SBC MAY 2004

UPDATE

Solutions for Success

Consultant/Vendor Sales Group

One of the Founders of The Society of Telecommunications Consultants Explains How To Create A Successful Proposal. see **P. 4**

Telecom Consultants Tell Us How They Get More Clients & How They Keep Them Happy. see **P. 5**

Wireless Rickshaws & Camels? see **P. 15**

>Cingular® Wireless To Acquire AT&T Wireless

$41 billion deal to create number one wireless carrier, bring greater network coverage, improved service quality, new advanced data services to customers

Cingular® Wireless LLC, a joint venture between SBC Communications Inc. and BellSouth Corp., announced recently an agreement to acquire AT&T Wireless, creating the premier wireless carrier in the United States. Today, the combined company would have 46 million customers and one of the most advanced digital networks in the U.S., with spectrum in 49 states and coverage in 97 of the top 100 markets. The combined 2003 annual revenues of the two companies would have exceeded $32 billion.

Under the terms of the agreement approved by the boards of directors of Cingular® and AT&T Wireless, shareholders of AT&T Wireless will receive $15 cash per common share or approximately $41 billion. The acquisition, which is subject to the approvals of

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>SBC Communications Adds New "DISH" To Menu

SBC|DISH Network offers start at $29.99

Most complete, integrated bundle of local/long distance, wireless, broadband, TV available in SBC service area for about $125/month – a $380/year savings

In a move expected to reshape the telecommunications and television entertainment landscape, SBC Communications Inc. and EchoStar Communications Corp. recently launched SBC|DISH Network satellite TV service across the SBC Service Area – 13 states and 55 million telephone lines – offering consumers new choices, significant values and unmatched convenience.

With the SBC|DISH Network rollout, the SBC family of companies becomes the first major telecommunications provider in the nation to offer TV, wireless, broadband and local/long distance service, all with one call and one monthly bill – a "strategic quadruple play" that significantly enhances customer benefits.

In the future, SBC and EchoStar companies plan to develop set-top boxes that combine the features of satellite TV, digital video recording, broadband, home networking and telecommunications services – moving to truly integrated telecommunications and entertainment services that will provide greater interactivity, features and functionality for consumers.

"The future begins today when it comes to buying entertainment and communications services," said Edward E. Whitacre Jr., SBC Chairman and Chief Executive Officer. "We now have perhaps the premier bundle in the industry. No competitor can surpass our compelling choices, great values and seamless customer experience."

No other major telecommunications provider in the nation has a more fully integrated relationship with a satellite TV provider or has greater benefit and customer experience available today on a broad basis.

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Kari's Korner

> Always Up & Running

"Every morning in Africa, a gazelle wakes up knowing it must outrun the fastest lion or it will be killed. Every morning in Africa, a lion wakes up knowing it must run faster than the slowest gazelle or it will starve. It doesn't matter if you're a lion or gazelle – when the sun comes up you'd better be running." That seems true in the telecom industry. We all seem to be "running." We know you're "running" too. Time is precious. We strive to provide you with our latest news & analysis in a variety of ways so you can assimilate it in the manner that works best for you: Bell Advantage, Listserver (for late-breaking news), Conferences, Streaming Media Broadcasts (that are archieved in case you can't participate "live") and UPDATE. Your Liaison Managers (1.800.552.5299) can get you on the proper distribution or notification lists or issue passwords so you can participate in the most convenient manner. We're constantly evolving our communication. In this UPDATE issue there's a new section, "Consultants' Perspective", where we're pleased to have Dick Kuehn, one of the founders of The Society of Telecommunications Consultants, explain "How To Create A Successful Proposal." And several Top Consultants reveal how to get more clients and keep them happy. We have a bevy of talented columnists providing

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SBC DISH

SBC|DISH Network satellite TV programming prices start as low as $29.99 a month and all SBC|DISH Network packages include local channels (where available) at no additional cost, free standard professional installation for up to four TVs, no long-term commitment requirements, no equipment purchase, and a choice of receivers, featuring the latest technology – including a digital video recorder (DVR) and a high-definition receiver.

Plus, SBC customers with a qualifying SBC Connections bundle (a combination of SBC local service, SBC Long Distance and a package of call management features) who order any of the following entertainment packages (except America's Top 60 or DISH Latino) will receive a $4 a-month limited-time promotional discount:

- America's Top 60, $29.99, featuring more than 60 channels of the most popular programming.
- America's Top 120, $39.99
- America's Top 180, $49.99
- America's Top 120 plus HBO, $53.98, America's Top 120 plus eight channels of HBO.
- America's "Everything" Pak, $82.99, featuring the top 180 channels, plus 31 premium channels of HBO, Cinemax, Showtime and Starz!
- DISH Latino Package, $29.99, featuring 31 Spanish-language channels, the most competitively priced international programming package.

The SBC|DISH Network all digital package prices offer a compelling alternative to average cable packages. Additionally, the SBC|DISH Network entertainment packages feature options (like a digital video recorder), as attractive as any offered by cable competitors. And all SBC|DISH Network packages include 100 percent digital TV programming.

Customers who purchase SBC local service and long distance, Cingular® Wireless and SBC Yahoo! DSL (or Dial) receive discounts on most services as part of the company's "the more you buy, the more you save" approach. This bundle, called SBC Total Connections, plus SBC|DISH Network programming, starts roughly at a total of $125 a month, a savings of more than $380 a year compared with a la carte pricing. If SBC Yahoo! Dial is chosen, or basic SBC|DISH Network programming packages, prices and savings are lower.

The current SBC-EchoStar agreement builds upon a relationship that began in mid-2002. Before today, SBC customers who wanted to order DISH Network were transferred to DISH Network and received a separate bill. The new agreement, modeled after the highly successful SBC-Yahoo! alliance, created a tighter relationship that will take full advantage of the SBC brand, customer relationships and powerful sales channels.

For the past six months, a dedicated SBC-EchoStar team has worked to develop simplified ordering tools, integrate billing systems, train thousands of employees and create a seamless customer experience. Today, customers in the 13-state SBC service area can enjoy a single point of contact for ordering, scheduling installation and billing and round-the-clock customer care provided by specially trained SBC|DISH Network representatives.

"SBC|DISH Network is an exciting new choice for consumers – especially those fed up with rising cable rates," said Charles Ergen, chairman and CEO of EchoStar.

In a recent Forrester Research report, "SBC Makes a Smart Choice With EchoStar," senior telecommunications analyst Charles Golvin said this is a strategically beneficial move for both companies. Golvin stated that SBC companies will develop service bundles that add video to the current mix of telephony and data products, while EchoStar will get the distribution muscle it needs and will be able to leverage the strong SBC brand in its regions to accelerate satellite TV's market share.

More than 15,000 SBC customer service representatives will offer SBC|DISH Network service to the millions of customers who contact the company each month. Plus, a multimillion-dollar SBC advertising, direct mail and customer communications campaign will support the new service.

Independent and company research underscores consumer interest in bundling communications and entertainment services. Last year, 40 percent of consumers said they would like to purchase all of their communications services (local, long distance, broadband, wireless, and television) from a local phone company, according to a J.D. Power and Associates study.

Meanwhile, the satellite TV audience grows as the cost of cable increases. Consumer spending on cable service has increased in the last five years, moving from an average of $35.15 a month in 1998 to $49.62 a month in 2003, a J.D. Power and Associates survey found. A recent Federal Communications Commission report found that cable prices have risen 53 percent in the past 10 years, more than double the increase in the Consumer Price Index over the same period.

SBC|DISH Network provides access to hundreds of popular, all-digital television channels, including movies, sports, news, international and children's programming. SBC|DISH Network also features several high-definition programming channels, as well as commercial-free, CD-quality music channels of Sirius Radio.

To order SBC|DISH Network service, please call 1.866.722.7500.

For additional charges, qualifications, and restrictions on these offers, consumers can call 1.866.722.7500 or visit our Web site at www.sbc.com/news_room.

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KARI'S KORNER

insights on the latest technologies, techniques and tips. One of our new columns is from Sales Support Managers Toni Gilbert and Wendy Grimes. They offer helpful tips for consultants on how to make things more efficient. New contributor Heewon Kim shares what SBC Out of Territory is doing. Dr. Jagdish Kohli, Ph.D., just returned from India and gives us his firsthand observations on the wireless trends abroad and how they're impacting people, rickshaws and camels. Our security experts – Jerry Hinek & Nancy Grover – look at VoIP as well as Spim. Tom David's popular "Data With David" column looks at the new product, SBC PremierSERV℠ Network-based Virtual Private Network. Carlos Alas Jr. examines what you need to know about Contract Extentions and other important things. Elim Carpenter gives us the latest DSL Data News and Cassandra Jessie-Johnson writes about some Highlights Across the Regions. Paul Bedell shows how SBC GigaMAN℠ is being used to help education and research institutions in California. We've got the latest Marketing News from Ron Fischer and SBC FreedomLink℠/Wi-Fi News from Douglas Ireland. And we have lots more, including a map and info on the latest Area Code that will be arriving shortly in Southern California (951). Our whole goal is to make you more successful. We're here for you and we appreciate your business.

Thanks.

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CVSG Leader

The opinions expressed in UPDATE are not necessarily those of the SBC family of companies.

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CINGULAR® TO ACQUIRE AT&T WIRELESS

AT&T Wireless shareholders and federal regulatory authorities, and to other customary closing conditions, is expected to be completed as soon as late 2004.

"This is great news for America's wireless users," said Stan Sigman, President and CEO of Cingular® Wireless. "By combining the strengths of these two companies we expect to accelerate the availability of advanced wireless services for consumers. This combination is expected to create customer benefits and growth prospects neither company could have achieved on its own and will mean better coverage, improved reliability, enhanced call quality and a wide array of new and innovative services for consumers."

"Today's announcement is a triple win for AT&T Wireless shareowners, customers and employees," said John D. Zeglis, AT&T Wireless Chairman and CEO. "For shareholders, the transaction provides a handsome return on investment. For customers, this means all the advantages only the nation's largest wireless company can provide. For employees who become part of the combined company, this means more opportunities than they otherwise would have had with AT&T Wireless as a standalone company."

Sigman continued: "Wireless communications is one of the most significant growth drivers in the telecommunications industry, and with the acquisition of AT&T Wireless, we believe no other company will be better positioned than Cingular® to grow with the market's continued expansion. The new company will have a strong foundation to begin rolling out exciting new services and data applications that enrich the end-user experience."

Bigger Network, Better Coverage

Customers of the new company will have access to the largest GSM network in the United States. GSM is the world's most widely used wireless technology with nearly one billion customers in more than 200 nations. Because both companies use the same technology, the network integration will bring customers almost immediate improvement in coverage and call quality. Cingular® customers also will have the widest choice of handsets and devices in the industry.

Because of improved spectrum holdings, the new company should be able to accelerate its offering of advanced wireless data services and pave the way for high-speed third generation services in the future. This is important because consumers and businesses are increasingly relying on wireless Internet and e-mail access. Cingular® and AT&T Wireless have been leaders in rolling out high-speed wireless data offerings, including GPRS (General Packet Radio Services), EDGE (Enhanced Data rates for GSM Evolution) and trialing next generation UMTS (Universal Mobile Telecommunications System).

In addition, the new combined company will be well positioned to deliver unmatched services for business customers, including high-speed wireless connectivity for PCs and wireless e-mail devices – such as BlackBerry® – for mobile executives.

Improved Operating Efficiencies

Cingular® expects to achieve significant operating synergies through this acquisition by consolidating networks, distribution, billing, procurement, marketing, advertising and other functions. The company expects to generate more than $1 billion in operating expense and capital expenditure savings in 2006, and in excess of $2 billion in annual savings beginning in 2007.

Wireless Leadership

"Cingular® has a solid track record of successfully integrating companies," said Sigman. "Three years ago, we created Cingular® by combining two of the strongest regional wireless companies in the United States. We also created one of the best-known and most recognizable brands in America. Now, we have the opportunity to use our combined resources to provide wireless users with services that are second-to-none."

The boards of Cingular® and AT&T Wireless have approved the merger agreement. SBC Communications and BellSouth have committed funding to Cingular® for the all cash deal. Funding requirements for SBC will be approximately $25 billion and for BellSouth, approximately $16 billion. Cingular® expects the combined operations will generate positive free cash flow in 2005. Both SBC and BellSouth expect to have some dilution to GAAP and cash earnings per share in 2005 and 2006. Cash earnings per share for both SBC and BellSouth are expected to be accretive in 2007. GAAP earnings per share for BellSouth are expected to accretive in 2008 and accretive for SBC in 2007.

