

2.3.7 Business Relationship Management [L.34.2.3.7], [C.3.4.3]

GSA has a ready resource through AT&T's Networx websites, providing an avenue for the Customer Agencies to learn more about Networx products and services, as well as to locate key contacts and program information instantaneously. Available 24x7, GSA and the Customer Agencies can spend more time focusing on their missions and less time managing telecommunications tasks.

Overview

The offeror shall describe how it proposes to meet Government requirements specified in Section C.3.4.3, Business Relationship Management.

To conveniently provide access to business relationship and contractual data, AT&T will provide the following Websites in support of the Networx contract:

- **A Networx Public Site:** With a link from our AT&T Government Solutions homepage affording access to all information, accessible at:
www.att.com/gov/Networx
- **A Networx Subscriber Site:** A secure authenticated site, providing access to data related specifically to the Networx program, with controlled access based on user profiles.

Our public website supports internal and external communications, and facilitates the exchange of data between the GSA, Networx Agencies and AT&T (**Figure 2.3.7-1**).

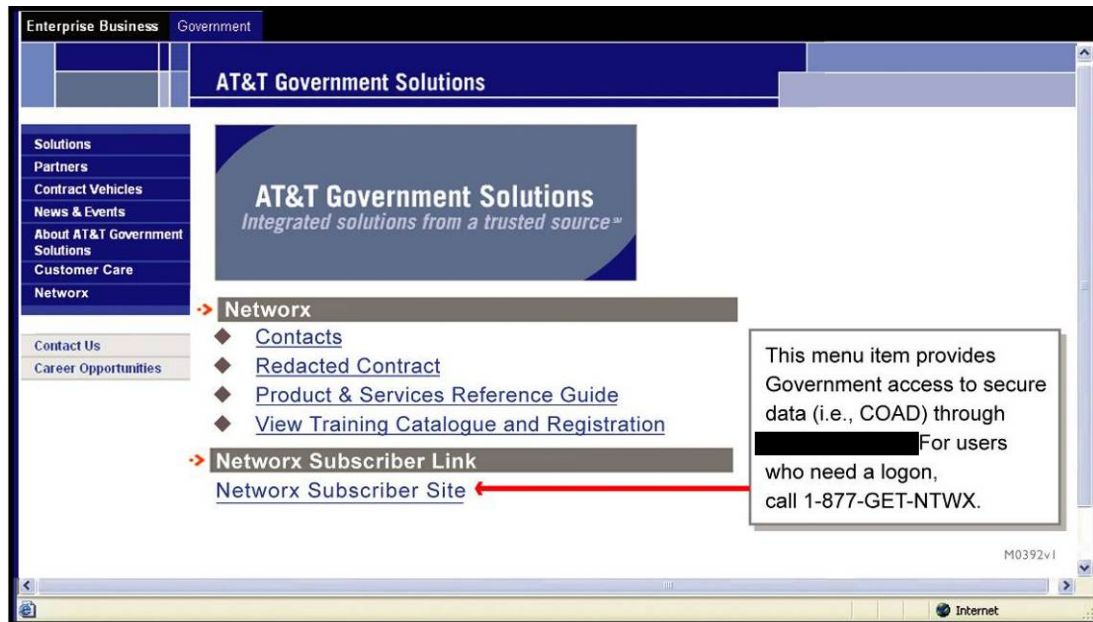


Figure 2.3.7-1: Networkx Pertinent Information. Accessibility to all pertinent AT&T contacts supporting the Networkx contract is quick, easy, and accurate on the AT&T public website.

