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1.5.4 Audio Conferencing Services (ACS) [C.2.8.2]

Agencies will receive Audio Conferencing Services (ACS) that are compliant and offer Agencies real-time controls over participants and access to the many unique built-in features.

- 1.5.4.1 Technical Approach to Management and Applications Service Delivery [L.34.1.5.1]
- 1.5.4.1.a Approach to Service Delivery [L.34.1.5.1.a]

(a) Analyze service requirements specified in this solicitation and describe the approaches to service delivery for each service.

Agencies will receive robust, secure, and versatile audio conferencing.

Agency users will be able to access an Audio Conferencing Services (ACS) session through land lines, cellular phones, and other standards-based voice communication devices. Agencies will have the flexibility to use the public switched telephone network (PSTN), asynchronous transfer mode (ATM), frame relay (FR), the Internet, and other transport media (Figure 1.5.4.1-1).

switched telephone network (PSTN), asynchronous transfer mode (ATM),
frame relay (FR), the Internet, and other transport media (Figure 1.	5.4.1-1).
ACS requirements will be met through AT&T teleconference	





Figure 1.5.4.1-1: Audio Conference Bridge Architecture.

Through multipoint bridging, Agencies can establish interactive multiparty conversations as well as one-way broadcasts. Using access codes, attendance lists, and controls over individual participants, the host can maintain the security of the conference and manage the privileges accorded each participant.

Agencies will have the option of recording and transcribing ACS sessions.

Figure 1.5.4.1-2 shows a standard teleconferencing arrangement.





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Figure 1.5.4.1-2: Audio Conferencing.

AT&T will meet ACS requirements with an approach that provides the Government with service that is feature-rich, reliable, and easily tailored for Agency-specific needs. **Table 1.5.4.1-1** lists key elements of our approach to service delivery.

SERVICE DELIVERY APPROACH	DESCRIPTION
High Quality	Availability: Average operator response:
Standards Support	Compliance with applicable American National Standards Institute (ANSI), Telcordia, Internet Engineering Task Force (IETF), and International Telecommunications Union (ITU) standards
Secure	Host controls Operator assistance:
Secure (Encrypted)	
Extensive Service Options	 Reservationless conferences Automatic port expansion Automatic time extension Host-controlled Conference Monitor Collaborative data sharing using AT&T Web Conferencing Service



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SERVICE DELIVERY APPROACH	DESCRIPTION
International ACS	Dial-out to participants Comprehensive support
Scalable and Flexible	 Automatic port expansion Automatic time extension Data sharing through simultaneous web conference
Easy to Use	 Conference Monitor: point-and-click controls Touch-tone commands for host and participants Online or toll-free registration and reservations
Interoperable	PSTN IP-based network

Table 1.5.4.1-1: ACS Approach. Agencies will have access to worldwide audio conferencing with controls that provide flexibility, security, and ease of use.

1.5.4.1.b Benefits to Technical Approach [L.34.1.5.1.b]

(b) Describe the expected benefits of the offeror's technical approach, to include how the services offered will facilitate Federal Enterprise Architecture objectives (see http://www.whitehouse.gov/omb/egov/a-1-fea.html).

As a full-service vendor and leading facilities-based provider of ACS worldwide, AT&T offers features and options

(**Table 1.5.4.1-2**). By providing a robust feature set that is flexible and easy to use, Agencies can

"AT&T continues to expand its position throughout the entire conferencing services industry with high quality premier attended services and easy to use reservationless conferencing. With the strongest brand name in conferencing services, a global reach and a global IP infrastructure, AT&T has been the market leader in the U.S. audio conferencing services market for the past four years."

--Frost & Sullivan U.S. Audio Conferencing Services Markets

become more efficient, saving time and travel costs.

