

FPSC Docket No. 050863-TP

AT&T Florida's Attachment to

Item No. 1-3

DECLASSIFIED CONFIDENTIAL

(P+ 10F5) DOCUMENT NUMBER-DATE

PROPRIETARY

FPSC-COMMISSION CLERK

07025 AUG-96 /

Item No. 1-3

DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L	305Q888437 561Q888437 904Q888437 561Q888437 905Q888437 905Q888437 904Q888437 904Q888437 904Q888437 905Q888437 561Q888437 905Q888437 305Q888437 305Q888437 561Q888437 305Q888437 561Q888437 305Q888437 561Q888437 561Q888437 561Q888437 561Q888437	12/1/2004 12/1/2004 12/1/2005 1/1/2005 2/1/2005 2/1/2005 2/1/2005 3/1/2005 3/1/2005 3/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005 6/1/2005	\$517.55 \$4,390.87 \$30,902.38 \$736.74 \$6,552.64 \$46,008.45 \$350.11 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53 \$53,766.45	Pymnts \$0.00 \$0.00 (\$470.70) (\$4390.87) (\$15.292.74) (\$254.19) \$0.00 \$0.00 \$0.00 \$0.00 (\$190.54) \$0.00 (\$190.54) \$0.00 (\$30,715.71) \$0.00	Adj \$0.000 \$0.000 \$0.000 \$0.000 \$0.0000 \$0.0000 \$0.000 \$0.00000 \$0.00000	Bal Fwd \$517.55 \$4,390.87 \$30,902.38 \$266.04 \$2,161.77 \$30,715.71 \$95.92 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$91.26 \$271.19 \$42,668.57	Curr Chrgs \$207.34 \$2,149.92 \$15,094.22 \$71.57 \$2,156.22 \$12,648.74 \$118.97 \$2,260.87 \$16,014.29 \$140.54 \$2,390.41 \$13,968.04 \$59.31 \$1,720.84 \$11.085.38	LPC 11.85 11.85 12.5 12.5 12.5 12.5 12.5 12.5 12.5 12.	Total Billed Amt \$736.74 \$6,552.64 \$46,008.45 \$350.11 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	Other Charges & Credits 114.95 780.4 5,127.39 -1.69 835.18 3,387.35 45.71 776.01 6,022.81 47.89 754.83 3,657.64 -14.21
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L I L I	904Q888437 305Q888437 561Q888437 904Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437	12/1/2004 1/1/2005 1/1/2005 2/1/2005 2/1/2005 3/1/2005 3/1/2005 3/1/2005 4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005	\$30,902.38 \$736.74 \$6,552.64 \$46,008.45 \$350.11 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	\$0.00 (\$470.70) (\$4,390.87) (\$15,292.74) (\$254.19) \$0.00 \$0.00 \$0.00 \$0.00 (\$190.54) \$0.00 (\$190.54) \$0.00 (\$30,715.71) \$0.00	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	\$4,390.87 \$30,902.38 \$266.04 \$2,161.77 \$30,715.71 \$95.92 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$91.26 \$271.19	\$2,149.92 \$15,094.22 \$71.57 \$2,156.22 \$12,648.74 \$118.97 \$2,260.87 \$16,014.29 \$140.54 \$2,390.41 \$13,968.04 \$59.31 \$1,720.84	11.85 11.85 12.5 12.5 12.5 12.5 12.5 12.5 12.5 12.	\$6,552.64 \$46,008.45 \$350.11 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07	780.4 5,127.39 -1.69 835.18 3,387.35 45.71 776.01 6,022.81 47.89 754.83 3,657.64 -14.21
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L	305Q888437 561Q888437 904Q888437 305Q888437 561Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437	1/1/2005 1/1/2005 2/1/2005 2/1/2005 3/1/2005 3/1/2005 3/1/2005 4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005	\$736.74 \$6,552.64 \$46,008.45 \$350.11 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	\$0.00 (\$470.70) (\$4,390.87) (\$15,292.74) (\$254.19) \$0.00 \$0.00 \$0.00 \$0.00 (\$190.54) \$0.00 (\$190.54) \$0.00 (\$30,715.71) \$0.00	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	\$30,902.38 \$266.04 \$2,161.77 \$30,715.71 \$95.92 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$91.26 \$271.19	\$15,094.22 \$71.57 \$2,156.22 \$12,648.74 \$118.97 \$2,260.87 \$16,014.29 \$140.54 \$2,390.41 \$13,968.04 \$59,31 \$1,720.84	11.85 12.5 12.5 12.5 12.5 12.5 12.5 12.5 12.	\$46,008.45 \$350.11 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07	5,127.39 -1.69 835.18 3,387.35 45.71 776.01 6,022.81 47.89 754.83 3,657.64 -14.21
DPI TELECONNECT INC PI TELECONNECT INC FL DPI TELECONNECT INC FL	L	561Q888437 904Q888437 305Q888437 561Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437	1/1/2005 1/1/2005 2/1/2005 2/1/2005 3/1/2005 3/1/2005 3/1/2005 4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005	\$6,552.64 \$46,008.45 \$350.11 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	(\$4,390.87) (\$15,292.74) (\$254.19) \$0.00 \$0.00 \$0.00 \$0.00 (\$190.54) \$0.00 (\$190.54) \$0.00 (\$30,715.71) \$0.00	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 (\$99.63) (\$8.735.58) \$0.00	\$266.04 \$2,161.77 \$30,715.71 \$95.92 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$91.26 \$227.19	\$71.57 \$2,156.22 \$12,648.74 \$118.97 \$2,260.87 \$16,014.29 \$140.54 \$2,390.41 \$13,968.04 \$59.31 \$1,720.84	12.5 12.5 12.5 12.5 12.5 12.5 12.5 12.5	\$350.11 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07	-1.69 835.18 3,387.35 45.71 776.01 6,022.81 47.89 754.83 3,657.64 -14.21
DPI TELECONNECT INC PI TELECONNECT INC PI TELECONNECT INC FL DPI TELECONNECT INC FL	L	904Q888437 305Q888437 561Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437	1/1/2005 2/1/2005 2/1/2005 3/1/2005 3/1/2005 3/1/2005 4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005	\$46,008.45 \$350.11 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	(\$4,390.87) (\$15,292.74) (\$254.19) \$0.00 \$0.00 \$0.00 \$0.00 (\$190.54) \$0.00 (\$190.54) \$0.00 (\$30,715.71) \$0.00	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 (\$98.63) (\$8,735.58) \$0.00	\$2,161.77 \$30,715.71 \$95.92 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$91.26 \$271.19	\$2,156.22 \$12,648.74 \$118.97 \$2,260.87 \$16,014.29 \$140.54 \$2,390.41 \$13,968.04 \$59.31 \$1,720.84	12.5 12.5 12.5 12.5 12.5 12.5 12.5 12.5	\$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07	835.18 3,387.35 45.71 776.01 6,022.81 47.89 754.83 3,657.64 -14.21
DPI TELECONNECT INC PI TELECONNECT INC PI TELECONNECT INC FL DPI TELECONNECT INC FL	L	305Q888437 561Q888437 305Q888437 561Q888437 561Q888437 305Q888437 305Q888437 561Q888437 305Q888437 561Q888437 561Q888437 305Q888437 561Q888437 561Q888437	1/1/2005 2/1/2005 2/1/2005 3/1/2005 3/1/2005 3/1/2005 4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005	\$46,008.45 \$350.11 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	(\$15,292,74) (\$254,19) \$0,00 \$0,00 \$0,00 \$0,00 (\$190,54) \$0,00 (\$30,715,71) \$0,00	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 (\$98.63) (\$8,735.58) \$0.00	\$30,715.71 \$95.92 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$91.26 \$271.19	\$12,648,74 \$118.97 \$2,260.87 \$16,014.29 \$140.54 \$2,390.41 \$13,968.04 \$59.31 \$1,720.84	12.5 12.5 12.5 12.5 12.5 12.5 12.5 12.5	\$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07	3,387.35 45.71 776.01 6,022.81 47.89 754.83 3,657.64 -14.21
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L	561Q888437 904Q888437 305Q888437 561Q888437 305Q888437 305Q888437 904Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437	2/1/2005 2/1/2005 3/1/2005 3/1/2005 3/1/2005 4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005	\$350.11 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	(\$254.19) \$0.00 \$0.00 \$0.00 \$0.00 (\$190.54) \$0.00 (\$30,715.71) \$0.00	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 (\$98.63) (\$8,735.58) \$0.00	\$95.92 \$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$91.26 \$271.19	\$118.97 \$2,260.87 \$16,014.29 \$140.54 \$2,390.41 \$13,968.04 \$59.31 \$1,720.84	12.5 12.5 12.5 12.5 12.5 12.5 12.5 12.5	\$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07	45.71 776.01 6,022.81 47.89 754.83 3,657.64 -14.21
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	561Q888437 904Q888437 305Q888437 561Q888437 305Q888437 305Q888437 904Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437 305Q888437	2/1/2005 2/1/2005 3/1/2005 3/1/2005 3/1/2005 4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005	\$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	\$0.00 \$0.00 \$0.00 \$0.00 (\$190.54) \$0.00 (\$30,715.71) \$0.00	\$0.00 \$0.00 \$0.00 \$0.00 (\$98.63) (\$8,735.58) \$0.00	\$4,330.49 \$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$91.26 \$271.19	\$2,260.87 \$16,014.29 \$140.54 \$2,390.41 \$13,968.04 \$59.31 \$1,720.84	12.5 12.5 12.5 12.5 12.5 12.5 12.5 12.5	\$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07	776.01 6,022.81 47.89 754.83 3,657.64 -14.21
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L	904Q888437 305Q888437 561Q888437 3035Q888437 3035Q888437 305Q888437 304Q888437 305Q888437 305Q888437 304Q888437 305Q888437 305Q888437	2/1/2005 3/1/2005 3/1/2005 4/1/2005 4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005	\$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	\$0.00 \$0.00 \$0.00 (\$190.54) \$0.00 (\$30,715.71) \$0.00	\$0.00 \$0.00 \$0.00 (\$98.63) (\$8,735.58) \$0.00	\$43,376.95 \$227.39 \$6,603.86 \$59,403.74 \$91.26 \$271.19	\$16,014.29 \$140.54 \$2,390.41 \$13,968.04 \$59.31 \$1,720.84	12.5 12.5 12.5 12.5 12.5 12.5 12.5	\$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07	6,022.81 47.89 754.83 3,657.64 -14.21
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L	305Q888437 561Q888437 305Q888437 305Q888437 561Q888437 305Q888437 305Q888437 305Q888437 3064Q888437 305Q888437 561Q888437	3/1/2005 3/1/2005 3/1/2005 4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005 5/1/2005	\$227.39 \$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	\$0.00 \$0.00 (\$190.54) \$0.00 (\$30,715.71) \$0.00	\$0.00 \$0.00 (\$98.63) (\$8,735.58) \$0.00	\$227.39 \$6,603.86 \$59,403.74 \$91.26 \$271.19	\$140.54 \$2,390.41 \$13,968.04 \$59.31 \$1,720.84	12.5 12.5 12.5 12.5 12.5 12.5	\$380.43 \$9,006.77 \$73,384.28 \$163.07	47.89 754.83 3,657.64 -14.21
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L	561Q888437 904Q888437 561Q888437 904Q888437 904Q888437 305Q888437 561Q888437 305Q888437 305Q888437 561Q888437	3/1/2005 3/1/2005 4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005 5/1/2005	\$6,603.86 \$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	\$0.00 \$0.00 (\$190.54) \$0.00 (\$30,715.71) \$0.00	\$0.00 \$0.00 (\$98.63) (\$8,735.58) \$0.00	\$6,603.86 \$59,403.74 \$91.26 \$271.19	\$2,390.41 \$13,968.04 \$59.31 \$1,720.84	12.5 12.5 12.5 12.5	\$9,006.77 \$73,384.28 \$163.07	754.83 3,657.64 -14.21
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	904Q888437 305Q888437 561Q888437 305Q888437 305Q888437 561Q888437 305Q888437 305Q888437 561Q888437	3/1/2005 4/1/2005 4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005	\$59,403.74 \$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	\$0.00 (\$190.54) \$0.00 (\$30,715.71) \$0.00	\$0.00 (\$98.63) (\$8,735.58) \$0.00	\$59,403.74 \$91.26 \$271.19	\$13,968.04 \$59.31 \$1,720.84	12.5 12.5 12.5	\$73,384.28 \$163.07	3,657.64 -14.21
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	305Q888437 561Q888437 904Q888437 305Q888437 561Q888437 904Q888437 305Q888437 561Q888437	4/1/2005 4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005	\$380.43 \$9,006.77 \$73,384.28 \$163.07 \$2,004.53	(\$190.54) \$0.00 (\$30,715.71) \$0,00	(\$98.63) (\$8,735.58) \$0.00	\$91.26 \$271.19	\$59.31 \$1,720.84	12.5 12.5	\$163.07	-14.21
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L 5	561Q888437 904Q888437 305Q888437 561Q888437 904Q888437 305Q888437 561Q888437 561Q888437	4/1/2005 4/1/2005 5/1/2005 5/1/2005 5/1/2005	\$9,006.77 \$73,384.28 \$163.07 \$2,004.53	\$0.00 (\$30,715.71) \$0.00	(\$8,735.58) \$0.00	\$271.19	\$1,720.84	12.5		
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	904Q888437 305Q888437 561Q888437 904Q888437 305Q888437 561Q888437 561Q888437	4/1/2005 5/1/2005 5/1/2005 5/1/2005	\$73,384.28 \$163.07 \$2,004.53	(\$30,715.71) \$0.00	\$0.00				\$2,004.53	
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L 2 L 8 L 9 L 3 L 6 L 9 L 9 L 9 L 9 L 9 L 9 L 9 L 9 L 9 L 9	305Q888437 561Q888437 904Q888437 305Q888437 561Q888437 561Q888437	5/1/2005 5/1/2005 5/1/2005	\$163.07 \$2,004.53	\$0.00		\$42,668.57				391.52
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L 5 L 5 L 5 L 5 L 5 L 5 L 5 L 5 L 5	561Q888437 904Q888437 305Q888437 561Q888437	5/1/2005 5/1/2005	\$2,004.53			\$400 0T		12.5	\$53,766.45	2,628.09
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L 6 L 2 L 5 L 6 L 6 L 3 L 6	904Q888437 305Q888437 561Q888437	5/1/2005			1	\$163.07	\$36.72	12.5	\$212.29	-17.41
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L 3 L 5 L 9 L 3 L 5	305Q888437 561Q888437			\$0.00	(\$148.58)	\$1,855.95	\$1,500.20	12.5	\$3,368.65	548.27
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L 5 L 9 L 3 L 5	561Q888437	6/1/2005	\$53,766.45		(\$51,807.28)	\$1,959.17	\$9,646.44	0	\$11,605.61	2,988.82
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L 9 L 3 L 5		6/1/2005		\$0.00	\$0.00	\$212.29	\$110.95	12.5	\$335.74	51.44
DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L 3 L 5			\$3,368.65	\$0.00	(\$0,70)	\$3,367.95	\$1,880.64	12.5	\$5,261.09	864.16
DPI TELECONNECT INC FL DPI TELECONNECT INC FL DPI TELECONNECT INC FL DPI TELECONNECT INC FL DPI TELECONNECT INC FL	L S	305Q888437	6/1/2005	\$11,605.61	\$0.00	\$0.00	\$11,605.61	\$7,743.92	12.5	\$19,362.03	1,493.09
DPI TELECONNECT INC FL DPI TELECONNECT INC FL DPI TELECONNECT INC FL DPI TELECONNECT INC FL			7/1/2005	\$335.74	\$0.00	\$0.00	\$335.74	\$93.21	12.5	\$441.45	38.42
DPI TELECONNECT INC FL DPI TELECONNECT INC FL DPI TELECONNECT INC FL		561Q888437	7/1/2005	\$5,261.09	\$0.00	\$0.00	\$5,261.09	\$1,526.32	12.5	\$6,799.91	501.05
DPI TELECONNECT INC FL DPI TELECONNECT INC FL		04Q888437	7/1/2005	\$19,362.03	\$0.00	(\$9.80)	\$19,352.23	\$7,797.24	12.5	\$27,161.97	2,252.51
DPI TELECONNECT INC FL		305Q888437	8/1/2005	\$441.45	\$0.00	\$0.00	\$441.45	\$306.01	12.5	\$759.96	178.5
		561Q888437	8/1/2005	\$6,799.91	\$0.00	(\$1,043.43)	\$5,756.48	\$1,773.75	12.5	\$7,542.73	619.76
		04Q888437	8/1/2005	\$27,161.97	\$0.00	(\$2,241.89)	\$24,920.08	\$8,828.64	12.5	\$33,761.22	3,212.32
DPI TELECONNECT INC FL DPI TELECONNECT INC FL		305Q888437	9/1/2005	\$759.96	\$0.00	\$0.00	\$759.96	\$50.80	12.5	\$823.26	-17.32
		561Q888437	9/1/2005	\$7,542.73	\$0.00	(\$7.40)	\$7,535.33	\$1,632.09	12.5	\$9,179.92	627,99
		004Q888437	9/1/2005	\$33,761.22	\$0.00	\$0.00	\$33,761.22	\$7,869.53	12.5	\$41,643.25	2,346.02
DPI TELECONNECT INC FL DPI TELECONNECT INC FL		305Q888437	10/1/2005	\$823.26	\$0.00	(\$76.43)	\$746.83	\$134.08	12.5	\$893.41	44.03
		561Q888437	10/1/2005	\$9,179.92	\$0.00	(\$735.19)	\$8,444.73	\$1,753.13	12.5	\$10,210.36	617.72
		04Q888437	10/1/2005	\$41,643.25	\$0.00	(\$3,859.41)	\$37,783.84	\$7,645.48	12.5	\$45,441,82	2,356.99
		305Q888437	11/1/2005	\$893.41	(\$725.08)	\$0.00	\$168.33	\$304.08	12.5	\$484.91	141.19
DPI TELECONNECT INC FL DPI TELECONNECT INC FL		561Q888437	11/1/2005	\$10,210.36	(\$3,189.92)	\$0.00	\$7,020.44	\$1,507.70	12.5	\$8,540.64	493.47
	-	04Q888437	11/1/2005	\$45,441.82	(\$14,093.00)	(\$0.48)	\$31,348.34	\$7,945.19	12.5	\$39,306.03	2,524.99
DPI TELECONNECT INC FL		305Q888437	12/1/2005	\$484.91	\$0.00	\$0.00	\$484.91	\$403.10	12.5	\$900.51	152.84
DPI TELECONNECT INC FL		61Q888437	12/1/2005	\$8,540.64	(\$1,842.12)	(\$3.80)	\$6,694.72	\$1,578.81	12.5	\$8,286.03	492.7
DPI TELECONNECT INC FL DPI TELECONNECT INC FL		04Q888437	12/1/2005	\$39,306.03	\$0.00	(\$12.90)	\$39,293.13	\$7,220.83	12.5	\$46,526.46	1,801.80
	-	805Q888437	1/1/2006	\$900.51	(\$304.08)	\$0.00	\$596.43	\$211.21	12.5	\$820.14	-8.69
DPI TELECONNECT INC FL	-	61Q888437	1/1/2006	\$8,286.03	(\$2,221.16)	(\$11.90)	\$6,052.97	\$1,428.15	12.5	\$7,493.62	341.21
DPI TELECONNECT INC FL	-	04Q888437	1/1/2006	\$46,526.46	\$0.00	(\$148.39)	\$46,378.07	\$7,699.97	12.5	\$54,090.54	2,216.96
DPI TELECONNECT INC FL	-	305Q888437	2/1/2006	\$820.14	\$0.00	\$0.00	\$820.14	\$913.33	12.5	\$1,745.97	462.06
DPI TELECONNECT INC FL		61Q888437	2/1/2006	\$7,493.62	\$0.00	(\$472.17)	\$7,021.45	\$2,390.34	12.5	\$9,424.29	967.55
DPI TELECONNECT INC FL		04Q888437	2/1/2006	\$54,090.54	\$0.00	(\$1,951.46)	\$52,139.08	\$9,401.14	12.5	\$61,552.72	3,256.76
DPI TELECONNECT INC FL		305Q888437	3/1/2006	\$1,745.97	(\$614.31)	(\$134.98)	\$996.68	\$292.17	12.5	\$1,301.35	37.25
DPI TELECONNECT INC FL		61Q888437	3/1/2006	\$9,424.29	(\$1,624.69)	(\$125.70)	\$7,673.90	\$1,445.97	12.5	\$9,132.37	319.85
DPI TELECONNECT INC FL		04Q888437	3/1/2006	\$61,552.72	\$0.00	(\$603.30)	\$60,949.42	\$6,697.24	12.5	\$67,659.16	1,480.37
DPI TELECONNECT INC FL		305Q888437	4/1/2006	\$1,301.35	\$0.00	(\$129.00)	\$1,172.35	\$389.79	12.5	\$1,574.64	222.55
DPI TELECONNECT INC FL		61Q888437	4/1/2006	\$9,132.37	(\$1,930.26)	(\$412.48)	\$6,789.63	\$2,375.16	12.5	\$9,177.29	1,151,63
DPI TELECONNECT INC FL		04Q888437	4/1/2006	\$67,659.16	(\$5,476.89)	(\$1,046.95)	\$61,135.32	\$7,924.35	12.5	\$69,072,17	3,353.64
DPI TELECONNECT INC FL		05Q888437	5/1/2006	\$1,574.64	(\$970.53)	(\$5.30)	\$598.81	\$278.85	12.5	\$890.16	97.86
DPI TELECONNECT INC FL		61Q888437	5/1/2006	\$9,177.29	(\$1,115.34)	\$0.00	\$8,061.95	\$1,379.99	12.5	\$9,454,44	522.28
DPI TELECONNECT INC FL	L 9	04Q888437	5/1/2006	\$69,072.17	(\$9,464.14)	(\$5.96)	\$59,602.07	\$5,896.24	12.5	\$65,510,81	1,876.07