"Little strokes fell great oaks."

Benjamin Franklin

>Sargento Expands Trading Partner Integration With Sterling Commerce

Sargento Foods Inc., a family-owned provider of high quality cheeses, selected Sterling Commerce, a business integration leader, to expand its trading partner integration capabilities. Using a single Sterling Commerce integration solution, Sargento Foods will be able to facilitate transactions with its trading partners using the partner's communication protocol of choice.

"As a Sterling Commerce customer for the past eight years, we have been extremely pleased with the quality of the business integration products, service, and support we have received," said Barb Oestreicher, manager of Shared Technologies, Sargento Foods Inc. "When we began our search for an Internet-based AS2 document exchange solution, we turned right to Sterling Commerce because of our successful history in working together. The powerful functionality of Gentran Integration Suite meets not only our current needs for consolidating EDI mapping and SAP R3 integration, but it allows us to evolve our trading partner communications to accommodate the preferences of our valued clients and partners."

Sargento Foods was successfully using Sterling Commerce technology for mapping, translations and integration with SAP R3. When some of its major retail trading partners began to require Internet-based AS2 communications, Sargento launched its search for one solution that could provide functionality across all of its integration needs, including EDI, XML, AS2 and back-end integration with its most critical ERP system, SAP. By selecting Sterling Commerce's Gentran Integration Suite, Sargento Foods has one solution that addresses all of its critical business integration demands. In addition, Sargento Foods is able to simplify technology support by working with one trusted vendor for all of its business integration needs.

"Sargento's choice of Sterling Commerce as its standard business integration solution will not only address the company's technical concerns, but it also provides unlimited business opportunities by enhancing its supply chain interactions, enabling the company to work with any trading partner using any data format or communication standard," said Sam Starr, President and CEO of Sterling Commerce. "We look forward to working with Sargento to further strengthen their customer and trading partner relationships."

>How To Create A Successful Proposal

Richard Kuehn

It came in the mail. You may or may not have known it was coming. What is it? "A Request for Proposal." It will trigger three events: (1) A battle of the word processors, each of whose standard program has not been written to be compatible with the other. (2) A test of wills between the buyer and the seller's legal department. (3) Hope on the part of the salesperson because they "know" they will make this sale.

Sampson slew ten thousand Philistines with the jawbone of an ass. Everyday that many sales are lost using exactly the same weapon. The RFP response provides the opportunity to prove that statement to be true. Why all the time, effort, and energy that is put into responding to a Request for Proposal is expended when it may never be read escapes me. The reality of reviewing RFP responses is that, irrespective of how buried the price may be, that is the first area viewed by the buyer. More about that later. It is the total RFP response that needs to be discussed.

An overriding factor in the preparation of any RFP response is it must be kept in mind that it may well be read by individuals who have never met or talked with anyone from the proposing organization. It may be read by individuals who are not necessarily technically oriented. Or, it may not be read at all. That seems to be the safe expectation. When reviewing a Proposal with an account team, the number of times I have been told "You have really read the proposal!" astounds me. I had better read it because many times I find the copy that I secure for the client has not been read and, instead, they depend on me to read that proposal.

What usually happens is the recipient first turns to the pricing section. "Who is the low price?" "Is the price within the expected budget?" Only then may the Proposal be read. Usually it is those who meet the budget criteria. Then that document had better be clear, concise and easy to read. If it is a word processing "cut and paste" document, at least proofread. The times that other companies' names appear in the text, or totally inappropriate paragraphs are included in the response are too numerous to mention. If the author will not read it, why should I?

The major reason for preparing a Request for Proposal is to make sure that all potential suppliers have exactly the same information. That will never occur during multiple meetings with individual vendors. A typical RFP will contain a number of separate sections. Each of these will be discussed separately. The first step is to read the entire RFP. As that is done, make notes containing questions or areas where you require clarification. That clarification could be related to very specific items or simply an attempt to gain a better understanding of the buyer's goals. You need the answers to those questions to prepare a better Proposal. You will not telegraph to your competitors your strategy. They either already know it (or should) and should be concentrating on their own strategy.

The opening section of the RFP should contain a General Description of the project goals. This should provide some opportunity to understand the overall project scope. This also begins to provide an understanding of how the product will fit those goals and should give you the opportunity to raise questions which would allow you to accent, in the proposal, the particular strong points of your offer.

The next section should contain the instructions relative to the Proposal, number of copies and, most particularly, the desired format. Many times this triggers the battle of the word processors. Having read countless responses, it makes no difference that someone in the proposer's organization has prepared a "standard reply." The requested response format is designed to allow the buyer to rapidly compare all proposals. When the response ignores the requested format, it is very difficult for the buyer to keep in mind that the intent is to buy the best system, not the system from the proposer that follows instructions the best. The further the Proposal deviates from the requested format, the more difficult it is to analyze and the more likely it will be set aside unread.

The next section usually becomes another area of contention. It is at this point that the Terms and Conditions under which the buyer intends to purchase the product is included. Just as those points are printed in the vendor's standard sales contract to protect the seller, they are written in this RFP to protect the buyer. Simply stating that the vendor's sales agreement will supersede the RFP's Terms and Conditions is, and should be, unacceptable to the buyer. To simply take "exception" to each of these RFP paragraphs is unacceptable. That is probably the fastest way to have the proposal set aside. Each and every item of the RFP Terms and Conditions should either be "accepted" or an explanation of any changes desired in that paragraph are necessary. To state this will be "negotiated later" is the same as no answer at all. Some negotiation is expected. But, to not understand how great a difference of opinion exists could very likely result in rejection of the Proposal.

The next section, or sections, enumerates what can broadly be described as the Scope of Work. This can be equipment features; network features and minutes; the expected consulting services; or, any number of things relating to the telecommunications industry. This is most likely broken into logical subsections which may include alternates that ultimately may, or may not, be purchased. Ideally, a description of the expected operation of the features will be included in the RFP. There are vast differences in a single feature between various suppliers. It is vital that the buyer understands any feature limitations. It is these limitations that, if not understood now, will create problems at the acceptance. Because, above all, if you accept the feature description in the RFP, you can expect that you will ultimately be held to perform according to your answer.

The Scope may include an installation requirement. This section usually creates the least difficulty with response. However, be sure, presuming cable is a part of this proposal, to understand the environment in which the cabling will be installed. Any installation situation which makes the process more difficult should be fully explained in this section of the response. This will have the effect of explaining what may appear initially to be an excessive price. It may also open a dialogue with the buyer as to ways in which the installation cost could be reduced.

Training, falls into two categories. One of which, at least, must be covered in the Proposal whether or not the RFP contains training requirements. It is simply the station user training portion of the telephone system. I have never had a client state, "This is the best telephone system I have ever seen. I simply am too stupid to understand how to operate the features." If the station user, at the stressful time of system cutover and using a new telephone system, cannot operate the features, it is viewed as the system's fault.

Thorough station user training in small groups to assure familiarity must be a part of any successful installation. The second

training area, may or may not be included. This is the training of in-house technicians to handle service and maintenance on the system. Generally, the decision as to bringing system support in house is a separate economic decision made during the acquisition process. This is part of the system cost in projecting the life cycle cost of each system.

In the case of services, billing has become so atrocious that support necessary to understand the invoice is mandatory. That support and billing accuracy should be included in any response.

The next section should contain the acceptance criteria. I favor a series of specific events to constitute acceptance. The buyer has some thirty days from the time of system cutover to prepare a "punch list." Once all of the items contained in that list are cleared, the system is already accepted. As an incentive, I require a warranty to start at the time of system acceptance.

Pricing, the part that's read first, generally is a required format. For systems, it should include a complete itemization of equipment with all equipment or services unit priced. That facilitates the addition or deletion of equipment as the installation progresses. Usage is typically defined as net prices per minute or data channel. This carries with it a specific format which, again, is designed to facilitate the comparison of Proposals. Once again, to decide to use your own format is an invitation to be disqualified.

These points have attempted to cover the necessary issues to provide a successful Proposal without being too specific to a document which can contain many pages, sections and subsections. As a final thought that helped me a great deal when I sold telephone equipment almost fifty years ago (Yes, there were telephones fifty years ago. They had dials, not cranks.), irrespective of the size of the sale, the dollars spent by the customer were important to the customer. Give the sale the attention and respect the buyer expects.

Richard Kuehn is president of RAK Associates, based in Cleveland, Ohio. One of the founders of the Society of Telecommunications Consultants, Dick has authored the popular "Consultants' Corner" in Business Communications Review *since 1976. The graduate of Western Reserve University has been a telecom consultant at RAK Associates since 1962. The firm specializes in system design and acquisition, local and long distance carrier contract RFPs. He can be reached at raktel@sbcglobal.net.*

>How To Get More Clients & Keep Them Happy

SchooleyMitchell.com: Bob Nadal, Principal Consultant, Schooley Mitchell, Communications Optimization Specialists

1. How Do You Get More Clients?

- Through our personal network of business and professional contacts.
- Referrals from satisfied clients – this is most important and establishes trust and eliminates the "two good to be true" reaction of cold call contacts.
- Networking, i.e., belonging to Chambers of Commerce, alumni associations and lead/networking groups
- Hire appointment setting companies

2. How Do You Keep Your Clients Happy?

- Delivering on the recommendations we bring them.
- Implementing these recommendations in a seamless process.
- Sharing savings with them. We'll come in at least 8 times over a two year period, check their invoices and make sure their business is optimized.
- Being available to answer questions on communications.
- They can refer to us anyone who calls and claims to be a telecom consultant
- Strive to become their outsourced Telecom Manager/Partner

>How Do You Get More Clients?

Telecom611.com: Richard Longview, President & Senior Consultant and Ken Kravitz, Senior Consultant

We get our clients in three ways. Referrals account for about 90% of our new clients and the remaining 10% of new clients are companies that we market to that are usually in a related industry to an existing client. The referrals are a majority of the time from carrier and hardware vendors sales representatives that let us know of companies that are looking or may perhaps be in need of an unbiased independent telecom consultant to help them make the best choice. We are known to a number of representatives as tough but fair and ethical. We strongly follow our code of ethics, as posted on our web site, so representatives know we work in our clients' best interests. Usually the biggest obstacle a sales rep faces is trying to get a fair chance at winning any new business and with us they know they will get that. They know if the client does not have someone unbiased or does not do a formal and fair bidding process, usually the incumbent keeps the business 90% of the time. The third "new client" area for us is selling new projects to different user groups within the same company, once we have proven ourselves in another area of the business.

How Do You Keep Your Clients Happy?

Our clients continue to use us because we are very strong on following up and the detail work. We are a trusted resource that can focus on getting projects done and it lets them not have to focus on or worry sometimes that something will not be taken care of. They know that we are on the job and it will get done. On our end it usually means seven day weeks and some long days most of the year, especially when you start the day with a conference call to Asia. Our clients pay for results and also for us to be available on their schedules.

SBC Companies – Celebrating 126 Years of Service

Photos courtesy of SBC Archives and History Center, San Antonio, Texas

>NVPN Meets Critical Networking Needs

Executive Summary: Business customers today must address protection, profitability and productivity in order to survive and remain competitive. This article reviews a new, robust MPLS (Multi-Protocol Label Switching) based VPN (Virtual Private Network) service offering that provides all the benefits of a private network – security, SLA's (Service Level Agreements), manageability, scalability and reliability – at a lower cost.

SBC PremierSERV℠ Network-Based Virtual Private Network (NVPN) is a new product offering designed to help business customers reduce cost, increase productivity, improve responsiveness, build resilience and let them focus on their core competencies. NVPN is an overlay to the SBC national backbone that uses Cisco Systems routers and MPLS technology to move data across the National SBC IP backbone.

The Trends

Business trends point to an increased reliance on IP based technology. The Gartner Group reported in 2003 that:

"Corporate intranets and extranets are being expanded and are now primarily IP based. By 2006, nearly all large U.S. enterprises will use enhanced IP services (IP VPNs) in some parts of their network, and one in five of these enterprises will have replaced their frame relay networks with these services."

Applications that contribute to the acceptance and growth of IP based technology include:

- Traditional IP applications such as e-mail, File Transfer Protocol (FTP), Web services, etc.
- Advanced applications including VoIP telephony, video, content distribution, distributed data centers and storage/back-up
- Collaborative and business to business applications that support outsourced or hosted extranets to connect with vendors, suppliers and partners
- Secure, remote access for telecommuters and road warriors

It's just not the large enterprise customers moving to IP technology according to The Yankee Group in a report published last year on the size of businesses using this technology. They wrote:

"IP VPNs are big business, but they are not just about big businesses. For every multinational corporation that implements an IP VPN, hundreds of smaller enterprises are doing it too."