Existing FTS2001 customers will experience service continuity because

AT&T will replace an incumbent's offerings with ACS



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SERVICE DELIVERY APPROACH	Benefits	FEA FACILITATION
High Quality	Enables Agencies to maximize efficiency	Support for multiple lines
Standards Support	Facilitates interaction with wide range of voice devices and networks	of business • Facilitates inter-
Secure	Protection of privacy Security assurance without complexity	 government collaboration Audio and data sharing in real time
Extensive Service Options	 Efficiency gains for Agencies, regardless of location Effortless conference initiation Flexibility to accommodate schedule and attendance changes Ease of use increasing efficiency of ACS sessions Shared files and presentations through simultaneous web conference 	CEO Com Link support: Citizen-centric mission requirements of Department of Homeland Security Emergency Response Disaster Repair and
International ACS	Ubiquitous access from any phoneSecurity and global reachElimination of language barriers	Restore
Scalable and Flexible	 ACS sessions with no interruption Ideal means to replace onsite meetings, saving time and eliminating travel and administrative costs 	
Easy to Use	Savings in time Increases in efficiency	
Interoperable	Low-cost connectivity Service accessible from virtually anywhere	

Table 1.5.4.1-2: ACS Features and Benefits. Agencies will receive responsive service that is convenient, flexible, and easy to use.

AT&T's ACS aids multiple lines of business and sub-functions defined by t



to facilitate cross-Agency and

intergovernmental collaboration through audio and web conferencing. The combined power of audio and web conferencing enables participants to share common files and annotate presentations in real time, using web-based tools, while discussing related activities, issues, and events. In relation to the FEA Service Component Reference Model, AT&T supports multiple business functions across service domains, such as business management, business analysis, and support services.

1.5.4.1.c Major Issue to Service Delivery [L.34.1.5.1.c]

(c) Describe the problems that could be encountered in meeting individual service requirements, and propose solutions to any foreseen problems.

As a full-service provider and recognized leader in audio conferencing, AT&T has anticipated potential risks and taken steps to eliminate or mitigate them.



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Table 1.5.4.1-3 outlines the leading risks that face any ACS provider and our risk mitigation approach.

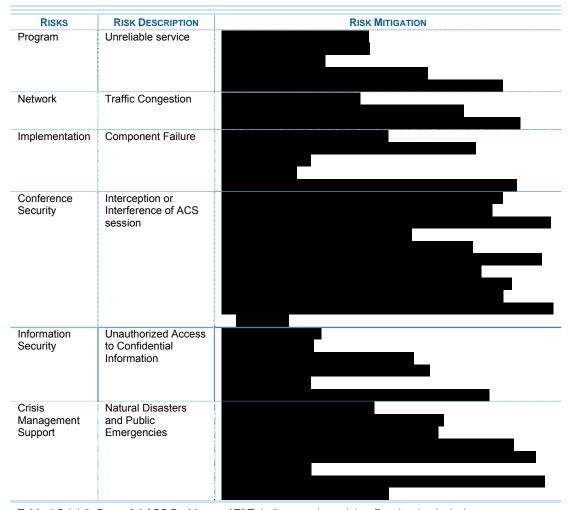


Table 1.5.4.1-3: Potential ACS Problems. AT&T dedicates substantial staff and technological resources to eliminate or mitigate potential risks that adversely impact ACS.

1.5.4.2 Satisfaction of Management and Applications Performance Requirements [L.34.1.5.2]

Because AT&T devotes substantial resources to teleconferencing, Agencies will gain service continuity when they transition to Networx from FTS2001. The high quality and reliability of AT&T's TeleConference Services will allow the Government to tailor its use of ACS to achieve both effectiveness and economy.



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to make certain the transiti	ion
occurs on time and without service interruption.	

1.5.4.2.a Service Quality and Performance

[L.34.1.5.2.a]

(a) Describe the quality of the services with respect to the performance metrics specified in Section C.2 Technical Requirements for each service.

AT&T will maintain its leadership in audio conferencing by providing the Government with the service levels depicted in **Table 1.5.4.2-1**.

Every year since 2001, Frost & Sullivan has identified AT&T as the largest provider of domestic audio conferencing services: "Despite competition becoming intense and margins decreasing, AT&T has been able to sustain its market leadership position and has grown both in revenues and minutes within the audio conferencing services industry."

--Frost & Sullivan
U.S. Audio Conferencing Services Markets
Report Number F345-64, April 2005

KEY PERFORMANCE INDICATOR (KPI)	SERVICE LEVEL	PERFORMANCE STANDARD (THRESHOLD)	PROPOSED SERVICE QUALITY LEVEL
Availability	Routine	99.5%	
Time to Restore	With Dispatch	8 hr	
	Without Dispatch	4 hr	
Grade of Service (Operator Assistance Response Delay)	Routine	54 sec	

 Table 1.5.4.2-1: ACS Performance Metrics.
 AT&T exceeds the requirements for two of the ACS KPIs.

