



## 2.3 Management & Operations [L.34.2.3]

The GSA and Agencies will spend less time, effort and money managing telecommunications with AT&T as a Networx partner providing simple yet comprehensive Management and Operations support. AT&T's experienced and professional program management approach offers an accountable, responsive and effective management solution for successful Networx implementation and operations.

#### Approach, Personnel Resources, and Management Plans [L.34.2.3]

The offeror shall describe its approach, personnel resources, and specific management plans with which it proposes to satisfy the Government's requirements in Section C.3, Management and Operations.

#### Introduction

The key to a thriving Networx program lies in the selection of a partner who has the experience, professionalism and organizational maturity to successfully manage this sophisticated program over the long run. AT&T has a demonstrated ability to fulfill diverse and demanding Agency requirements while keeping costs low and satisfaction high, utilizing an expanded suite of service offerings that will evolve over 10 years. Both the GSA and the Agencies will be able to work effectively with AT&T during all phases of the program's life cycle, especially during transition. As illustrated in **Figure 2.3-1**, our approach, personnel resources, and plans combine to form an integrated Networx program.





Operations Support is one of the main GSA Networx goals. AT&T's approach, personnel resources, and management plans consistently provide expected Operational results.

Figure 2.3-1: Networx Program Integration. AT&T's Approach, Personnel Resources, and Management Plans are based on experience and proven methodologies from our support to prior FTS contracts.



## AT&T Approach: An integrated solution under one leadership team

In preparing for Networx, AT&T examined the record of our performance in supporting the predecessor contracts. We consulted our documentation and spoke

with customers, suppliers, Government officials and industry experts. We solicited input from the people in our company who directly support FAS today, and from our internal suppliers, as well as conferred with our Networx subcontractors. The result of our investigations led to the development of a management approach built on the people, skills, organizational models, management practices and automation tools that have proven their effectiveness over the years.

As a consequence, we offer Agencies the benefit of relying on the personnel, processes and systems that are and ready for action within both our corporate and Government-focused operations. To assure progress under the increased demands of Networx, our approach is to:

 Augment these proven capabilities with a comprehensive and dedicated program office, staffed by individuals with deep experience in their respective areas of responsibility



- 2. systems to meet the new requirements of Networx
- Provide GSA and the Agencies with easy-access points into AT&T including our on-line AT&T BusinessDirect<sup>®</sup> portal
- 4. Offer Agencies a one-stop-shop for service continuity and emerging services through our deep pool of AT&T corporate capabilities, supplemented by our partnerships with industry-leading telecommunications suppliers and IT integrators

The organization developed for Networx management and execution is the Contractor's Program Organization (CPO) (as shown in **Figure 2.3-2**).



Figure 2.3-2: Overview of CPO. A clearly accountable organization with the ability to manage and control the support to the Government needed for the program.

The CPO is the dedicated management organization within AT&T responsible for all aspects of the Networx program, having ultimate accountability to both the GSA and AT&T for the successful performance of all program activities. The CPO provides GSA and the Agencies functional program support encompassing everything needed to manage the Networx program from end-



to-end. AT&T's CPO approach assures the Agencies that managing their Networx services will be easy and consistent whether it is the initial Service Order or the integrated, fully compliant Networx invoice.

The CPO is part of AT&T's Government Solutions segment, an organization that has been dedicated solely to Federal Government service for decades. Our Government segment supplies agency-specific account managers who will market and sell Networx services to individual agencies,

— especially those whose primary responsibility is the management of network infrastructure, AT&T products/services and the AT&T Labs — are a significant source of on-going

program support. Finally, our partner subcontractors are actively participating in the Networx program. All of these ancillary organizations either report directly to or take their direction from the CPO to ensure program value and efficiency.

Further detail about the CPO is contained in Section 2.3.1, Program Management.



## Personnel Resources: Experience with a singlefocus on Networx

To consistently meet the Government's needs, the Networx Program is supported by Key Personnel with an average of vears industry experience

and years Government experience. The dedicated CPO is a multi-talented team – all with significant prior experience in supporting Government customers and many currently assigned to AT&T's

Personnel have been drawn from AT&T as well as from our industry-leading partners and subcontractors. As a consequence, the team will be immediately prepared to offer GSA and Agencies a full suite of solutions under one easy-to-access and managed contract vehicle.