What is MPLS, and how does it work?

A Network-Based Virtual Private Network is a solution that uses various technologies to ride traffic securely over a private IP network. SBC PremierSERV℠ NVPN uses core routers in the SBC IP backbone network and MPLS technology to intelligently route data to its recipient and effectively eliminate bottlenecks and routing failures.

MPLS is a significant emerging network technology that eventually will provide a range of cost-effective, simplified networking options for larger companies. This technology works by switching packets based on labels rather than routing. At a simple level, MPLS computes routing decisions and assigns a label or tag telling a switch or router where to send a packet. By implementing Label switching technology, devices are not making any decisions so packets are switched rather than routed. Switching can achieve much higher performance levels than address-based routing. This switching can be done dynamically using routing protocols – such as an IP network – or statically to obtain traffic engineering functionality.

Some of the services made available by this protocol are Virtual Routing and Forwarding (VRF) that can provide a VPN and Quality of Service (QOS)/Class of Service (COS) queuing. These features work well for networks needing application priorities such as converged networks of voice, video and data.

Features of SBC PremierSERV℠ NVPN

Scalability

- From low (56K) to very high (1 Gig) speed access for sites/users. Currently, access into the SBC PremierSERV℠ Network-based Virtual Private Network is via Frame Relay, ATM, or point-to-point. Customers wishing to use DSL from a remote NVPN office (i.e. Small Office/Home Office) will need to use IPSecurity, or IPSec VPN connection into the customer's headquarters location and then gain access to the MPLS network. IPSec is a standard protocol that combines tunnels, encryption, and authentication. With triple Data Encryption Standard (DES) encryption it provides remote users with a secure network over a public IP network.
- From a small to a very large number of customer sites supporting up to 10,000 concurrent users.
- With a robust selection of bandwidth options including DSL, Fractional or Full T1, DS3, OC3 and Gigabit Ethernet.

Security Guarantees

- Protection from the public Internet using a secure, MPLS SBC backbone network to switch traffic to egress routers. The service does not use any type of tunneling protocol that may use encryption since it is isolated from the public IP facing network.

Flexibility

- Allows the customer to easily add/remove sites and users.
- IP addressing freedom.
- Allows customers to provide their own router with a port that supports network access via Frame Relay, ATM or a dedicated two point service. Alternatively, the customer can purchase a router through SBC DataComm.
- Ready for future applications such as a customer network management web site.

Performance Guarantees

- Service Level Agreements at no extra cost providing predictable latency, throughput, availability, packet loss and jitter. The agreement specifies that SBC Internet Services Mega-POP to Mega-POP will be available 99.99% of the time; have roundtrip data transport that will be less than 40 milliseconds; packet loss less than 0.1% between Mega-POP to Mega-POP transmissions and 24 X 7 support. These represent some of the best and competitive metrics in the industry.
- Multiple classes of service for data, voice and video applications. Targeted for third quarter 2004 we will offer four classes of service.
  - *C1-Real-Time* is designed for high speed video and voice applications. This COS takes priority over all other options, and is use for applications that are sensitive to latency, availability, and jitter – such as voice and video
  - *C2-Interactive* is designed for critical applications that require priority treatment. Applications using this COS include one-way video broadcast systems that require a delivery confirmation within a short period of time including voice and video applications.
  - *C3-Enhanced* is designed for low frame loss and low delay requirements. This COS is designed to transport non-mission critical, yet delay sensitive applications such as SNA applications.
  - *C4-Non-Critical* is designed for bursty traffic with minimal delay/latency requirements. Applications would include e-mail, Internet traffic or other services that do not rely on short delivery return messages. This would include most computer-to-computer applications.

Customers will tag their data packets appropriately for the application priority they have mapped. This can be done in their application (as in the case of an IP Phone tagging a voice packet), or at their Customer Edge router (as in the case of HTTP traffic being labeled as "Standard Traffic"). By implementing tag-switching technology, the customer's data is isolated from all other data.

Future plans call for the development of a web portal for customers to have basic network monitoring. A help desk provides 24 by 7 Tier 1 and 2 support.

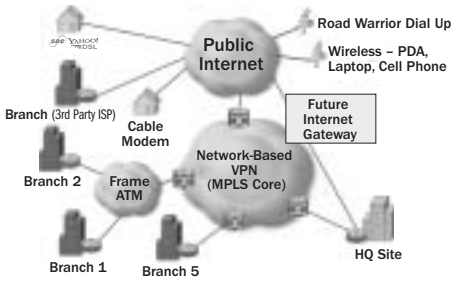
Coverage and Reach

- On Net coverage provides for the highest performance, functionality and SLA's.
- Off Net coverage utilizes IPSec access for global coverage, extranet extensions and remote users.

Price/Cost Efficiency

- NVPN provides a private IP cloud for each customer.
- Leverages IP's lower price per bit for an overall lower total cost of ownership.
- Project Coordination provided by highly experienced, certified project managers who can supplement the customers IT staff.

SBC PremierSERV℠ NVPN Benefits



NVPN is a resilient WAN technology that allows companies to reduce cost, increase productivity and have a single converged network with QOS which allows them to focus on their core business. The diagram shows that there is one pipe for many services, global reach of the public Internet, services integrated on one IP platform, secure communications and fewer permanent virtual circuits than Frame Relay utilizing a fully meshed network.

Target Customer Profiles

Here are some key examples cited in Current Analysis, June 2003, on customer profiles utilizing IP VPN:

- Small to medium enterprises linking remote branches, telecommuters, and/or mobile workers to their WAN (remote access VPN).
- Corporations connecting nationwide or worldwide sites and developing an Intranet to transport high-security network traffic (intranet VPN).
- Enterprises with multiple "extranet" partners – buyers, suppliers, businesses, or joint venture partners – looking to strengthen communication relationships via the Internet (extranet VPN).
- Smaller companies attracted to the affordable connectivity options enabled by VPN technology – and that may have lacked justification or funds for a Frame Relay or leased-line network.
- Corporations considering replacing their Frame Relay or ATM-based WAN with an IP-based service.
- Companies looking to add IP nodes to compliment current Frame or ATM based network. A hybrid Approach.
- Consultancies and other vertical markets (e.g., medical, legal) requiring transfer of sensitive client data to other organizations
- Companies determining that outsourcing of their VPN is more effective solution, whether due to lack of in-house technical expertise or other reasons.

Summary

SBC PremierSERV℠ NVPN gives customers the flexibility to add branch sites and remote users as their business grows. The service easily allows the customer to add on other SBC services such as Dedicated Internet Access, Hosting, Managed Security Services, Network Management and Managed National Remote Access Service. Customers also have a single point of contact for all their maintenance and service issues.

Customers lacking the technical expertise or time may have SBC DataComm design and install their network based upon their needs. Service is available on a national basis for dedicated site to site and remote access users. Customers may connect to SBC's IP network with any kind of remote access service: local business line, DSL, ISDN, cable modem, third party ISP who supports IPSec; or dedicated access facility including private line, Frame Relay or ATM. The size and scale of the network transport can be based on the needs of each office or user, and is not limited by previous Layer 2 network topologies.

MPLS COS/QOS will allow customers to upgrade to technologies such as VoIP. MPLS technology has been independently tested, and is said to be "as secure" as Frame and ATM. Customers can further choose to encrypt their traffic with 3DES for additional protection before sending their data into the network cloud, just as some customers encrypt before sending into Frame Relay networks. And not to be overlooked, customers will find they can save money on their network utilizing an IP based solution.

For additional information please contact your Liaison Manager at 1.800.552.5299.

Tom David
Liaison Manager
td1898@sbc.com

Toni Gilbert and Wendy Grimes

>Helpful Consultant Reminders and Tips

UPDATE is introducing a new column from SBC California Alternate Channels Sales Support Managers Toni Gilbert and Wendy Grimes. We hope it will provide valuable tips to help make your business and your clients' businesses more efficient.

- Basic Rate ISDN: Remember to ask your customer for their "IOC" code. This "alpha character" ensures our service will work accordingly with the customer's provided equipment.
- PRI/Supertrunk: Remember to contact the Plant Control Office (PCO) department and speak to your tester the day before your due date to avoid any unforeseen obstacles. Make sure to ask if there are any problems with the order and inform them of the time you are looking to "cut" as they might have to reassign to another tester, depending upon their normal schedule.
  PCO North: 1.877.815.6280
  PCO South: 1.800.572.9996
- PRI/Supertrunk: Converse with your customer on an agreed upon due date, especially when discussing a 'move". Everytime a due date has to be changed, the customer is charged a fee. The cost is $21.75 per service order.
- PRI: We now offer an unlimited local calling package with our PRI product. Your customer can reap the benefits if they are currently spending over $1,200.00 a month in local usage.
- SBCLD: Our" reduced rates" are still in effect, so get your customer on board quick with rates as low as 3 cents a minute for both local toll and long distance (one and two year terms available).
- If you're too busy to wait on line to place an order, you can save time by e-mailing or faxing orders to the VCSC. Their e-mail address is vcsc@camail.sbc.com or fax to 877.778.4141.
- For faster service when reporting trouble with a circuit, please have the circuit ID# ready & call 800.332.1321 (option 0).
- When a customer is moving & requires DSL service, place an order for a 1MB line at least 2 weeks before the move. Once the line is in you can order the DSL service. This will ensure your customer will have DSL up & running when they move in.
- We can provide you with a CSR (Customer Service Record) by faxing a signed LOA to the VCSC at 877.778.4141. Send your fax cover with the BTN's (Billed Telephone Numbers) that require CSR's.
- If you require information on a customers account, obtain a signed LOA from your customer & call the VCSC at 800.773.3318 for assistance.

Steven Jaeger

>The Wait for Business Wireless Is Over

You're in a meeting and a call comes in on your wireless phone from a customer who is trying to reach you to get a quick answer to a question or provide you with updated information. You are in a dilemma, facing two difficult choices: 1) ignore the call and risk alienating the customer or missing important information 2) take the call causing you to talk over the meeting or leave the room, distracting and most likely annoying your colleagues. Which would you choose?

If you had a Cingular® Wireless data service, such as Cingular® Xpress Mail™ with the BlackBerry Web Client™, it wouldn't be a no-win choice. The important customer's message would come in silently and you could view it and respond inconspicuously, making the client happy. If the information was detailed – a series of income projections perhaps – you would have the figures hard-coded right in front of you and you would look very smart.

Businesses face a growing communications challenge: employees are spending more time away from their desks and clients, partners and suppliers that demand more responsiveness, better information and faster decision making. Savvy businesses in practically every industry – legal, finance, retail, manufacturing and logistics, among others – are using Cingular® Wireless data services to meet this challenge. These wireless data services have proven particularly well suited for sales and service professionals and field force workers, allowing them to remotely access multiple existing corporate and/or personal email accounts from a single BlackBerry handheld (including Microsoft Exchange, IBM Lotus Domino and popular ISP email accounts) without requiring server software.

The advent of high performance digital wireless networks in the U.S., such as Cingular's Mobitex and GSM/GPRS networks, has paved the way for a host of wireless data services that complement voice communications and provide streamlined access to business information. Wireless data services that are gaining traction with businesses include:

Interactive messaging – Currently the most popular wireless data service, interactive messaging via a PDA or text pager allows users to send and receive text messages much in the same way early email messages were exchanged. In addition to being a non-disruptive form of communications, interactive messaging also allows you to review messages and prioritize responses on the fly, which is something that is difficult to do with a voice service.

Wireless email access – Email is becoming a preferred form of business communication for businesses of all sizes. Using email, however, has required employees to stay tethered to their desks. The good news is that there are a number of options for wirelessly accessing both corporate and personal email accounts allowing you to view and respond to email from practically any location, such as Cingular® Xpress Mail™ with the BlackBerry Web Client™. These services allow you to access email from a wireless phone, PDA – including the new Cingular® Treo 600 – or laptop computer. You can also have seamless access to your corporate email, in which the mail server, your desktop and your wireless device stay in synch– so your wireless service, using the new color Cingular® Blackberry 7280, becomes a mobile extension for your office productivity tools.

Wireless Internet access – As businesses conduct more and more business over the Internet – booking travel, managing finances, checking orders, or simply getting driving directions, wireless solutions that enable anywhere access to the Internet via a cellular phone, a PDA or a laptop become valuable tools for the mobile professional.

Wireless enterprise applications – This new frontier in business wireless extends corporate information systems such as CRM, supply chain or financial to mobile devices. For example, Cingular® and Computer Associates have developed a wireless help desk application that allows IT service technicians to manage service requests remotely – saving a company's time and expense both on labor and reducing down time of their information systems.