1.5.4.2.b Approach to Monitoring and Measuring Performance [L.34.1.5.2.b]

(b) Describe the approach for monitoring and measuring the Key Performance Indicators (KPIs) and Acceptable Quality Levels (AQLs) that will ensure the services delivered are meeting the performance requirements.

AT&T continuously monitors service levels for audio conferencing and makes performance data available to customers. **Table 1.5.4.2-2** lists how AT&T will monitor and measure KPIs for ACS.

KEY PERFORMANCE INDICATOR (KPI)	MONITORING AND MEASURING APPROACH
Availability	



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Table 1.5.4.2-2: Monitoring and Measuring ACS Performance. AT&T closely tracks ACS performance metrics.

AT&T's performance on these AQLs will be captured by the processes described above and made available to Agencies through AT&T's

1.5.4.2.c Approach to Perform Service Delivery Verification [L.34.1.5.2.c]

(c) Describe offeror's approach to perform verification of individual services delivered under the contract, in particular the testing procedures to verify acceptable performance and Key Performance Indicator (KPI)/Acceptable Quality Level (AQL) compliance.

The first time ACS is provided through the Networx contract, AT&T will verify performance against each KPI to certify that service performance complies with the AQL. **Table 1.5.4.2-3** summarizes the verification and testing procedures for the audio conferencing KPIs.

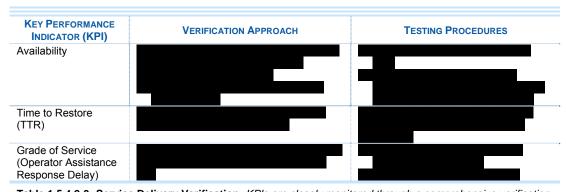


Table 1.5.4.2-3: Service Delivery Verification. KPIs are closely monitored through a comprehensive verification and testing process that certifies service performance with respect to ACS AQLs.

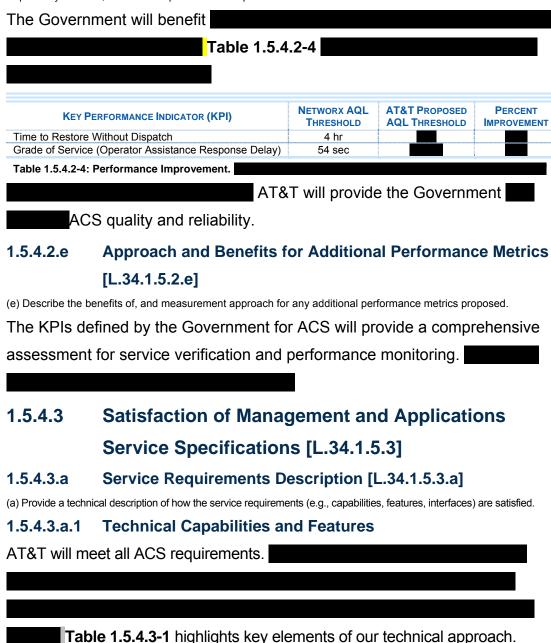
The service verification process is described in greater detail in Section 1.3.2.d, Approach to Perform Service Delivery Verification.



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1.5.4.2.d Performance Level Improvements [L.34.1.5.2.d]

(d) If the offeror proposes to exceed the Acceptable Quality Levels (AQLs) in the Key Performance Indicators (KPIs) required by the RFP, describe the performance improvements.





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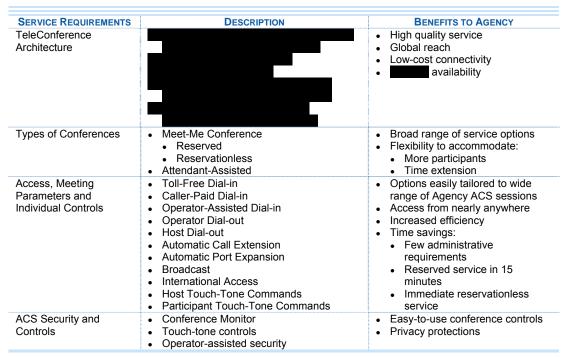


Table 1.5.4.3-1: Key Elements of Technical Approach. The ACS capabilities, features, and options provided by AT&T offer the Government a service that is secure, reliable, and flexible.