Each person's	
	All CPO personnel have been empowered
by AT&T's executives	to lead all of the company's Networx efforts. They have
ready access to AT&T	's leadership for guidance, governance, resource
allocation, service sup	port, and issue escalation/resolution.
Networx Plans	Management Plans:  The initial versions of the management plans are included as Appendices A through O of our proposal,
and they describe how	AT&T intends to manage the key functions of the
Networx program. All	plans are designed to be:
Specifically, AT&T has	s provided draft plans in the areas
	. GSA and Agencies
can find further eviden	nce of our preparedness for Networx in the
	in our appendices, along with support





documentation for required by the RFP.

#### Management of Networx Services [L.34.2.3]

The offeror shall describe in detail its organization and systems, processes, and procedures proposed to manage the delivery and ongoing operation of Networx services, both domestically and non-domestically.

#### **Organization**

GSA and the Agencies can confidently transition their services to AT&T's Networx program knowing it is built on existing organizational structures and systems used to \_\_\_\_\_\_\_, while being enhanced with dedicated CPO personnel and updated processes and tools.

## **Contractor's Program Organization**

The CPO oversees all Networx program operations in the U.S. and abroad, and manages all of the required people, resources, and systems necessary to provide continuous, seamless service to the GSA. It provides program direction to all support functions, maintaining contract compliance and assuring superior performance over the life of the contract.

As depicted in **Figure 2.3-3**, the Networx CPO will report directly to the President of AT&T Government Solutions (AGS). AT&T Government Solutions contains additional Networx supporting organizations such as sales and contracts.



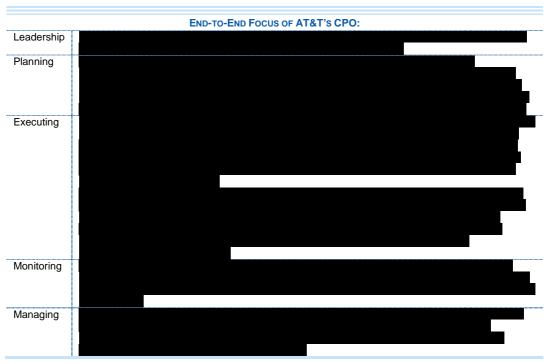


Figure 2.3-3: All of the resources of AT&T can be applied to Networx. Networx is directly supported within AGS and indirectly supported by the entire AT&T organization.

The CPO is organized to provide an end-to-end focus to the Networx Program as described in **Table 2.3-1**.







**Table 2.3-1: AT&T's Networx Program Focus Areas.** Contract compliance and Government needs are fully covered by the focus areas of AT&T's Networx Program.



The CPO includes program managers from each of our partners and a Senior Advisory Group (SAG). The SAG will support the AT&T Networx Program Director in formulation of long-term strategies for enhancing Networx services, improving service delivery and increasing the value of the GSA Networx program to Agencies. At the invitation of the Program Director, the group will meet and will include senior management, technical and business development leadership from AT&T Government Solutions, AT&T Laboratories, and the principle Networx partners.

The importance of the CPO focus areas as managed and controlled by the key CPO personnel is discussed in more detail in Section 2.3.1, Program Management, and in our draft, Program Management Plan, in Appendix A.

### **Customer Support Office**

• •	
The CSO is	for all of AT&T's Networx customers. It is
organized	
, from initial order	placement to billing and network
management/maintenance.	The CSO is part of the CPO to ensure
achievement of both prograi	n and Agency objectives.





#### **AT&T Government Solutions**

The Networx CPO reports directly to the President of AT&T Government Solutions (AGS), which is structured to support Government accounts.

In 2004, AT&T Government Solutions hired 926 new employees, demonstrating our ability to quickly staff-up to meet the robust needs of the Networx contract.