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FPSC Docket No. 050863-TP

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AT&T Florida's Attachment to

Item No. 1-16

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(P+20F5) DN 07025-07 8-9-07

Item 1-16: 000001

M O B I 772 794 3967 12 / 16 / 04 DRG889R9 CPX3560 ORDER DISPLAY D04 UP PQFS 772-794-3967 967 BILL DATE 12-16-04 DRGB89R9 CPX3560 1 PAGE CPX772562AM ΥN 772 794-3967 96720041216VBH 20041216100920041216 DRGB89R9A 4COUEPRXYAXQBML20041216 ZRTI V,QS,800 773-4967,RM,205714 CENT ROY AECN 104B, UEPRX OTTRA772 562 QS N RRSO NR1RMHW7 ---LIST OLN CROWNOVER, DALE OLA 1422 16TH S*T, VERO BEACH OSA 1422 16TH ST, VERO BCH, FL OLOC AFT 25 ODZIP32960 ---BILL . BN1 DFI TELECONNECT MORE ... PAGE 1 OF 4 PF2=SEARCH PF3=DISPLAY PF4=PRINT PF6=FAX PF11=BACK PRINTER ID: PF7=MAIN PF8=SCROLL

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MOBI 772 794 3967 12 / 16 / 04 DRGB89R9 CPX3560 ORDER DISPLAY D04 UP PQFS BA2 INC BA3 2997 LBJ FREEWAY BA4 #225 PO DALLAS TAR 052,805 TX 75234 BTN 561 Q96-8453-453 IPON 50384273C IDCR BC MAN C104B BIR BSBD BIR BSBON ---S&E 01 UEPRC /TN 772 794-3967 /TBE A /PIC NONE /LPIC NONE /PCA OF, 08-24-04 /LPCA OF, 08-24-04 PAGE 1 OF 4 PF2=SEARCH PF3=DISPLAY FF4=PRINT MORE... PF6=FAX PF7=MAIN PF8=SCROLL PF11⇒BACK PRINTER ID:

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M O B 1 772 794 3967 12 / 16 / 04 DRGB89R9 CPX3560 ORDER DISPLAY D04 UF /TTRA 772 562 /EXK 772 562 /LRN 7725620000 /BLKD /AECN 104B /SED 08-24-04 /ZSER 3C10000001 /ZDCA /BI WNR 01 BRD /TN 772 794-3967 /AECN 104B

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M O B I 772 794 3967 12 / 16 / 04 DRGB89R9 CPX3560 ORDER DTSPLAY D04 UP PQFS /BI WNR ---RMKS ZCBR 800 414-2065 RMK DISCONNECT PER CLEC RMK (2) FOC ---ASGM RCSO CRREULRMHW7 TN 772 794-3967 G1 FA 1422 16TH ST, VERO BCH, FL/LOC APT 25/RT 3101/RZ 13 OOE 00014-00000-53/EXK 772 562/TN 772 794-3967/LPS/DF F13-02-191G G2 WC 772 567 OF1 /CA 4/PR 636/DF F13-01-079V /PRQ Y/BP 336/OBP 110/TEA R 1429 19TH PL; EXJ/TPR 310104 /PMTE ISDN COMPATIBLE OF2 /CA 1429PL19/PR 110/BF 10/TEA PAGE 3 OF 4 MORE... PF2=SEARCH PF3=DISPLAY PF4=PRINT PF6=FAX . PF7=MAIN PF8=SCROLL PF11=BACK PRINTER ID:

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MOBI 772 794 3967 12 / 16 / 04 NR1RMHW7 CPX3560 ORDER DISPLAY D04 UP PQFS 772-794-3967 968 BILL DATE 12-16-04 NR1RMHW7 CPX3560 PAGE 1 CPX772562AM YN 772 794-3967 96820041216VBH 20041216102320041216 NR1RMHW7B / PC1FR YAXQBML2C041216 W ZRTI V,QS,800 773-4967, RM, 205714 ICENTROX RRSO DRGB89R9 SEQ (A) DRGB89R9 CFAC 1 ITTRA772 562 ---LIST ILN CROWNOVER, DALE ILA 1422 16TH S*T, VERO BEACH ISA 1422 16TH ST, VERO BCH, FL ILOC APT 25 IDZIP32960 IFCTN772 794-3967;D ---DIR PAGE 1 OF MORE... З PF2=SEARCH PF3=DISPLAY PF4=PRINT PF6=FAX PF7=MAIN PF8=SCROLL PF11=BACK PRINTER ID:

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M O B I 772 794 3967 12 / 16 / 04 NRIRMHW7 CPX3560 ORDER DISPLAY D04 UP PQFS IDDA DALE CROWNOVER 1422 16TH ST APT 25 VERO BEACH FL 32960 IDEL A1 ---BILL IBN1 DPI TELECONNECT IBA2 INC IBA3 2997 LBJ FREEWAY IBA4 #225 IPO DALLAS TX 75234 ITAR 052,805 IBTN 561 Q88-8437-437 IPON 50384273C ISS 000-00-0000;N IRESHR4728 IZPTXY ---S&E II RESCN /TN 772 794-3967 PAGE 1 OF PF2=SE MORE ... 3 PF2=SEARCH PF3=DISPLAY PF4=PRINT PF6=FAX PF11=BACK PRINTER ID: FF7=MAIN PF8=SCROLL

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Item 1-16: 000011

M O B I 772 794 3967 12 / 16 / 04 NR1RMHW7 CPX3560 ORDER DISPLAY D04 UP /ZRCI DP1 TELECONNECT, MARTI ARIM, 800 414-2065 I1 1FR /TN 772 794-3967 /PIC NONE /LPIC NONE /LPIC NONE /PCA OF, 12-16-04 /LPCA OF, 12-16-04 /NMC /ZLCP R /TTRA 772 562 /EXK 772 562

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MOBI 772 794 3967 12 / 16 / 04 NR1RMHW7 CPX3560 ORDER DISPLAY DO4 UP PQFS PAGE 2 CPX772562AM Y N 772 794-3967 96820041216VBH 20041216102320041216 NR1RMHW7B /PC1FR YAXQBML20041216 W /LRN 7725620000 SOMEC I 1 I1 ЭLМ /TN 772 794-3967 LNPCX /TN 772 794-3967 I1 ---RMKS RMK DISCONNECT PER CLEC RMK (Z) FOC ZCBR 800 414-2065 ---ASGM(A) RCSO CRREUIRMHW7 G1 TN 772 794-3967 *FA 1422 16TH ST, VERO BCH, FL/LOC APT 25/RT 3101/R2 13/RMKS PAGE 2 OF 3 MORE... PF2=SEARCH PF3=DISPLAY PF4=PRINT PF6≕FAX PF7=MAIN PF8=SCROLL PF11=BACK PRINTER ID:

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FPSC Docket No. 050863-TP

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AT&T Florida's Attachment to

Item No. 1-22

NHM S/S/09 DECLASSIFIED

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(P+30F5) 8-9-07 DN07025-07

Butler, Ann W

From:	Lemoine, Annamarie
Sent:	Monday, January 10, 2005 2:20 PM
To:	Harden, Graham; Hogeman, Bert; Seagle, Kristy; Willis, Michael; Davis, James C; Zambito,
Cc: Subject:	Kelly; Maziarz, Jim; Blake, Kathy; Brooks, Lisa; Jordan, Parkey Gilbert, Kirven RE: Clarification on "reacquisition or winover customer" Promotions

That is what I thought given Graham's last email. So the only time a customer would get the benefit of the acquisition/winover promotions is when it is getting phone service for the first time, which would be a new business or someone who is a first time telephone subscriber. How would a customer who initially had only cellular service then subscribes to a BST for his first land line service be treated - as a winover or new customer??

Original Messa	98
From:	Harden, Graham
Sent:	Monday, January 10, 2005 10:25 AM
To:	Hogeman, Bert; Seagle, Kristy; Willis, Michael; Davis, James C; Zambito, Kelly; Maziarz, Jim; Blake, Kathy; Brooks, Lisa;
	Jordan, Parkey; Lemoine, Annamarie
Cc:	Gilbert, Kirven
Subject:	RE: Clarification on "reacquisition or winover customer" Promotions

We identify reacquisition, winover and new customers based on phone number, not the address.

- If a customer left and comes back with the same phone number, regardless of address, they are considered a reacquisition.
- If a customer left and has a different phone number, regardless of address, they are considered a winover.
- If a customer does not have existing service with anyone, such as someone moving from Los Angeles to Atlanta or a brand new business, they are considered a new customer.

Keep the questions rolling until we all are on the same page.

 ----Original Message---

 From:
 Hogeman, Bert

 Sent:
 Monday, January 10, 2005 10:12 AM

 To:
 Seaday, Kristy; Harden, Graham; Willis, Michael; Davis, James C; Zambito, Kelly; Maziarz, Jim; Blake, Kathy; Brooks, Lisa; Jordan, Parkey; Lemoine, Annamarie

 Cc:
 Gilbert, Kirven

 Subject:
 RE: Clarification on "reacquisition or winover customer" Promotions

At the risk of confusing this area further, here is what I understand.

1. Customer A switched from BST to CLEC 1 at same address. If switches back to BST at same address, this is deemed a reacquisition.

2. Customer A moved to new address after switching to CLEC 1, maintained service with CLEC 1 at new address and then switched t BST. This would be deemed a wingover.

3. Customer A moved to new address after switching to CLEC 1 and switched back to BST at the new address. Customer A would be treated as a **new customer**.

Stated differently, my understanding is what happens at a given address.

Original Messa	ge
From:	Seagle, Kristy
Sent:	Friday, January 07, 2005 5:21 PM
To:	Harden, Graham; Willis, Michael; Davis, James C; Zambito, Kelly; Maziarz, Jim; Blake, Kathy; Brooks, Lisa; Jordan,
	Parkey; Lemoine, Annamarie; Hogeman, Bert
Subject:	RE: Clarification on "reacquisition or winover customer" Promotions

Graham.

Am I reading this correctly? Does consumer and SBS only check for reacquisition? If so then, do they define winover the same as reacq? If they don't qualify for reacq, are they denied the promotion? Or does

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Consumer/SBS have another way to check for winover? Sorry - I'm a little confused. Thanks.

Kristy

Original Mes	Sage
From:	Harden, Graham
Senta	Friday, January 07, 2005 3:03 PM
To:	Willis, Michael; Davis, James C; Zambito, Kelly; Maziarz, Jim; Seagle, Kristy; Blake, Kathy; Brooks, Lisa; Jordan,
	Parkey; Lemoine, Annamarie; Hogeman, Bert
Subject:	RE: Clarification on "reacquisition or winover customer" Promotions
	,

All,

....

Reacquisition is defined as someone who is with a competitor, but was formerty a BellSouth customer.

Winover is defined as someone who is with a competitor and has not been a BellSouth customer.

Bert, your example of a customer who left BellSouth for a competitor, moved, and then came back to BellSouth would be considered a reacquisition if they had the same phone number and a winover if that number had changed.

Spoke with both reacq teams, Consumer and SBS, to get better definitions on this. Bel/South bases everything off of phone number to determine whether or not a customer is a reacquisition. Those phone numbers are checked against a generated list because our systems cannot automatically identify a reacq customer. If the customer is not on a list that we have generated, then they do not qualify as a reacquisition customer. Any customer disagreements would then be escalated on a customer-by-customer basis. Since we currently do not separate out reacquisition and winover customers in our promotions, this has not been an issue as all reacquisitions and winovers must currently have service with a competitor.

Neither COU has a written definition of the above.

Let me know if there is anything else I can provide that will help.

Graham

Original App	bintment
From:	Willis, Michael
Sent:	Thursday, December 16, 2004 11:13 AM
To:	Willis, Michael; Davis, James C; Zambito, Kelly; Harden, Graham; Maziarz, Jim; Seagle, Kristy; Blake,
	Kathy; Brooks, Lisa; Jordan, Parkey; Lemoine, Annamarie; Hogeman, Bert
Subject:	Updated: Clarification on "reacquisition or winover customer" Promotions
When:	Friday, January 07, 2005 3:00 PM-4:00 PM (GMT-05:00) Eastern Time (US & Canada).
Where:	34Q/Bridge 205-968-9300 Access Code 9277597
Importance:	High

This meeting is being rescheduled to 1-7 from 3:00-4:00 to ensure that we have all of the necessary participants. Thanks

<< File: LCCW tariff notification.doc >> << File: Promotion Language.doc >> Consistent with BellSouth's obligations it has to make its retail promotions available to its CLEC customers. There are currently 3 promotions that qualify a CLEC to the promotion based on "reacquisition or winover customer. This meeting is to gain an understanding of what qualifies a resale end user as a "reacquisition or winover customer" on the wholesale side of the house to assist the resale managers in policing the CLECs requesting the promotional credits.

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I have attempted the add the appropriate channel managers to the distro, so please advise if you do not think you should be involved and if there are other that we need as well.

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Butler, Ann W

Subject: Location:	FW: Clarification on "reacquisition or winover customer" Promotions 34Q/Bridge 205-968-9300 Access Code 9277597
Start: End: Show Time As:	Frl 1/7/2005 3:00 PM Fri 1/7/2005 4:00 PM Tentative
Recurrence:	(none)
Meeting Status:	Not yet responded
Importance:	High

Kristy,

Update me on the outcome of this call. Thanks

Ad

Original Ap	pointment
From:	Seagle, Kristy On Behalf Of Willis, Michael
Senti	Thursday, January 06, 2005 4:07 PM
To:	Willis, Michael; Allen, Advernall
Subject:	FW: Clarification on "reacquisition or winover customer" Promotions
When:	Friday, January 07, 2005 2:00 PM-3:00 PM (GMT-06:00) Central Time (US & Canada).
Where:	34Q/Bridge 205-968-9300 Access Code 9277597
Importance:	High

Ad - If you could attend this meeting tomorrow at 2 CST, it would be great. It's on definition of "reacquisition/winover." Thanks.