The subsections that follow provide more detailed information about the features described in **Table 1.5.4.3-1** (above).

1.5.4.3.a.2 User-Controlled and Attendant-Assisted Conferences

AT&T's ACS runs largely over the AT&T circuit-switched network and requires only a telephone for access. **Table 1.5.4.3-2** summarizes the user-controlled and attendant-assisted conferences available to Agencies.

ACS FEATURE	DESCRIPTION	
Meet-Me Conference (reserved)	 Conference attendees High Profile Conferences for participants Reservation by one of two methods: Toll-free call to AT&T Customer Care AT&T Internet Reservation System 	
Meet-Me Conference (reservationless)	 Conference participants Conferences available 24x7 Phone number Access code Date and time of session 	
Conference Call Email Reservations	Two methods for invitations:	



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ACS FEATURE	DESCRIPTION
Preset Conference	 Host-defined list of participants Options: Dial-in by participants Operator-connected attendees
Attendant-Assisted Conferences	Host-selected options: Operator-connected participants Operator assistance when summoned by host

Table 1.5.4.3-2: User-Controlled and Attendant-Assisted ACS. Agencies will be able to tailor ACS sessions to suit the requirements and preferences of Agency hosts.

1.5.4.3.a.3 Access, Meeting Parameters and Individual Controls

Table 1.5.4.3-3 lists the technical capabilities for access, meeting parameters, and individual controls that will satisfy ACS requirements.

FUNCTIONAL AREA	FEATURE	DESCRIPTION
Access	Toll-Free Dial-in	Callers dial toll-free number to join conference.
	Caller-Paid Dial-in	 Participants dial 10-digit number to join call and pay for transport between their location and bridge. International participants typically use this type of access unless operator dials out to bring them into conference.
	Operator-Dialed	 Teleconference operator calls each participant before start of call. Operator joins each participant to call.
	Operator-Assisted Dial-In	 Teleconference operator greets participants. At host's discretion, operator screens callers by name and access code.
	Host Dial-out	Host can use touch tones.
Meeting Parameters	Automatic Call Extension	Conference calls are extended beyond their scheduled duration. Extension occurs automatically without operator intervention.
	Automatic Port Expansion	 Host can add additional participants to reserved conference. Expansion occurs automatically without operator intervention.
	Additional Participants	Newcomers can join conference call in progress.Host can dial-out and add new participants.
	Broadcast	Host can speak, while others attend in listen-only mode.
	Host-Controlled Question and Answer	Host can switch to Q&A mode during broadcast ACS.Host controls retrieval of queued questions.
	Voting and Polling	Host can poll participants.Participants respond using touch-tone menu options.
	International Access	Participants can join from locations worldwide.Options include caller-paid or operator-dialed access.
	Anytime Availability	 Agencies can establish ACS sessions 24x7.
Individual Controls	Host Touch-Tone Commands	Listen/talk – mutes individual line (toggle on and off) Conference count – number of participants on conference call Entry/exit tones (toggle on and off) Start and end host-facilitated Q&A session while in broadcast mode Start and end voting and polling session Host dial-out to add participant Reservationless – start or end recording Reservationless – roll call and participant name announce entry Conference continuation without host Lock conference call.



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FUNCTIONAL AREA	FEATURE	DESCRIPTION
	Participant Touch- Tone Commands	 Operator assistance Listen/talk – mutes individual line (toggle on and off) Conference count – number of participants on call.

Table 1.5.4.3-3: ACS Technical Capabilities. Agencies will gain access to ACS capabilities that exceed Government requirements and provide Agencies with flexible options that combine high quality with ease of use.

1.5.4.3.a.4 ACS Security and Controls

AT&T enhances ACS security through controls listed in **Table 1.5.4.3-4**.