AGS is able to quickly scale to meet Government needs. With percent of our employees holding Government clearances, AT&T is well positioned to

All AGS employees receive regular briefings pertaining to conduct and interaction with the Government. The privacy of Government information is maintained through the and certification process.

#### AT&T Business Services

AT&T's Government Solutions is part of AT&T's Business Services (ABS) organization, which is a peer to the corporate entities that are responsible for all of AT&T's other major business functions, in the U.S. and globally. As an organizational peer, AT&T Business Solutions has direct access to all of the corporate resources required to support the Networx program. In fact, many of these other corporate entities

Networx receives top priority among their traditional duties.

#### Partners/Subcontractors

To complete and continually refresh our Networx service offerings, the integrated AT&T Networx program will rely on the resources of numerous subcontractors. Our partners are listed in **Table 2.3-2**.





AT&T NETWORX TEAM:	
Northrop Grumman	Provider of technologically advanced and innovative solutions in systems integration, defense electronics and information technology.
EDS	Supplier to the Government for 35+ years in the areas of information-technology, applications and business process services
SRA	Provider of information technology services and solutions, including strategic consulting; systems design, development and integration; and outsourcing and managed services.
GTSI	Twenty-year track record assessing, designing, implementing, and maintaining complex Government solutions for networking, enterprise computing, IT security, physical security
Cingular	The largest wireless company in the U.S., with more than 50 million subscribers
Global Crossing	The Global Crossing network provides services in more than 500 cities in 50 countries across six continents, and includes transoceanic fiber capacity that reaches the U.S., Europe, Central and South America, and Asia-Pacific. In addition, Global Crossing operates 37 metro fiber networks worldwide.

**Table 2.3-2: The AT&T Networx Team.** The AT&T Networx Team has a strong presence in all sectors and levels of Government, and has demonstrated experience and domain knowledge in supporting both infrastructure and business/mission applications.

Each of the partners has assigned a Networx program manager (PM) to the AT&T CPO. These PMs work in conjunction with the CPO's Strategic Planning Manager for identification of sales/marketing efforts and of service/technology enhancements within their areas of expertise. Finally, executives from the partner companies will participate in the CPO's Senior Advisory Group in order to provide their unique perspectives, experiences and inputs to the overall direction of the AT&T CPO. Of our six partners, three (Northrop Grumman, EDS, and Cingular) qualify as 'major subcontractors' per the RFP definition. Information about these three corporations is available in Appendix S.

Our Government suppliers and systems integrators were selected for their ability to meaningfully support, expand or enhance AT&T's offering of Networx services. The AT&T Networx program includes many other leading small and medium-sized subcontractors, such as Tech2000, a small womanowned firm that will supply training development and delivery. Interfaces with the subcontractors and/or partners who are providing telecom services will be integrated into our Networx systems and processes.



#### **Systems**

service levels in the market.

execute our Concept of One.

AT&T's OSS Architecture. The Government benefits from an AT&T solution that leverages and integrates the service offerings and tools used by some of the world's largest commercial customers such as

We continue to invest in our network to incorporate innovative service offerings and in our operational systems to enable us to deliver the best services at the best

The Networx contract will be supported by AT&T's world-class network and systems. In the past three years, AT&T has invested \$8.8 billion in capital expenditures to enhance both.

Much of our systems funding serves a key corporate goal to transform separate systems and processes into a single, integrated service platform that we call 'Concept of One.' This initiative is permitting us to develop and deliver capabilities that can be more easily and quickly applied to multiple services and applications. This significantly increases the impact of improvements that were formerly incremental in nature, benefiting more customers more rapidly.

Figure 2.3-4 illustrates just some of the customer benefits of our drive to



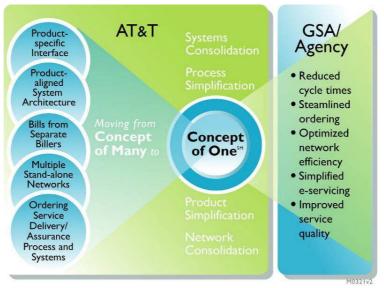


Figure 2.3-4: AT&T's Concept of One. The Government benefits from the improved ordering, provisioning, maintenance and billing processes resulting from the Concept of One.

