

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**).

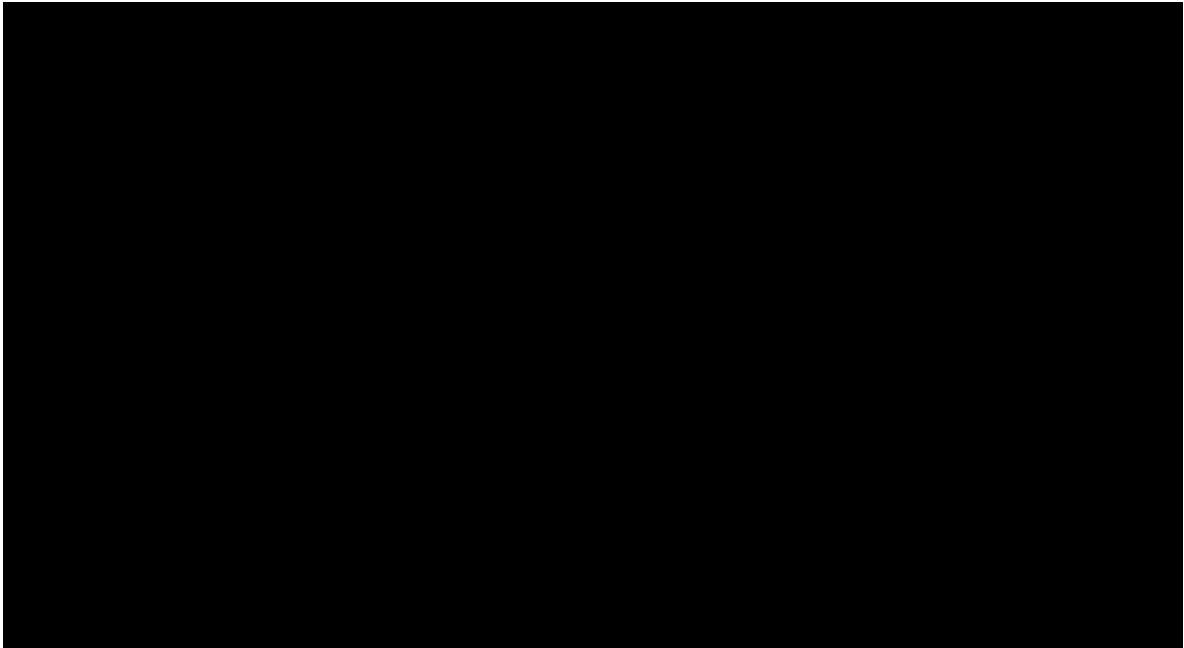


Figure 2.3.7-1:

The subscriber website is accessible to only authenticated subscribers through a dedicated link for Networx information on the AT&T **BusinessDirect**[®] 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 Networx 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**.

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

Table 2.3.7-1: [REDACTED]

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

- [REDACTED]
- [REDACTED]

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 be confident in 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 Networkx customers.

As an extremely client-centric organization, our priorities are predominantly determined by GSA's needs. The Networkx 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 Networkx subscriber website is restricted based



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).

on their unique profile accessibilities. Only Government personnel who have been authorized by their DAR administrator and have IDs established by the **BusinessDirect** Agency Administrator are provided access. On our public website (www.att.com/gov/Networkx), AT&T provides point-of-contact (POC) information (email with links and direct telephone number) for all Networkx contacts, including subcontractors. As shown in **Figure 2.3.7-1**, the Networkx 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).

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

[REDACTED]

With a multi-service contract spanning 10 years, Agencies have easy access to accurate program information through a dedicated subscriber website populated with Networx Government-specific information. This website allows the GSA and Networx Agencies to easily research, input, track, receive, and share Networx 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 Networx link will be prominently displayed on AT&T's public site to encourage Government customers to learn more about the contract. Additionally, on the

Networkx subscriber website, the Designated Agency Representatives (DARs) can roll over each access link and find the following bulleted items:

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

[Redacted text block containing multiple lines of blacked-out content]

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 Networx subscriber site, access is controlled through AT&T **BusinessDirect**. The DARs can use their same unique login IDs (for AT&T **BusinessDirect**) to retrieve proprietary Networx information. The DARs do not have to [REDACTED], exceeding Networx requirements, by enabling a [REDACTED] [REDACTED] for all secure access-controlled management functions (**Figure 2.3.7-3**).