ACS CONTROL	FUNCTION
Operator Dial-out	Operator dials out to participants the host has requested.
Operator Assisted Dial-in	Operator captures name of each participant who joins ACS session.
Host Dial-out	Host dials out using touch-tone commands or Conference Monitor to add participant to call.
Name Announce (Reservationless)	Participants' names are announced automatically as they join or exit call.
Conference Lock	Host locks conference so no additional participants can join call.
Conference Monitor	Host uses web-based tool to control participation and privileges of individual participants.
Security Code	Host provides participants with security code they must use to gain access to reservationless or operator-assisted dial-in calls.
Password	AT&T provides host with password when conference reservation is made.
Reservationless Roll Call	Host can play list of names of participants on call.
Participant Count	Host can hear total number of participants on call.
Participant List	If names were entered, host can see participants' names on Conference Monitor or request to hear list of participants using touch-tone commands.
Host Password	Host selects password to use when initiating reservationless ACS session.
Access Code	Host selects password for participants to access reservationless ACS session.

Table 1.5.4.3-4: Conference Monitor Controls. Agency hosts have visibility into the identity of ACS participants and control the privileges each can exercise in an ACS session.

1.5.4.3.a.5 Executive TeleConference

AT&T TeleConference Services Executive offering is for teleconferences requiring professional moderator assistance and access to key features. Press Conferences and major announcements to employees are some of the applications for which this service is used. The service can accommodate participants on an audio call. Ports must be reserved.





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Executive Conference Call Access Options Operator-Assisted Dial-In for calls connections. An AT&T TeleConference Specialist will personally greet participants, gather information requested by the call host and connect them to the call. Operator-Assisted Dial-In is available in both Caller-Paid and Toll-Free options.
Automated Dial-In for calls connections. Optional Access Code and PIN validation for added security. Automated Dial-In is available in both Caller-Paid and Toll-Free options.
Operator-Dialed is available for calls connections.
Mixed Modes – combinations of Operator-Assisted Dial-In, Automated Dial-In
and Operator-Dialed are available to meet individual needs.
Key Features



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Ontional Foatures	
Optional Features	





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1.5.4.3.b Attributes and Values of Service Enhancements [L.34.1.5.3.b]

(b) If the offeror proposes to exceed the specified service requirements (e.g., capabilities, features, interfaces), describe the attributes and value of the proposed service enhancements.

Several features described in the preceding section exceed or enhance the Government's ACS requirements. In this section, we highlight three specific capabilities

1.5.4.3.b.1 Automatic Call Extension

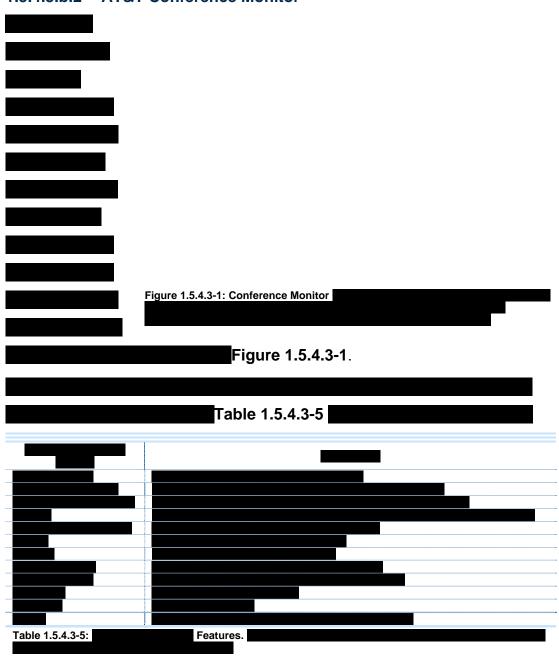
AT&T exceeds the requirements for guaranteed call duration, allowing an ACS session to run beyond its scheduled time. The host does not have to contact the



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operator; AT&T automatically extends the call until the last participant hangs up. This lets the host focus on the meeting without concern for time limitations.

1.5.4.3.b.2 AT&T Conference Monitor





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1.5.4.3.b.3 Internet Reservation System

Agencies can

Figure 1.5.4.3-2.

Figure 1.5.4.3-2: Internet Reservation System.