Today's digital wireless networks are getting faster and wireless access to the Internet and to corporate systems is surpassing dial up and approaching broadband speeds. Imagine having near-DSL speed from practically anywhere you are! It's not wishful thinking with Cingular® . It's here, and it means better applications, more information, more functionality, greater ease of use, better service performance – in short more payoff for businesses.

Cingular's team of wireless experts in Professional Services can manage any stage of a project from pre-sale engineering, to installation, testing and configuration, to end user training and ongoing help desk support. Cingular® has more than 10 years experience supporting enterprise customers with data applications and has been selling and supporting the BlackBerry platform since 1999, making Cingular® the longest standing U.S. BlackBerry carrier in the business.

Cingular® is the leading provider of wireless email services with more experience supporting BlackBerry customers and corporate systems connectivity than any other carrier in the US. Cingular® is continuing to improve the strength of our position with higher speeds, a wireless data footprint that meets or beats any other carrier in the country and enterprise-grade service and support.

Steven Jaeger is Vice President of Business Sales for Cingular® Wireless.

SBC-Telmex prepaid phone card now available

SBC and Telmex are jointly marketing a prepaid international long distance phone card specifically targeted to the Mexican market in the United States. The international long distance pre-paid card is the first product co-branded and jointly marketed by the companies since the SBC-Telmex relationship began in 1991.

"This is an important milestone," said Vicki Jones, senior vice president product management and development. "This card addresses the Mexican market segment nationwide, and it compliments our very successful 1+ long distance product portfolio. This is a wonderful opportunity for SBC and Telmex to work together to market great products to this important customer segment."

The card will initially be offered in a $5 denomination and will provide up to the following talk time from the US:

- 80 minutes to Mexico City, Guadalajara and Monterrey (Zone 1)
- 60 minutes to the next 200 largest cities (Zone 2)
- 25 minutes to the rest of Mexico

Unlike many of the cards available in the marketplace, the SBC-Telmex card has no connection or disconnect fees. In addition, these cards can also be used in Mexico, providing additional incentive for people who travel between the two countries.

Telmex USA will provide the prepaid card service and Encompass Communications will distribute the cards through its nationwide network of wholesalers and retailers. SBC and Telmex USA will continue to develop other distribution networks as well.

Paul Bedell

>SBC Team Brings Network Flexibility to California Education & Research Institutions

Executive Summary: SBC's enhanced GigaMAN® service was installed for CENIC (Corporation For Education Network Initiatives In California) to connect education and research institutions throughout California, by providing a high-bandwidth and scaleable communications solutions for six University of California (UC) campuses. The objective was to create a statewide platform dedicated to serve the needs of state research and education institutions via CENIC and the California Research and Education Network (CalREN).

SBC Enhanced GigaMAN Service was the solution chosen by CENIC to improve their network features and efficiencies over longer distances. The new Nortel Networks platform that's been deployed in support of the enhanced GigaMAN service allows the circuits within SBC Enhanced GigaMAN Service to extend to a distance of up to 180 miles – a three-fold increase over previously-designed GigaMAN networks.

Through CalREN, SBC's GigaMAN Service provides connectivity to geographically-diverse UC locations, as well as other state education and research institutions, with an all-fiber network platform that's flexible and bandwidth-intensive – two features critical to today's research collaborations and communications.

The installation was the first of its kind for both CENIC and the SBC team.

"Since CENIC was founded in 1997, the SBC team has been a critical vendor in building out our statewide advanced services infrastructure for research and education," said Tom West, CENIC Chief Executive Officer and President. "With the deployment of the Enhanced GigaMAN platform, we are improving the functionality of CalREN to better serve many of our charter institutions."

In January 2003, CENIC began planning for the deployment of the first multi-tiered, statewide 10 Gigabit Ethernet (GigE) extended long-haul platform in the nation. This new platform would be dedicated to serving all research and education institutions in California by connecting the campuses together, and transmitting data from large applications from location to location. These enhancements required a high-bandwidth solution.

SBC California is a partner in the Digital California Project, which links 58 California county offices of education to the California Research and Education Network (CalREN) and enables K-12 schools throughout the state direct access to the rich resources of the state universities. In 1998, the SBC team helped CENIC complete the first generation of CalREN, linking more than 40 research and higher education institutions, including: Caltech, California State University (CSU), Stanford, and the University of Southern California (USC).

With this history and the SBC team's reputation for quality products and services, CENIC selected the SBC team to upgrade CalREN. GigaMAN Service improves network features and efficiencies over longer distances. A new Nortel platform allows GigaMAN circuits to extend to a distance of up to 180 miles. Traditional metro area networks (MAN) networks have been limited to distances of approximately 60 to 70 miles. The enhanced GigaMAN platform utilizes a combination of Course Wave Division Multiplexing (CWDM) at the edge, and Dense Wave Division Multiplexing (DWDM) in the core. Through CWDM, the SBC team is able to scale up to eight unprotected circuits on a single pair of fiber, with each circuit capable of delivering up to one Gigabit of bandwidth.

The new service provides high-speed connections for UC campuses at Berkeley, San Francisco, Santa Cruz, Los Angeles, Irvine and the Office of The President to CalREN.

California State University (CSU) at Monterey Bay, Harvey Mudd, and the University of Southern California are also connected with additional CSU locations to be added to the network at a later date.

"SBC enhanced GigaMAN service provides the capability to interconnect campus locations that are separated by significant distances via a very high performance network," said Tom West, CENIC Chief Executive Officer and President. "The connectivity will greatly enhance research and communications for these campuses."

Paul

Paul Bedell, SBC Associate Director of GigaMAN, can be reached at pb1321@sbc.com. He is an author of telecom books and teaches at DePaul University.

>SBC Yahoo! DSL Business Edition Named Top Broadband Service For Small Businesses

SBC Yahoo! DSL Business Edition has been selected as the leading broadband service by Small Business Computing.com in its 2004 Excellence in Technology Awards for Internet Service Providers. The publication's readers and editors selected SBC Yahoo! DSL Business Edition from hundreds of products and services, distinguishing it as the broadband service of choice for small- and medium-sized businesses.

The award recognizes the dynamic features and enhancements introduced with SBC Yahoo! DSL and Dial Business Edition. The service is uniquely designed to increase workplace productivity by combining Internet access with a customized business portal that features premium business content, safety and security features, communications tools, increased e-mail storage and online marketing services.

"We have a history of providing superior communications services to small businesses, and SBC Yahoo! DSL Business Edition was created in direct response to customers' demand for a high-speed Internet service with features and applications that help increase workplace productivity. We are pleased that SBC Yahoo! DSL Business Edition has become the preferred broadband service," said Steve Dimmitt, vice president, SBC Business Marketing.

"Our focus for SBC Yahoo! DSL Business Edition has always been on ensuring a great customer experience," said Doug Garland, senior vice president, Broadband and Mobile Services, Yahoo! Inc. "Being named top broadband service provider for small businesses validates that we are doing just that, and we are very grateful to Small Business Computing.com for their recognition."

Winners of the 2004 Small Business Computing.com Excellence in Technology Awards were selected from products that were introduced or significantly updated in 2003. For more information about the Excellence in Technology awards, visit www.smallbusinesscomputing.com. Small Business Computing.com is a Jupitermedia property.

"Not everything that can be counted, counts, and not everything that counts can be counted."

Albert Einstein

Nancy Grover

>Spim – Coming to a Computer Near You

What is Spim?

Spim is an unsolicited commercial message sent through an instant messaging (IM) system. It is also sometimes referred to as Instant messenger spam or IM marketing. IM services let consumers exchange messages instantly on their PCs, and are separate from regular email. Users can accept or reject the incoming messages, which pop up on PC screens.

Spim is appearing on computer screens with increasing frequency, and the problem could get worse as the federal crackdown on spam, forces email marketers to look for new ways to reach potential customers. Though spim has been around for several years, it has only recently become disruptive.

It is estimated that one billion spim messages were delivered in 2003, with the number expected to rise to four billion in the year 2004. Though the frequency of spim pales in comparison to the estimated two billion spam messages sent out each day, the unsolicited pitches for porn sites, concerts and other goods have become unwelcome intrusions for millions of IM users, with no relief in sight.

Spim is beginning its march into the corporate world. Though, it isn't nearly the nuisance that email spam has become, experts predict that unwanted IM spam has the potential to wreak just as much havoc. If a company or person uses one of the public IM networks, there's not a lot that can be done to protect themselves from IM spam, except use a completely closed IM system with no public access.

As corporate use of IM rises, so does the potential for abuse. With the most popular consumer IM services available for free, all spimmers need is a list of screen names to start clogging these systems with unwanted messages. As it stands today, it is much more difficult to inundate networks with IM's than with e-mail because bulk mailing tools and lists of user names aren't readily available to spimmers, but that is just a matter of time.

Spim uses up network resources and users' productivity just like spam, but has the added punch of creating workplace issues when messages of a sexual or hateful nature invade user screens and cause a potential hostile work environment.

Why would someone send Spim?

Spim is in because lawmakers and technical industry have intensified its campaign against more traditional email spam.

It is the next wave of commercialization of the Net, and IM is the delivery vehicle for everything from MP3's, file sharing, software, movie trailers, text and more.

Online advertising methods such as spam have survived the anger of consumers, but analysts predict IM marketing could face a angry backlash. Although advertisers cannot actually see discussions taking place over IM, popping open a chat box on someone's computer screen is the same as interrupting a private conversation. This would be the equivalent to learning that friend is expecting a child during an IM chat, and having BabyRattles.com jump in saying, "Having a baby? Come shop with us!"

Companies tempted to market their product or service by IM spamming, should think twice. IM technology is very interruptive, so it is much more difficult to ignore spim than unsolicited messages delivered through email. Chances are the IM spim recipient would become angered at the message, and the sender, and not be inclined to make a purchase, and that would not be good for business.

How do Spimmers do it?

They begin with screen scrapers, programs that extract text from computer displays, to capture the names of users on IM systems. The spammers then use special software called screen scrapers that capture screen names on IM systems. These programs can then insert keystrokes and mouse clicks into the software to send unsolicited messages to the gathered names.

Spimmers can also pose as IM users by using automated programs to send messages to randomly generated screen names, and to names collected from the screen scraper software.

There are at least two applications that use the public IM networks to send spam. One, sold by a Russian company sells for $800. The price includes a database of one million active IM users. For $300 more, a screen name harvester program can be purchased which enables a potential spimmer to create a unique user name database.

Most of the IM services companies terminate IM spammer accounts after receiving complaints. However, as soon as one spim account is terminated, another account is opened, almost immediately somewhere else.

In February 2004, an Internet worm was created using a flaw in Microsoft Internet Explorer that took control of AOL users' machines, turning them into IM spammers. The worm caused infected machines to contact everyone on the users' Buddy Lists, telling each "buddy" to visit a web site where the user is asked to download an IM game program. Downloading the game, in turn, caused the users' machine to become infected, and send the same link to everyone on their buddy list, and so on. This type of worm spreads even faster than email worms because IM is real time and people respond faster, especially when it appears that the message comes from someone they know. In corporate America, it would be a very bad thing if customers on your buddy list got spimmed with this game.

The worm is neither a virus or Trojan as it does not contain a malicious payload, but the worm appears to have the capability of being altered, allowing future variations to cause real damage.

What else are Spimmers doing?

Marketers are beginning to combine the power of IM with peer-to-peer networks like music swapping networks to create a new wave of online advertising that some fear will be more invasive than spam. When accessing file-swapping networks, people may expose their IM screen names, hobbies and entertainment preferences to the world. That information offers advertisers, who are willing to irritate millions of IM users, the opportunity to interest a few receptive consumers.

IM systems aren't the only way spimmers can spread unsolicited messages across PC screens. A utility in Windows NT, XP and Windows 2000 called Windows Messenger Service is designed to let network administrators broadcast messages to users, informing them that a network problem exists, or that system maintenance is scheduled. Spimmers discovered if they had the IP addresses of the intended recipients or networks, they could send short pop-up messages promoting their services, sending users to a web site or even linking to an executable file that could launch a virus. Microsoft says a fix is on the way. They plan to include a utility that will disengage Windows Messenger Service so it becomes unusable.

How to avoid Spim

All of the popular IM systems provide some defenses against spim. AIM lets you reject all instant messages from anyone who's not on your Buddy List, or from anyone who's sending a message from the Internet instead of AIM. Version 6.1 of MSN Messenger, includes a reverse list that lets users see who has added them

to their contact list and block incoming messages if they choose, and Yahoo's IM service forces users to register when setting up an account.

