

FLORIDA PUBLIC SERVICE COMMISSION

Fletcher Building
101 East Gaines Street
Tallahassee, Florida 32399-0850

M E M O R A N D U M

JULY 22, 1993

TO : DIRECTOR, DIVISION OF RECORDS AND REPORTING

FROM : DIVISION OF COMMUNICATIONS [YATES] *Dy*
DIVISION OF LEGAL SERVICES [ADAMS] *JKA*

RE : DOCKET NO. 930530-TL - REQUEST FOR APPROVAL OF TARIFF
FILING TO ADD NEW FEATURES OF CUSTOMER CONTROLLABLE
RINGING AND MESSAGE WAITING INDICATION-AUDIBLE RING BURST
BY GTE FLORIDA INCORPORATED. (T-93-242 FILED 5-10-93)

AGENDA: AUGUST 3, 1993 - CONTROVERSIAL - PARTIES MAY PARTICIPATE

CRITICAL DATES: NONE - COMPANY HAS WAIVED 60-DAY IMPLEMENTATION
REQUIREMENT

SPECIAL INSTRUCTIONS: I:\PSC\CMU\WP\930530.RCM

DISCUSSION OF ISSUES

ISSUE 1: Should the Commission approve GTE Florida Incorporated's (GTEFL or the Company) tariff proposal to offer new features to Enhanced Service Providers?

RECOMMENDATION: Yes, the tariff should be approved with an effective date of August 4, 1993.

STAFF ANALYSIS: Enhanced Service Provider (ESP) Services are tariffed services which provide the central office network capabilities necessary to integrate ESP voice messaging services. ESP customers may order and utilize these services to connect to the Company's local exchange network to provide enhanced services to the ESP customer's clients.

ESP services are distinguished from similar LEC-provided services in that the ESP equipment interfaces with GTEFL's network, via the open network architecture (ONA) concept, to offer enhanced services to subscribers of the LEC networks. For example, GTEFL offers custom calling features (Smart Call Services, General Service Tariff, Section A13.14) primarily on an individual line basis, while the ESPs offer services to individual and larger PBX

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or CENTREX clients. The Commission regulates the rates and charges the LECs charge ESP customers. However, ESPs are not certificated telecommunications companies and are free to establish client rates on a competitive or free-market basis.

The ESP Services for voice-messaging currently include: Call Forwarding (busy indication, no answer indication and busy/no answer combination indication), Message Waiting Indication-Stutter Dial-Tone, Forwarded Call Information, Queuing, User Transfer, and Data Link.

The Company is proposing two new services to meet the continuing demand for ESP services. The Message Waiting Indication-Audible Ring Burst feature will place a periodic distinctive ring burst on the client's line whenever a message is stored in the customer's integrated voice mail service. The second feature, Customer Controllable Ringing, provides the client with the ability to control the number of ringing cycles applied before a call is forwarded to the integrated voice mail server.

These ESP services will become a general service offering, but limited to customers served from GTD-5 EAX switches that have been upgraded with SVR 1.7.1.1 software. The target market is:

- . Enhanced Service Providers offering voice messaging type services.
- . Centrex customers who own their own voice messaging equipment.

These services have competitive substitutes of: 1) answering machine /answering service for residential and small business customers, and 2) PBX-based voice-messaging systems for large businesses. Both alternatives are 100% CPE-based.

The monthly rate for Customer Controllable Ringing is \$1.00 and \$0.50 for MWI-Audible Ring Burst. A Network Access Charge of \$14.00 will apply for each change to the ESP's business line.

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GTEFL projects a 5-year revenue, cost and contribution estimate of:

	<u>REVENUE</u>	<u>COST</u>	<u>CONTRIBUTION</u>
1993	\$ 15,300	\$ 1,721	\$ 13,579
1994	18,534	2,081	16,453
1995	23,184	2,600	20,584
1996	28,524	3,199	25,325
1997	32,616	3,655	28,961

The Company indicates the new features are part of the generic software load of SVR 1.7.1.1, which includes other business/residential features. The cost recovery period is the useful life of the central office switching equipment, or a book life of 15 years.

Staff recommends approval of the filing. Additional services will be available to the public, and significant contribution will be provided.

ISSUE 2: Should this docket be closed?

RECOMMENDATION: Yes.

STAFF ANALYSIS: If the Commission approves Issue 1, this tariff will become effective on August 4, 1993. If an affected party files a timely protest, the tariff should remain in effect with any increase in revenues held subject to refund pending resolution of the protest. If no timely protest is filed, the docket should be closed.

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