Kristy

Original Appointment		
From:	Willis, Michael	
Sent:	Thursday, December 16, 2004 10:13 AM	
To:	Willis, Michael; Davis, James C; Zambito, Kelly; Harden, Graham; Maziarz, Jim; Seagle, Kristy; Blake, Kathy; Brooks, Lisa; Jordan,	
	Parkey; Lemoine, Annamarie; Hogeman, Bert	
Subject:	Updated: Clarification on "reacquisition or winover customer" Promotions	
When:	Filday, January 07, 2005 2:00 PM-3:00 PM (GMT-06:00) Central Time (US & Canada).	
	34Q/Bridge 205-968-9300 Access Code 9277597	
Importance:	High	
When: Where: Importance:		

This meeting is being rescheduled to 1-7 from 3:00-4:00 to ensure that we have all of the necessary participants. Thanks

LCCW tariff	Promotion
n nhillion da a d	manage and the state of

Consistent th BellSouth's obligations it has to make its retail promotions available to its CLEC customers. There are currently 3 promotions that qualify a CLEC to the promotion based

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on "reacquisition or winover customer. This meeting is to gain an understanding of what qualifies a resale end user as a "reacquisition or winover customer" on the wholesale side of the house to assist the resale managers in policing the CLECs requesting the promotional credits.

I have attempted the add the appropriate channel managers to the distro, so please advise if you do not think you should be involved and if there are other that we need as well.

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Notice

Notification Type: Promotion Jurisdiction: ALABAMA Notice Date: 11/05/2003 Filing Package Number: AL2004-003 Service Name: Line Connection Charge Waiver Tariff Sections: n/a

Expected Issue Date: 12/12/2003

Expected Effective Date: 01/02/2004

Descriptive Narrative: December 3, 2003 – Effective date has been revised from 01/01/04 to 01/02/04.

Waived line connection charge to reacquisition or winover customers who purchase BellSouth® Complete Choice® plan, BellSouth® PreferredPack SM plan or basic service and one feature (TN 2) and who are currently not using BellSouth for local service.

All BellSouth marks contained herein are owned by BellSouth Intellectual Property Corporation

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ICS Marketing Directive

Date directive established: November 23, 2004

Please select from list below:

	UNE
	Switched Access
_	Regulatory Mandate
	Local Interconnection
	ICO

Resale Wireless Special Access **PSP**

Please state issue you need resolved:

Clarification of language in retail promotions.

Please explain the issue in detail:

BellSouth is required to make available to Resale CLECs the same promotions that are offered to BellSouth retail end users. Resale CLECs turn in BAR (dispute) forms to Resale Product Management monthly to apply for these promotional credits. When we receive the forms with the accompanying spreadsheet of end user information, we check the end users to make sure that the resale end users meet the qualifications of the promotions.

There are currently 3 different retail promotions available to resale CLECs with the following wording:

Waived (promotion offer) to reacquisition or winover customers who purchase BellSouth® Complete Choice® plan, BellSouth® PreferredPack sm plan or basic service and one feature (TN 2) and who are currently not using BellSouth for local service.

We need clarification as to what qualifies a resale end user as a "reacquisition or winover customer" on the wholesale side of the house.

DIRECTIVE STATEMENT:

STAKEHOLDER(S)

Legal

Regulatory & Policy Support

Wireless and Product Management

Regulatory

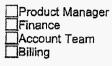
Private/Proprietary

Not for use or disclosure outside BellSouth except under written agreement 7

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IMPLEMENTATION CHECKLIST



Network
Operations
Regulatory
Market Manage
ICS Negotiators

ADDENDUMS

Please attach any additional information pertinent to the issue such as maps, drawings, etc.

Private/Proprietary

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Butler, Ann W

From:	Harden, Graham
Sent:	Monday, January 10, 2005 10:25 AM
To:	Hogeman, Bert; Seagle, Kristy; Willis, Michael; Davis, James C; Zambito, Kelly; Maziarz, Jim;
	Blake, Kathy; Brooks, Lisa; Jordan, Parkey; Lemoine, Annamarie
Cc:	Gilbert, Kirven
Subject:	RE: Clarification on "reacquisition or winover customer" Promotions

We identify reacquisition, winover and new customers based on phone number, not the address.

- If a customer left and comes back with the same phone number, regardless of address, they are considered a reacquisition.
- If a customer left and has a different phone number, regardless of address, they are considered a winover.
- If a customer does not have existing service with anyone, such as someone moving from Los Angeles to Atlanta or a brand new business, they are considered a new customer.

Keep the questions rolling until we all are on the same page.

Original Message	
From:	Hogeman, Bert
Sent:	Monday, January 10, 2005 10:12 AM
To:	Seagle, Kristy; Harden, Graham; Willis, Michael; Davis, James C; Zambito, Kelly; Maziarz, Jim; Blake, Kathy; Brooks, Lisa;
	Jordan, Parkey; Lemoine, Annamarie
Cc:	Glbert, Kirven
Subject:	RE: Clarification on "reacquisition or winover customer" Promotions

At the risk of confusing this area further, here is what I understand.

1. Customer A switched from BST to CLEC 1 at same address. If switches back to BST at same address, this is deemed a reacquisition.

2. Customer A moved to new address after switching to CLEC 1, maintained service with CLEC 1 at new address and then switched t BST. This would be deemed a wingover.

3. Customer A moved to new address after switching to CLEC 1 and switched back to BST at the new address. Customer A would be treated as a new customer.

Stated differently, my understanding is what happens at a given address.

Original M	lessage
From:	Seagle, Kristy
Sent:	Friday, January 07, 2005 5:21 PM
To:	Harden, Graham; Willis, Michael; Davis, James C; Zambito, Kelly; Maziarz, Jim; Blake, Kathy; Brooks, Lisa; Jordan, Parkey;
	Lemoine, Annamzrie; Hogeman, Bert
Subject:	RE: Clarification on "reacquisition or winover customer" Promotions

Graham,

Am I reading this correctly? Does consumer and SBS only check for reacquisition? If so then, do they define winover the same as reacq? If they don't qualify for reacq, are they denied the promotion? Or does Consumer/SBS have another way to check for winover? Sorry - I'm a little confused. Thanks.

Kristy

Original I	Message
From:	Harden, Graham
Sent:	Friday, January 07, 2005 3:03 PM
To:	Willis, Michael; Davis, James C; Zambito, Kelly; Maziarz, Jim; Seagle, Kristy; Blake, Kathy; Brooks, Lisa; Jordan,
	Parkey; Lemoine, Annamarie; Hogeman, Bert
Subject:	RE: Clarification on "reacquisition or winover customer" Promotions
A 11	

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All,

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Reacquisition is defined as someone who is with a competitor, but was formerly a BellSouth customer.

Winover is defined as someone who is with a competitor and has not been a BellSouth customer.

Bert, your example of a customer who left BellSouth for a competitor, moved, and then came back to BellSouth would be considered a reacquisition if they had the same phone number and a winover if that number had changed.

Spoke with both reacq teams, Consumer and SBS, to get better definitions on this. BellSouth bases everything off of phone number to determine whether or not a customer is a reacquisition. Those phone numbers are checked against a generated list because our systems cannot automatically identify a reacq customer. If the customer is not on a list that we have generated, then they do not qualify as a reacquisition customer. Any customer disagreements would then be escalated on a customer-by-customer basis. Since we currently do not separate out reacquisition and winover customers in our promotions, this has not been an issue as all reacquisitions and winovers must currently have service with a competitor.

Neither COU has a written definition of the above.

Let me know if there is anything else I can provide that will help.

Graham

Original Appo	intment
From:	Willis, Michael
Sent:	Thursday, December 16, 2004 11:13 AM
To:	Willis, Michael; Davis, James C; Zambito, Kelly; Harden, Graham; Mazlarz, Jim; Seagle, Kristy; Blake, Kathy;
	Brooks, Lisa; Jordan, Parkey; Lemoine, Annamarie; Hogeman, Bert
Subject:	Updated: Clarification on "reacquisition or winover customer" Promotions
When:	Friday, January 07, 2005 3:00 PM-4:00 PM (GMT-05:00) Eastern Time (US & Canada).
Where:	34Q/Bridge 205-968-9300 Access Code 9277597
Importance:	High

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*** ****************

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I have attempted the add the appropriate channel managers to the distro, so please advise if you do not think you should be involved and if there are other that we need as well.

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Butler, Ann W

From:	Hogeman, Bert
Sent:	Monday, January 10, 2005 10:12 AM
To:	Seagle, Kristy; Harden, Graham; Willis, Michael; Davis, James C; Zambito, Kelly; Maziarz,
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Subject:	RE: Clarification on "reacquisition or winover customer" Promotions

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Butler, Ann W

From:	Harden, Graham
Sent:	Monday, January 10, 2005 9:42 AM
To:	Seagle, Kristy; Willis, Michael; Davis, James C; Zamblto, Kelly; Maziarz, Jim; Blake, Kathy;
	Brooks, Lisa; Jordan, Parkey; Lemoine, Annamarie; Hogeman, Bert
Subject:	RE: Clarification on "reacquisition or winover customer" Promotions

Kristy,

Qualification for reacquisition is tricky because our systems do not automatically perform this check; therefore we only have a single main method to check for reacquisition status. When a customer comes back, we check their number against a generated list of competitively disconnected numbers (done in accordance with procedures determined by legal) to see if they qualify as a reacquisition customer.

If they fail to qualify as a reacquisition, our safety net to qualify the customer is proof of existing service - this is how we identify winover customers and is the only way we check for winover status. Though reacquisition and winover customers are defined differently, they both have two things in common: 1) they do not currently have service with BellSouth, and 2) they currently have service with someone else.

If the customer still does not qualify, they are escalated on a case-by-case basis.

Hope this helps. Let me know if you have other questions.

Graham

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From:	Seagle, Kristy
Sent:	Friday, January 07, 2005 5:21 PM
To:	Harden, Graham; Willis, Michael; Davis, James C; Zambito, Keliy; Maziarz, Jim; Blake, Kathy; Brooks, Lisa; Jordan, Parkey;
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item 1-22: 000014

Butler, Ann W

From:	Harden, Graham
Sent:	Friday, January 07, 2005 4:03 PM
To:	Willis, Michael; Davis, James C; Zambito, Kelly; Maziarz, Jim; Seagle, Kristy; Blake, Kathy;
	Brooks, Lisa; Jordan, Parkey; Lemoine, Annamarie; Hogeman, Bert
Subject:	RE: Clarification on "reacquisition or winover customer" Promotions

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P3 Request Form For use with Promotions, Packages and Programs	(a) BELLSOUTH*
COU: Consumer Requesting Mgr: Caroline Morris Product Marketing Mgr/Offer Mgr: Tonya Lauf Segment Manager: Cherise Cameron	Telephone:404.986.1026I-Pager: csanderson_morrisTelephone:404.986.1067I-Pager: tlaufTelephone:404.986.1148I-Pager: ccameron
Promotion, offer or bonus program name: ReAcqu Months Promotion Offer 10-15- 2003 thru 12-31 200 will be included but customers will receive 3 feature	uisition 1FR with 2 Free Features (3 features in TN) for 12 03 in AL, FL, KY, LA, MS, NC SC. GA 10/15/03 – 4/12/04. TN
PSAP = 0308026	
	ma/Icma for reference. nd ICMA prioritization before development proceeds. Ir.jsp_for Marketing Roundtable approval guidelines.
Description of products and/or partnerships involv 1FR (local line) and land line verticals	lved in this project (include product codes, where applicable):
SECTION	ION 1: OVERVIEW
Customer promotion only Regulate Sales bonus program only Non-regulate Both of the above Both regulate Extension of existing program New pro Description of Promotion: Product	
List of features included in this offer is in separate attac	achment.
 more of their existing lines, including the line of 2. Customer must have local service or equivaler one or more of their existing lines. 3. Customer must request service at the same ad imminent move from one address in BellSouth responding to the offer. In the case of an imminant place the order at the new address. 4. Customer must have not had local service with date. 5. The customer must switch their local service to the other service to the s	I service with BellSouth or not have service with BellSouth on one or on which the service qualifying for this promotion will be provisioned. ent (wireless in lieu of wire-line) at the same local service address on address and in the same name, unless customer is planning an h territory to another address in BellSouth territory within 30 days of inent move, the BellSouth rep can offer the customer the promotion th BellSouth at least 10 days prior to the new service connection to BellSouth and purchase BellSouth Basic Service ore 12/31/03 in AL, FL, KY, LA, MS, NC and SC. 4/12/04 in GA.

- 8. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.
- 9. Once the customer completes the above requirements they will receive two local line features for free for 12 months. If the customer cancels or discontinues the qualifying service, he will be ineligible.
- 10. BellSouth reserves the right to discontinue or modify this promotion at any time without notice.
- 11. Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.
- 12. Offer <u>may</u> be combined with <u>cash back</u> offers or other promotional offers on the same services, as such offers may be concurrently available from time to time, provided that the Company reserves the right to prohibit the combination of this promotion with any other promotion, at the Company's sole discretion. Initially, this promotion may NOT be combined with the <u>Reacquisition \$100 1RF + 2 features (3 TN) Cash Back offer 8-25-2003 thru 12-</u>

Offer/Promotion Description Form Version 1.0

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Key date and timeframe goals related to this Start Date: 10/15/ 2003 End TN.			sion? Y ☐ N ⊠ C and SC. 4/12/04 in GA. 1/13/04 in
CLEC Notice Date (regulated products): N/A	File Da		
Geographic availability (states, MSAs, cities			C, TN.
	Target Customer	s/Segments	
Description and profile of external target a whom we are talking:	udience, i.e. to		
Key industries:		Current cust	
Size of company:		New custom	
Number of lines:		Former cust	
Title(s) of decision makers:		⊠Non BellSou ⊡General Bus	
Existing or new customers:			311E55
 Current products they need to utilize our of 	offering:		Global/National)
Other:	_		siobaimationaly
Bu	siness Priority/Ke	ey Imperatives	
Indicate how the program fits into the busi		r Customer Markets	s and provide a brief explanation of
how it supports the overall strategy (check all	that apply):		
Customer Markets Key Imperatives			
Drive Growth, Retention, & Reacquisition		cute Metro Strategy i	
Grow Share of Voice		er Consumer Bundli	ng Capability
Lead with Service	Explana	ition:	
Meet Financial Targets			
Other (identify):		< 1 m 14	
Project and revenue objectives (check all the	Objectives/Expec	rrent year Planned B	laakad Payanua:
Current Year Planned Retention Revenue:			bugh promotion (current year)
Current Year Planned Expenses:		pected Contract reve	
Maintain or increase market share by		erage Sales Cycle:	
Generate \$ in new revenue		Product Retention	
New Sales Leads		Product Re-Acquisiti	ion
Market to new customer segment		Lead Generation	
Customer retention/up-selling		Customer awarenes	s
Customer Acquisition		Employee awarenes	S.
Re-Acquisition		Sales support and/or	r training
		Other	
Indicate if available for resale: 🗌 Yes 🛛 N	 C		· · · · · · · · · · · · · · · · · · ·
With additional discount?			
Are there any billing issues associated with	a this promotion/	offer?	
All billing issues are resolved. If not provide status:			
Will CBR be used in billing of the promotion / d	offer? Yes 🗌 No 🕻	🛛 If ves. obtain tax a	accounting approval:
(signature)and	Legal approval: (signature)	U U U U
			· · · · · · · · · · · · · · · · · · ·
	Sales Chan		
Sales Channels (check all that apply):		Services (SBS)	0
BellSouth Business (Large Business)			
Direct Customer Care			X Large Team ■ E-Store
Nortel Call Center	Telesales BSC		⊠ E-Store ⊠ 3 rd Party
$\square Other (identify): \square 3rd Party \square Outbound Telemarketing$			
☐ Specialists			
	Indirect/Distr	ribution ¹	Telemarketing vendor
			Containeding Vender

[†] If audience is a BellSouth Business customer, BellSouth Business SalesOps should be notified.

Offer/Promotion Description Form Version 1.0



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		с. Содинате на со	n a annon maran na sha a rusha n us	
		ther:	transfe Gate	erring sale to Acquisition
Sales Channel T	raining: 🛛 Yes 🔲 No	·····		
Eligibility Postri	ctions (CSAs/SAs, SRFs, etc.): Cust	amara wha are averantly	Laut of the DellCo	····
establishing a new currently receiving and winover custo presently receive	w order within the BellSouth region (c g local service from any provider are omers only who are establishing serv local <u>or equivalent</u> [same as above] t ress within 30 days of responding to t	but-of-region N orders) a not eligible for this prom ice at the same address telephone service or at a	nd customers with otion. This promo in the BellSouth r	nin the region who are not tion is for reacquisition region where they
		vithin and across Segn		
Concurrence with	in and across business segments is	required for approval. T	HIS OFFER IS CO	ONSUMER ONLY
Name	Role	Contact Number	I-Pager	Concurred?
	Product Marketing	NUTIDET		
	Product Manager BellSouth Business Segment Market	ing		
······································	Small Business Services Marketing			
	Consumer Strategic Pricing			
	Measu	Iring Effectiveness		
be used? How will	be measured and tracked? Be spe I they be reported? Tracked via MKI	S reports		
	ble for tracking? Identify specific ro ill receive tracking reports from MKIS		ed and the nand-o	a points.
These leads are s contact leads via	a to track leads, sales and usage : L scrubbed for customers in treatment. DM and OBTM. Nort results is required for all lead generation c	Viable leads are then pu		
Who is responsi	ble for analysis of tracking data to	determine the effectiv	eness of a promo	otion? Mickey Debruin
When will the res	sults be available? Early 2004			
Initial: July 2003				
Final: January 200	04			
		gal/Regulatory		· · · · · · · · · · · · · · · · · · ·
<u> </u>	*Co	mpliance Alert*		<u>an an a</u>
Promotion/Of	fer concept has been reviewed by	Segment Attorney.		
Note: A promoti	on or offer that packages or links	two or more products	must be reviewed	d by Segment Attorney,
	Regulatory Accounting.			
	e review by CORT was required. D	ate of CORT review ar	nd concurrence	
	any contract or letter of election a			notion.
	-	N 2: FINANCIALS		
	e Analysis by State. I an additional 70% to estimates for s		ards to account fo	r tax.
	oncurrence by Strategic Pricing com			
Revenue Considerati	ions:	Expense Consideratio		
Forecast Average revenue per s	sale	Average expense per sa Expected award payout	ale	
to age revenue per a		1	مىيىنى بىرىمىيىنى بىرىمىيەر ئىيىتىلار بى بورانانى ب	entrade Birthe
Offer/Promotion Descr	iption Form Version 1.0	OPRIETARY	ASSIF	Page 3 Item 1-22: 000

Number of potential customers	Cannibalization of existing products
Close Rate/Take rate	Contra Revenue (Amount of recurring/non-recurring waived)
Pricing Schedule	IT impact
Allocation among bundled/integrated products	Additional Resources (Sales Channel, Repair/Customer Care, Contract
Response Rate	Service Arrangement Resources)
	Marketing Communications (Advertising, Sales Collateral, Direct Mail, Printing, Multi-Media Resources, etc.)
	COGS
Revenue & Cost Analysis Spreadsheet & Requirements	
Key Assumptions	
REVENUE	
Plan	
Forecasted or Planned Units without program	
YTD Forecasted Units and YTD Actual Units	
Penetration	
Number of Customers in targeted market by State by Segment	
Number of Customers in Potential Market by State by Segment (Eligibility restrictions, Method for contacting, Number to be contacted)	
Number of Proposals by State by Segment	
Expected take rate/close rate by State by Segment	
Number of Planned Sold Units by State by Segment	- A Astal Market - Process and Market
Planned Sold Incremental Units by State by Segment (Planned	ed Sold Units - Forecasted Units)
Average Unit Sales Price (Price for typical configuration*)
 Products with multiple typical configurations may require the sum of formulas for each typical configuration. 	
Average Unit Sales Price without Promotion	
Average Unit Sales Price with Promotion	
Incremental Units X Average Unit Sales Price = Incremental I	Revenue
Incremental revenue X 12 months = Annualized Revenue	
Incremental revenue X the number of contract months = Contract Revenue	
EXPENSE	
Contra Revenue Revenue forgone as part of program. For	r example, if program waives installation, then the revenue forgone for installation is the
amount of contra revenue	
Direct Expanse - Expanses incurred as part of program for	which BellSouth must write a check. For example, marketing communications expenses.