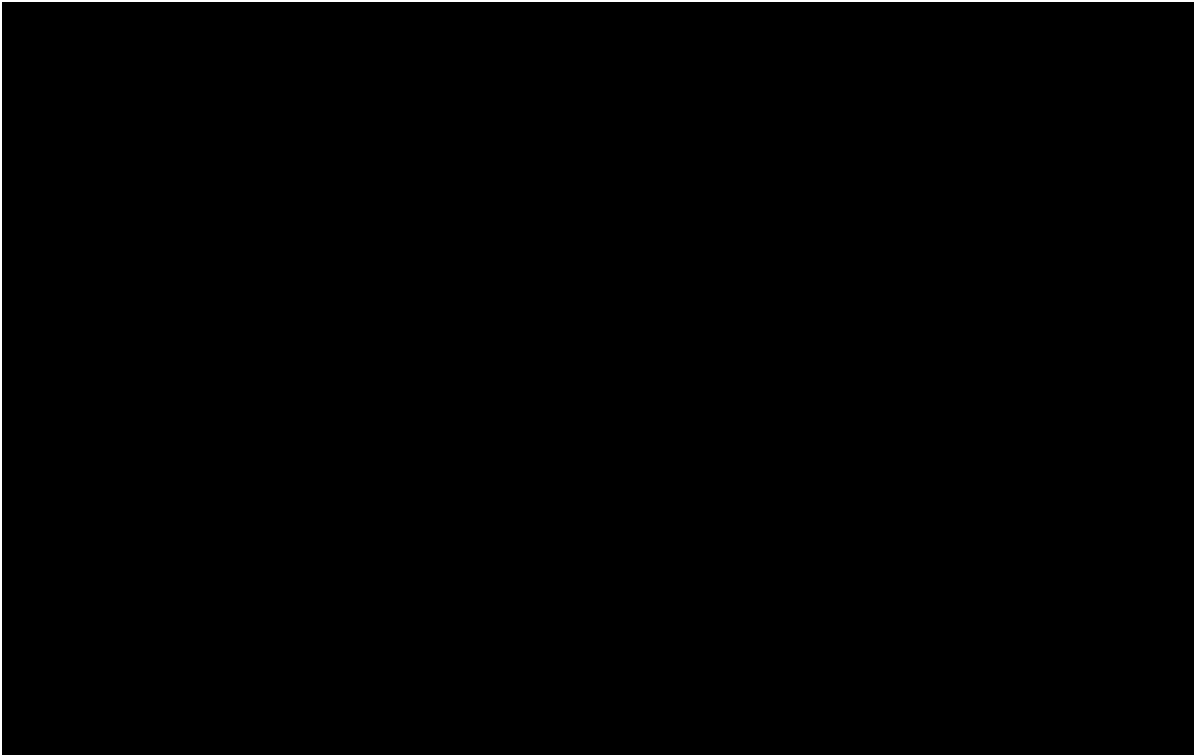


Figure 2.3.7-3: [REDACTED]

The Network subscribers who have not acquired an AT&T **BusinessDirect** login may contact the Networx Customer Support Office at 1-877-GET-NTWX to obtain [REDACTED]. An example of the

personalized secure Networx subscriber site screen created is depicted in **Figure 2.3.7-4.**