The subscriber website is accessible to only authenticated subscribers through a dedicated link for Networkx information on [redacted] portal (all applications are further described in Appendix R). Through use of these websites, GSA and the Agencies are only a point and click away from obtaining contract information, service and product guides, key points of contact, along with organizational information, ordering, billing, pricing, inventory, trouble and complaint reporting, instruction manuals, online training programs, and training registration. Information on the daily functioning of the Networkx contract and various aspects of the GSA/Agency/AT&T relationship will be immediately accessible and fully compliant with the Government requirements. Both sites will be operational 30 days after Notice to Proceed. The public and secured websites are on load balanced web servers. They have a primary site and a back-up site. There is no single point of failure for the web server, network connectivity, routers, or switches. Every network element is redundant at both the primary and back-

up site. For the secure site, we use a detailed testing and on-ramp process before rolling-out a new application. For the public site, there is a content publishing system that allows users to manage web content through a work-in-progress site, a staging site, and then publishing to all production sites. For the public site, the site handles millions of hits a day and is part of our current corporate web site. The public website received a “Level A” rating -- the highest DR certificate rating from the AT&T Business Continuity Service organization in March 2006.

Some of the features and benefits of AT&T’s business relationship management process are listed in **Table 2.3.7-1**.



FEATURES	BENEFITS
Less contracting and administration time	Redeploy personnel on other projects, user friendly & intuitive
Centralized contract information	Less time spent researching
Knowledge of where to look for information	Less confusion, more efficient, encourages use
Secure site for information	Confidentiality of data
One-stop shopping	Quick access to data

Table 2.3.7-1: Features and Benefits. Critical information on the day-to-day functioning of the Network contract, along with GSA/Agency/AT&T relationship information is at the users' fingertips.

In addition, AT&T has a number of business relationship support personnel placed throughout our Network organization, namely:

- Within the CPO – Business Relationship Management and Strategic Planning functions
- Within AT&T Government Solutions – Agency-specific Program Managers, Agency-specific Sales Account Managers, along with product offer and marketing functions.

More detail on these resources is provided in the following pages.

Business Relationship Management [L.34.2.3.7]

The offeror shall describe its organization, resources, strategies, practices, policies, processes, procedures, tools, systems, reports and any other relevant capabilities to provide the Government with a high degree of confidence that the offeror has sound, effective, and adequate capabilities that meet Government business relationship management requirements.

AT&T's dedicated Network Contractor's Program Organization (CPO), under the leadership of [REDACTED], administers the overall management of the Network Program. Within the CPO resides the Strategic Planning Office (SPO), located in [REDACTED]

The team oversees the GSA and Agency strategic relationship responsibilities including the overall Network subscriber and public websites, as well as striving to ensure the integrity, availability and accessibility of the requested data on-line, anytime anywhere for the Government. GSA and the Agencies can have a high degree of confidence knowing that business relationship data is provided by a company that has been recognized for its expertise in Web excellence, as evidenced by **Figure 2.3.7-2**. AT&T was awarded the Standard of Web

Excellence Award for demonstrating a keen focus on the consumer's experience, as is intended for our Networx customers.

As an extremely client-centric organization, our priorities are predominantly determined by GSA's needs. The Networx CPO's SPO staff remains GSA's focal point for any questions or concerns regarding the wealth of information on the web and can be contacted via the web or at 1-877-GET-NTWX. While the public website is accessible to all, the Networx subscriber website is restricted, based on their unique profile accessibilities. Only Government personnel who have been authorized by their DAR administrator and have IDs established by the [REDACTED] are provided access. On our public website (www.att.com/gov/Networx), AT&T provides point-of-contact (POC) information (email with links and direct telephone number) for all Networx contacts, including subcontractors. As shown in **Figure 2.3.7-1**, the Networx website is comprehensive, user friendly and compliant with basic common linking practices translating into easier navigation for the Agencies. Our [REDACTED] team interfaces with [REDACTED] to ensure integrity of the data, administer processes to approve common content, links, suggestions, and updates per a schedule agreed to by AT&T and the Government Program Management organization (PMO).



Figure 2.3.7-2: Web Marketing Association Award. AT&T.com won the Web Marketing Association 2004 Standard of Web Excellence Award, demonstrating a keen focus on the consumer's experience (September 2004).