Direct Expense - Expenses incurred as part of program for which BellSouth must write a check. For example, marketing communications expenses, cash back offers, etc.

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Offer/Promotion Description Form Version 1.0

SECTION 3: COMMUNICATIONS	
Internal Audience	
Who is the internal target audience (i.e. to whom are we talking) □ AEs □ AVPs □ Sales Support □ Sales Managers □ Sales Specialists □ VPGMs □ Customer Care □ Marketing Titles (list them): Marketing Team within Pam Jones' group: Retention, ReAcquisition, Answers, etc. □ Other Internal audience will be Large Team in order for this group of reps to know this offer exists and to be able to transfer inquiring customers to Acquisition Gate should a lead fall outside of the "winback process" (specifically outbound and DM). Other initiative owners within Marketing will be aware of this reacquisition effort for information purposes.	
 Based on the business issues you are facing, describe your Internal communications goals: ☑ Employee education on your product or service or campaign ☑ Employee awareness program on your product or service Our business issue is decreasing marketing market share due to competitive line loss and flow share line loss of consumers who currently reside in the BellSouth footprint, but have service with another carrier. 	
 What are the internal audience's perceptions (positive or negative) regarding the products and the market in general and why: Perceptions: ReAcquisition is a key effort to winback market share and maintain our cost structure What is the business problem: Business problem is that BellSouth is losing customers; primarily high value customers What is the business solution: In addition to offers, business solution is to address consumers' product needs with relevant messaging. 	
Describe issues facing your product or service: Your sales channel is in need of qualified leads to grow revenues. Initial employee training is not sufficient to convert qualified leads into sales. Low awareness and/or mindshare of your product with employees. Other: n/a Primary message: What do we want the internal audience to understand and do: understand the promotions terms and be able to service customers appropriately.	
For an externally directed project, how will you inform/educate internal audiences about it: n/a	
External Audience	
Project name (if promotion is not involved): n/a	
² What are the legally trademarked names for the products involved (e.g. BellSouth [®] Frame Relay Service):	
Description:	
Targeted Verticals: Education Government Healthcare Other:	
Targeted Small Business Tiers:	
If you need external marketing communications, what is your goal: Generate awareness Generate leads Drive prospect to seek additional information located on a Web site Deliver information – white paper, PDF of sales collateral Competitive Response: Other: Describe the business issues you are facing with your product or service:	
Increase your market share by %	

2: All new product/package names must be cleared by marketing through Intellectual Property to resolve any potential trademark issues.

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Offer/Promotion Description Form Version 1.0

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³: NOTE: Management of vendor/partner involvement will be the responsibility of the project initiator, including gathering content, obtaining logos/trademark info, approvals, etc. If an external vendor/partner logo is to be included in a BellSouth piece, a legally executed co-branding agreement must be in place with BellSouth Intellectual Property. All logos and trademark information are due at the MarCom kickoff meeting. DECLASSIFIC

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SECTION 4: SALES BONUS PROGRAM DETAILS (IF APPLICABLE)						
If the bonus program coincides with a customer promotio	If the bonus program coincides with a customer promotion, please explain:					
No specific bonus program is associated with this promotion						
Describe the basis of the award (units, revenue, margin or other). If the awards are based on integrated sales, please explain:						
Eligible Sales Titles (check all that apply):						
 Account Executives/Account Managers/NAMs/NAEs Account Management Sales Managers Account Management Sales AVPs Sales Specialists Specialist Sales Managers Network Solutions Sales AVPs System Designers 	Sales Engineers (sales support for voice equipment) Design Engineers (sales support for data equipment) Applications Engineers (sales support for CIS) Networking Consultants (sales support for MNS/DotNet) VP/GMs EC Specialists Other:					
Non-sales titles eligible for the awards (i.e. CSAs, Service T	echnicians, etc.):					
Describe or illustrate the award structure for eligible jobs. among the team, or will specific amounts be identified for eac						
Awards "Trigger": Order: Installation: Referral: Other:	Explain:					
Award Cap: Yes No If yes, describe cap:						
Form Required: Yes No If yes, please attach.						
Describe actions required by Sales to track:	-					

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SECTION 5: PRELIMINARY RESOURCE ASSESSMENT

COMPLETE ONLY FOR PRODUCT PACKAGE OFFERS THAT REQUIRE IRB REVIEW

This form communicates at a high level what resources are necessary for engaging this initiative—from participating as SMEs in building the Business Requirements, to working the project as a member of the project team. This is not an all-inclusive list. Identify the appropriate resources.

Resource	Yes/No	Resource Name if Known (i.e., John Doe)	Estimated Timeframe Resources to be
Architect/Database Architect			Engaged (i.e., 1Q/2Q)
Billing Consultant			
Business Development Analyst			
Configuration Management			
CRM Operations Management			
Developer			
Documentation Specialist			
End-to-End Project Management			· · · · · · · · · · · · · · · · · · ·
Financial Analyst		Ana Listopad	
Help/Service Desk Training Developer			·····
Interface Designer			
IT Project Management			
Life Cycle Management		Tonya Lauf	
Marketing Communications		Steve Scannell	
Marketing Planning		Tonya Lauf	·····
Marketing Project Manager		ronya Laur	
Network – Wholesale (DSG)			······
Network Engineer			· · · · · · · · · · · · · · · · · · ·
Operations Planning		Jeannette Napp	
Operations Project Management			
Process Engineer		······································	· · · · · · · · · · · · · · · · · · ·
Product Development Manager			
QAIL Engineer			
Quality Analyst			
Regulatory/Legal		Susan Callaghan, Kirven Gilbert, Graham Harden	<u> </u>
Sales Training Developer			
Strategic Pricing		Jennifer Crowe, Graham Harden	
Systems Administrator			***************************************
Systems Analyst	·····		
Technical Lead			······································
Web Management			
Other: Offer Development		Caroline Morris	,
Other:			······································
Other:			

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Offer Management Information:		
COU: Consumer Requesting Mgr./Dir.: Mark Goldstein Offer Development Mgr.: Jeremy Duncan Segment Manager: Approving Director: AnnMarie Romano	PSAP #: 0308026 Phone: 404-986-1013 Phone: 404-986-1062 Phone: Phone: Phone: 404-986-1096	Tracking #: 2004C00576 I-Pager: mgoldstein1 I-Pager: jwduncan I-Pager: I-Pager: aromano
Offer/Promotion name: 4Q04-Cons-1FR + 1 If yes, please provide original P3 tracking ID: Offer Status: Final Document What is the final offer name, as it will appear in ir Note: This field must be completed on the final P be a name that meets BellSouth Intellectual Prop	nternal and external communicat 3 submitted to Strategic Pricing	ions: 1FR+2 Free Features Promotions Manager. It must
Does this initiative have an ICMA funding source	?	
See http://home.customermarkets.bls.com/c	mt/icma/Icma for reference.	
If no, must receive Marketing Roundtable approv • See http://productmanagementdev.bls.com/j	al and ICMA prioritization before sp/mr.jsp for Marketing Roundta	e development proceeds. ble approval guidelines.
SECTION 1:	CONCEPT OVERVIEW	1
		Section 1 Commen
1.1 Description of Offer:		
2 Free features for 12 months for reacquisition or BellSouth and who are currently not using BellSo 10/09/04 - 03/31/05 Describe Offer Concept in detail: 2 Free features for 12 months for reacquisition or BellSouth and who are currently not using BellSo 10/09/04 - 03/31/05	outh for local service in: AL, FL, C	GA, KY, LÁ, MS, NĆ, SC, TN se a 1FR (local line) from
Offer Criteria: 1. Customer must either not currently have local sone or more of their existing lines, including the liprovisioned.	service with BellSouth or not hav ine on which the service qualifyir	ve service with BellSouth on ng for this promotion will be
Customer must have local service or equivaler address on one or more of their existing lines.	nt (wireless in lieu of wire-line) at	the same local service
3. Customer must request service at the same ac imminent move from one address in BellSouth te responding to the offer. In the case of an imminer promotion and place the order at the new address	rritory to another address in Bell nt move, the BellSouth rep can c	South territory within 30 days o
 Customer must have not had local service with date. 	BellSouth at least 10 days prior	to the new service connectior
5. The customer must switch their local service to	BellSouth and purchase BellSo	uth Basic Service
3. The customer must place the order on or befor	re 03/31/2005	
7. Offer valid for only one (1) service line at the in	tended local service address.	
8. The customer must place their order through a		· · · · · · · · · · · · · · · · · · ·
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9. Once the customer completes the months. If the customer cancels or d	above requirements they will receive two local line for iscontinues the qualifying service, he will be ineligible	eatures for free for 12 e.
10. BellSouth reserves the right to di	scontinue or modify this promotion at any time witho	ut notice.
11. Customer must have the eligible offer.	services on their new service order (N) in order to re	ceive the promotional
12. This promotion may NOT be com	bined with the Reacquisition \$100 1RF + 2 features	Cash Back offer
promotional offers on the same servi	any cash back offers however, this offer may be com ces, as such offers may be concurrently available fro the right to prohibit the combinatin of this promotion scretion	om time to time,
	1.2 Key Dates	
	ed to this project: Date: 03/31/2005 ucts-must be posted on web a minimum of 45 da	ys prior to the start of
1.3 Request for:	Product(s)/Service(s) are (check all that apply):	Product Family:
	Regulated products/services	Voice
list products included in offer. (Please	ct owners involved in this offer. Check all product e note that BBS is an agent and has no products or c Offer (Include product code if avialable) Products Included:	owners that apply and ustomers of its own.)
	1.5 Target Customers/Segments	
Description and profile of external	target audience, i.e. to whom we are talking:	
New customers Former customers Non BellSouth customers	Consumer Segments: 1 to 3 4 to 6 7 to 9 Propensity to Buy:	
1	.6 Business Priority/Key Imperatives	
Indicate how the program fits into a explanation of how it supports the over	the business priorities for Customer Markets and erall strategy (check all that apply)	
	PROPRIETARY	ltem 1-22: 00002

alternate channels as indicated.

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Customer Markets Key Imperatives

Key Imperative is Reaquisition

Dther:	ł	Explanation:	
	1.7 Objectives/I	Expected Results	
Project and revenue objectives (check all that apply): Current Year Planned Retention Revenue:		Current year Planned Booked Revenue: # units to be added through promotion (current year) Expected Contract Revenue: Average Sales Cycle:	
		Other:	
	Get Approvals E	lefore Proceeding	
	SECTION 2: PLAN	NING & ANAL	YSIS
			Section 2 Comments
-	2.1 Sales	Channels	
ellSouth Business .arge Business)	Small Business Services	; (SBS)	Consumer Large Team
)ther:			Outbound Telemarketing Sales Channel Other:
	Other:		
mpact of offer on Sales Cha boes the sales channel have the Vill additional capacity be required Vill Sales channel training be Vill the offer require changes the Vill a sales incentive be used Vhat are the the known operation that are your mitigation plans	he capacity to execute the uired to execute the offer? required: No o automated sales syster in conjunction with this off tional risks associated wit	e offer during the des ? No If yes, what will t ns and tools? No If ye fer? No h this offer?	he impact be?
	2.2 Geograph	nic Availability	
All States		Markets: Entire Regio	n
MSAs, cities, etc. Include a list	of wire centers if applical	ble:	
	2.3 E	Billing	
		UNA	LASSINED
	PROPF		- item 1-22:

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Provide the following	g information in collaboration with Billing	g Customer Account Manager

- * What is the name of Billing Solution Analyst for this offer? (to be entered by Billing CAM) Vickie Capuzzo
- What billing system will be used for this offer? CRIS
- Will CBR be used in billing of the promotion/offer for rewards? No If so:
- * Are there non-CBR rewards or discounts? Yes
- Will there be new FIDS and/or USOCS or changes to existing FIDS and/or USOCS? No
- Will there be changes to Bill Presentation (paper bill and electronic bill)? No
- Are Affiliate products or services included? No
- : Are Term Agreements and/or rate stabilization involved? No
- Is this a bundled offer? No

Are there any billing issues associated with this program?

If not, provide status:

2.4 Legal

Name of the attorney: Kirven Gilbert

Date of CORT review and concurrence:

Attach a copy of any contract or letter of election affected by or associated with this program.

List any legal notes that must be included (e.g. tariff information, material terms and conditions):

Legal language/restrictions provided by Legal to be added to external deliverables:

What are the legally trademarked names for the products involved (e.g. BellSouth® Frame Relay Service):

2.5 Parity Assurance

Indicate if available for resale: No

With additional discount?

if yes, is there a parity issue that requires review by Parity Assurance PMO? If yes, forward copy of P3 to Parity Assurance PMO parity.assurance@bellsouth.com for review and comments.

2.6 Eligibility Restrictions

(CSAs/SAs, SRFs, etc.):

- Does this offer exclude any type of product or customer? Yes
- If so, which ones specifically? see section 1
- Can a customer qualify for this offer more than once? No
- Is there a maximum reward or discount that this customer can receive? Yes
- What time frame do the orders need to be placed in? see section 1
- Is there a minimum or maximum purchase required to receive this promotion? If yes, minimum: maximum:
- Is there a minimum amount of time the customer must stay with BellSouth? No
- Is there any termination liability? No If yes, what is the termination liability?
 If yes, is it for the full amount, prorated for the time left on the contract?
- Are out of region customers eligible for this promotion? No
- Can this promotion be combined with any other offers? No If so, which ones?
 - If this promotion cannot be combined with other offers, list which ones:

2.7 Collaboration (within and across Segments)

Concurrence within and across business segments is required for approval.							
Name	Role	Contact Number	I-Pager	Concurred?			
		1	DECL.	ASSITE			

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Product Marketing
Product Manager
BellSouth Business Segment Marketing
Small Business Services Marketing
Consumer
Strategic Pricing - Pricing Mgr
Strategic Pricing - Regulatory Compliance Mgr
Advertising

2.8 Measuring Effectiveness

How will results be measured and tracked? Be specific.

Which systems will be used? How will they be reported? MKIS

Who is responsible for tracking? Identify specific roles of each party involved and the hand-off points: Mickey DeBruin

How do you plan to track leads, sales and usage: MKIS Ability to track and report results is required for all lead generation campaigns.

Who is responsible for analysis of tracking data to determine the effectiveness of a promotion? Mickey DeBruin

When will the results be available? Initial: Final:

2.9 Operational Readiness Testing (ORT)

Engagement of ORT manager is required at beginning of Planning and Analysis

• Who is the primary contact to handle the coordination of activities supporting this offer/promo? (Name of person in Sales Operations, Channel Support and/or Customer Care) Jake Taylor

FINANCIAL ANALYSIS/BUSINESS CASE BY STATE

Note: This section is for guidance only. Consult with your COU Finance contact for the appropriate spreadsheet template.

Revenue Considerations:	Expense Considerations:
Forecast	Average expense per sale
Average revenue per sale	Expected award payout
Number of potential customers	Cannibalization of existing products
Close Rate/Take rate	Contra Revenue (Amount of recurring/non-recurring waived)
Pricing Schedule	IT impact
Allocation among bundled/integrated products	Additional Resources (Sales Channel, Repair/Customer Care, Contract Service
Response Rate	Arrangement Resources)
	Marketing Communications (Advertising, Sales Collateral, Direct Mail, Printing, Multi-
	Media Resources, etc.)
	COGS
	If parity issue exists, must consider cost of wholesale marketing response to maintain
	parity.
	Remember to add an additional 70% to estimates for sales bonus program awards to
	account for tax and overhead.

Revenue & Cost Analysis Spreadsheet & Requirements Key Assumptions

REVENUE

Plan Forecasted or Planned Units without program YTD Forecasted Units and YTD Actual Units

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Penetration

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Number of Customers in targeted market by State by Segment Number of Customers in Potential Market by State by Segment (Eligibility restrictions, Method for contacting, Number to be contacted)

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Number of Proposals by State by Segment Expected take rate/close rate by State by Segment Number of Planned Sold Units by State by Segment Planned Sold Incremental Units by State by Segment (Planned Sold Units - Forecasted Units)

Average Unit Sales Price (Price for typical configuration*)

* Products with multiple typical configurations may require the sum of formulas for each typical configuration.

Average Unit Sales Price without Promotion

Average Unit Sales Price with PromotionIncremental Units X Average Unit Sales Price = Incremental Revenue Incremental revenue X 12 months = Annualized Revenue

Incremental revenue X the number of contract months = Contract Revenue

EXPENSE

Contra Revenue - Revenue forgone as part of program. For example, if program waives installation, then the revenue forgone for installation is the amount of contra revenue Direct Expense - Expenses incurred as part of program for which BellSouth must write a check. For example, marketing communications

expenses, cash back offers, etc.