Our Concept of One initiatives already paid off in decreased cycle times, fewer errors due to less human involvement, and greater accuracy from reliance on a single, common database of record. Specifically, Building upon the systems used for FTS2001 Crossover, Agencies AT&T's suite of will be supported by a Networxtailored OSS. We have invested Networx-tailored operational support systems several milliion dollars to enhance our OSS for Networx. (OSS) is an important component of AT&T's Concept of One initiative. This permits us to continually lead the way in offering new systems capabilities and applications to both GSA and Agencies while making the These





, include:	
We believe these systems will	
Subcontracto	r and partner services are also
This common experience across services and s	subcontractors is exemplified
by AT&T BusinessDirect®, the tool that the Go	vernment will rely on to
manage daily Networx services and	
information. AT&T <b>Business</b> Direct is a suite	Government data is secure and private. <b>Business</b> Direct requires
of electronic servicing tools presented as a	user authentication and ensures the user can only access
Web portal that allows customers to manage	authorized account(s) and only perform approved functions.
their services/accounts at any time from any	
Internet-capable personal computer. Currently	supporting 25 million
transactions annually, it is used by a majority of	f AT&T's commercial and
Government customers. In many cases, these	applications have been
, provi	ding the Government
while	

**Table 2.3-3** highlights some of the benefits for Agencies using AT&T **Business**Direct for service ordering, service management, inventory management, trouble ticketing, billing, customer support, and other

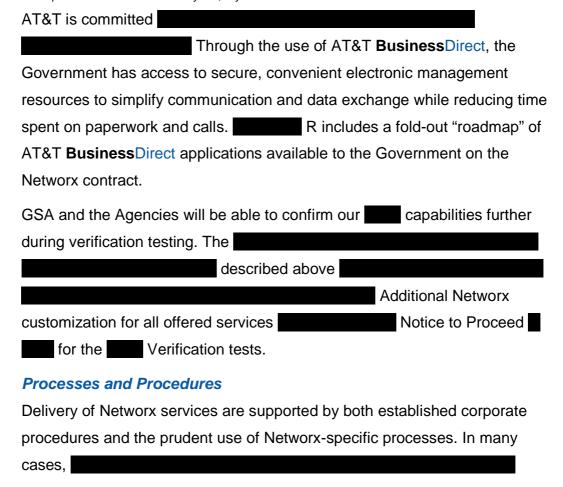




programmatic and operational activities. More detail on this central Networx management tool is available in Section 2.3.13, Operational Support Systems.

	AT&T BUSINESSDIRECT® FEATURES AND BENEFITS:
User Authentication	Allow GSA and Agency customers to control access permissions
Online Service	Improve order accuracy
Ordering	Shorten provisioning intervals
Transition Reports	View and track transition information through real-time updates
Trouble Reporting	Speed trouble resolution by creating and tracking trouble tickets online
AT&T BusinessDirect	Optimize network efficiency by monitoring their own network and administering changes
Map application	to optimize capacity
Inventory Tool	Save administration time by investigating inventory updates online
Online Billing detail	Access billing information easily and quickly
Billing Disputes Tool	Save time by viewing and submitting billing inquiries and disputes (point and click to select inquiries).

**Table 2.3-3: AT&T Business**Direct **Benefits.** Managing Networx services will be easy and efficient with a single online portal that can be accessed anytime, anywhere.