Business Relationship Capabilities [L.34.2.3.7], [C.3.4.3.2.1], [C.3.4.3.2.4]

The offeror shall describe its business relationship capabilities to provide the Government a high degree of confidence that the offeror will be a strong partner that understands the challenges that the Government faces in:

- (a) Promoting the Networx contract throughout the Government as the vehicle of choice for communications services
- (b) Selecting the optimal Networx service to support Agency mission objectives
- (c) Ensuring that Agency users across the world have access to a reliable and dependable Networx Website that provides up-to-date information on Networx services, provides access to the Networx operation support systems, and provides other contract required information



Promoting the Networkx Contract

A strategic planning function within the CPO will coordinate closely with the GSA PMO staff to utilize both AT&T and principle subcontractor marketing and sales organizations to guarantee prospective Customer Agencies are aware of the range of Networkx services offered by AT&T, along with the advantages of using the Networkx contract.

“AT&T is using the Internet to [deliver] what its customers want: ease of use, one-stop shopping, efficiency, reliability and reductions in time and money... A company cannot achieve these things without simplicity, a goal AT&T pursues with single-mindedness.”— iQ Magazine, January 12, 2004

_____ and _____ from within AT&T Government Solutions will be expected to help Agencies understand and take best advantage of any Networkx offering relevant to their missions and needs. Both PMs and Account Managers call on the resources of AT&T’s Government Solutions service offer management function for up-to-date information on current product/service offerings. AT&T expects our subcontractor partners, with their individual Agency domain knowledge, to support the AT&T Networkx team in all efforts to promote Networkx extensively within all levels of Government. Additionally, AT&T will partner with GSA to ensure we have proper products and services to meet the needs of Government customers, and to enable GSA sales and marketing to sell, via training classes and other indirect support. The Networkx CPO will provide focus and attention to this effort through dedicated resources and a single purpose of accelerating GSA's business success through AT&T products and services.

AT&T will use various vehicles to promote and advertise the Networkx program as the vehicle of choice for telecommunications services to agencies. Such activities may include, but are not limited to, the following:



[Redacted text block]



With a multi-service contract spanning 10 years, Agencies have easy access to accurate program information through a dedicated subscriber website populated with Networkx Government-specific information. This website allows the GSA and Networkx Agencies to easily research, input, track, receive, and share Networkx program data to help plan and manage services. The links provided on the initial page of both websites contain site maps, based on leading industry practices to assist users in locating pertinent information. The Networkx link will be prominently displayed on AT&T's public site to encourage Government customers to learn more about the contract. Additionally, on the



[REDACTED]

In addition to the website, AT&T will prepare [REDACTED] that sales teams can use on customer visits to guide Agency planning and purchases. An example of our marketing materials can be found in Appendix Q.

Selecting the Optimal Networkx Services to Support Agency Mission Objectives

To help GSA and the Agencies learn more about AT&T's extensive Networkx service offerings, a technical product and service reference guide will be available on the public website. The Networkx guide describes the use, functions, and details of the products and services available under the

contract. Using this information, Agencies can make knowledgeable, fact-based decisions about which products and services to order, as well as learn about alternative choices. Agencies can also contact our [REDACTED] [REDACTED] within the CPO to provide information on AT&T's products and services. Additionally, on this public website, GSA and the Agencies can link to the online training programs and register for training classes to learn more about AT&T's enhanced line of products and services.

Website Access Control

The contractor shall provide, at a minimum, Website access control capabilities to:

- Restrict user access to each specific OSS that is available to the Government through the Networkx Website as part of the Networkx contract (e.g., access to trouble management system and not to ordering system)
- Restrict user access to certain functions within an OSS (e.g., able to view an order, but not enter an order). Specific requirements for functional control within a specific OSS are specified in the RFP sections dealing with each functional area
- Restrict users access to certain areas of the Website, or certain information published on the Networkx Website
- Restrict user access to information specific to their Agency [C.3.4.3.2.1]

The contractor shall maintain the confidentiality of Agency data and information that is accessible through the Networkx Subscriber Website, and ensure that only those who are authorized to view Agency data and information will have access to it. [C.3.4.3.2.4]