Get Approvals Before Proceeding

SECTION 3: DEVELOPMENT/IMPLEMENTATION

Section 3 Comments

3.1 Communication Marketing Brief - Marcom

3.1.1 Internal Audience

Who is the internal target audience (i.e. to whom are we talking)

Marketing Titles (list them): Other:

Based on the business issues you are facing, describe your Internal communications goals:

What are the internal audience's perceptions (positive or negative) regarding the products and the market in general and why:

Perceptions:

What is the business problem:

• What is the business solution:

Describe issues facing your product or service:

Other:

Primary message: What do we want the internal audience to understand and do:

For an externally directed project, how will you inform/educate internal audiences about it:

3.1.2 External Audience

If you need advertising/marketing communications, what is your goal:

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Other:	
Describe the business issues you are facing with your product or service: %	
List Partners:	
Positioning Statement:	
What are the customer's perceptions (positive or negative) regarding the products and the market in	
eneral and why: Perceptions:	
What is the primary business problem:	
What is the primary business solution:	
Primary message: What do we want the audience to understand and do:	-
Key Customer Benefit: Why should the customer select BellSouth vs. another vendor; how is it different than competitors:	
one (how you say what you say):	
Other considerations: (execution considerations, special considerations, instructions)	
Key features/takaways for customer:	
What issues or roadblocks might the sales team encounter:	
Product weaknesses/drawbacks:	
Aust customer purchase other services to make this offer work?	
ncompatible with other products/services?	
ist and describe known issues and/or conflicts (Channel, Product, Regulatory):	
ist key competitors:	
fas BellSouth Public Relations been engaged: f yes, are they developing a press release or white paper:	
or consistency, provide MarCom with the content you provided to the PR group:	
3.1.3 Partner Information-External	
f this project requires involvement with vendors/partners external to BellSouth, who is partner and w s their role:	ha
f dollars are coming from vendors/partners, how much are they contributing?	
o you have a co-marketing agreement signed in addition to the business agreement?	
3.1.4 Media Vehicle	
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Other:

3.1.5 Delivery and Distribution Information

Fill in all information that applies:

- External Direct Mail: source of mailing list and approximate quantity to be mailed:
- *The mail list must be provided according to timeline.
- · Bill Inserts: specific instructions required:
- Internet or Intranet postings: what URLs (addresses) and other specific instructions:
- Estimated # of mailing/email lists:
- Source of lists:
- If preliminary MKIS pull, how many can we market to?

3.1.6 Advertising/Legal Information

Have the following been included in external communications? (See section 2.5)

Get Approvals Before Proceeding

SECTION 4: Launch

Mar:

June:

Sept:

Dec:

Date of PSAP final ruling: Date Operational Readiness Testing complete: Date of PDF approval: 04/08/04 Regulatory filing complete: Date Offer Launched into channel(s): 04/12/2004 Launch Date Marcom: Launch Kit posted on website:

Monthly Billed Revenue: Jan: Feb: Apr: May: July: Aug: Oct: Nov:

Final Review with Business Case post mortem: Date Lessons Learned placed in repository:

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Section 4 Comments

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P3 Request Form	Pending review by Vicky Milne		
For use with Promotions, Packages and Programs		Ф	BELL SOUTH [®]
COU: Consumer Requesting Mgr: Caroline Morris Product Marketing Mgr/Offer Mgr: Tonya La Segment Manager: Cherise Cameron	Telephone:404.98	6.1026 I-Pager: csa 6.1067 I-Pager: tlau 6.1148 I-Pager: ccar	nderson_morris f meron
Promotion, offer or bonus program name: MS, NC, SC, TN 1/1/04 thru 12/25/04. GA 1	ReAcquisition Line Conner 2-28- 2003 thru 6/24/2004	ction Charge Waiver (Offer AL, FL, KY, LA,
PSAP =			
Does this initiative have an ICMA funding S See http://home.customermarkets.bls.com If no, must receive Marketing Roundtable app See http://productmanagementdev.bls.com Description of products and for the set of the	n/cmt/icma/Icma for reference roval and ICMA prioritization m/jsp/mr.jsp_for Marketing R	e. before development pr oundtable approval gui	delines.
Description of products and/or partnership The service connection waiver for new acquis BellSouth Preferred Pack, or BellSouth Basic purchase 2 features.	ition or reacquisition custome	ers purchasing BellSou	th Complete Choice,
	SECTION 1: OVERVIEW	N	
☑ Customer promotion only ☑ ☑ Sales bonus program only □ ☑ Both of the above □ ☑ Extension of existing program □	ce and one feature (TN 2) an	ices lated products	
 Offer Criteria: 1. Customer must either not currently ha more of their existing lines, including t 2. The target customer for this promotion CLEC. This promotion is not valid for 3. Customer must have local service or e one or more of their existing lines. 4. Customer must request service at the imminent move from one address in B responding to the offer. In the case of and place the order at the new address 5. The customer must switch their local s a. The BellSouth® Complete Ch b. The BellSouth® PreferredPac c. BellSouth® Basic Service and 6. The customer must place the order or 7. Offer valid for only one (1) service line 8. The customer must place their order the alternate channels as indicated. 9. BellSouth reserves the right to discont 10. Customer must have the eligible service 11. Offer may be combined with other offer 	he line on which the service on is a customer that switches out of region customers who equivalent (wireless in lieu of same address and in the sam hellSouth territory to another a an imminent move, the BellS is, service to BellSouth and purch oice® plan is Plan done (TN 2) custom calling (of a or before 12/25/04 AL, FL, H at the intended local service hrough a BellSouth business tinue or modify this promotion ces on their new service order	qualifying for this promo service from either a fa are new to BellSouth. wire-line) at the same me name, unless custo address in BellSouth te South rep can offer the chase any one of the fol- or touch star) local feature (Y, LA, MS, NC, SC and address. office or outbound tele in at any time without no er (N) in order to receive	bion will be provisioned. acility based or reseller local service address on mer is planning an rritory within 30 days of customer the promotion llowing: ure(s). d TN. GA 6/24/04. marketing vendor or btice.
Key date and timeframe goals related to this p Start Date: 1/1/04 AL, FL, KY, LA, MS, NC, SC		Extension? Y 🗌 End Date: 12/25	N 🖾 /04 AL, FL, KY, LA,
Offer/Promotion Description Form Version 1.0	122,000 - 542,000 - 1,000 - 1,000 - 1,000	ASSIFIE	

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MS, NC, SC and TN. GA 6/24/04.	
	Date:
Geographic availability (states, MSAs, cities, etc.): AL, FL,	
	ners/Segments
Description and profile of external target audience, i.e. to	
whom we are talking:	
Key industries:	Current customers
Size of company:	New customers
Number of lines:	Former customers
Title(s) of decision makers:	Non BellSouth customers
Existing or new customers:	General Business
Current products they need to utilize our offering:	
Other:	Enterprise (Global/National)
	//Key Imperatives
Indicate how the program fits into the business priorities	
how it supports the overall strategy (check all that apply):	Tor ouscomer markets and provide a brief explanation of
Customer Markets Key Imperatives	
	execute Metro Strategy in Consumer & SBS
	eliver Consumer Bundling Capability
	anation:
Meet Financial Targets	" for the consumer value market Many competitors of
Other (identify): This promotion is designed as "table stak	es for the consumer voice market. Many competitors of
BellSouth either do not require a service connection ree or	they waive this fee. In order to compete with existing CLECs,
BellSouth is opting to waive this fee in order to establish pari	pected Results
Project and revenue objectives (check all that apply):	Current year Planned Booked Revenue:
Current Year Planned Retention Revenue:	# units to be added through promotion (current year)
Current Year Planned Expenses:	Expected Contract revenue
Maintain or increase market share by %	Average Sales Cycle:
Generate \$ in new revenue	Product Retention
New Sales Leads	Product Re-Acquisition
Market to new customer segment	
Customer retention/up-selling	Customer awareness
Customer Acquisition	Employee awareness
Re-Acquisition	Sales support and/or training
	Other
Indicate if available for resale: Yes No	
With additional discount?	

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Are there any billing All billing issues are		with this promotion/of ovide status:	fer?		
Will CBR be used in bi	lling of the promotior	n / offer? Yes ☐ No ⊠ and Legal approval: (sig	If yes, obtair gnature)	n tax accounting appr	oval:
		Sales Chann	els		
Sales Channels (chec BellSouth Business (La Direct Customer Care Nortel Call Center Other (identify):	arge Business)	Small Business S AMC SBTC Telesales BSC 3 rd Party Specialists Indirect/Distrib	ervices (SBS	Consumer Large T E-Store 3 rd Part Outbou Other Telemarke	eam
Sales Channel Trainin	ng: 🛛 Yes 🔲 No				
Eligibility Restriction establishing a new orde currently receiving loca and winover customers presently receive local to a different address v	er within the BellSou Il service from any pr sonly who are establ or equivalent [same vithin 30 days of resp	th region (out-of-region ovider are not eligible fo lishing service at the sai as abovel telephone se	N orders) an or this promo me address i rvice or at a	d customers within th tion. This promotion i n the BellSouth regio different address if th	e region who are not s for reacquisition n where they
Concurrence within and					JMER ONLY
Name	Role		Contact Number	I-Pager	Concurred?
	Product Marketing				
· · · · · · · · · · · · · · · · · · ·	Product Manager BellSouth Business Seg	ment Marketing			
Small Business Services Marketing					
· · · · · · · · · · · · · · · · · · ·	Consumer Strategic Pricing		· ······		
		Measuring Effectiv			
How will results be m be used? How will they	be reported? Tracke	ed via MKIS reports			
Who is responsible for Mickey Debruin will rec	r tracking? Identify eive tracking reports	r specific roles of each p from MKIS	arty involved	I and the hand-off poi	nts:
How do you plan to tr These leads are scrubt contact leads via DM ar	bed for customers in				
Ability to track and report res	ults is required for all lead	generation campaigns.			
Who is responsible fo	r analysis of tracki	ng data to determine t	he effective	ness of a promotion	? Mickey Debruin
When will the results	be available? Early	2004			·····
Initial: Feb 2004					
Final: January 2005					
		Legal/Regulate	ory		
				TE A MOTE	

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If audience is a BellSouth Business customer, BellSouth Business SalesOps should be notified.

	Compliance Alert
Promotion/Offer concept has been review	ved by Segment Attorney.
Note: A promotion or offer that packages of	r links <u>two or more products</u> must be reviewed by Segment Attorney
Regulatory and Regulatory Accounting.	
	ired. Date of CORT review and concurrence
	ection affected by or associated with this promotion.
	ECTION 2: FINANCIALS
Revenue/Expense Analysis by State.	
Remember to add an additional 70% to estimat	es for sales bonus program awards to account for tax.
Review and concurrence by Strategic Pricir	ig completed.
Revenue Considerations:	Expense Considerations:
Forecast Average revenue per sale	Average expense per sale Expected award payout
Number of potential customers	Cannibalization of existing products
Close Rate/Take rate	Contra Revenue (Amount of recurring/non-recurring waived)
Pricing Schedule	IT impact
Allocation among bundled/integrated products Response Rate	Additional Resources (Sales Channel, Repair/Customer Care, Contract Service Arrangement Resources)
	Marketing Communications (Advertising, Sales Collateral, Direct Mail,
	Printing, Multi-Media Resources, etc.)
	COGS
Revenue & Cos	st Analysis Spreadsheet & Requirements
rsm://**\$11.1m	Key Assumptions
REVENUE	
Plan	
Forecasted or Planned Units without program	
YTD Forecasted Units and YTD Actual Units	
Penetration	
Number of Customers in targeted market by State by Segm	ient
	nent (Eligibility restrictions, Method for contacting, Number to be contacted)
Number of Proposals by State by Segment Expected take rate/close rate by State by Segment	
Number of Planned Sold Units by State by Segment	
Planned Sold Incremental Units by State by Segment (Plan	ned Sold Units – Forecasted Units)
Average Unit Sales Price (Price for typical configuration * Products with multiple typical configurations may require t	
Products with indulpie typical configurations may require t	ne sun or formulas for each typical consignation.
Average Unit Sales Price without Promotion Average Unit Sales Price with Promotion	
Average officiales thee with tomolon	
Incremental Units X Average Unit Sales Price = Incrementa	al Revenue
Incremental revenue X 12 months = Annualized Revenue Incremental revenue X the number of contract months = Co	Intract Revenue
Contra Revenue – Revenue forgone as part of program, F amount of contra revenue	For example, if program waives installation, then the revenue forgone for installation is the
Direct Expense - Expenses incurred as part of program fo	r which BellSouth must write a check. For example, marketing communications expenses,

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SECTION 3: COMMUNICATIONS				
Internal Audience				
Who is the internal target audience (i.e. to whom are we talking) AEs AVPs Sales Support Sales Managers Sales Specialists VPGMs Customer Care Marketing Titles (list them): Marketing Team within Pam Jones' group: Retention, ReAcquisition, Answers, etc. Other Internal audience will be Large Team in order for this group of reps to know this offer exists and to be able to transfer inquiring customers to Acquisition Gate should a lead fall outside of the "winback process" (specifically outbound and DM). Other initiative owners within Marketing will be aware of this reacquisition effort for information purposes.				
 Based on the business issues you are facing, describe your Internal communications goals: ☑ Employee education on your product or service or campaign ☑ Employee awareness program on your product or service Our business issue is decreasing marketing market share due to competitive line loss and flow share line loss of consumers who currently reside in the BellSouth footprint, but have service with another carrier. 				
 What are the internal audience's perceptions (positive or negative) regarding the products and the market in general and why: Perceptions: ReAcquisition is a key effort to winback market share and maintain our cost structure What is the business problem: Business problem is that BellSouth is losing customers; primarily high value customers What is the business solution: In addition to offers, business solution is to address consumers' product needs with relevant messaging. 				
 Describe issues facing your product or service: Your sales channel is in need of qualified leads to grow revenues. Initial employee training is not sufficient to convert qualified leads into sales. Low awareness and/or mindshare of your product with employees. Other: n/a Primary message: What do we want the internal audience to understand and do: understand the promotions terms and be able to service customers appropriately. 				
For an externally directed project, how will you inform/educate internal audiences about it: n/a				
External Audience				
Project name (if promotion is not involved): n/a				
 ² What are the legally trademarked names for the products involved (e.g. BellSouth[®] Frame Relay Service): BellSouth[®] Complete Choice[®] plan BellSouth[®] PreferredPack plan BellSouth[®] basic service and one (TN 2) feature(s) 				
Description:				
Targeted Verticals:				
Targeted Small Business Tiers:				

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²: All new product/package names must be cleared by marketing through Intellectual Property to resolve any potential trademark issues.

If you need external marketing communications, what is your goal:
Generate awareness
Generate leads Drive prospect to seek additional information located on a Web site
Deliver information – white paper, PDF of sales collateral
Competitive Response:
Other:
Describe the business issues you are facing with your product or service:
Maintain your current position in the market.
. We have penetration in a specific industry or customer segment but want to market to new segments.
Promoting services in which BellSouth has low awareness as a provider in that space.
Partnering with a vendor (i.e., IBM, Sun, Dell, Nortel) to promote your product or service. List Partners:
List Partners.
What are the customer's perceptions (positive or negative) regarding the products and the market in general and why:
Perceptions:
What is the primary business problem:
What is the primary business solution:
Primary message: What do we want the audience to understand and do:
Why should the customer select BellSouth vs. another vendor; how does it benefit them:
What issues or roadblocks might the sales team encounter:
List and describe known issues and/or conflicts (Channel, Product, Regulatory):
Has BellSouth Public Relations been engaged: Yes No
If yes, are they developing a press release or white paper:
For consistency, provide MarCom with the content you provided to the PR group:
Partner Information-External
³ If this project requires involvement with vendors/partners external to BellSouth, who is partner and what is their role: APAC is the OBTM vendor
If dollars are coming from vendors/partners, how much are they contributing? n/a
Do you have a co-marketing agreement signed in addition to the business agreement? n/a
Tactical Information
If only basic tools are needed, suggestions or ideas for type of deliverable(s) to meet the project objective:
☐ Bill Insert ☐ Solutions Guide ⊠Other Job Aid for LT is necessary ☐ Sales Sheet ☐ PowerPoint
Suggestions or ideas for type of deliverable(s) meet the project objective:
Direct Mail/External Campaign
Postcard Webinar (online seminar) HTML e-Mail Other:
List any legal notes that must be included (e.g. tariff information):
Delivery and Distribution Information
Fill in all information that applies:

 ': NOTE: Management of vendor/partner involvement will be the responsibility of the project initiator, including gathering content, obtaining logos/trademark info, approvals, etc. If an external vendor/partner logo is to be included in a BellSouth piece, a legally executed co-branding agreement must be in place with BellSouth Intellectual Property. All logos and trademark information are due at the MarCom kickoff meeting.

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• External Direct Mail: source of mailing list and approximate quantity to be mailed: *The mail list must be provided according to timeline.

• Bill Inserts: specific instructions required:

• Internet or Intranet postings: what URLs (addresses) and other specific instructions:

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SECTION 4: SALES BONUS PROGRAM DETAILS (IF APPLICABLE)				
If the bonus program coincides with a customer promotion, please explain:				
No specific bonus program is associated with this promotion	-			
Describe the basis of the award (units, revenue, margin or please explain:	r other). If the awards are based on integrated sales,			
Eligible Sales Titles (check all that apply):				
 Account Executives/Account Managers/NAMs/NAEs Account Management Sales Managers Account Management Sales AVPs Sales Specialists Specialist Sales Managers Network Solutions Sales AVPs System Designers 	 Sales Engineers (sales support for voice equipment) Design Engineers (sales support for data equipment) Applications Engineers (sales support for CIS) Networking Consultants (sales support for MNS/DotNet) VP/GMs EC Specialists Other: 			
Non-sales titles eligible for the awards (i.e. CSAs, Service T	echnicians, etc.):			
Describe or illustrate the award structure for eligible jobs. Will the award be structured as a "team award" to be split among the team, or will specific amounts be identified for each team member?				
Awards "Trigger": Order: Installation: Referral: Other:	Explain:			
Award Cap: Yes No If yes, describe cap:				
Form Required: 🔲 Yes 🔲 No If yes, please attach.				
Describe actions required by Sales to track:				

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SECTION 5: PRELIMINARY RESOURCE ASSESSMENT

COMPLETE ONLY FOR PRODUCT PACKAGE OFFERS THAT REQUIRE IRB REVIEW

This form communicates at a high level what resources are necessary for engaging this initiative—from participating as SMEs in building the Business Requirements, to working the project as a member of the project team. This is not an all-inclusive list. Identify the appropriate resources.