Blocking incoming messages from unknown senders is the most obvious way to prevent spim. However, users who rely on IM to communicate with the outside world, such as sales and customer service organizations, risk missing crucial messages if they block unknown senders. With more people listing their screen names on business cards and on contact information, it's clear that limiting IM sessions to known senders won't be a viable cure for long.

You should also set restrictive security settings on your Internet browser and install all of the latest security patches for it.

But, the simplest way to keep spimmers at bay, is to prevent them from learning your screen name. Stay out of chat rooms or to visit them using a separate identity that refuses all instant messages, and of course, never accept files sent via an IM system, as they may contain worms or viruses.

Nancy Grover, Regional Manager – SBC Corporate Information Security, is responsible for the company's critical systems, including the core network and the Network Operating Centers. She is a Certified Information Systems Security Professional.

SBC CEO Whitacre To Deliver Opening Keynote At SUPERCOMM 2004

Edward E. Whitacre Jr., Chairman and CEO of SBC Communications Inc., will deliver the opening keynote address at SUPERCOMM 2004. Whitacre, whose leadership over the past decade has transformed the SBC family of companies from a regional telephone company into a global communications provider, will address SUPERCOMM attendees Tuesday morning, June 22.

SUPERCOMM 2004, the world's largest annual all-inclusive exhibition and conference for communication service providers and private network managers, will be held at McCormick Place in Chicago June 20-24.

Whitacre believes the event is a valuable showcase for the industry.

"There are some positive trends for the telecom industry in 2004, but there is still much work to be done in the regulatory arena and in the advancement of key technologies," Whitacre said. "SUPERCOMM remains the industry's most influential meeting place, and I look forward to discussing our vision for the years ahead with other telecom leaders."

Ron Fischer

>SBC Family of Companies Want Your Business!!!

The SBC family of companies finished 2003 with a tremendous momentum that has continued into the First Quarter of 2004. **WHY???**

We believe there are several reasons:

- The value of our products and services
- The value of the account teams and people that represent our company
- Our growth into a National company and competitor
- The terrific programs and promotions we offer to make it easy to do business with us.

Apparently *Fortune* Magazine agrees – they just announced their Most Admired Telecommunications company awards:

SBC Communications was ranked Number 1 in the United States & the World!

To ensure we continue that great momentum we are carrying into 2004, we are not about to let down on the great promotions and new products we are bringing to market. Below is a summary of some relatively new products that have been introduced in the last 6 months:

- *Hosted IP Communications Service*: This is a VoIP product targeted for initial customers in the 10-200 station size. The product includes a network based switching structure with access to the network via Dedicated Internet Access. The service integrates voice, data, email, and Internet services onto a single workstation. All usage within the Regional Service Area (Lata) is included in the monthly recurring charge for each station.
- *Customer Provided Number (CPN) over Dedicated Voice Access (Long Distance)*: This optional feature to the Long Distance Dedicated Voice allows the Calling Number to be transmitted to the end user. This service has been made available to address the needs of Telemarketing companies that must supply Calling Number information per federal regulation.
- *Ethernet over Sonet*: The service allows for native Ethernet to be encapsulated and carried over Sonet services.
- *Opt-E-Man*: This service provides Switched Ethernet in 10M, 100M, and 1000M speeds. Initially set-up for point-to-point but will soon allow an MPLS connections.

In addition to these new products, there are a number of new promotions for Second Quarter, along with the extension of a number of First Quarter programs. These include:

- *Frame Relay*: Runaway Frame – provides for a 20% reduction in the MRC for access, ports, pvc and waives the NRC as well. Limitations apply based on numbers of locations in SBC expanded footprint.
- *LD Private Line*: In the Zone – offers 2 versions – NRC waived for both
  - $950 Intra-State DS1. 1 location must be inside SBC territory.
  - Inter-state multi-tier: tiered structure of mid-link charges depending on mileage.
- *Long Distance DVA NRC waiver*: waives the $250 NRC for a new Long Distance Dedicated Voice Access DS1.
- *High Volume Calling Plan with Dedicated Toll Free Service (DTFS)*: Waives the NRC for the DTFS and 3 months of the MRC of $50/trunk group.
- *High Volume Calling Plan with Dedicated Toll Free Service (DTFS)*: Provides a Signing Bonus based on the "cost of change" for new customers with a HVCP and Dedicated Toll Free Service.
- Small Business Long Distance Programs:
  - Reduced rates ($.032-$.039) for new Small Business Calling plans with term agreements.
  - Rebates for Access Line NRC charges if NEW lines brought back to SBC and includes new Small Business calling plan.
  - Special low International rates to 40 countries with new Business Int'l Super Saver plans.
- *CompleteLink Packages* (agreements that include access lines, service area, and data into a single contract) will provide several different programs:
  - Signing Bonus based on MARC for winback agreements or
  - Reduction of 20% for In-lata calling charges included in the agreement.
- *PRI ISDN programs*:
  - Fire Sale: $425 MRC with waived NRC – 36 month contract
  - COLO Gold – Out of Franchise: Waive NRC, Waive 1 month of MRC
  - Unlimited Local – Out of Franchise: $850 MRC, waive NRC
  - Pack of Features – Out of Region (SBC-T): 75% discount off the MRC of 10 of the most frequently requested PRI features
  - 1-2 Punch: $100-$200 of the MRC with 2 year term – Approval required

As you can see, we are serious about wanting to win and keep your business. SBC wants to prove to you and your customers we deserve your business. Please give SBC a try – you won't be sorry. Thank you for all the business you bring us.

Ron

Ron Fischer, Director of Channel Delivery for SBC West, has been in the telecom industry for 25 years.

Jerry Hinek

>Security and VoIP

Executive Summary

This article speculates on likely security issues related to VoIP, including denial of service, viruses, VoIP SPAM and threats to privacy. VoIP is an Internet application, and will be subject to all the same problems that exist now.

Introduction

I want to discuss the security implications of Voice over Internet Protocol (VoIP). Since VoIP is not yet in widespread use, there are few, if any, hostile attacks against it, but we shouldn't permit ourselves a false sense of security. As I've tried to sit and write this article, I keep getting called away because of computer virus issues. In the past 10 days, new viruses have been coming every day. We must assume that VoIP will be bothered by viruses as more people start to use that technology. VoIP needs all the same equipment that runs the Internet today, and will have most of the same security problems.

Opportunity to Prepare Ourselves

Security works best when we can anticipate our needs and initiate appropriate security protections before we have problems. With VoIP, still an emerging technology, we have that opportunity.

When VoIP becomes widely available, some will hear all the hype, and get excited. Potentially, we get new features and services and lower cost phone service. We will be able to keep one telephone number wherever we are in the world, even if we're just on a vacation or a business trip, and may be able to call anywhere in the world as if it were a local call.

The real opportunity for us is that we know this is coming, and we have a chance to plan for security problems and build security features into this promising technology before it's in general, everyday use.

Technology Framework

VoIP runs on devices and technologies that are vulnerable today. Servers with vulnerable operating systems and software applications will enable features and services on phone sets and direct VoIP traffic. Vulnerable applications and operating systems allow hackers to break into computers and take them over. The first phones will use the early computer model of dumb terminals. The host server will do all the processing. We can expect that eventually the phone sets will become smart devices as well, with their own applications and their own vulnerabilities. Hackers will attack smart phones the way they attack personal computers.

Denial of Service

Denial of service is an unsophisticated but effective attack on any network. There are many ways to disrupt the network. Computer viruses, flooding a device with more messages than it can handle, exploiting vulnerable software and even noise on the line. Data packets on the Internet can be corrected and re-ordered, but voice has to move pretty quickly to maintain enough quality for conversation. If too many voice packets become damaged on the Internet, the conversation is over. VoIP will have to be robust enough to withstand these problems without disrupting all the other traffic on the Internet.

Vulnerable Applications and Operating Systems

Today on the Internet, hackers break into servers that are supposed to protect important information and systems. They can break in because software is vulnerable and people don't update software with security patches. They can break in because operating systems are not perfect. People have been using phones for years, and only have to update for style or for newer cordless and wireless devices. VoIP phones and servers will have to have software updates and patches installed, something that we will not be accustomed to doing. That will make them vulnerable.

Smart Phones

The first VoIP phones will be controlled by local servers that manage configuration, features and traffic. The phones themselves will not have a lot of capability without the servers. We see the trend in technology to make devices smarter. Phones will become programmable. Just as a DSL connection is always on, phones will also have to be always on. They will have to listen to the network, waiting for calls to come in just as Internet devices do now.

SPAM

E-mail has made it easy for people to send millions of pieces of junk mail to people all over the world at almost no cost. The "Do Not Call" list keeps marketers off our telephones at dinner time, but will it be effective when VoIP evolves and spreads? Voice can be digitized and spammers could call millions of phones simultaneously. Spammers only need a small percentage of positive replies to make lots of money. When calls go over the Internet, can a bombardment of voice spam be far behind?

Viruses

Computer viruses have been an annoyance for years. Eight years ago the Lunch virus popped up a messages on computer monitors telling people to go to lunch. Current viruses can make your computer send SPAM, under your own e-mail account, which enriches some people and infuriates others. You don't want your phone ringing at 2 AM because of a virus calling and telling you to wake up, and you don't want your phone serving the needs of strangers at your expense.

Privacy

Internet communication always runs on a party line. People may listen in. We have concerns about our privacy when we order goods and services on the Internet, but we can make secure transactions with our web browsers to protect our identities and our credit card numbers. It may not be so easy or seamless to protect our voice calls.

The standard way to provide privacy in our text messages is with encryption, but that will add unacceptable overhead to our voice calls. One phone will have to encrypt the message while the other one has to decrypt. That might make for difficult delays in conversation. Encrypted messages also tend to be larger than clear messages, and so will use more bandwidth. We will need to protect ourselves in ways that won't negatively impact service.

Conclusion

Most of what I've just said is speculation. Voice over IP should be the next "killer application" on the Internet. It should transform the world by bringing down the cost of global communications. But this may take years. Now is the time for us to demand a secure infrastructure rather than wait for attacks to harm us.

Understand the potential for benefit and mischief, and plan for both.

Jerry Hinek is a Senior Business Security Manager for SBC Services. He earned an MBA in Information Management and is a Certified Information Systems Security Professional.

"If you build relationships on trust, you can trust the relationships you build."

Dorothy Madden

Carlos Alas, Jr.

>What You Need to Know About Contract Extensions, Modifications and Supercede Documents

Executive Summary: In this article we will examine Extensions, Modifications and Supercedure type contract documents as well as the rules, time-lines and supporting documents that apply to each.

In previous articles (see Carlos' columns in the past two UPDATE on sbc.com/cvsg), we have looked at two types of telecommunications discount contracts employed at SBC companies. We've looked at the 96A Contracts and at Master Service Agreements/Master Discount Agreements for 13 state contracts. In this issue we'll look at some additional types of agreements that compliment those we've covered in the past. These types of agreements are Extension Agreements, Modifications and the Supercedure of existing contracts. The examples cited in this article are SBC California centric and may vary depending other regions you may be dealing with.

Extension Agreements usually come into play when the existing contract is about to expire. These agreements can be tricky. However, as in California, for example, the California Public Utilities Commission (CPUC) requires adequate advance filing as well as thorough documentation. Extensions are filed with the CPUC on an "exception basis". That is to say, the CPUC prefers to see a new contract negotiated and completed prior to the expiration of an existing agreement. Many times, however, these negotiations cannot be completed due to various reasons that arise in the negotiation process. It is at times like these that the CPUC allows for a one time only extension for a period of no more that six months. This enables our company and the customer to complete negotiations and have the contract filed prior to the expiration of the existing contract's extension. These extensions are provided to those customers that are bargaining with us in good faith, and extensive documentation is required to substantiate the extension.

In order to file an Extension, an Account Team needs to be able to provide the CPUC with what is called a "Chronology". This is an outline detailing discussions around the negotiation of a new agreement with a customer that date back to a minimum of 90 days prior to the expiration of the existing Agreement. That means that the Account Team must provide names, titles, dates, location and content of discussions as well as customer contact information, should the CPUC wish to confirm any of the facts with a customer. In addition, the extension must be filed with a minimum of 30 days advance notice before the existing contract expires. Once the extension is filed, the customer continues to enjoy the same discounts for an additional maximum of six months while completing the negotiations of a new agreement with our company. These timelines are strictly adhered to by the CPUC with no exceptions. What happens if your customer doesn't negotiate a new contract and doesn't meet the timeline requirements for an Extension? The customer will revert to tariff and will have to start from scratch to negotiate a new agreement. The approval by the CPUC for this new agreement my take anywhere from 14 to 40 days depending on whether the contract is filed as an Express or Custom filing. Those filing timelines are in addition to the time it takes to generate a new rate letter, negotiate the terms and conditions and draw up the document, which in the very best cases, can take a minimum of 15 days. Therefore, the customer could easily be out of contract and paying tariff rates for a minimum of 45 to 60 days.