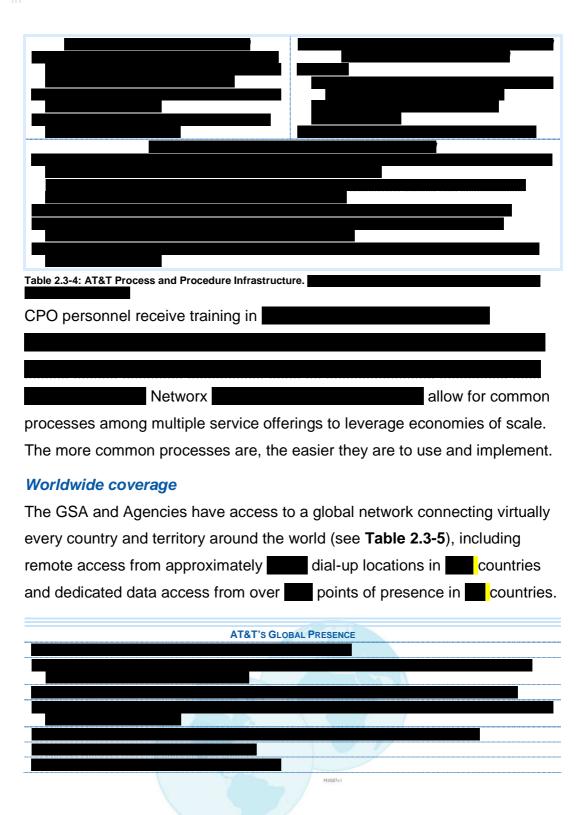




At other
times, the
When
All our
subcontractor partners are expected to
More information describing how AT&T proposes to
Policies
are regularly evaluated for
As a leader in
the telecommunications business for over 100 years and having supported
FTS customers for more than 15 years, AT&T has the knowledge of the
business itself and the Government's requirements
Table 2.3-4
CPO.
9. 9.











# Table 2.3-5: The World's Networking Company Working for Networx. AT&T is the only service provider to make it into the Gartner magic quadrant as a 'leader' for every region of the world. Underpinning this communications network is a mature global organization that has provided sales, service delivery, maintenance/monitoring and billing outside the U.S. for decades. Worldwide service centers are staffed with incountry personnel who quickly address troubles, provide maintenance, and answer service questions International operations staff is located in-country, as are sales and administrative support functions. To assure the GSA and Agencies of effective Networx operations worldwide, the key global interface partners for Networx

#### Overall Management Qualifications [L.34.2.3]

The offeror shall provide a description of its overall management qualifications to provide the range and magnitude of mandatory and optional services.

Supporting the GSA goals of continuity of service, complete operations support and full service delivery is a top priority for the entire company, with funds being allocated now to support the program and personnel from AT&T organizations already engaged in the acquisition of Networx business. Having supported FTS contracts for over 15 years, AT&T is fully qualified to manage the proposed services on the Networx contract.

The CPO is structured as an integrated team supporting all Networx services whether they are core AT&T services, enhanced management and

Gartner

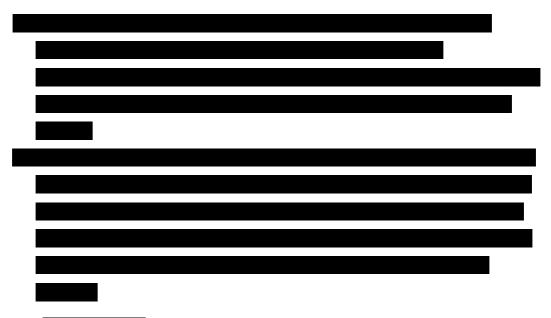
AT&T remains the only Network Service Provider (NSP) to be listed in the "Leader Quadrant" in all four of Gartner's NSP Magic Quadrants covering Europe, Asia Pacific, U.S. and Worldwide NSPs.

April 2004





applications services, or provided by subcontractors. This same CPO structure is used for other contracts involving a large range of services, such as:



The contracts demonstrate our qualifications to manage the range of Networx services. Both are currently servicing satisfied customers.

#### Experience Managing Complex Telecommunications Services [L.34.2.3]

The offeror shall indicate its level of experience managing complex communications services and how this experience will be applied to meet the Government's goals, objectives, and requirements for Management and Operations.

The Government can rely on AT&T as a proven integrator who confidently manages complex programs. As a consequence of our demonstrated success in implementing complex programs, integrating vast network resources, leveraging corporate assets across partners, providing best-inclass professional services, and deploying innovative technologies from AT&T Labs and best practices from industry-leading partners, GSA can count on us as a trusted partner to help meet the goals, objectives and requirements for Networx. AT&T also has significant experience in disaster





recovery, national security/emergency preparedness, systems design and engineering, training, cyber security, continuity of operations, and continuity of government.