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1.5.4.3.b.4 Audio Conferencing Reports In addition to the performance data required by the Government, AT&T offers additional reports-As part of the standard audio conferencing bill section, Agencies will receive the following information for each conference: 1.5.4.3.b.5 IP-Based Audio Conferencing



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1.5.4.3.c Service Delivery Network Modifications [L.34.1.5.3.c]

(c) Describe any modifications required to the network for delivery of the services. Assess the risk implications of these modifications.

Agencies will receive a low-risk solution through AT&T's ability to offer ACS upon contract award

1.5.4.3.d Management and Applications Services Experience [L.34.1.5.3.d]

(d) Describe the offeror's experience (including major subcontractors) with delivering the mandatory Management and Applications Services described in Section C.2 Technical Requirements.

AT&T provides audio conferencing to Federal Agencies with varied and exacting requirements.

1.5.4.3-6 lists AT&T's audio conferencing experience for the public and

1.5.4.3-6 lists AT&T's audio conferencing experience for the public and private sectors.

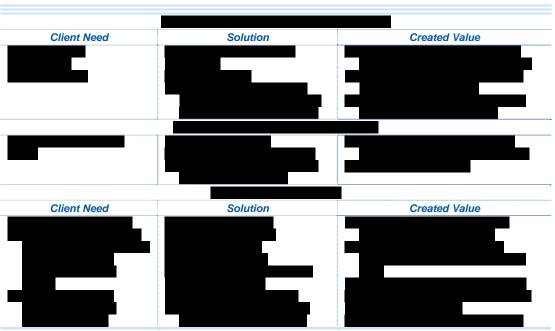


Table 1.5.4.3-6: ACS Customer Experience. ACS customers have saved travel time and expenses by making productive use of audio conferencing.



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Through audio conferencing, AT&T enables its customers to bridge distances, increase collaborative work efforts and generate savings from reductions in travel. Because we offer high-quality voice service and geographic reach that cannot be equaled, customers can operate with greater effectiveness and efficiency.

1.5.4.3.e Approach to Network Infrastructure Management [L.34.1.5.3.e]

(e) For Managed Network Services (MNS), describe the approach, process, and considerations for managing a network infrastructure (e.g., FRS, ATMS, IPS, IP-VPNs, CPE) supporting approximately 2000 users, at 25 locations across the United States. Based on the offeror's experience with similar projects, provide a discussion of how the offeror would investigate the requirements, design the solution, implement the plan, and deliver service that meets the Agency's performance requirements.

The approach, process, and considerations for network infrastructure management are described n Section 1.5.6.3.e.

1.5.4.4 Stipulated Deviations

AT&T takes neither deviation nor exception to the stipulated requirements.

1.5.4.5 Enhanced ACS Technical Capabilities

1.5.4.5.1 Service Description

The Networx Audio Conference Service is enhanced by the additional technical capabilities and features described below.

Enhanced Networx ACS Technical Capabilities:

Domestic Toll Free Dial-In



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- Canada Toll Free Dial-In
- Operator Assisted Dial-Out
- Host Dial-Out

Enhanced Networx ACS Features:

- Overnight delivery for tape, CD or transcription
- Toll free replay of pre-recorded audio conference

1.5.4.5.1.1 Domestic Toll Free Dial-In

date and time of the audio teleconference, the number of locations expected to call in and the length of time needed. This service The TeleConference Specialist (or Internet Reservation confirmation) provides the Host	For Domestic Toll Free Dial-In, the Host calls the TeleConference Specialist,
The TeleConference Specialist (or Internet Reservation confirmation) provides the Host	or accesses the Internet Reservation system, to make a reservation with the
The TeleConference Specialist (or Internet Reservation confirmation) provides the Host	<u></u>
provides the Host	to call in and the length of time needed. This service
provides the Host	
provides the Host	
provides the Host	
	The TeleConference Specialist (or Internet Reservation confirmation)
should changes be required before the conference	provides the Host
should changes be required before the conference	
5.10 d.	should changes be required before the conference.