There was recently a case involving a customer who knew in advance that the company's contract was due to expire. Even though they had been advised to file for an Extension in plenty of time by their account team they continued to put it off until it became impossible to file one in a timely manner. Not only did the customer revert to tariff upon the expiration of the current agreement, but it took them an additional four months to conclude a new agreement while paying tariff prices. This type of costly mistake can easily be avoided by monitoring your customer's contracts diligently and working proactively to conclude a new agreement before it expires.

Other circumstances call for **Modifications**. Modifications are usually negotiated around an existing contract and also need to be filed with regulatory agencies such as the CPUC. These Modifications to existing agreements are contractual and drawn up for various reasons; ranging from simple address changes on the part of a customer to actual dollar affecting changes based on changes in volumes or quantities. An example might be a recent Modification filed to correct the type of Primary Rate ISDN Package originally put into the contract that was later discovered to be incompatible with the customer's application. While no timelines and chronologies are required by the CPUC in order to file a Modification, many times a new Rate Letter from Individual Case Based Pricing (ICB) is required in order to substantiate any new pricing and product structure. In addition, our legal department needs to be consulted in all cases and a Modification document needs to be drawn up detailing all the negotiated changes in the pre-existing agreement. All Modifications must be filed with regulatory bodies and are effective upon second signature subject to regulatory approval.

In case of more complex changes, actually **Superceding and Replacing** an existing contract is required. These types of replacements are due to changes that can come about when a customer decides to invoke an "alternate technology clause" such as migrating their Centrex Service to VOIP with us. Our company and the customer both agree to the changes, and a financial study is done by SBC California in order to come up with a new Rate Letter to account for the new services, term and prices agreed upon. Note that this also involves signing up for an additional term. Again, no timelines and chronologies are required by the CPUC in order to file a Supercedure and Replacement of an existing contract. SBC Contract Development and legal, however, do need to be consulted in all cases involving a Supercede and Replace type of document in order to draw up a new contract detailing all the negotiated changes. In effect this involves negotiating a completely new agreement.

These three types of additional agreements call on the Account Team to avail themselves of their respective Contract Developer who, in turn, assists in the negotiation, coordination and filing of Extensions, Modifications and new contracts that Supercede and Replace prior contracts. You can find out more about these types of agreements by contacting your Consultant Liaison Manager listed in the back of this publication or by calling 1.800.552.5299

For your information, additional contracts that are supported by SBC Contract Development are: Dedicated Internet Access, Data Com, Internet Data Center and SBC Telecom agreements.

Carlos Alas Jr. is an Associate Director in Contract Development for SBC California. He has been with SBC for nine years and previously held positions as Account Manager and Executive Briefing Center Manager in San Francisco. He holds an MBA in International Management.

Douglas Ireland

>Business Cases for SBC FreedomLink℠ Wi-Fi Hotspot Venues

Executive Summary: An examination of three typical cases where SBC FreedomLink is teaming up with venue owners illustrates the benefits of Wi-Fi hotspots: broadband wireless Internet access zones in public places, like airports, hotels, and retail chains. Key benefits that motivate venue owners to work with FreedomLink include improved customer satisfaction ratings, new revenue streams, increased occupancy rates, attractive new customer demographics, and convenient services to internal customers. Choosing a financially stable partner with a reputation for industry-leading network reliability, five-star customer service, and exceptional marketing strength will ensure success.

Phenomenal Growth

SBC FreedomLink℠, offering public wireless Internet access services at "hotspots" using the 802.11b/g technology, is making rapid strides in its bid to become the largest Wi-Fi™ network in the country. A hotspot in a public place – a hotel, airport, or restaurant, for example – allows subscribers or one-time users to connect to the Internet at broadband speeds using their own portable device and a Wi-Fi adapter card. Fast, easy-to-use, and inexpensive, the market for Wi-Fi is growing at an amazing rate.

There has never been a better time to become a hotspot. More than 70% of business travelers carry laptop computers, and over 50% of business laptops sold today have Wi-Fi hardware built-in. Intel's latest chip, the Centrino (now used in notebooks from Dell, Hewlett-Packard, and Toshiba), incorporates Wi-Fi – and Intel is spending $300 million dollars promoting the technology. Working with a trusted partner like SBC FreedomLink has proven to be the critical success factor for venues taking advantage of this opportunity.

Three Business Cases

A look at three SBC FreedomLink projects will illustrate the value of becoming a hotspot with the technical and promotional support of our organization.

SITE: Burbank International Airport

MOTIVATION: Improve traveler satisfaction, new revenue stream

KEY DECISION FACTOR: 24x7 network monitoring and technical support for users

The first site to be examined is the Burbank International Airport, where business travelers will frequently use the Internet to stay productive while waiting at the gate for flights. The second is a downtown Seattle business hotel, where offering guests high speed Internet access in rooms increases occupancy rates and helps attract new business to the conference center. Finally, a major national supermarket chain is working with SBC FreedomLink to make over 200 of their stores a destination: high speed Internet access complements their deli, bakery, and coffee counters, improving the bottom line by giving customers a reason to come more often and stay longer.

At Burbank International Airport the Port Authority recognized the demand for Internet access at the gates, but was reluctant to enter the ISP business. Network monitoring and maintenance, 24x7 technical support for end users, and security risks, not to mention the large capital sum necessary to install new network hardware throughout the terminals, discouraged the airport from offering the service. Burbank needed a partner with the expertise, experience, and capital to operate the service on a turn-key basis.

When they were presented with SBC FreedomLink's offer to provide the capital necessary and install, maintain, and operate the network at no cost to the airport, they eagerly pursued the opportunity. When they learned that they would receive a share of the revenue from walk-up users they were even more excited. Moreover, by advertising the service throughout the airport, FreedomLink drives demand for Internet access and increases the return to the airport. Everyone wins on this deal: passengers receive the service the have long requested, the airport improves infrastructure and generates revenue, and we get to expand our hotspot footprint in another of the country's top airports.

SITE: A downtown Seattle business hotel

MOTIVATION: Competitive pressures, increasing occupancy rates

KEY DECISION FACTOR: National advertising campaign and on-site promotional support

The downtown Seattle business hotel faced a more urgent need. Most hotels in their area are adding high speed Internet access, increasing the competitive pressure to attract and retain business travelers. The hotel felt that having high speed Internet access available was critical. After some research, however, they decided that charging a premium – like the fees for telephone calls and pay-per-view movies – made good business sense. They were in favor of a wireless solution because the installation required less disruptive construction than running cable into every guest room. One concern was the expense of new advertising and promotional efforts to spread awareness among business people around the country of the availability of Internet access in the hotel.

The time was right for a presentation by SBC FreedomLink. We showed that the hotel could accomplish their goals and stay focused on their core business through teaming with SBC FreedomLink. It found that without investing important capital in new infrastructure, and the risk correlated with that investment, they could still participate in the upside potential of the project through a revenue sharing agreement. Becoming part of the FreedomLink network allowed them to leverage our aggressive advertising campaign and our full suite of on-site promotional materials to drive new business and educate guests about the new service.

Wireless connections in meeting rooms, both local-area connections and Internet connections, have also become a significant source of revenue for them. Add to these direct revenue flows the incremental improvements in occupancy rates and business traveler loyalty created by this new productivity-enhancing amenity, and it is clear that this is an important addition to any hospitality offering.

SBC FreedomLink is looking beyond the early adopter group that frequents airports and hotels, to the mass market opportunity that plays to our strength as a provider of voice, data, and wireless services to over 75 million customers. Large retail, food service, and convenience store chains are the latest industry vertical exploring the commercial advantages to becoming SBC FreedomLink hotspots.

SITE: A major national supermarket chain

MOTIVATION: Repositioning stores as a destination

KEY DECISION FACTOR: High value service to attractive customer demographic, important benefits to internal customers

The national supermarket company, with almost 2000 sites, is one such chain in this highly competitive arena. Facing pressure at the bottom end of their market from large warehouse and discount stores, they are investing heavily in upgrading stores to appeal to higher income customers by offering more freshly prepared meals, bakery-café items and non-traditional goods like gift cards.

In addition to the revenue generated from access fees, we found three ways the chain benefits from the hotspot installation:

providing Internet access to customers improves off-peak traffic and increases revenues at the bakery and deli; the dedicated Internet access for the Wi-Fi network provides each store with a back-up line for business continuity and disaster recovery via a laptop with IP-VPN; and Supermarket District Managers use the Wi-Fi network to access data, file reports, and stay connected to HQ while on the road inspecting regional stores. Management approval was understandably quick with all these benefits, and SBC FreedomLink providing the capital, handling network operations, and sharing access revenue.

With an understanding of the motivations and key decision factors of a potential venue, a strong business case can be developed for becoming an SBC FreedomLink hotspot. The three cases detailed above are representative of hundreds more like them in the airport, hotel, and retail chain verticals. Working with the SBC family of companies means having the established wireless and broadband Internet leader on the team, bringing financial depth and the advantages of excellence in network reliability, customer service, and marketing to the Wi-Fi hotspot.

Douglas Ireland, Senior Account Manager for SBC FreedomLink Venue Acquisition, recently joined SBC after earning his Masters in Network Engineering in Barcelona, Spain. He can be reached at 415.537.8073 or Douglas.Ireland@sbc.com.

SBC Communications to offer Wi-Fi service at "The UPS Store" locations nationwide

In one of the nation's largest commercial Wi-Fi hotspot deployments, SBC Communications Inc. recently announced that its FreedomLink℠ Wi-Fi service will be made available at thousands of The UPS Store™ locations in the United States. This innovative technology will also be offered in domestic Mail Boxes Etc. stores, which are part of the UPS retail network. Adding FreedomLink to the array of business services provided by The UPS Store and Mail Boxes Etc. enhances the stores' roles as "branch offices" for mobile workers.

FreedomLink service will be available in more than 1,500 The UPS Store and Mail Boxes Etc. locations by year-end, with installations continuing through 2005. Moving forward, new domestic The UPS Store centers will also be equipped with the service. Currently, there are approximately 3,300 The UPS Store locations, and the total U.S. network is projected to reach 5,000 by 2007.

Jagdish Kohli, Ph.D.

>Staying Connected: A Look At Wireless Service in India

Executive Summary:
Dr. Kohli just returned from India where he reports on the popularity of wireless and the latest efforts involving rickshaws & camels.

I recently visited India and carried my Cingular® Wireless phone to stay in touch with the World. As I landed in New Delhi, I opted to put a prepaid SIM (Subscriber Identity Module) card from one of the local wireless operators. The whole process lasted less than 10 minutes and I was connected with the world. Prepaid SIM cards are very popular in India and most people use these for the following benefits:

- No monthly bills to be paid
- Knowledge of balance in the account
- Control on the duration of the call when the meter is running
- Ease of adding a new SIM card when the old one expires

Wireless market in India is very dynamic and continues to grow at a rapid pace.

Market Size

More than 1.63 million people signed up for mobile phone services in February 2004, taking the total number of wireless customers in the World's fastest growing market to 31.4 million. The Cellular Operators Association stated that 1.28 million users opted for GSM-standard services in February. In addition privately-owned CDMA-standard firms said they added 345,951 new mobile customers in February. The association of basic operators said in a statement its seven members had a collective subscriber base of 8.97 million customers at the end of February, up from 8.48 million in January.
The number of mobile subscribers is expected to total more than 100 million by 2005, thanks to some of the World's lowest call rates. India has a population of 1.1 billion and the growth potential for wireless service over the next two decades is extraordinary high.

Mobile phones are flying off shelves in India, where less than three in every 100 people own a phone compared with more than 20 in China and more than 60 in Europe. Over a dozen firms, such as Bharti Tele-Ventures Ltd, 28 percent owned by Singapore Telecommunications Ltd, and the Indian mobile unit of Hong Kong's Hutchison Whampoa conglomerate, are battling it out for a larger share of the mobile pie.