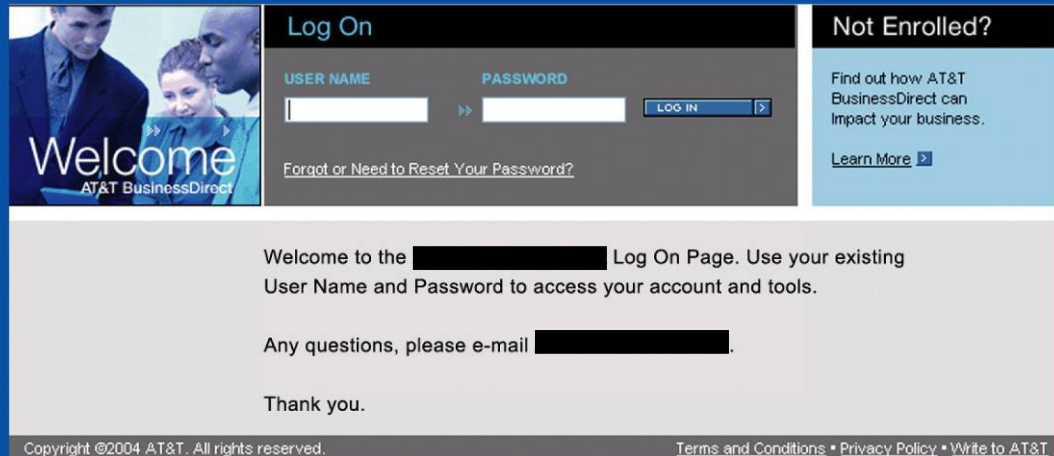
AT&T stringently manages the restricted access capabilities for users on the Networkx website, based on GSA and Agencies' guidance. AT&T provides a monthly, updated Networkx subscriber website list of privileged users and their various areas of systems access rights to the Networkx Contracting Officer's Representative (COR), based on initial input from GSA and the Agencies. AT&T's original contract is accessible on the public website (in a redacted format consistent with certain protections afforded proprietary information under the Freedom of Information Act [FOIA]).

With the Networkx subscriber site, access is controlled through [REDACTED]

[REDACTED] The DARs can use their same unique login IDs (for [REDACTED] [REDACTED] to retrieve proprietary Networkx information. The DARs do not have to [REDACTED] exceeding Networkx requirements, by enabling a [REDACTED] for all secure access-controlled management functions [REDACTED]

Accessing the Networkx Subscriber Website

- Access is via the Networkx Public Website (www.att.com/gov/networkx) and clicking on Networkx Subscriber Site or go to [REDACTED]
- Authentication by userid and password
- Seamless linkage with all underlying AT&T platforms



Welcome to the [REDACTED] Log On Page. Use your existing User Name and Password to access your account and tools.

Any questions, please e-mail [REDACTED].

Thank you.

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Figure 2.3.7-3: Access Networkx Subscriber Website. [REDACTED]

The Network subscribers who have not obtained a [REDACTED] login may contact the Networkx Customer Support Office at 1-877-GET-NTWX to obtain [REDACTED]. An example of the personalized secure Networkx subscriber site screen created is depicted in **Figure 2.3.7-4**.

Figure 2.3.7-4: [REDACTED]

AT&T implements user management and control of access/permission levels, on an individual basis, for all personnel who require access to the subscriber website. This control blocks access to [REDACTED], based on the DAR permissions (i.e., able to view an order but not place an order). This restricted access prohibits Agency personnel from accessing other Agencies' data.

The [REDACTED] platform also allows GSA and Agency customers to fully control who can access information as well as the level of access provided. For example, an Agency can choose to allow full access to view

and download bills, but can prevent those same users from placing service orders.

The designated Agency Administrator has responsibility for performing the administrative functions ensuring that only authorized Government personnel can access Networx data. These administrative functions include the following:

- Adding and deleting authorized users within each Agency
- Adding and deleting tools from users' profiles
- Resetting passwords, when necessary
- Accepting terms and conditions on behalf of each Agency (one time only).