Reservations can be requested as 'On demand' (15 minutes prior notification required) or 'Prefile' (with a toll free reservation number and access code already on file). Reservations can be faxed or emailed to the AT&T TeleConference Centers. Internet reservations are also offered. International Access is available via AT&T Direct (participants must use their AT&T Calling Card)



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1.5.4.5.1.2 Canada Toll Free Dial-In

Like the Domestic Toll Free Dial In, the Canada Toll Free Dial-In provides subscribers located in Canada with Toll Free access to the host's audio conference. The Host calls the TeleConference Specialist, or access the Internet Reservation system, to make a reservation with the date and time of the audio teleconference, the number of locations expected to call in and the length of time needed. The Host pays for the bridge costs of the entire call.

Reservations can be requested as 'On demand' (15 minutes prior notification required) or 'Prefile' (with a toll free reservation number and access code already on file). Reservations can be faxed or emailed to the AT&T TeleConference Centers.

1.5.4.5.1.3 Operator Assisted Dial-Out

An AT&T TeleConference Specialist dials out to participants on this type of Audio Teleconference, either on demand or on a reservation basis. To use this service, the Host contacts a toll free number via phone or fax to make a reservation. The Host should be prepared to provide the TeleConference Specialist with the names and telephone numbers of each participant, as well as the date, time, and duration of the conference call.

Reservations

can be requested as 'On demand' (15 minutes prior notification required) or 'Prefile' (with a toll free reservation number and access code already on file).



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Reservations can be faxed or emailed to the AT&T TeleConference Centers. Internet reservations are also offered. There are no cancellation charges. The TeleConference Specialist will provide the Host with a Conference ID number.

The AT&T TeleConference Specialist will call out to each of the participants, including the Host, and add them up to 15 minutes prior to the call time depending upon number of participants. Should a participant not be available when contacted by the Specialist, a message will be left with clerical staff or on voice mail. If neither of these methods is available, the Specialist will continue trying to contact the participant, if unable to make contact with the participant; the Specialist will ask the Host for further instructions.

Once all the participants are added to the call, the TeleConference Specialist will ask the Host if he/she should take roll call. If requested, the Specialist will take roll call and provide instruction to all participants. Participants can contact the Specialist by dialing the toll free reservation number.

The following are included as part of the Operator Assisted Dial-Out feature:



Long distance transport is a separate component required in order to complete calls.

The Operator-Assisted Dial Out feature is different from the Operator Assisted conference feature (Operator Assisted Dial-In). On an Operator Assisted Dial-In (OADI) call, the operator handles the reservation, and provides the host and participants with the dial-in number and access codes



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for the call. As participants join the call, the operator is available to greet them.

1.5.4.5.1.4 Host Dial-Out The Host dials out to participants on this type of Audio Teleconference. This service is available to the Host during an active conference call on a reserved Auto Dial In or Reservationless Auto Dial In conference call. The host activates the AT&T Conference Monitor by

to call out from the bridge to additional participants.

Agencies can use Host Dial-Out when additional participants are needed during the course of an Audio Teleconference. It can also be a valuable tool to assure that only authorized participants are on the call.

Host Dial-Out provides the following capabilities to the Host:

- An Audio Conferencing bridge that performs Host Dial-Out upon the request of the Host
- Audio Conference ports on the Audio Conference bridge for Dial-Out participants



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1.5.4.5.1.5 Overnight delivery for tape, CD or transcription

Offered as part of the AT&T Corporate Crisis Management Service – Enhanced Option feature, overnight delivery of tapes, CDs or transcription of the Audio Conference call will be made available to any agency that orders this service.

1.5.4.5.1.6 Toll Free replay of pre-recorded audio conference

Offered as part of the Recording-Digitized Replay option, customers use a toll-free number to access the digitized recording of an audio conference call for a scheduled replay period. Participants dial into a toll-free bridge and enter an access code to hear the recording.

1.5.4.5.2 Benefits

Agencies will receive the following benefits from these additional ACS technical capabilities and features:

- Offers the Host greater flexibility to include participants in an ACS. These include: Domestic Toll Free Dial-In; Canada Toll Free Dial-In; Operator Dialed-Out; Host Dialed.
- Provides a smoother transition for ACS customers to Networx from FTS2001 Crossover by providing popular ACS features that are available on FTS2001 Crossover. These include: Overnight delivery for tape, CD or transcription; Toll free replay of pre-recorded audio conference.
- The capabilities and features available to the commercial ACS customers are made available to the Networx ACS customers.