Resource	Yes/No	Resource Name if Known (i.e., John Doe)	Estimated Timeframe Resources to be Engaged (i.e., 1Q/2Q)
Architect/Database Architect			
Billing Consultant			
Business Development Analyst			
Configuration Management			
CRM Operations Management	1		
Developer			
Documentation Specialist			
End-to-End Project Management			
Financial Analyst		Ana Listopad	
Help/Service Desk Training Developer			
Interface Designer			
IT Project Management			
Life Cycle Management		Tonya Lauf	
Marketing Communications		Steve Scannell	
Marketing Planning		Tonya Lauf	
Marketing Project Manager		10.170 2001	
Network – Wholesale (DSG)		· · · · · · · · · · · · · · · · · · ·	
Network Engineer			
Operations Planning		Jeannette Napp	
Operations Project Management			· · · · · · · · · · · · · · · · · · ·
Process Engineer			
Product Development Manager			
QAIL Engineer			
Quality Analyst			
Regulatory/Legal		Susan Callaghan, Kirven Gilbert, Graham Harden	
Sales Training Developer			
Strategic Pricing		Jennifer Crowe, Graham Harden	
Systems Administrator			
Systems Analyst			· · · ·
Technical Lead			
Web Management			······································
Other: Offer Development		Caroline Morris	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Other:			
Other:			

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Offer Management Information:		
COU: Consumer Requesting Mgr./Dir.: Angela Jones Offer Development Mgr.: Jeremy Duncan Segment Manager: Approving Director: AnnMarie Romano	PSAP #: Phone: 404-986-1019 Phone: 404-986-1096 Phone: Phone: 404-986-1096	Tracking #: 2004C00645 I-Pager: power3 I-Pager: jwduncan I-Pager: I-Pager: aromano
Offer/Promotion name: 1Q05-Cons-Reacqu If yes, please provide original P3 tracking ID: Offer Status: Final Document What is the final offer name, as it will appear in in Connection Waiver Note: This field must be completed on the final P3 be a name that meets BellSouth Intellectual Prop	nternal and external communica 3 submitted to Strategic Pricing	ations: Reacq Service g Promotions Manager. It must
SECTION 1:	CONCEPT OVERVIE	N
		Section 1 Comments
Describe Business Situation addressed by thi The service connection waiver for new acquisition Choice, BellSouth Preferred Pack, or BellSouth B Describe Offer Concept in detail: Waived line connection charge to reacquisition or Choice plan BellSouth® PreferredPack plan or Ba BellSouth for local service in: AL, FL, GA, KY, LA Offer Criteria: 1.Customer must either not currently have local s or more of their existing lines, including the line of provisioned.	n or reacquisition customers pu Basic Service and 2 features. In winover customers who purch asic Service and two features a MS, NC, SC and TN from 12/ MS, NC, SC and TN from 12/ ervice with BellSouth or not ha n which the service qualifying f	ase BellSouth® Complete and who are currently not using 26/2004 thru 12/26/2005 ve service with BellSouth on one or this promotion will be
2. The target customer for this promotion is a cust reseller CLEC. This promotion is not valid for out		
 Customer must have local service or equivalent on one or more of their existing lines. 	t (wireless in lieu of wire-line) a	t the same local service address
4.Customer must request service at the same add imminent move from one address in BellSouth ter responding to the offer. In the case of an imminen promotion and place the order at the new address	rritory to another address in Be at move, the BellSouth rep can	IlSouth territory within 30 days of

5. The customer must switch their local service to BellSouth and purchase any one of the following:

a. The BellSouth® Complete Choice® plan

b. The BellSouth® PreferredPack Plan

c. BellSouth® Basic Service and one (TN 2) custom calling (or touch star) local feature(s).

6. The customer must place the order on or before 12/26/05 AL, FL, GA, KY, LA, MS, NC, SC and TN

7.Offer valid for only one (1) service line at the intended local service address.

8. The customer must place their order through a BellSouth business office or outbound telemarketing vendor or alternate channels as indicated.

9.BellSouth reserves the right to discontinue or modify this promotion at any time without notice.

10.Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.

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11.Offer may be combined with other	offers for the same service at the same time	
	1.2 Key Dates	
	t to this project: ate: 12/26/05 acts-must be posted on web a minimum of 45 day	s prior to the start of
1.3 Request for:	Product(s)/Service(s) are (check all that apply):	Product Family : Voice
Extension of existing program	Both regulated and non-regulated products	
	t owners involved in this offer. Check all product on note that BBS is an agent and has no products or cu	
Product Owner Products Included in C BST Products Included	offer (Include product code if avialable)	
	Products Included:	
Which entity/affilate is funding this offe BST Funding Offer	er?	
The funding source is (Check all that	apply):	
	1.5 Target Customers/Segments	
Description and profile of external t	arget audience, i.e. to whom we are talking:	
Former customers Non BellSouth customers	Consumer Segments: 1 to 3 4 to 6 7 to 9 Propensity to Buy:	
1.	6 Business Priority/Key Imperatives	
Indicate how the program fits into the explanation of how it supports the over	he business priorities for Customer Markets and rall strategy (check all that apply):	provide a brief
Customer Markets Key Imperatives		
Key Imperative is Reaquisition		
Other:	Explanation:	
	1.7 Objectives/Expected Results	ND

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Project and revenue objectives (check all that apply): Current Year Planned Retention Revenue: Current Year Planned Expenses: % in new revenue

New Sales Leads

Current year Planned Booked Revenue: # units to be added through promotion (current year) Expected Contract Revenue: Average Sales Cycle:

Other:

Get Approvals Before Proceeding

SECTION 2: PLANNING & ANALYSIS

Section 2 Comments 2.1 Sales Channels BellSouth Business Small Business Services (SBS) Consumer (Large Business) Large Team Consumer 3rd Party Sales Channel Other: Outbound Telemarketing Sales Channel Other: Other: Impact of offer on Sales Channel: (Complete this information in collaboration with Sales Operations contact) Does the sales channel have the capacity to execute the offer during the desired launch window? Yes Will additional capacity be required to execute the offer? No If yes, what will the impact be? Will Sales channel training be required: No Will the offer require changes to automated sales systems and tools? No If yes, what will the impact be? Will a sales incentive be used in conjunction with this offer? No What are the the known operational risks associated with this offer? What are your mitigation plans that address these risks? 2.2 Geographic Availability All States Markets: Entire Region MSAs, cities, etc. Include a list of wire centers if applicable: 2.3 Billing Provide the following information in collaboration with Billing Customer Account Manager

What is the name of Billing Solution Analyst for this offer? (to be entered by Billing CAM) Vickie Capuzzo

• What billing system will be used for this offer? CRIS

• Will CBR be used in billing of the promotion/offer for rewards? No If so:

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 Are there non-CBR rewards or discounts? No Will there be new FIDS and/or USOCS or changes to existing FIDS and/or USOCS? No
 Will there be changes to Bill Presentation (paper bill and electronic bill)? No
 Are Affiliate products or services included? No Are Term Agreements and/or rate stabilization involved? No
 Is this a bundled offer? No
Are there any billing issues associated with this program?
If not, provide status:
2.4 Legai
Name of the attorney: Kirven Gilbert
Date of CORT review and concurrence: Attach a copy of any contract or letter of election affected by or associated with this program.
2.5 Parity Assurance
Indicate if available for resale: With additional discount?
If yes, is there a parity issue that requires review by Parity Assurance PMO? If yes, forward copy of P3 to Parity Assurance PMO parity.assurance@bellsouth.com for review and comments.
2.6 Eligibility Restrictions
(CSAs/SAs, SRFs, etc.):
Does this offer exclude any type of product or customer? Yes
 If so, which ones specifically? see section one Can a customer qualify for this offer more than once? No
 Can a customer quality for this offer more than once? No Is there a maximum reward or discount that this customer can receive? Yes
 What time frame do the orders need to be placed in? see restrictions above
 Is there a minimum or maximum purchase required to receive this promotion? No
If yes, minimum: maximum:
 Is there a minimum amount of time the customer must stay with BellSouth? No
Is there any termination liability? Yes
If yes, what is the termination liability?
 If yes, is it for the full amount, prorated for the time left on the contract? Are out of region customers eligible for this promotion? No
 Can this promotion be combined with any other offers? Yes
If so, which ones?
If this promotion cannot be combined with other offers, list which ones:
2.7 Measuring Effectiveness
How will results be measured and tracked? Be specific.
Which systems will be used? How will they be reported? MKIS
Who is responsible for tracking? Identify specific roles of each party involved and the hand-off points: TBD
How do you plan to track leads, sales and usage: MKIS Ability to track and report results is required for all lead generation campaigns.
Who is responsible for analysis of tracking data to determine the effectiveness of a promotion? TBD
When will the results be available? Initial: 1Q05 Final: 1Q06
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2.8 Operational Readiness Testing (ORT)

Engagement of ORT manager is required at beginning of Planning and Analysis

Who is the primary contact to handle the coordination of activities supporting this offer/promo? (Name of
person in Sales Operations, Channel Support and/or Customer Care) Jake Taylor

Get Approvals Before Proceeding

SECTION 3: DEVELOPMENT/IMPLEMENTATION

Section 3 Comments

3.1 Communication Marketing Brief - Marcom

3.1.1 Internal Audience

Who is the internal target audience (i.e. to whom are we talking)

Marketing Titles (list them): Other:

Based on the business issues you are facing, describe your Internal communications goals:

What are the internal audience's perceptions (positive or negative) regarding the products and the market in general and why:

Perceptions:

What is the business problem:

• What is the business solution:

Describe issues facing your product or service:

Other:

Primary message: What do we want the internal audience to understand and do:

For an externally directed project, how will you inform/educate internal audiences about it:

3.1.2 External Audience

If you need advertising/marketing communications, what is your goal:

Other:

Describe the business issues you are facing with your product or service: %

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List Partners:

Positioning Statement:

What are the customer's perceptions (positive or negative) regarding the products and the market in general and why:

- Perceptions:
- What is the primary business problem:
- What is the primary business solution:

Primary message: What do we want the audience to understand and do:

Key Customer Benefit:

Why should the customer select BellSouth vs. another vendor; how is it different than competitors:

Tone (how you say what you say):

Other considerations: (execution considerations, special considerations, instructions)

Key features/takaways for customer:

What issues or roadblocks might the sales team encounter:

Product weaknesses/drawbacks:

Must customer purchase other services to make this offer work?

Incompatible with other products/services?

List and describe known issues and/or conflicts (Channel, Product, Regulatory):

List key competitors:

Has BellSouth Public Relations been engaged:

If yes, are they developing a press release or white paper:

For consistency, provide MarCom with the content you provided to the PR group:

3.1.3 Partner Information-External

If this project requires involvement with vendors/partners external to BellSouth, who is partner and what is their role:

If dollars are coming from vendors/partners, how much are they contributing?

Do you have a co-marketing agreement signed in addition to the business agreement?

3.1.4 Media Vehicle

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Other:
3.1.5 Delivery and Distribution Information
 Fill in all information that applies: External Direct Mail: source of mailing list and approximate quantity to be mailed: *The mail list must be provided according to timeline. Bill Inserts: specific instructions required: Internet or Intranet postings: what URLs (addresses) and other specific instructions: Estimated # of mailing/email lists: Source of lists:
If preliminary MKIS pull, how many can we market to?
3.1.6 Advertising/Legal Information
ist any legal notes that must be included (e.g. tariff information, material terms and conditions):
egal language/restrictions provided by Legal to be added to external deliverables:
What are the legally trademarked names for the products involved (e.g. BellSouth® Frame Relay Service):
Get Approvals Before Proceeding
SECTION 4: Launch
Section 4 Commen
Date of PSAP final ruling: Date Operational Readiness Testing complete: Date of PDF approval: 11/04/2004 Regulatory filing complete: Date Offer Launched into channel(s): Launch Date Marcom: Launch Kit posted on website:

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Offer Management Information:		
COU: Consumer Requesting Mgr./Dir.: Angela Jones Offer Development Mgr.: Jeremy Duncan Segment Manager: Approving Director: AnnMarie Romano	PSAP #: Phone: 404-986-1019 Phone: 404-986-1096 Phone: Phone: 404-986-1096	Tracking #: 2004C00645 I-Pager: power3 I-Pager: jwduncan I-Pager: I-Pager: aromano
Offer/Promotion name: 1Q05-Cons-Reacqu If yes, please provide original P3 tracking ID: Offer Status: Final Document What is the final offer name, as it will appear in int Connection Waiver Note: This field must be completed on the final P3 be a name that meets BellSouth Intellectual Prope	ternal and external communicat 3 submitted to Strategic Pricing	ions: Reacq Service Promotions Manager. It must
SECTION 1:	CONCEPT OVERVIEW	1
		Section 1 Comments
1.1 Description of Offer:		
Describe Business Situation addressed by this The service connection waiver for new acquisition Choice, BellSouth Preferred Pack, or BellSouth B Describe Offer Concept in detail: Waived line connection charge to reacquisition or Choice plan BellSouth® PreferredPack plan or Ba	or reacquisition customers pur asic Service and 2 features. winover customers who purcha asic Service and two features a	ase BellSouth® Complete nd who are currently not using
BellSouth for local service in: AL, FL, GA, KY, LA, Offer Criteria: 1.Customer must either not currently have local se or more of their existing lines, including the line or provisioned.	ervice with BellSouth or not hav	e service with BellSouth on one
2.The target customer for this promotion is a custo reseller CLEC. This promotion is not valid for out of		
 Customer must have local service or equivalent on one or more of their existing lines. 	(wireless in lieu of wire-line) at	the same local service address
4.Customer must request service at the same add imminent move from one address in BellSouth ter responding to the offer. In the case of an imminen promotion and place the order at the new address	ritory to another address in Bel at move, the BellSouth rep can d	South territory within 30 days of
5.The customer must switch their local service to a. The BellSouth® Complete Choice® plan b. The BellSouth® PreferredPack Plan c. BellSouth® Basic Service and one (TN 2) custo		
6.The customer must place the order on or before	12/26/05 AL, FL, GA, KY, LA,	MS, NC, SC and TN
7.Offer valid for only one (1) service line at the int	ended local service address.	
8.The customer must place their order through a l alternate channels as indicated.	BellSouth business office or out	tbound telemarketing vendor or
9.BellSouth reserves the right to discontinue or m	odify this promotion at any time	without notice.
10 Customer must have the eligible services on the offer.	neir new service order (N) in ord	der to receive the promotional
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	offers for the same service at the same time	
	1.2 Key Dates	
	d to this project: ate: 12/26/05 ucts-must be posted on web a minimum of 45 day.	s prior to the start o
1.3 Request for:	Product(s)/Service(s) are (check all that apply):	Product Family:
Extension of existing program		Voice
	Both regulated and non-regulated products	
	ct owners involved in this offer. Check all product of note that BBS is an agent and has no products or cu	
Product Owner Products Included in (BST Products Included	Offer (Include product code if avialable)	
	Products Included:	
Which entity/affilate is funding this off BST Funding Offer	er?	
551 Funding Oner		
The funding source is (Check all that	apply):	
he funding source is (Check all that	apply):	
he funding source is (Check all that	apply): 1.5 Target Customers/Segments	
The funding source is (Check all that	1.5 Target Customers/Segments	
	1.5 Target Customers/Segments target audience, i.e. to whom we are talking: Consumer Segments:	
Description and profile of external	1.5 Target Customers/Segments target audience, i.e. to whom we are talking: Consumer Segments: 1 to 3 4 to 6	· · · · · · · · · · · · · · · · · · ·
Description and profile of external	1.5 Target Customers/Segments target audience, i.e. to whom we are talking: Consumer Segments: 1 to 3	
Description and profile of external Former customers Non BellSouth customers	1.5 Target Customers/Segments target audience, i.e. to whom we are talking: Consumer Segments: 1 to 3 4 to 6 7 to 9 Propensity to Buy:	
Description and profile of external Former customers Non BellSouth customers	1.5 Target Customers/Segments target audience, i.e. to whom we are talking: Consumer Segments: 1 to 3 4 to 6 7 to 9 Propensity to Buy: 6 Business Priority/Key Imperatives	provide a brief
Description and profile of external Former customers Non BellSouth customers 1 Indicate how the program fits into 1	1.5 Target Customers/Segments target audience, i.e. to whom we are talking: Consumer Segments: 1 to 3 4 to 6 7 to 9 Propensity to Buy: 6 Business Priority/Key Imperatives he business priorities for Customer Markets and p	provide a brief
Description and profile of external Former customers Non BellSouth customers 1 Indicate how the program fits into the explanation of how it supports the over	1.5 Target Customers/Segments target audience, i.e. to whom we are talking: Consumer Segments: 1 to 3 4 to 6 7 to 9 Propensity to Buy: 6 Business Priority/Key Imperatives he business priorities for Customer Markets and p	provide a brief
Description and profile of external Former customers Non BellSouth customers 1 Indicate how the program fits into the explanation of how it supports the over Customer Markets Key Imperatives	1.5 Target Customers/Segments target audience, i.e. to whom we are talking: Consumer Segments: 1 to 3 4 to 6 7 to 9 Propensity to Buy: 6 Business Priority/Key Imperatives he business priorities for Customer Markets and p	provide a brief
Description and profile of external Former customers Non BellSouth customers 1 Indicate how the program fits into the explanation of how it supports the over Customer Markets Key Imperatives Key Imperative is Reaquisition	1.5 Target Customers/Segments target audience, i.e. to whom we are talking: Consumer Segments: 1 to 3 4 to 6 7 to 9 Propensity to Buy: 6 Business Priority/Key Imperatives he business priorities for Customer Markets and perall strategy (check all that apply):	provide a brief
Description and profile of external Former customers Non BellSouth customers 1 Indicate how the program fits into the explanation of how it supports the over Customer Markets Key Imperatives	1.5 Target Customers/Segments target audience, i.e. to whom we are talking: Consumer Segments: 1 to 3 4 to 6 7 to 9 Propensity to Buy: 6 Business Priority/Key Imperatives he business priorities for Customer Markets and perall strategy (check all that apply): Explanation:	provide a brief
Description and profile of external Former customers Non BellSouth customers 1 Indicate how the program fits into the explanation of how it supports the over Customer Markets Key Imperatives Key Imperative is Reaquisition	1.5 Target Customers/Segments target audience, i.e. to whom we are talking: Consumer Segments: 1 to 3 4 to 6 7 to 9 Propensity to Buy: 6 Business Priority/Key Imperatives he business priorities for Customer Markets and perall strategy (check all that apply):	provide a brief
Description and profile of external Former customers Non BellSouth customers 1 Indicate how the program fits into the explanation of how it supports the over Customer Markets Key Imperatives Key Imperative is Reaquisition	1.5 Target Customers/Segments target audience, i.e. to whom we are talking: Consumer Segments: 1 to 3 4 to 6 7 to 9 Propensity to Buy: 6 Business Priority/Key Imperatives he business priorities for Customer Markets and perall strategy (check all that apply): Explanation:	provide a brief