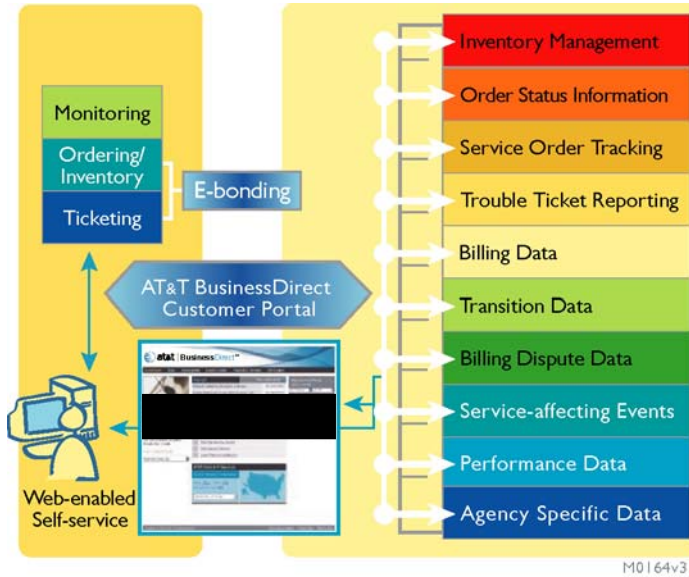
The DAR administrator from each Agency maintains a list of Government personnel authorized to place Networx orders. DAR administrator changes will also be provided to AT&T by the Government. (This is based on RFP requirements, as stated in Section G.1, Roles and Responsibilities.)

AT&T will provide each DAR administrator with system access information (for example, the DAR administrator's user name and password), emailed to the DAR administrator's email address in two separate messages for security purposes (**Table 2.3.7-2**).

DATA ELEMENTS	DESCRIPTION
Name	Full name of person with privileged access
Role	Government functional role of person with privileged access
Access Privileges	Access privileges of person
Email	Government email address of person with privileged access
Street Address No. 1	Street address of primary location of person with privileged access
Street Address No. 2	Street address of primary location of person with privileged access
City	City for primary location of person with privileged access
State	State for primary location of person with privileged access
Zip Code	Zip code for primary location of person with privileged access
Phone	Telephone number for primary location of person with privileged access

Table 2.3.7-2: User ID Elements Received from GSA or Agencies. AT&T acts on this information from GSA and the Agencies in managing their user privileges on the Networx subscriber website.

The Agencies benefit from accessibility to other links on the Networkx subscriber's website including contract operation and administrative data



(COAD) [REDACTED]

[REDACTED] This website simplifies the process of submitting, tracking, and obtaining report information.

Use of a single website for service ordering, service management, inventory management, trouble ticketing, billing, customer support, and

Figure 2.3.7-5: Network Subscriber Website Links.

[REDACTED] program management provides the Government with the ability to have accessibility to all links described in **Table 2.3.7-3**.

NETWORK OSS CAPABILITIES	
<i>Networkx Public Page</i>	Home Page Relevant to Networkx: View Contacts, Redacted Contract, Product and Services Reference Guide, Networkx Training (GSA can influence home page with information on user profiles and preferences)
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]



[REDACTED]	NETWORX OSS CAPABILITIES
<i>Training</i>	Register for Class, View Training Catalog, Suggest New Courses

Table 2.3.7-3: Networx Website Links. GSA and the Agencies are provided access to an abundance of information through the public and secure subscribers websites (one ID/password for authorized users).

Summary

Obtaining information about Networx products and services, and quickly finding key contacts and program data, will be effortless through the ready-resource of AT&T’s Networx websites. As a result, GSA and the Agencies have time to focus on supporting their missions, spending less time managing telecommunications tasks. Critical information on the daily functioning of the Networx contract, along with relevant aspects of the GSA/Agency/AT&T relationship, will be at Networx users’ fingertips –consistently exceeding the Government requirements.