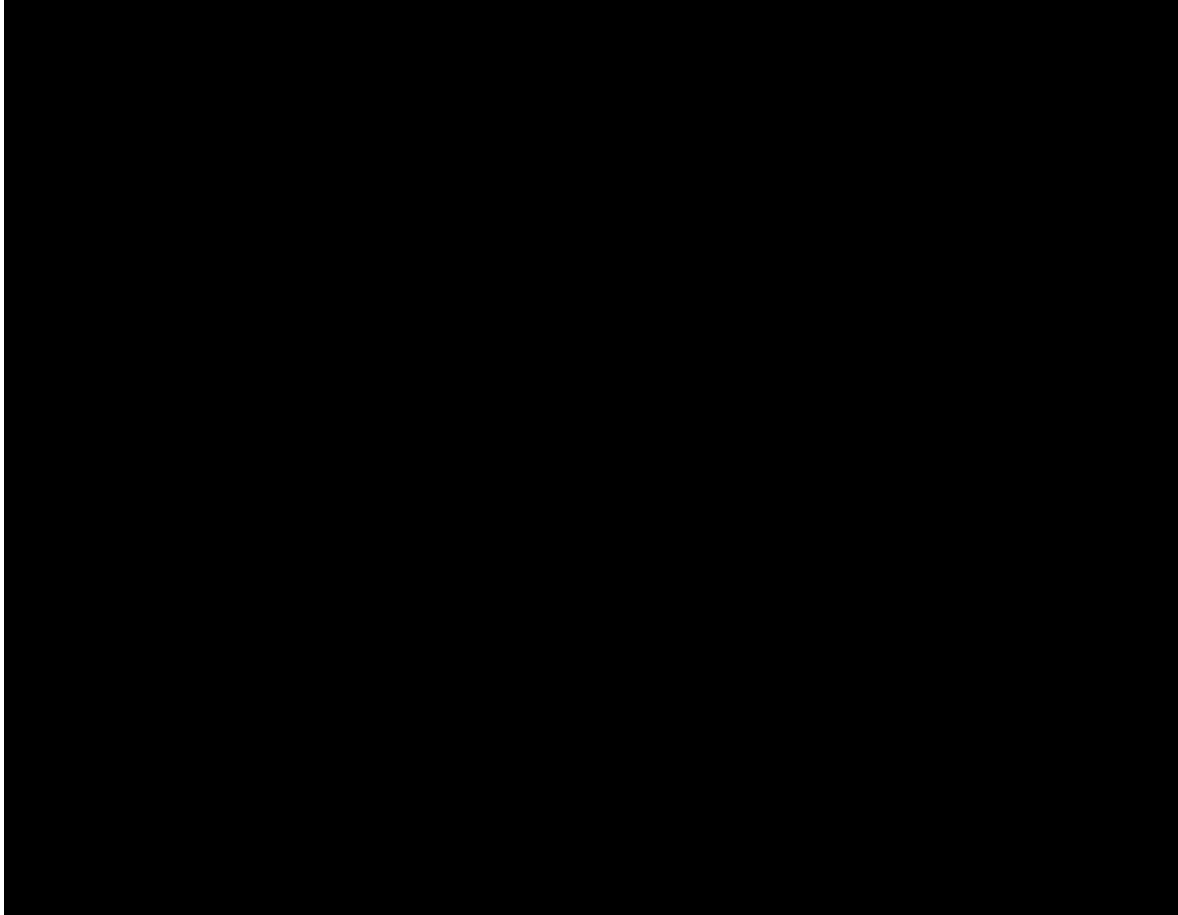


Figure 2.3.7-4: [Redacted]

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 AT&T **BusinessDirect** 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 is responsible for performing the administrative functions ensuring that only authorized Government personnel can access Networx data. These administrative functions include the following:

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

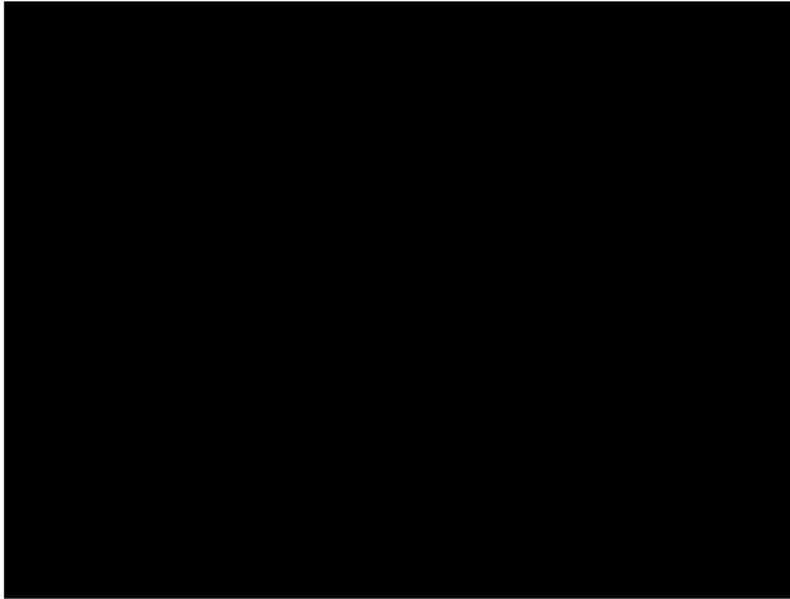
The DAR administrator from each Agency maintains a list of Government personnel authorized to place Networx orders. DAR administrator changes will also be provided to AT&T by the Government. (This is based on RFP requirements, as stated in Section G.1, Roles and Responsibilities.)

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
<i>Name</i>	Full name of person with privileged access
<i>Role</i>	Government functional role of person with privileged access
<i>Access Privileges</i>	Access privileges of person
<i>Email</i>	Government email address of person with privileged access
<i>Street Address No. 1</i>	Street address of primary location of person with privileged access
<i>Street Address No. 2</i>	Street address of primary location of person with privileged access
<i>City</i>	City for primary location of person with privileged access
<i>State</i>	State for primary location of person with privileged access
<i>Zip Code</i>	Zip code for primary location of person with privileged access
<i>Phone</i>	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) (Figure 2.3.7-5).

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 program management

Figure 2.3.7-5: [Redacted]

provides the Government with the ability to have accessibility to all links described in Table 2.3.7-3.

SERVICE	NETWORKX 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]

SERVICE	NETWORX OSS CAPABILITIES
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

Table 2.3.7-3: Network Website Links. [REDACTED]

If the Offeror's approach to meeting Business Relationship Management requirements is different for optional services than for mandatory services, the offeror shall describe the differences in a separate optional services subsection within the Business Relationship Management section of the Offeror's response [L.34.2.3.7]

The approach to meeting Business Relationship Management requirements is the same for both optional and mandatory services.

Summary

Obtaining information about Networkx products and services, and quickly finding key contacts and program data, will be effortless through the ready-resource of AT&T's Networkx 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 Networkx contract, along with relevant aspects of the GSA/Agency/AT&T relationship, will be at Networkx users' fingertips –consistently exceeding the Government requirements.