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Project and revenue objectives (check all that apply): Current Year Planned Retention Revenue: Current Year Planned Expenses: % in new revenue New Sales Leads

Current year Planned Booked Revenue: # units to be added through promotion (current year) Expected Contract Revenue: Average Sales Cycle:

Other:

Get Approvals Before Proceeding

SECTION 2: PLANNING & ANALYSIS

Section 2 Comments

2.1 Sales Channels			
BellSouth Business (Large Business)	Small Business Services (SBS)		Consumer Large Team
Other:			Consumer 3rd Party Sales Channel Outbound Telemarketing Sales Channel Other:
	Other:		Other.
Impact of offer on Sales Channel: (Complete this information in collaboration with Sales Operations contact) Does the sales channel have the capacity to execute the offer during the desired launch window? Yes Will additional capacity be required to execute the offer? No If yes, what will the impact be? Will Sales channel training be required: No Will the offer require changes to automated sales systems and tools? No If yes, what will the impact be? Will a sales incentive be used in conjunction with this offer? No What are the the known operational risks associated with this offer? What are your mitigation plans that address these risks?			
2.2 Geographic Availability			
All States		Markets:	
		Entire Region	
MSAs, cities, etc. Include a list of wire centers if applicable:			
2.3 Billing			
 Provide the following information in collaboration with Billing Customer Account Manager What is the name of Billing Solution Analyst for this offer? (to be entered by Billing CAM) Vickie Capuzzo What billing system will be used for this offer? CRIS Will CBR be used in billing of the promotion/offer for rewards? No If so: 			
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Are there non-CBR rewards or discounts? No
 Will there be new FIDS and/or USOCS or changes to existing FIDS and/or USOCS? No
Will there be changes to Bill Presentation (paper bill and electronic bill)? No
 Are Affiliate products or services included? No Are Term Agreements and/or rate stabilization involved? No
 Are reall Agreements and/or rate stabilization involved ? No Is this a bundled offer? No
Are there any billing issues associated with this program?
If not, provide status:
2.4 Legal
Name of the attorney: Kirven Gilbert
Date of CORT review and concurrence:
Attach a copy of any contract or letter of election affected by or associated with this program.
2.5 Parity Assurance
Indicate if available for resale: With additional discount?
if yes, is there a parity issue that requires review by Parity Assurance PMO? If yes, forward copy of P3 to Parity Assurance PMO parity.assurance@bellsouth.com for review and comments
2.6 Eligibility Restrictions
(CSAs/SAs, SRFs, etc.): • Does this offer exclude any type of product or customer? Yes
 Does this offer exclude any type of product or customer? Yes If so, which ones specifically? see section one
 Can a customer qualify for this offer more than once? No
 Is there a maximum reward or discount that this customer can receive? Yes
 What time frame do the orders need to be placed in? see restrictions above
 Is there a minimum or maximum purchase required to receive this promotion? No
If yes, minimum: maximum:
 Is there a minimum amount of time the customer must stay with BellSouth? No
Is there any termination liability? Yes
If yes, what is the termination liability?
If yes, is it for the full amount, prorated for the time left on the contract?Are out of region customers eligible for this promotion? No
 Can this promotion be combined with any other offers? Yes
If so, which ones?
If this promotion cannot be combined with other offers, list which ones:
2.7 Measuring Effectiveness
How will results be measured and tracked? Be specific.
Which systems will be used? How will they be reported? MKIS
Who is responsible for tracking? Identify specific roles of each party involved and the hand-off points:
TBD
How do you plan to track leads, sales and usage: MKIS Ability to track and report results is required for all lead generation campaigns.
Who is responsible for analysis of tracking data to determine the effectiveness of a promotion?
TBD
When will the results be available? Initial: 1Q05 Final: 1Q06

P3

2.8 Operational Readiness Testing (ORT) Engagement of ORT manager is required at beginning of Planning and Analysis	
 Who is the primary contact to handle the coordination of activities supporting this offer/promo? (N person in Sales Operations, Channel Support and/or Customer Care) Jake Taylor 	lame of
Get Approvals Before Proceeding	
SECTION 3: DEVELOPMENT/IMPLEMENTATION	
	3 Comment
3.1 Communication Marketing Brief - Marcom	
3.1.1 Internal Audience	
Who is the internal target audience (i.e. to whom are we talking)	
Marketing Titles (list them):	
Other:	
Based on the business issues you are facing, describe your Internal communications goals:	
What are the internal audience's perceptions (positive or negative) regarding the products and	the
market in general and why:	
Perceptions:	
 What is the business problem: What is the business solution; 	
Describe issues facing your product or service:	
Other:	
Primary message: What do we want the internal audience to understand and do:	
For an externally directed project, how will you inform/educate internal audiences about it:	
3.1.2 External Audience	
f you need advertising/marketing communications, what is your goal:	
Other:	
Describe the business issues you are facing with your product or service: %	
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and a second	
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List Partners:

Positioning Statement:

What are the customer's perceptions (positive or negative) regarding the products and the market in general and why:

- Perceptions:
- What is the primary business problem:
- What is the primary business solution:

Primary message: What do we want the audience to understand and do:

Key Customer Benefit:

Why should the customer select BellSouth vs. another vendor; how is it different than competitors:

Tone (how you say what you say):

Other considerations: (execution considerations, special considerations, instructions)

Key features/takaways for customer:

What issues or roadblocks might the sales team encounter:

Product weaknesses/drawbacks:

Must customer purchase other services to make this offer work?

Incompatible with other products/services?

List and describe known issues and/or conflicts (Channel, Product, Regulatory):

List key competitors:

Has BellSouth Public Relations been engaged:

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If yes, are they developing a press release or white paper:

For consistency, provide MarCom with the content you provided to the PR group:

3.1.3 Partner Information-External

If this project requires involvement with vendors/partners external to BellSouth, who is partner and what is their role:

If dollars are coming from vendors/partners, how much are they contributing?

Do you have a co-marketing agreement signed in addition to the business agreement?

3.1.4 Media Vehicle

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Other:		
3.1.5 Delivery and Distribution Information		
 Fill in all information that applies: External Direct Mail: source of mailing list and approximate quantity to be mailed: *The mail list must be provided according to timeline. Bill Inserts: specific instructions required: Internet or Intranet postings: what URLs (addresses) and other specific instructions: Estimated # of mailing/email lists: 		
 Source of lists: If preliminary MKIS pull, how many can we market to? 		
3.1.6 Advertising/Legal Information		
List any legal notes that must be included (e.g. tariff information, material terms and conditions):		
Legal language/restrictions provided by Legal to be added to external deliverables:		
What are the legally trademarked names for the products involved (e.g. BellSouth® Frame Relay Service):		
Get Approvals Before Proceeding		
SECTION 4: Launch		
Section 4 Comments		
Date of PSAP final ruling: Date Operational Readiness Testing complete: Date of PDF approval: 11/04/2004 Regulatory filing complete: Date Offer Launched into channel(s): Launch Date Marcom: Launch Kit posted on website:		

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Offer Management Information:		
Market Segment: Consumer P3 prepared by: Felton Turner	PSAP #: 000000 Phone: 404-986-1076	Tracking #: 2005C00943 I-Pager: FeltonTurner
Offer/Promotion Owner: Angela Jones	Phone: 404-986-1070 Phone: 404-986-1019	I-Pager: power3
Approving Director: Jodi Keeter	Phone: 404-986-1153	I-Pager: ikeeter
Tariff SME: Vickie Milne Finance Manager :	Phone: 404-829-7468 Phone:	1-Pager: vmilne I-Pager:
Offer/Promotion name: 4Q05-Cons-Reacqu	isition Line Connect Fee Wa	
Extension? Yes f yes, please provide original P3 tracking ID:	2004000646	
What is the offer name that will appear in exte		ons:
Reacq Service Connection Waiver	ol D2 outputted to Otmatagia F	Noise Promotions Managar, It must be a name
that meets BellSouth Intellectual Property ap		Pricing Promotions Manager. It must be a name e on name approvals.
S	ECTION 1: CONCEPT OVE	RVIEW
	1.1 Description of Offe	
		Section 1 Comme
1.1.1 Describe Business Situation addressed promotion intended for new customers, forme The service connection waiver for new acquis BellSouth Preferred Pack, or BellSouth Basic	er customers, current custome sition or reacquisition custome	
1.1.2 Overview (Provide a high-level summar The Line Connection Charge will be waived for Choice plan, BellSouth® PreferredPack plan, currently with BellSouth® for local service.	or reacquisition or winover cu	stomers who purchase BellSouth® Complete Basic Service and two features, and who are not
1.1.3 Promotion Specifics (Describe the offer offer offer/promotion/bundle)	concept in detail. Include all	products that will be involved in this
Waived line connection charge to reacquisitio	Pack Plan or Basic Service	and two features and who are currently not using
1.1.4 Restrictions/Eligibility Requirements Offer Criteria:		
 Customer must either not currently have loc heir existing lines, including the line on which 	cal service with BellSouth or r the service qualifying for this	not have service with BellSouth on one or more of promotion will be provisioned.
2.The target customer for this promotion is a c This promotion is not valid for out of region cu	customer that switches servic ustomers who are new to Bell	e from either a facility based or reseller CLEC. South.
 Customer must have local service or equiva more of their existing lines. 	alent (wireless in lieu of wire-l	ine) at the same local service address on one or
move from one address in BellSouth territory	to another address in BellSo	me, unless customer is planning an imminent uth territory within 30 days of responding to the tomer the promotion and place the order at the
5.The customer must switch their local service a. The BellSouth® Complete Choice® plan b. The BellSouth® PreferredPack Plan c. The BellSouth® 2 Pack Plan d. BellSouth® Basic Service and two custom or touch star) local feature(s).		any one of the following:
3.The customer must place the order on or be	efore 12/31/06 AL, FL, GA, K	Y, LA, MS, NC, SC and TN
7.Offer valid for only one (1) service line at the	e intended local service addr	288.
	h a BellSouth business office	or outbound telemarketing vendor or alternate
channels as indicated.		MILASSIFIED
		アイトルペイン 行動 しが教育者 しんがく したり しん 最近が

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9.BellSouth reserves the right to discontinue or modify this promotion at any time without notice.

10.Customer must have the eligible services on their new service order (N) in order to receive the promotional offer.

11.Offer may be combined with other offers for the same service at the same time..

1.2 Key Dates

Key Date and timeframe goals related to this project: Start Date: 12/27/2005 End Date: 12/31/2006

If the benefit period extends beyond the End Date specified above, is the benefit period greater than 90 days? No

1.3 BST Regulation

Does every option/variation of this promotion include or create a bundle consisting of a BST regulated product/service in combination with a non-regulated product/service provided by BST, a BS affiliate or a non-affiliated third party? No Does any option/variation of this promotion waive or reduce a regulated BST rate/charge ?Yes Is the promotion of regulated BST products/services provided solely via Cash-Back methodology? No

1.4 Parity Assurance

This promotion must be available for resale and the wholesale discount must apply to BST regulated products/services. Because this promotion is available for resale with a wholesale discount, a CLEC Notice must be posted on a website 45 days prior to the start of the promotion.

Is there a parity issue that requires review by Parity Assurance PMO? No If yes, forward copy of P3 to Parity Assurance PMO mailto:Dan.Fancher@bellsouth.comfor review and comments.

Will this offer be available to customers served by both the Interconnection and Carrier Services organization and retail business organizations (Small Business Services and/or BellSouth Business)? No

If yes, forward copy of P3 to Kristy.Seagle@bellsouth.com in ICS for review and comments.

1.5 Product Owners

Owners of Product(s)/Service(s) that are included in this offer/promotion:

BST Regulated

1.6 Promotion Funding

Indicate the entity/affiliate(s) that is/are funding this offer . Check all that apply:

BST Regulated

1.7 Objectives/Expected Results

Current year objectives for this promotion: # New Units/subs added through this promotion N/A

Notes/Comments/Assumptions:

This waiver is usually coupled with bundle offerings.

SECTION 2: PLANNING & ANALYSIS

Section 2 Comments

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2.1 Sales Channels		
BellSouth Business (Large Business)	Small Business Services (SBS)	Consumer Large Team Consumer 3rd Party Sales Channel Outbound Telemarketing Sales Channel

Impact of offer on Sales Channel: (Complete this information in collaboration with Sales Operations contact) Does the sales channel have the capacity to execute the offer during the desired launch window? Yes Will additional capacity be required to execute the offer? No If yes, what will the impact be? Will Sales channel training be required: No If yes, how will training be delivered

Will the offer require changes to automated sales systems and tools? No If yes, what will the impact be?

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Will a sales incentive be used in conjunction with this offer?	
What are the the known operational risks associated with the What are your mitigation plans that address these risks?No	
Consumer only: All offers/promotions must be reviewed by request OCRB review is found at : http://consumer.bst.bls.c	the Operations Change Review Board (OCRB). The template to com/changerequest.asp
2.2 Geogra	aphic Availability
All States	Markets: Entire Region
MSAs, cities, etc. Include a list of wire centers if applicable:	
2.	3 Billing
 Provide the following information in collaboration with What is the name of Billing Solution Analyst for this o What billing system will be used for this offer? CRIS Will CBR be used in billing of the promotion/offer for r 	ffer? (to be entered by Billing CAM) Vickie Capuzzo
 Are there non-CBR rewards or discounts? No Will there be new FIDS and/or USOCS or changes to Will there be changes to Bill Presentation (paper bill a Are Affiliate products or services included? No Are Term Agreements and/or rate stabilization involve Is this a bundled offer? No Are there any billing issues associated with this progra	and electronic bill)? No ed? No
2.	4 Legal
Name of the attorney: Kirven Gilbert Date of CORT review and concurrence: Attach a copy of any contract or letter of election affect 2.5 PSAF	ed by or associated with this program. P requirements
	nal PSAP ruling prior to launch. Click on the following ling link to . Upon completion of the PSAP request form, enter the PSAP
Guidelines for updating PSAP rulings for Offer Extension The PSAP Ruling Policy on offer extensions is: Once an origon OTHER CHANGES) does not require a new PSAP Ruling. A request be filed.	ons: ginal ruling has been issued, a simple extension of time (with NO ANY change to the original offer requires that a new PSAP ruling
2.6 Measuri	ing Effectiveness
How will recults be measured and tracked? Be specific. Which systems will be used? How will they be reported? Cl	г
Who is responsible for tracking? Identify specific roles of Angela Jones	each party involved and the hand-off points:
How do you plan to track leads, sales and usage: CIT Ability to track and report results is required for all lead gene	eration campaigns.
Who is responsible for analysis of tracking data to dete Angela Jones	rmine the effectiveness of a promotion?
When will the results be available?initial: 1Q06 Final: 1Q	07
SECTIO	ON 3: Launch Section 3 Comments
nan kanan menangkara kanan k	
Date of PSAP final ruling: Date CLEC notice posted: Date Operational Readiness Testing complete:	BECLASSINID

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Date of PDF approval: 11/04/2004 Regulatory filing complete: Date Offer Launched into channel(s): 12/26/04 Launch Date Marcom: Launch Kit posted on website: Date of Executive Review Board approval: Date of POP approval:

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If yes, please provide original P3 tracking IE Offer Status: Launched What is the final offer name, as it will appea Charge Waiver Note: This field must be completed on the fi be a name that meets BellSouth Intellectual SECTION 1.1 Description of Offer: Describe Business Situation addressed I Promotional offer that allows customers to co Describe Offer Concept in detail: Proposed Promotion BellSouth plans to offer a residential Second In Georgia: December 5, 2004 through Dec In AL/FL/LA/MS/NC/SC: January 1, 2005 - I Promotion Specifics:	D: 2004C00465 ar in internal and external communicat inal P3 submitted to Strategic Pricing I Property approval. <u>Click here for gui</u> N 1: CONCEPT OVERVIEW by this offer: change their feature choices with no a dary Service Charge waiver promotio	tions: Secondary Service Promotions Manager. It must dance on name approvals. V Section 1 Comments additional charges for doing so.
Offer/Promotion name: 1Q05-Cons-Se If yes, please provide original P3 tracking IE Offer Status: Launched What is the final offer name, as it will appea Charge Waiver Note: This field must be completed on the fi be a name that meets BellSouth Intellectual SECTION 1.1 Description of Offer: Describe Business Situation addressed I Promotional offer that allows customers to co Describe Offer Concept in detail: Proposed Promotion BellSouth plans to offer a residential Second In Georgia: December 5, 2004 through Decc In AL/FL/LA/MS/NC/SC: January 1, 2005 - I Promotion Specifics:	condary Service Charge Waive D: 2004C00465 ar in internal and external communicat inal P3 submitted to Strategic Pricing I Property approval. Click here for gui N 1: CONCEPT OVERVIEW by this offer: change their feature choices with no a dary Service Charge waiver promotio	er Extension? Yes tions: Secondary Service Promotions Manager. It must dance on name approvals. V Section 1 Comments additional charges for doing so.
If yes, please provide original P3 tracking IE Offer Status: Launched What is the final offer name, as it will appea Charge Waiver Note: This field must be completed on the fi be a name that meets BellSouth Intellectual SECTION 1.1 Description of Offer: Describe Business Situation addressed I Promotional offer that allows customers to co Describe Offer Concept in detail: Proposed Promotion BellSouth plans to offer a residential Second In Georgia: December 5, 2004 through Dec In AL/FL/LA/MS/NC/SC: January 1, 2005 - I Promotion Specifics:	D: 2004C00465 ar in internal and external communicat inal P3 submitted to Strategic Pricing I Property approval. <u>Click here for gui</u> N 1: CONCEPT OVERVIEW by this offer: change their feature choices with no a dary Service Charge waiver promotio	tions: Secondary Service Promotions Manager. It must dance on name approvals. V Section 1 Comments additional charges for doing so.
1.1 Description of Offer: Describe Business Situation addressed I Promotional offer that allows customers to o Describe Offer Concept in detail: Proposed Promotion BellSouth plans to offer a residential Second In Georgia: December 5, 2004 through Dec In AL/FL/LA/MS/NC/SC: January 1, 2005 - I Promotion Specifics:	by this offer: change their feature choices with no a dary Service Charge waiver promotio	Section 1 Comments
Describe Business Situation addressed I Promotional offer that allows customers to o Describe Offer Concept in detail: Proposed Promotion BellSouth plans to offer a residential Second In Georgia: December 5, 2004 through Dec In AL/FL/LA/MS/NC/SC: January 1, 2005 - I Promotion Specifics:	change their feature choices with no a dary Service Charge waiver promotio	additional charges for doing so.
Describe Business Situation addressed I Promotional offer that allows customers to o Describe Offer Concept in detail: Proposed Promotion BellSouth plans to offer a residential Second In Georgia: December 5, 2004 through Dec In AL/FL/LA/MS/NC/SC: January 1, 2005 - I Promotion Specifics:	change their feature choices with no a dary Service Charge waiver promotio	
Promotional offer that allows customers to c Describe Offer Concept in detail: Proposed Promotion BellSouth plans to offer a residential Second In Georgia: December 5, 2004 through Dec In AL/FL/LA/MS/NC/SC: January 1, 2005 - I Promotion Specifics:	change their feature choices with no a dary Service Charge waiver promotio	
following services/features to their existing s residential business office or a BellSouth au Rotary Line Service TouchStar® Service Custom Calling Services Prestige® Communications Package Customized Code Restrictions Designer Listings Message Waiting Indication RingMaster® Service MemoryCall® Service/BellSouth® Voice M Privacy Director® Service Voice Mail Companion Services Package PreferredPack® Plan	December 31, 2005 red when residential customers add o service using RightTouch®, the BellS uthorized telemarketing agent: 1ail Service	r change one or more of the
	1.2 Key Dates	
Key Date and timeframe goals related to thiStart Date: 12/05/2004End Date: 12CLEC Notice Filed (regulated products-mthe promotion)	2/31/2005	of 45 days prior to the start of
1.3 Request for:	Product(s)/Service(s) are (check a apply):	Il that Product Family:
Extension of existing program	Regulated products/services	Voice

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Product Owner Products Included in Offer (Includ BST Products Included Secondary Charges	
	Products Included:
Which entity/affilate is funding this offer? BST Funding Offer	
The funding source is (Check all that apply):	
1.5 Target	Customers/Segments
Description and profile of external target audie	
Current customers	Consumer Segments:
New customers	7 to 9 Propensity to Buy: Complete Choice
1.6 Business	Priority/Key Imperatives
Indicate how the program fits into the business explanation of how it supports the overall strategy	s priorities for Customer Markets and provide a brief (check all that apply):
Customer Markets Key Imperatives	Lead with Service
Other:	Euplocation
	Explanation: ives/Expected Results
Project and revenue objectives (check all that apply): Current Year Planned Retention Revenue: Current Year Planned Expenses: % in new revenue New Sales Leads	Current year Planned Booked Revenue: # units to be added through promotion (current year) Expected Contract Revenue: Average Sales Cycle:
	Other:
Get Approv	vals Before Proceeding
SECTION 2: P	LANNING & ANALYSIS
	Section 2 Comments
2.1	Sales Channels
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BellSouth Business Small Business Services (SBS) (Large Business) Other: Other: Other:			Consumer Large Team EStore Sales Channel Consumer 3rd Party Sales Channel Outbound Telemarketing Sales Channel Other:	
Impact of offer on Sales	Channel: (Complete this information	on in collaboration	with Sales Operations contact)	4
Does the sales channel ha Will additional capacity be Will Sales channel training Will the offer require chang Will a sales incentive be us What are the the known op	ve the capacity to execute the offer required to execute the offer? No if be required: No ges to automated sales systems an sed in conjunction with this offer? No perational risks associated with this lans that address these risks?	r during the desire f yes, what will the d tools? No If yes, lo offer? N/A	d launch window? Yes impact be?	
	2.2 Geographic Av	vailability		4
All States		Markets:		
		Entire Region		
MSAs cities ato Include a	list of wire contors if applicables			
MSAS, citles, etc. include a	a list of wire centers if applicable: 2.3 Billing			4
 What is the name of I What billing system w Will CBR be used in t Are there non-CBR re Will there be new FID Will there be changes Are Affiliate products Are Term Agreements Is this a bundled offer 	billing Solution Analyst for this offer vill be used for this offer? CRIS billing of the promotion/offer for rew wards or discounts? No S and/or USOCS or changes to ex to Bill Presentation (paper bill and or services included? No s and/or rate stabilization involved? ? No es associated with this program?	? (to be entered b rards? No If so: isting FIDS and/or electronic bill)? N ? No	y Billing CAM)	
ii not, provide status: N/A				4
	2.4 Legal			
Name of the attorney: Kirve Date of CORT review and	concurrence:			
Attach a copy of any con	tract or letter of election affected	by or associated	and a second	
		1999 Barran - Carlos Barran - Carlos	``` Iteifi î'- 2 2:	' 00006 [.]

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	arity Assurance
Indicate if available for resale: Yes if yes, is there a parity issue that requires review by If yes, forward copy of P3 to Parity Assurance PM0	With additional discount? No y Parity Assurance PMO? No O parity.assurance@bellsouth.com for review and comments
2.6 Eligi	ibility Restrictions
(CSAs/SAs, SRFs, etc.):	
. Does this offer exclude any type of product or	r customer? No
If so, which ones specifically?	
 Can a customer qualify for this offer more that 	
Is there a maximum reward or discount that the second	
 What time frame do the orders need to be pla 2005. 	aced in? Orders must be placed on or before December 31,
 Is there a minimum or maximum purchase reality is the second secon	quired to receive this promotion? No
Is there a minimum amount of time the custor	ner must stay with BellSouth? No
Is there any termination liability? No	
If yes, what is the termination liability? If yes, is it for the full amount, prorated for the	time left on the contract?
 Are out of region customers eligible for this pr 	
 Can this promotion be combined with any other 	er offers? Yes
If so, which ones? Can be combined with any	
If this promotion cannot be combined with oth	er offers, list which ones: N/A
	uring Effectiveness
How will results be measured and tracked? Be s System codes	specific.
Which systems will be used? How will they be repo	rted? MKIS
Nho is responsible for tracking? Identify specific No formal tracking.	c roles of each party involved and the hand-off points:
low do you plan to track leads, sales and usage bility to track and report results is required for all lead generation c	e: Not tracking formally ampaigns.
Who is responsible for analysis of tracking data Finance	to determine the effectiveness of a promotion?
When will the results be available? Initial: Final:	-
2.8 Operational Engagement of ORT manager is re	Readiness Testing (ORT) equired at beginning of Planning and Analysis
 Who is the primary contact to handle the coordinate 	dination of activities supporting this offer/promo? (Name of
person in Sales Operations, Channel Support	
	als Before Proceeding
SECTION 3: DEVELC	PMENT/IMPLEMENTATION
	Section 3 Comment
3.1 Communicatio	n Marketing Brief - Marcom
3.1.1 In	iternal Audience
Vho is the internal target audience (i.e. to whorr	are we talking)
Sales Support	

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Sales Specialists

Marketing Titles (list them): Other:

Based on the business issues you are facing, describe your Internal communications goals:

Employee awareness program

What are the internal audience's perceptions (positive or negative) regarding the products and the market in general and why:

Perceptions:

- What is the business problem:
- What is the business solution:

Describe issues facing your product or service:

Other:

Primary message: What do we want the internal audience to understand and do: Want audience to know that the secondary service charge waiver is being extended and remains BAU.

For an externally directed project, how will you inform/educate internal audiences about it:

3.1.2 External Audience

If you need advertising/marketing communications, what is your goal:

Other:

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Describe the business issues you are facing with your product or service:

List Partners:

Positioning Statement:

What are the customer's perceptions (positive or negative) regarding the products and the market in general and why:

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• Perceptions:

What is the primary business problem:

What is the primary business solution:

Primary message: What do we want the audience to understand and do:

Key Customer Benefit:

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Why should the customer select BellSouth vs. another vendor; how is it different than competitors:

Tone (how you say what you say):

Other considerations: (execution considerations, special considerations, instructions)

Key features/takaways for customer:

What issues or roadblocks might the sales team encounter:

Product weaknesses/drawbacks:

Must customer purchase other services to make this offer work?

Incompatible with other products/services?

List and describe known issues and/or conflicts (Channel, Product, Regulatory):

List key competitors:

Has BellSouth Public Relations been engaged:

If yes, are they developing a press release or white paper:

For consistency, provide MarCom with the content you provided to the PR group:

3.1.3 Partner Information-External

If this project requires involvement with vendors/partners external to BellSouth, who is partner and what is their role:

If dollars are coming from vendors/partners, how much are they contributing?

Do you have a co-marketing agreement signed in addition to the business agreement?

3.1.4 Media Vehicle

Other:

3.1.5 Delivery and Distribution Information

Fill in all information that applies:

• External Direct Mail: source of mailing list and approximate quantity to be mailed:

*The mail list must be provided according to timeline.

- Bill Inserts: specific instructions required:
- · Internet or Intranet postings: what URLs (addresses) and other specific instructions:
- Estimated # of mailing/email lists:

Source of lists:

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If preliminary MKIS pull, how many can we market to?

3.1.6 Advertising/Legal Information

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List any legal notes that must be included (e.g. tariff information, material terms and conditions):

Legal language/restrictions provided by Legal to be added to external deliverables:

What are the legally trademarked names for the products involved (e.g. BellSouth® Frame Relay Service):

Get Approvals Before Proceeding

SECTION 4: Launch

Section 4 Comments

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Date of PSAP final ruling: Date Operational Readiness Testing complete: Date of PDF approval: 11/04/2004 Regulatory filing complete: Date Offer Launched into channel(s): 12/05/2004 Launch Date Marcom: Launch Kit posted on website:

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Offer Management Information:		
Market Segment: Consumer P3 prepared by: Felton Turner Offer/Promotion Owner: Felton Turner Approving Director: Jodi Keeter	PSAP #: N/A Phone: 404-986-1076 Phone: 404-986-1076 Phone: 404 986 1153	Tracking #: 2005C00994 I-Pager: feltontumer I-Pager: feltontumer I-Pager: jkeeter
Tariff SME: Vickie Milne Finance Manager :	Phone: (404) 829-7468 Phone:	I-Pager: vmilne I-Pager:
Offer/Promotion name: 1Q06-Cons-Secon		
Extension? Yes If yes, please provide original P3 tracking ID What is the offer name that will appear in ex Secondary Service Charge Waiver		ns:
	nal P3 submitted to Strategic Pi oproval. Click here for guidance	icing Promotions Manager. It must be a name on name approvals.
	SECTION 1: CONCEPT OVER	VIEW
	1.1 Description of Offer	
		Section 1 Comments
1.1.1 Describe Business Situation addresse promotion intended for new customers, form Promotional offer that allows customers to c	er customers, current customer	ption of the external target audience, i.e. is the 's, non-BellSouth customers, etc?) In no additional charges for doing so.
Proposed Promotion BellSouth plans to offe	r a residential Secondary Servi	ce Charge waiver promotion beginning:
In AL/FL/GA/LA/MS/NC/SC: January 1, 200	6 - December 31, 2006	
1.1.2 Overview (Provide a high-level summa The Secondary Service Charge will be waive		no add or change certain services/features.
1.1.3 Promotion Specifics (Describe the offe offer/promotion/bundle) Proposed Promotion BellSouth plans to offer a residential Second	•	
in AL/FL/LA/MS/NC/SC/GA: January 1, 200		
office or a BellSouth authorized telemarketir Rotary Line Service TouchStar® Service Custom Calling Services Prestige® Communications Package Customized Code Restrictions Designer Listings Message Waiting Indication RingMaster® Service MemoryCall® Service/BellSouth® Voice M Privacy Director® Service Voice Mail Companion Services Package 1.1.4 Restrictions/Eligibility Requirements	irig RightTouch®, the BellSouth ng agent:	add or change one or more of the following web site, the BellSouth residential business
N/A		
	1.2 Key Dates	
Key Date and timeframe goals related to thi Start Date: 01/01/2006 End Date If the benefit period extends beyond the End	: 12/31/2006	enefit period greater than 90 days? No
	1.3 BST Regulation	
Does every untion/variation of this promotion	n include or create a bundle co	nsisting of a BST regulated product/service in

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combination with a non-regulated product/service provided by BST, a BS affiliate or a non-affiliated third party? No Does any option/variation of this promotion waive or reduce a regulated BST rate/charge ?No Is the promotion of regulated BST products/services provided solely via Cash-Back methodology? No

1.4 Parity Assurance

This promotion must be available for resale and the wholesale discount must apply to BST regulated products/services. Because this promotion is available for resale with a wholesale discount, a CLEC Notice must be posted on a website 45 days prior to the start of the promotion.

Is there a parity issue that requires review by Parity Assurance PMO? No If yes, forward copy of P3 to Parity Assurance PMO mailto:Dan.Fancher@bellsouth.comfor review and comments.

Will this offer be available to customers served by both the Interconnection and Carrier Services organization and retail business organizations (Small Business Services and/or BellSouth Business)? No If yes, forward copy of P3 to Kristy.Seagle@bellsouth.com in ICS for review and comments.

1.5 Product Owners

Owners of Product(s)/Service(s) that are included in this offer/promotion:

BST Regulated

1.6 Promotion Funding

Indicate the entity/affiliate(s) that is/are funding this offer . Check all that apply:

BST Regulated

1.7 Objectives/Expected Results

Current year objectives for this promotion:

New Units subs added through this promotion N/A

Notes/Comments/Assumptions:

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SECTION 2: PLANNING & ANALYSIS

2.1 Sales Channels

Section 2 Comments

BellSouth Business (Large Business)	Small Business Services (SBS)	Consumer Large Team EStore Sales Channel Consumer 3rd Party Sales Channel Outbound Telemarketing Sales Channel
Does the sales channel have th Will additional capacity be requi Will Sales channel training be re Daily communication Bulletin bo	e capacity to execute the offer during ired to execute the offer? No If yes, wh equired: No If yes, how will training be pard o automated sales systems and tools?	at will the impact be? delivered
What are the the known operati What are your mitigation plans t	onal risks associated with this offer? N that address these risks?N/A	/A ions Change Review Board (OCRB). The template to
	at : http://consumer.bst.bls.com/chang	
and a second state of the second	2.2 Geographic Ava	lability
Alabama Georgia Florida Louisiana Mississippi		Markets: Entire Region
r,		

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North Carolina South Carolina	
MSAs, cities, etc. Include a list of wire centers if applicable:	
n an ar an	3 Billing
 Provide the following information in collaboration with f What is the name of Billing Solution Analyst for this of What billing system will be used for this offer? CRIS Will CBR be used in billing of the promotion/offer for response of the promotion of the pr	fer? (to be entered by Billing CAM) Vickie Capuzzo
 Are there non-CBR rewards or discounts? No Will there be new FIDS and/or USOCS or changes to Will there be changes to Bill Presentation (paper bill a Are Affiliate products or services included? No Are Term Agreements and/or rate stabilization involve Is this a bundled offer? No 	nd electronic bill)? No ed? No
If not, provide status: N/A	
2.·	4 Legal
Name of the attorney: Kirven Gilbert	
Date of CORT review and concurrence: Attach a copy of any contract or letter of election affecte	ed by or associated with this program.
2.5 PSAP	P requirements
	nal PSAP ruling prior to launch. Click on the following ling link to Upon completion of the PSAP request form, enter the PSAP
	ns: ginal ruling has been issued, a simple extension of time (with NO NY change to the original offer requires that a new PSAP ruling
2.6 Measuri	ng Effectiveness
How will results be measured and tracked? Be specific. S	System codes
Which cystems will be used? How will they be reported? MK	iis
Who is responsible for tracking? Identify specific roles of No formal tracking.	
How do you plan to track leads, sales and usage: Not tra Ability to track and report results is required for all lead gene	icking formally eration campaigns.
Who is responsible for analysis of tracking data to deter Finance	
When will the results be available?Initial: 00/00/0000 Fina	1: 00/00/0000
	N 3: Launch
	Section 3 Comment
nanzantennen kontenen kan an en sen der einen der einen som einen einen ander einen einen som einen sen an eine Nationer Sterner sindelse bei all substatione bestatigt der einen som einen sterre stationer andere som einer so Date of FSAP final rulling:	Section 3 Comment
Date CLEC notice posted: Date Operational Readiness Testing complete:	Section 3 Comment
Date of FSAP final ruling: Date CLEC notice posted: Date Operational Readiness Testing complete: Date of FDF approval: 11/04/2004	Section 3 Comment
Date of FSAP final ruling: Date CLEC notice posted: Date Operational Readiness Testing complete: Date of PDF approval: 11/04/2004 Regulatory filing complete: Date Offer Launched into channel(s): 12/05/2004	Section 3 Comment
Date of FSAP final ruling: Date CLEC notice posted: Date Operational Readiness Testing complete: Date of PDF approval: 11/04/2004 Regulatory filing complete:	Section 3 Comment

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Records Management Tool

Records Management

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http://adtrack.bls.com/rmt/Add Box.aspx

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Records Management

Add Box				· · · · · · · · · · · · · · · · · · ·
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Box Description				
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Box Begin DateBox End Date(MM/DD/YYYY):8/1/2003(MM/DD/YYYY):12/3			Suspension/Tax Audit: **NONE	9
File Description(s)				
	Title (30 characters max): File T	Title Continued or Fil	le Range (30 characters max):	Add File
Print & Save			Cancel	

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