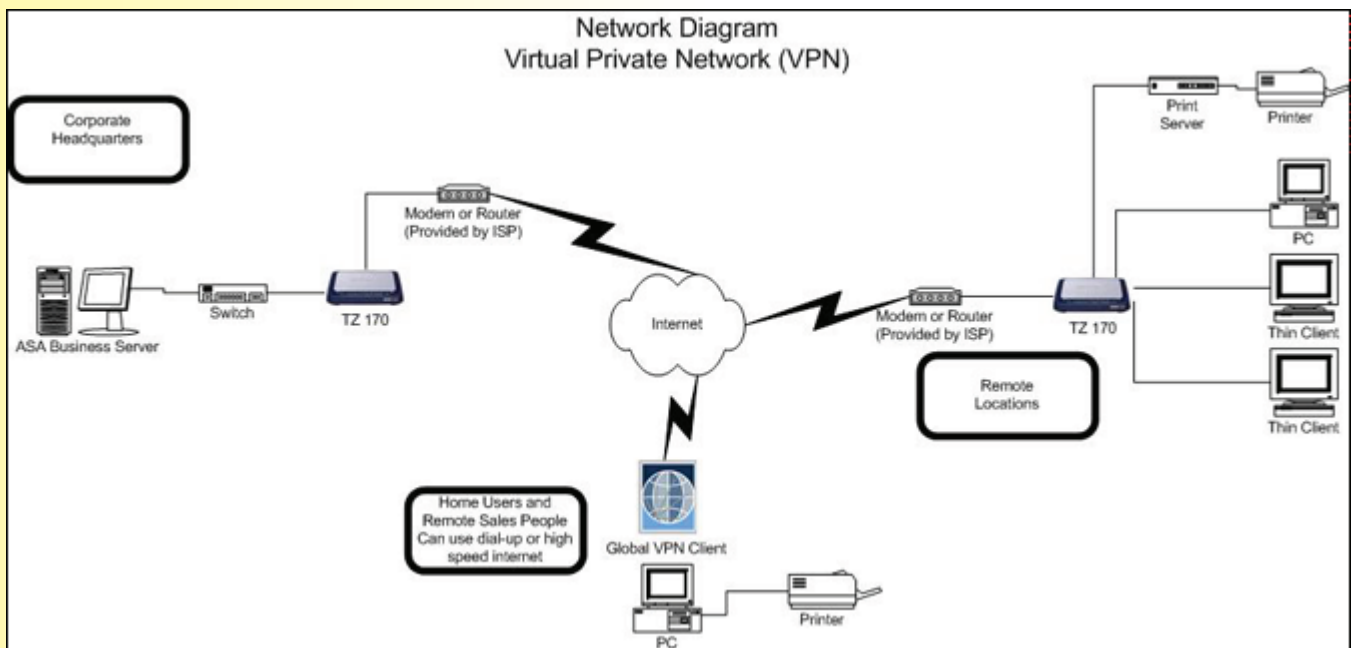
Virtual Private Network

Your business may also elect to provide controlled access to other web sites for your employees, limiting them to only the sites you want them to visit.

Another advantage of a VPN network is the flexibility and relative simplicity allow you the option to switch to a different internet service provider, increase bandwidth, or add more locations to the network at any time.

Why use ASA for my VPN?

The benefits of having instant access to information and analysis is clear; you'll improve the customer's experience with responsive and accurate answers, as well as improve your business performance with information that can be used to streamline operations and improve profitability.



To find out how a Virtual Private Network from ASA Tire Systems can help your business, call toll free at **866-210-6717**, email info@asatire.com or visit us at www.asatire.com.