

2.0 Management Proposal [L.34.2]

GSA and the Agencies are assured with AT&T they have access to a single, full-service provider committed to meeting their current and future telecommunication and technology needs. Our management approach is based on a Government customer focus, clear accountability, and the full resources of corporate AT&T and our partners.

The offeror shall prepare its Management Volume to address the applicable requirements specified in Sections C.3, Management and Operations and C.4, Transition. The Management Volume Proposal shall support the technical requirements of Sections C.2, Technical Requirements; C.5, National Security and Emergency Preparedness; C.6, Section 508 Requirements; and C.7, Technical Reports. The Management Volume Proposal shall be supported by the requirements of Sections B.2, Pricing Tables; E, Inspection and Acceptance; F, Deliveries or Performance; and H.12, Key Personnel and Corporate Structure as well as Attachments J.2, Geographical Coverage; J.12, Ordering and Billing Data Elements; and J.13, Service Level Agreements. [L.34.2]

The Management Volume shall describe in detail the means by which the offeror as contractor would manage and operate the Networkx services, including all mandatory and optional services offered, defined in this solicitation. No prices or other cost information shall be included in the Management Volume. The proposal shall be divided into four parts:

- (a) **Executive Summary** -- an overview of the technical, management, past performance, business, and price volumes of the offeror's proposal.
- (b) **Compliance with RFP Requirements** -- addressing how the offeror intends to meet the Management and Operations requirements stated in this RFP section.
- (c) **Management & Operations** -- addressing how the offeror intends to meet the requirements specified in Section C.3, Management and Operations.
- (d) **Transition** -- addressing how the offeror intends to meet the requirements specified in Section C.4, Transition. [L.34.2]

To ensure accomplishment of the General Services Administration's (GSA) eight Networkx Program goals (Table 2.0-1), AT&T has developed a comprehensive Networkx solution. This Management Volume describes how we clearly and consistently meet or exceed the requirements of the Networkx Request for Proposal (RFP). Our solution addresses the eight GSA Networkx goals.

GSA NETWORKX GOALS	
Service Continuity	✓
Highly Competitive Prices	✓
High Quality Service	✓
Full Service Vendors	✓
Alternative Source	✓
Operations Support	✓
Transition Support and Assistance	✓
Performance Based Contracts	✓

Table 2.0-1: GSA Networkx Goals. Meeting and exceeding the GSA's Networkx goals is of the utmost importance to a successful program.

Together with our partners, AT&T has systems integrated a Networkx Program with the personnel support and service offerings needed for the Agencies to easily transition their current services, and obtain new, innovative services that provide the necessary solutions to meet Agency goals. Our Networkx

solution is built on: 1) proven operational, quality, and risk management processes used to support past FTS and Government contracts; 2) Networkx-tailored Operational Support Systems including [REDACTED]

[REDACTED] 3) highly experienced management and service personnel dedicated to working with Government clients. GSA and Agencies gain the benefit of AT&T's and partners' robust commercial offerings with the understanding of Agencies critical missions and special Government processes. The Government can be confident that the AT&T Networkx Team provides fully integrated support for all requirements within the Networkx RFP.

Our Management Volume guides the Government through the organization and applications needed to support the applicable requirements in Sections C.3, Management and Operations and C.4, Transition. For all proposed services in response to Section C.2, Technical Requirements, the AT&T Networkx Team approach to management and operations provides the Government with an integrated management structure with a customer service emphasis. All Section C.5, National Security and Emergency Preparedness (NS/EP) requirements, from ordering, implementing, and maintaining and managing these services, will be fully supported by the NS/EP Emergency Liaison Officer and the applicable AT&T organizations.

Management processes will support Section C.6, 508 Requirements, enabling any Government user to easily manage their Networkx services. Section 508 requirements are interwoven into our management tools accessible by GSA, especially our online, customer-award winning portal, AT&T's **BusinessDirect**®.



*AT&T BusinessDirect®
named best customer
portal by the Yankee
Group*

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To support GSA's goal of performance based contracts, AT&T's Management response ensures timely and accurate submittal of the service performance reports identified in Section C.7, Technical Reports. To accomplish GSA's goals, this Management Volume Proposal is driven by specific requirements of:

- Section B.2, Pricing Tables
- Section E, Inspection and Acceptance
- Section F, Deliveries or Performance
- Section H.12, Key Personnel and Corporate Structure
- Attachments J.2, Geographical Coverage
- J.12, Ordering and Billing Data Elements
- J.13, Service Level Agreements.

The processes, structures, and plans needed to proactively manage these requirements through the 10-year contract, are described in this Management Volume. Each section of this Management Volume has been prepared in accordance with the RFP instructions, and each section is clearly identified to allow for easy cross-reference to the RFP requirements. The Volume is in four sections:

1. Executive Summary -- a succinct overview of the technical, management, past performance, business, and price volumes of our proposal.
2. Compliance with RFP Requirements -- addressing how we will meet the Management and Operations requirements stated in this RFP section.
3. Management & Operations – a description of the organization, processes, procedures, and tools used to clearly meet and exceed the requirements specified in Section C.3, Management and Operations.
4. Transition – our Agency-specific approach to providing the schedule and communication tools necessary to execute a transition quickly and

without disruption to Agency missions in line with the requirements specified in Section C.4, Transition.

Pricing and other cost information is not included in this Management Volume.

As described in this Volume, Networx-specific requirements have been integrated into the AT&T Networx Team's organizations, platforms, and processes, to provide the Government with tools and contacts that will make management of all proposed services efficient and effective.