Wireless Telephone Office on Wheels

A number of people in India can't afford to own a wireless phone and still have a strong need to use the wireless service. To address this situation, the regional mobile phone company Shyam Telecom, which operates in the state of Rajasthan, has created a mobile public calling office program. In an effort to increase business while helping the poor, the company has equipped hand-pedaled rickshaws with a battery, a billing machine, and a printer. Most of the approximately 200 rickshaw drivers are women and disabled persons. The drivers earn a 20% commission on every call, which amounts to between 6,000 (US$131) to 9,000 (US$197) Indian rupees per month. The company charges nothing for the initial set-up costs. By pedaling wherever they wish – for however many hours per day they wish – throughout the state, some drivers support a family of 5 people, the company claims.

The company is currently developing a system by which a camel is equipped with a wirelessly connected computer, for use in the desert. Two camels are already in commission as a trial run for this service. Shyam is also planning to add Internet-ready laptops to the rickshaws, so that citizens using the traveling units can send emails as well as speak on the phone and send text messages.

On my return from India, I put my Cingular® Wireless SIM card back in my phone and I am connected with my family and friends in the US.

Jagdish Kohli, Ph.D., is an independent Healthcare and Information Technology consultant. He can be reached at jagdish_kohli@yahoo.com.

Zane Barnes, Former SBC Chairman and CEO, Passes Away at 82

Zane E. Barnes, former chairman and CEO of SBC Communications and long-time civic leader in St. Louis, recently died at his home in St. Louis due to complications from an accident that occurred in 2001. He was 82.

Barnes was the first chairman of the board and chief executive officer of SBC, a position he held from October 1983 until his retirement on Dec. 31, 1989.

He began his nearly 50 year telecom career in 1941 as a lineman for Ohio Bell Telephone Company and worked his way up through the ranks of the system, being named president of Southwestern Bell Telephone Company in 1973.

>SBC and Yahoo! Introduce Co-Branded Suite of Services to Help Small Businesses Establish an Online Presence

New Web Hosting, e-commerce and e-mail services build on benefits of award-winning SBC Yahoo! DSL and Dial Business Edition with integrated features and additional bundled cost savings

Expanding their commitment to provide small businesses with powerful online tools and features that improve workplace productivity, enhance communications and reduce costs, SBC Communications Inc., through its Internet subsidiaries, and Yahoo! Inc. recently made available a suite of new services that can be integrated with SBC Yahoo! DSL and Dial Business Edition to help companies establish a powerful online presence.

The new SBC Yahoo! Small Business offerings include:

- **SBC Yahoo! Web Hosting**, which helps small and home-based companies quickly and economically build and maintain a professional Web site
- **SBC Yahoo! Merchant Solutions**, a comprehensive e-commerce solution that helps businesses build, manage and market an online store
- **SBC Yahoo! Business Mail**, which enables small businesses to create custom e-mail accounts based on domain names of their choice, and a
- **SBC Yahoo! Small Business Home Page**, a comprehensive destination that provides everything small businesses need to establish themselves online.

The companies are also introducing Web Advantage, a new bundled offer that provides monthly discounts of up to 20 percent on qualifying SBC Yahoo! Small Business services for businesses that combine them with SBC Yahoo! DSL or Dial Business Edition; and Hosting Connections, a bundled offer that provides monthly discounts of up to 30 percent for businesses that also subscribe to SBC Yahoo! DSL or Dial Business Edition and a qualifying SBC voice plan.

For SBC companies, the new SBC Yahoo! Small Business services expand their flagship small business bundle, SBC Connections for Business, which enables customers to custom build a suite of services that meet their unique needs. For Yahoo!, the co-branded services raise awareness of its industry-leading solutions for small businesses and provide a powerful marketing and sales channel for Yahoo! Small Business products.

"SBC Yahoo! Small Business services equip small businesses to better serve their customers and streamline their operations with a professional Web presence that builds on the benefits of SBC Yahoo! DSL and Dial Business Edition," said Ray Wilkins, Group President, SBC Marketing and Sales. "We are adding even more value to customers by expanding our bundled services to give small businesses a competitive advantage with discounted pricing, personalized service and the control to choose the service options that best meet their needs."

"The expansion of the successful SBC-Yahoo! relationship into the small business market is further proof of our ongoing commitment to provide small companies the services they need to be successful online," said Rich Riley, vice president and general manager of Yahoo! Small Business. "The new SBC Yahoo! Small Business services provide comprehensive, business class solutions from two trusted companies in one convenient location and leverage the combined strengths of Yahoo!'s industry leading small business services and the benefits of SBC Yahoo! DSL."

All of the SBC Yahoo! Small Business services can be conveniently accessed through a control panel that is integrated as a module in the SBC Yahoo! DSL and Dial Business Edition portal. Customers can save time by managing their entire online presence, and accessing their customized business content, communications tools and features, from one location. The companies are offering three key small business services:

SBC Yahoo! Web Hosting – Offers a choice of three plans that provide increasing levels of functionality to meet a variety of company needs. The service ranges in price from $8.37 a month (with a qualifying Hosting Connections discount) to $39.95 a month and includes the following tools and features:

- Domain name with up to 35 business-branded e-mail accounts
- Flexibility to use Yahoo! and industry standard Web design applications
- Up to 350 MB of storage for files, images and other content
- Up to 35 GB/month of data transfer/bandwidth
- 24-hour toll-free phone and online support
- In-depth business reporting tools

SBC Yahoo! Merchant Solutions – Comprehensive e-commerce solutions are available in three plans (Intro, Enhanced, and Premium). Monthly prices range from $27.97 a month (with a qualifying Hosting Connections discount) with a 1.5 percent transaction fee up to $299.95 a month with a 0.75 percent transaction fee. The service includes all of the SBC Yahoo! Web Hosting Premium features, in addition to:

- Shopping cart and checkout pages that automatically calculate tax and shipping charges
- Catalog to organize product information and track inventory levels
- Order management system to process, track and confirm status of orders
- Merchandising tools such as coupons, automated cross-selling and gift certificates
- Detailed product sales and Web site performance reporting
- Special discounts on a range of marketing services

SBC Yahoo! Business Mail – Offers small businesses the opportunity to create custom e-mail addresses for monthly costs ranging from $6.97 (with a qualifying Hosting Connections discount) to $9.95. The plan includes:

- 5 custom e-mail accounts with 25 MB of storage each
- Access to e-mail from a Web browser or POP mail client
- SpamGuard junk mail protection
- Ability to send up to 10 attachments per e-mail for a total of 10 MB per message
- Easy e-mail archiving and access to old messages

Additionally, the companies continue to focus on delivering high levels of reliability and security to ensure Web site availability and help protect against unauthorized users and unforeseen events that could compromise customers' data.

SBC Yahoo! DSL Business Edition has also been named the best Internet Service Provider in Small Business Computing.com's 2004 Excellence in Technology Awards (www.smallbusiness-computing.com). The publication's readers and editors selected the service from hundreds of products and services, distinguishing SBC Yahoo! DSL Business Edition as a top provider of broadband services for small- and medium-sized business.

SBC Yahoo! Small Business services and the new SBC bundled service discount offers are available immediately. To learn more about the comprehensive set of SBC Yahoo! Small Business services and SBC Yahoo! DSL and Dial Business Edition or to place an order, customers can visit http://smallbusiness.sbc.yahoo.com or call 1.866.SBC.YWEB (1.866.722.9932).

"You'll never plow a field by turning it over in your mind"

Irish Proverb

> SBC Communications Delivers New Options For Businesses To Incorporate Secure IP Features Into Traditional Phone Systems

Convergence and Multimedia Solutions Enable Business Customers to Expand Capabilities of Traditional Communications Networks

SBC Communications Inc. recently announced new business service options that allow companies to add secure IP features and services to their existing voice infrastructure.

The new SBC Multimedia Communication Solutions offerings, based on the Nortel Networks Multimedia Communication Server (MCS) 5100, are well-suited for businesses with well-established voice networks that are looking to adopt advanced calling features similar to those of Voice over IP (VoIP) without widespread deployment of new equipment. The new offerings join the existing SBC portfolio of hosted and premises equipment-based pure VoIP solutions, including SBC PremierSERV Hosted IP Communications Service (HIPCS) and SBC PremierSERV Total IP Communications Solution, to provide businesses with a flexible range of options for incorporating IP features and functionality into communications networks.

"This is a win-win for the companies and their customers – especially those who will get the benefits of a fully-featured IP Telephony-based system and clear path forward to converged applications," said Larry Hettick, an independent analyst and consultant specializing in convergence.

SBC consultants will install and maintain the feature-rich Nortel Networks MCS 5100, which can work in conjunction with traditional business Centrex or PBX voice systems. The platform delivers new capabilities that go beyond those of traditional voice solutions, enhancing the way people communicate and providing new features such as call screening, call logging, picture caller ID, desktop video calling, and integrated instant messaging.

The system allows businesses to maintain the functionality and numbering plan of their current voice network while augmenting it with new productivity and collaborative communications tools. Currently, system maintenance, management, and monitoring services are available. A fully managed solution for the Nortel Networks MCS 5100 is under development and will be introduced later in 2004.

"Many businesses today face a telecommunications dilemma: They're looking to take advantage of the capabilities and efficiencies of Voice over IP, but they also need to save money by maximizing the life of existing systems," said Chuck Rudnick, Senior Vice President of Business Marketing for SBC Communications. "These service offerings will provide excellent new options for businesses that have heavily invested in their existing networks. The new offerings add to our comprehensive IP portfolio, allowing us to deliver the right solution for nearly any business need or circumstance."

The Nortel Networks MCS 5100 allows the continued use of existing voice and data infrastructure, preserving investment as businesses look to evolve toward advanced IP-based capabilities, such as multimedia (video calling, picture caller ID); collaboration (conferencing, white boarding, file exchange, co-Web browsing); personalization (call screening, call logs, call management and routing); presence and instant messaging.

"MCS 5100 managed service gives customers the ability to fully leverage their existing technology investments when moving to a converged network," said Roxann Swanson, Vice President and General Manager, Enterprise Communication Applications, Nortel Networks. "This unique managed services offering will give customers a multitude of services with built-in security that no other single product on the market can match.'"

The new service options will join the extensive SBC PremierSERV service portfolio, which includes a range of IP offerings for companies of almost any size. With SBC PremierSERV services, SBC companies can meet the IP objectives of nearly any medium or large business, whether building from the ground up or adopting an evolutionary strategy to phase out existing equipment.

In addition to the MCS 5100 service options, SBC companies today provide customers with a range of pure VoIP offerings. SBC PremierSERV Hosted IP Communications Service (HIPCS) integrates customized applications as well as the traditional functionality of business voice-only systems, all through a Web browser-based interface – combining the customer benefits of VoIP with the ease-of-use of a network-hosted solution. SBC PremierSERV Total IP Communications Solution provides a premises-based VoIP solution that delivers new functionality and applications, and enables businesses to migrate toward a single network for voice, data and video, reducing network costs.

SBC companies also offer SBC PremierSERV IP-VPN offerings, which provide a highly flexible and cost-effective way for businesses to establish or expand network capabilities, including Internet and data transport, and applications such as VoIP. Unlike many competitive offerings, SBC PremierSERV IP-VPN services work seamlessly with existing data network connections, enabling businesses to add IP-based transport connectivity to supplement existing connections or add new business locations to a network. IP-VPN connectivity can be delivered through SBC PremierSERV Dedicated Internet access connections.

SBC IP-VPN services can also be used for remote network access, enabling employees to access the productivity-enhancing applications of the MCS 5100 while away from the office via any high-speed Internet connection.

As a Nortel Networks customer premises-based, purpose-built IP services platform, Contivity IP Services Gateways allow service providers to offer a range of managed IP and security services. The gateways' integrated capabilities provide end users with reliable and scalable security for both site-to-site and remote access networks.

Nortel Networks Multimedia Communications Portfolio – which includes the Multimedia Communication Server 5100 and Multimedia Communication Server 5200 products – delivers advanced multimedia and collaborative applications through the same commercially available hardware and open-standards software. MCS 5100 was recently awarded the Network World Blue Ribbon after a competitive review conducted by Mier Communications.

This portfolio delivers the scale and functionality necessary for both enterprises and service providers to address their respective target market segments. It transforms the way users communicate by enabling next generation tools that improve productivity and facilitate ubiquitous access to communications services.

Executive News

Chris Rice has been named Executive Vice President-Services and Chief Technology Officer, SBC Services. He replaces **Ross Ireland**, who announced his retirement.

SBC Nevada Launches Residential Service In Las Vegas

SBC Nevada recently launched residentuial service in Las Vegas, one of the fastest growing cities in the nation and one where we've served business customers for nearly three years. In addition to local service, certain Las Vegas residents can now get popular plans such as unlimited long distance calling through SBC All Distance Connections.