As business requirements increase in complexity, so has the need to enforce a worldwide management methodology to provide a consistent framework for managing large projects, especially those involving many subcontractors.

AT&T	
The methodologies employed are based on	
AT&T-specific process and procedures and best-practice industry standards.	
Application of these standards has consistently permitted AT&T to	
successfully perform in complex and demanding Government, commercial	
and international projects and programs, summarized in Figure 2.3-5.	





Figure 2.3-5: AT&T's Experience.





## Special Qualifications and Innovative Approaches [L.34.2.3]

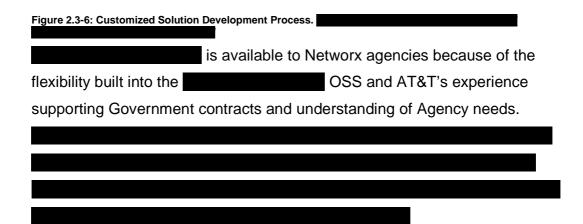
The offeror shall describe any special qualifications or innovative approaches to exceeding the Government's unique requirements.

If an Agency has a need that differs from or exceeds the Networx RFP
requirements, AT&T is able to respond. Whether we need to offer new
services not anticipated by the original RFP, modify our management tools or
adapt processes to meet those requirements, the CPO leads the effort to
make the alteration. Our confidence in our ability to fine-tune the Networx
program to meet special needs is based
the depth and breath of our service offerings; the
capabilities that our subcontractor partners bring to our team; and the
flexibility of our systems. Our OSS development organization is
Our CPO staff members are
experienced in modifying the current contract to accommodate new or
enhanced needs. Current examples of customized solutions include:





As illustrated in Figure 2.3-6, a customized Agency solution begins with a
statement of work (SOW).



### Overview of Components and Plans [L.34.2.3]

The offeror shall provide its management response with the following components and plans, corresponding with the structure of Section C.3.

- (a) Program Management, including Policies and Procedures and Program Management Plan
- (b) Network Management
- (c) Security Management, including Security Plan
- (d) Disaster Recovery, including Disaster Recovery Plan
- (e) Customer Support
- (f) Trouble and Complaint Handling
- (g) Business Relationship Management
- (h) Service Optimization
- (i) Service Ordering, including Data Dictionary Package for Ordering
- (j) Billing, including Data Dictionary Package for Billing
- (k) Training, including draft Training Plan



(I) Inventory Management, including Inventory Management User Documentation (m)Operational Support Systems, including OSS Verification Test Plan and OSS Change Management Plan

The AT&T Networx Management and Operations response is provided in the order outlined in the RFP, and includes compliant and descriptive responses for the requirements listed in sections L.34.3 and the narrative-general and service-specific requirements of C.3. Detailed descriptions of how AT&T manages the various components of the Networx program are documented in individual management plans, provided as appendices to our proposal. These plans document our management objectives and implementation processes to meet or exceed Government requirements, as outlined in Section C.3. The elements of our Management and Operations response are described in **Table 2.3-6**.