Cassandra Jessie-Johnson

>Highlights Across The Regions

SBC PremierSERV℠ Hosted IP Communication Service – Buy 5 IP Phones, Get One Free

SBC PremierSERV℠ Hosted IP Communication Service (HIPCS) is a voice over IP (VOIP) solution that provides your customers with a new personalized web portal, with browser-based features and productivity tools to help streamline all their communications. Internet Access, Voice Mail and other features are included in the monthly service fee. The productivity tools allow customization, and your customers can manage daily adds, moves and changes via an administrative portal, saving them time. HIPCS is available in four separate levels of service: Complete, Essential, Basic Plus, and Basic Service. Along with all of the incredible features and services, your customers can get an added bonus. From now, through June 30, 2004, when they purchase 5 IP phones, they can get the sixth at no additional charge! For every 5 approved IP phones purchased with a HIPCS contract, the customer will receive one addional IP phone at no additional charge. This offer is limited to CPE sold with the HIPCS solution and may not be used for any other service. The IP phone manufacturers are Cisco and Polycom. The additional phone will be the same phone (Manufacturer and Model Number) as the 5 phones that were purchased at list price. This offer is available across the regions in specific Central Offices.

SBC ePayment

A new release was implemented in late March to provide the capability for all Small Business and Consumer customers to pay their SBC Telco bill on our SBC website, www.sbc.com. Previously, only SBC eBill customers were able to pay their bills online. SBC ePayment is a new application that is automatically available to all customers who have or create a MySBC account. Customers are required to create a MySBC online account to use this new functionality. SBC ePayment users are able view their current bill amount, current account balance, and current bill due by date. They can also view their last 6 months of payment history. A customer can create or log-in to their MySBC at www.sbc.com/mysbc/.

SBC Crisis Alert Management System Price Reduction (CAMS)

In late February, prices for the Crisis Alert Management System (CAMS) were reduced by 64% from the initial product launch. This service can enable your customers to proactively notify individuals quickly with important information during a crisis. CAMS is an integrated web based software application that allows customers the capability of reaching people via a variety of methods, such as the Internet, wireless, and/or wireline services. SBC provides maintenance and an around the clock helpdesk should customers require future assistance. CAMS is available in SBC Midwest, SBC Southwest, SBC West, SBC East, and Out-of-Region.

SBC Long Distance

SBC Long Distance is still making history. We serve 14.4 million long distance lines, making SBC the fourth-largest long-distance company in the United States, now offering long distance service to customers in all of our 13 states.

SBC Tidbits

Did you know that SBC has held the world's Most Admired distinction for seven years in a row? According to Forbes Magazine, SBC Communications is the most admired telecom in America, and the world!

Cassandra Jessie-Johnson is Associate Director, Business Processes Team, SBC Central Sales Operations.

" 'Tis better to be brief than tedious."

Shakespeare, *Richard III*

>Customer Solutions: Real Challenges, Solutions & Results

Customer #1:

A Major Retail Store with over 180 million shoppers and over 2,200 stores.

The Challenge:

Provide a cost-effective, comprehensive solution to deliver the highest levels of reliability and survivability for critical store data at a major retail giant's headquarters.

The Solution:

SBC SONET Xpress service with self-healing routing over fiber optic lines and a disaster remap plan for their critical data and voice traffic being carried to the retailer's headquarters and data center. The SONET ring automatically reroutes voice and data traffic without loss, if anything happens to lines at either client facility. Managed Carrier Access service also is being used to help reduce time spent on oversight.

The Results:

The customer now has a fully protected data streaming system, with bulletproof security between corporate, data center and suppliers. They also have a carrier management system where one call takes care of coordination and trouble resolution.

Comments From The Customer:

"As we were building our Data Center, we knew we had to increase the protection of our critical communications traffic," said the company's Information Technology Director. We feel that the SBC high-speed SONET solution delivers the security desired for communcations between our offices, stores and suppliers. We work with your account team that makes things happen. When they provide us with a proposal – the design, provisioning and costs are spelled out in terms we can understand. And, in the case of this SONET installation, their cost was also the best."

(The company used to contract for data transport with another carrier and was charged local access. But with Managed Carrier Service, SBC companies coordinate everything from service order through trouble resolution. "Since we only have one call, instead of many to a variety of carriers, it should make things easier," said the IT Director.)

Customer #2

A Worldwide Chemical Company

The Challenge:

Integrate the management of voice services in the United States and Canada, provide a single point of contact and achieve a net savings of at least 10%.

The Solution:

Managed Voice Services

The Results:

The global company lowered costs, received better service and was so pleased with SBC companies, they also decided to provide voice managed services to about 40 subsidiaries and are negotiating additional future contracts.

Comments From The Customer:

"We were looking at 5 key areas – our basic telephone service, calling cards, voice mail, pager services and phone services," explained the company's Senior Asset Manager. "In today's environment, that's generally 5 different companies you're dealing with. We looked to SBC companies to manage these services so we could give our customers a single point-of-contact."

(The project achieved several goals for the company, including standard service delivery through a single 800 number for all North American voice premise services; standardized processes and procedures and single point-of-contact for service and management information. "We not only wanted all voice services under one roof, we wanted a single-pricing structure that would achieve a net savings of at least 10%. SBC companies brought a very customer-oriented approach to the table and was selected as the partner with the expertise and resources to make it happen for us," said the Project Manager.)

Elim Carpenter

> DSL Data News

An ISP Award

On January 20, 2004, SBC Yahoo! DSL Business Edition was named the best "Internet Service Provider" in Small Business Computing.com's Excellence in Technology Awards. This is the first year that Small Business Computing.com has done these awards. To be eligible products and services must have been introduced or significantly updated (e.g. a new release version) within the 2003 calendar year.

Nearly 49 percent of Small Business Computing.com's readers named SBC Yahoo! DSL the broadband service provider of choice for small- and medium-sized businesses. Small Business Computing.com readers and editors selected SBC Yahoo! DSL from hundreds of products and services reviewed by staff members in 2003. The award distinguishes SBC Yahoo! DSL as a top provider of broadband services for small- and medium-sized business.

From the award announcement (available online at: http://www.smallbusinesscomputing.com/news/article.php/3300821):

"The award for Internet Services goes to SBC Yahoo! DSL. The dynamic marketing duo has enhanced their collective suite of Internet connectivity services designed for small business to include access to customized business portals, online marketing services and improved security options – making SBC Yahoo! DSL the broadband service provider of choice for many small businesses. (Read why Broadband is an Equalizing Force for Small Business Startups.)"

Applications of Our Product

Applications for the Dynamic IP DSL product:

- Single User Product
- Single DSL session
- Speeds:
  - Downstream Up To 384K / Upstream 128k (Basic)
  - Downstream 384K – 1.5M / Upstream 128k (Standard Plus)
  - Downstream 1.5M – 3.0M / Upstream 384k (Expert)

Applications for the Static DSL Internet Product:

- Small Office or Home Office
- Designed for small LAN at home or small office
- Multiple User product
- Speed choices:
  - Downstream Up To 384K / Upstream 128k (Basic – S)
  - Downstream 384K – 1.5M / Upstream 128k ((Standard Plus – S)
  - Downstream 1.5M – 3.0M / Upstream 384k (Expert Plus – S)
  - Downstream 384K / Upstream 384k (Symmetric – S)

Recent Changes With Our Product

There have been some recent changes within the SBC Yahoo! DSL product portfolio since the last publication of this newsletter:

Deluxe DSL (768 Kbps – 1.5 Mbps Downstream x 256 Kbps Upstream) and Deluxe DSL – S (768 Kbps – 1.5 Mbps Downstream x 256 Kbps Upstream) have been grandfathered as of January 31, 2004.

More Customers Can Now Qualify to Get Expert/Expert – S DSL

Effective February 27, 2004 Expert and Expert – S Loop Lengths have been increased from 7500 to 9500 feet. This should allow more interested customers to try our fastest speeds. Currently, we have an excellent price for our dynamic Expert DSL for $44.99/month

Speed: 1.5 Mbps – 3.0 Mbps downstream/ 384 Kbps upstream. IP Address: 1 Dynamic

SBC Yahoo! DSL Expert Package is the top of the line – one dynamic IP plus all the benefits and customization at the highest speeds. Designed for simultaneous use of web surfing, e-mail, animation-rich commerce, audio and video streaming, gaming on demand, uploading and downloading large files, and other bandwidth intensive applications. Supports a home or medium-sized office with heavy use.

New DSL CPE Option

When customers order SBC Yahoo! DSL – static IP, they can select either the 2Wire Office Gateway #1800HW or the Cayman Netopia #3546. The 2Wire Office Gateway provides a wireless networking functionality. Both are available to our static IP DSL customers at $199 w/ $199 instant credit (taxes and fees apply).

Reaching Out To New Frontiers

ASI has announced to ISPs that it will be deploying new CO-based DSL facilities in many new wire centers across the 13-state region. Thirty-four additional Wire Centers are expected to be deployed here in SBC CA in 2004, which means more customers can order SBC Yahoo! DSL.

Elim Carpenter is an Associate Director at SBC. She holds an MBA in General Management and has worked in the telecommunications industry for nine years.

>Sterling Commerce selected by The Home Depot to help roll out data synchronization initiative with suppliers

Program will improve the way business is conducted with 5,000 suppliers

Business integration leader Sterling Commerce was recently selected as a Preferred Data Synchronization Partner by The Home Depot, the world's largest home improvement retailer. The project will help to ensure data exchanged with more than 5,000 valued suppliers is accurate and up-to-date.

"We are excited to be selected by The Home Deport to build their data synchronization program," said Sam Starr, president and CEO, Sterling Commerce. "For more than 25 years, Sterling Commerce has delivered solutions to optimize collaborative relationships among customers, partners and suppliers. Our capabilities and experience will ensure that The Home Depot and its supplier community will accomplish their business objectives."

The Home Depot endorses data synchronization efforts to reduce invoice discrepancies and product delivery errors, and speed to market new product introductions and existing item changes.

Sterling Commerce offers flexible data synchronization solution options ranging from software to hosted services that can evolve as requirements and business needs change. Customers can start with a solution to achieve quick compliance and evolve to a more advanced solution resulting in accurate product information kept in sync within the organization and between customers and suppliers.

Sterling Commerce recognized as leader among data synchronization providers

Sterling Commerce, one of the world's largest providers of business integration solutions, was ranked **first** among companies offering data synchronization solutions in Consumer Goods Technology magazine's Best-in-Class survey published in the January issue. Based on survey results from more than 150 consumer goods executives, the fourth annual Best-in-Class issue represents an accurate depiction of the current IT landscape for the consumer packaged goods (CPG) industry. Consumer Goods Technology is a leading industry publication dedicated to helping consumer goods firms improve business performance through information technology.

New 951 Area Code Coming to Southern California

The 909 Area Code is being divided and a new 951 Area Code created to help meet the need for additional phone, wireless and fax numbers in Southern California. You can first use the new 951 Area Code July 17, 2004. Should you forget, calls will be completed until Oct. 30, 2004 (when it becomes mandatory to use the new Area Code). It's important to reprogram fax machines, wireless phones, modems and other automatic dialing equipment. Further details on Area Codes are available on http://www.sbc.com/areacode.

Bay Area Drive Times & Traffic News Offered on 511 Phone Service

Motorists can now get current travel times and find out about traffic congestion on Interstate 880 in the East Bay, I-80 from Suisun City to the Bay Bridge and I-680 in Contra Costa County by calling toll-free 511, according to the Metropolitan Transportation Commission (MTC). You can also get the info on the Internet at www.511.org. Almost all Bay Area highways should be added in phases to the new service, according to the 511 partnership, which includes such groups as MTC, the California Highway Patrol and California Department of Transportation.

Some Additional Information Numbers

911 Emergencies Only

711 Telecommunication Relay Service for hearing & speech-impaired

611 Repair Service for telephone line

411 Directory Assistance (charges may apply)

311 Some city services in selected areas

211 Social Services hotline in certain cities

SBC CVSG Resources For You

1. Website: sbc.com/cvsg
2. Bell Advantage (Password-Restricted)
3. CVSG Hotline – 1.800.552.5299
4. Breaking News on CVSG Listserver
5. SBC Streaming Media News Broadcasts over the Internet

(Call your Liaison Manager to get a Password to Bell Advantage or subscribe to Listserver or UPDATE and to attend Broadcasts in person or via the Internet.)

SBC Consultant/Vendor Sales Group

Toll-Free Hotline 1.800.552.5299 (for any other number, toll charges may apply.)

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Thank You for reading

UPDATE