MANAGEMENT AND	OPERATIONS RESPONSE:
(a) Program Management, including Policies and Procedures and Program Management Plan	Program management is addressed in Section 2.3.1 and describes how AT&T's CPO is organized, how it functions, and how it interacts with the GSA and the Agencies. The Program Management Plan is included in Appendix A and provides a concise yet comprehensive view of management activities for the Networx program, post-award.
(b) Network Management	Section 2.3.2 and describes our Networx network management, configuration management, accounting management, fault management, and network services monitoring and management.
c) Security Management, including Security Plan	Section 2.3.3 addresses security management. A detailed Security Plan is provided in Appendix B, providing a full description of the management, technical, and operational controls required for successful security management.
(d) Disaster Recovery, including Disaster Recovery Plan	Disaster recovery is addressed in Section 2.3.4. The Disaster Recovery Plan in Appendix C provides a description of capabilities for ensuring business continuity.
(e) Customer Support	Customer support information is presented in Section 2.3.5, which describes the management, technical, and operational capabilities we apply to these requirements.
(f) Trouble and Complaint Handling	Trouble and complaint handling details are addressed in Section 2.3.6, which highlights AT&T <b>Business</b> Direct, along with our Networx management, technical, and operational capabilities.
(g) Business Relationship Management	Business relationship management is described in Section 2.3.7, which describes the Networx Internet site along with the Networx subscriber site and the information contained within it that will support the Networx contract.
(h) Service Optimization	Section 2.3.8 addresses service optimization for the Networx services.
(i) Service Ordering, including Data Dictionary Package for Ordering	Service ordering is addressed in Section 2.3.9, and details the service ordering systems, processes, and intervals for Networx. It also describes subcontractor management to provide end-to-end service delivery. The data dictionary package (Appendix M) documents the information needed to submit orders and receive notices from AT&T.
(j) Billing, including Data Dictionary Package for	Billing is addressed in Section 2.3.10 and describes a single-





MANAGEMENT AND OPERATIONS RESPONSE:		
Billing	biller approach to Networx that encompasses subcontractor data with AT&T originated data. The Data Dictionary Package for Billing (Appendix N) provides the billing data needed to receive electronic billing.	
(k) Training, including draft Training Plan	Training is addressed in Section 2.3.11 and describes Networx training classes, media, and approaches. The draft Training Plan is located in Appendix E.	
(I) Inventory Management, including Inventory Management User Documentation	Inventory management is detailed in Section 2.3.12 and describes a common inventory tool and our approach to managing inventory data.	
(m) Operational Support Systems, including OSS Verification Test Plan and OSS Change Management Plan	OSS is addressed in Section 2.3.13 and provides the Government with a clear description of the systems to be used in support of Networx. The OSS Verification Test Plan details are provided in Appendix F, including OSS verification tests that must occur within 60 calendar days of Notice to Proceed. Appendix G contains the OSS Change Management Plan.	

**Table 2.3-6 Management and Operations Support.** AT&T's Management and Operations response is fully compliant with RFP requirements and provides a comprehensive and compelling description of the people, processes, and tools AT&T commits to support the Networx Program.

#### **Optional Services Approach**

If the offeror's approach to meeting the requirements for any of the management components above is different for optional services than for the mandatory services, the offeror shall:

- (a) Describe in a separate section, clearly marked as pertaining to an optional service, of the Management Proposal the differences for that component for optional service for which there is a difference; and
- (b) Describe in a separate section, clearly marked as pertaining to an optional service, of each of the plans above the differences within that plan for each optional service for which there is a difference.

AT&T uses the same management structure, personnel, systems, processes and tools employed for mandatory services to meet the requirements of any optional services offered. We use the same approach for jointly supporting the Universal and Enterprise programs, should we be awarded both.

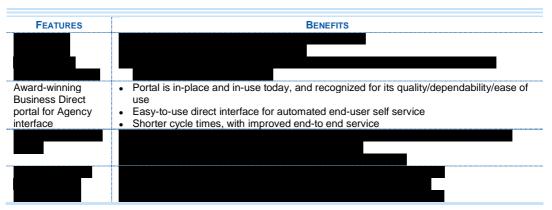
#### **Summary**

The Government saves effort, time and money through the simple and effective management of their communications services when supported by AT&T's Networx approach, personnel, and plans. **Table 2.3-7** highlights some of the key features of our management and operations response to illustrate just a few of the benefits we expect to bring to the Networx Program.









**Table 2.3-7: AT&T's Networx Features and Benefits.** Government Agencies gain numerous varied benefits from the features of AT&T management capabilities.

GSA and the Agencies can be assured that with AT&T they have a single full-service provider who is a financially stable partner committed to meeting their current telecommunication needs and future technology solutions. AT&T is ready to handle special Agency requirements through

**Our Networx** 

management structure is in place in preparation for contract award, and all Networx systems will be fully demonstrable through OSS verification tests.