

2.3.8 Service Optimization [L.34.2.3.8]

GSA and AT&T partnership maximizes service optimization opportunities to be delivered to the Customer Agencies for consideration and implementation.

Overview

The offeror shall describe how it proposes to meet Government requirements specified in Section C.3.4.5, Service Optimization. [L.34.2.3.8]

GSA and the Agencies have access to a broad product and services portfolio, allowing consolidation of current services or replacement with new, innovative, and emerging services. AT&T, a single responsive vendor providing many of these services to Agencies today, can help identify opportunities for optimization and develop service-enhancing recommendations. These functions are performed within our Customer Support Office (CSO) by the [REDACTED] Team in [REDACTED]. The [REDACTED] includes a [REDACTED], who is responsible for the overall optimization effort and administers the Annual Candidate Locations Optimization Report.

The Government's complex task of accounting for its vast volume of products and services is made easier with AT&T's newly developed automated Government inventory management solution. The GSA and subscribing Agencies can be confident that their information is current, accurately stored, and simply yet securely accessible for analysis. The GSA and Agencies have the ability to extract their Networkx inventory online anytime through AT&T **BusinessDirect**[®], a secure web portal. The Agency user can simply and intuitively access the [REDACTED] application, if authorized. (The user profile defines the authorized applications as well as the Agency specific data that the user is allowed to access.) The Government users can easily access and work with AT&T's Networkx Inventory Database at their

convenience, which may result in Government savings and efficiencies. The Government user also can save searches, or create ad hoc queries for immediate inventory reports for further reference, as explained in Section 2.3.12.

Additionally, the GSA and Agencies can access other tools in the AT&T portal, with the same authenticated login, including the AT&T **BusinessDirect Map** (Figure 2.3.8-1). This feature allows Agencies to use a map of the United States to view inventory at a site and at the network level across services. Agencies are also provided with the ability to react to network traffic changes in real time for better utilization of dedicated facilities.

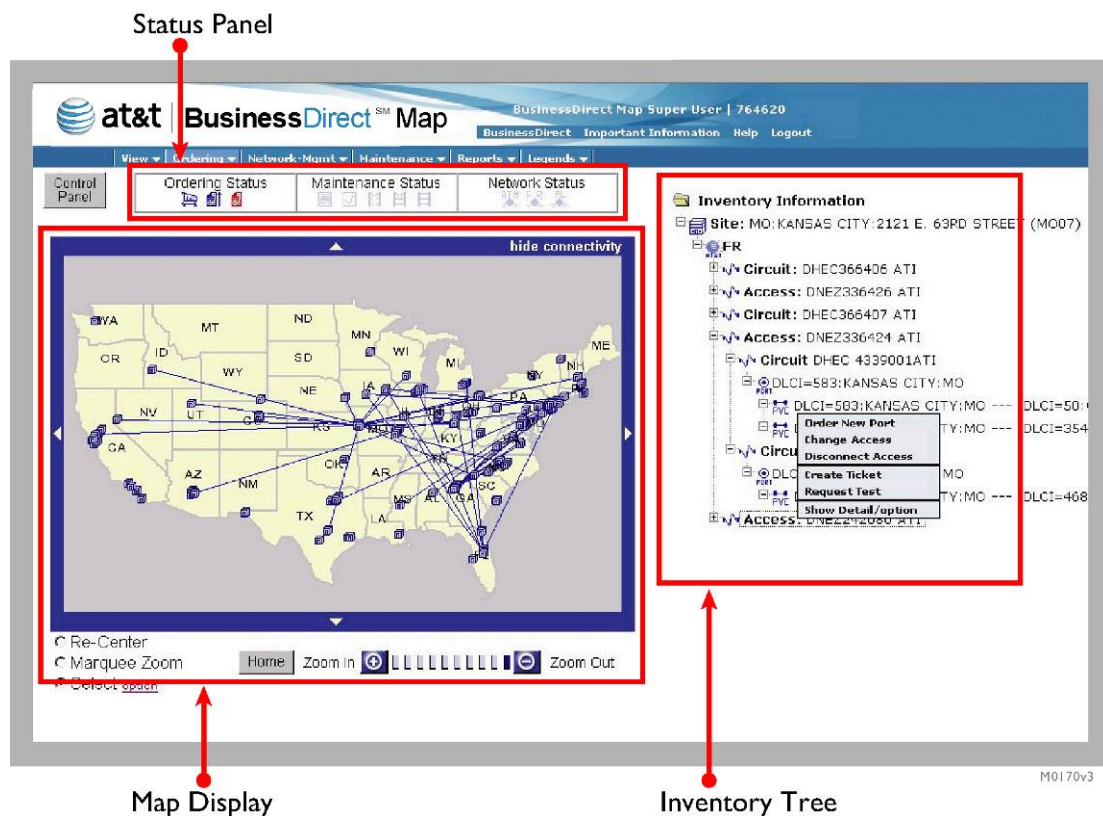


Figure 2.3.8-1: Business Direct Map Capabilities. The Government is provided the ability to view dedicated facilities via AT&T **BusinessDirect Map**, providing inventory at a site and network level across services to assist in real-time Service Optimization.

Furthermore, the *Performance Reporting* application provides authorized users access to the *Analyze Voice Network Data* feature. This enables customers to minimize their network expenses by providing information that might point to a more optimized reconfiguration of their dedicated facilities. The Agencies have the ability to access this service optimization data for dedicated inbound or outbound domestic long distance voice trunks, resulting in a [REDACTED] [REDACTED] GSA and Agencies have unlimited access to their Networkx inventory and service specific optimization tools, thereby decreasing dependency Agencies may have on the Annual Candidate Locations Optimization Report. The GSA and the Agencies have numerous advantages with AT&T's service optimization capabilities process (**Table 2.3.8-1**).

FEATURES	BENEFITS
Sharing of Networkx services	Cost savings, reduced costly infrastructure
Update to new technology	Carry them through contract life, prevention of technology obsolescence
Consolidation of services for Agencies	IT budget goes farther, greater work efficiencies, greater familiarity/easier for end users
Consolidation of services for multiple Agencies	Share services for lower cost of operation and reduced expenses

Table 2.3.8-1: Features and Benefits of AT&T's Service Optimization *The Government can analyze for optimum performance a vast portfolio of services online, any time.*

Optimization Analysis Scope and Methodology [L.34.2.3.8]

The offeror shall describe its scope, methodology, tools, 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 service optimization requirements.

Agencies gain greater budget flexibility to meet the increasing demand for Networkx communication services by using AT&T's competitive products and services. GSA's goal is to move Agencies toward lowest total cost of operations solutions by optimizing Networkx services.

AT&T's service optimization for the Government is conducted on an annual basis by the Service Optimization Manager, and can include analysis of





The AT&T BusinessDirect customer portal gives business customers visibility into and hands-on control over their networks. Enterprise customers can directly integrate their own inventory management, maintenance and ordering systems with AT&T's provisioning, repair and inventory systems.

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opportunities to optimize based on consolidation of services from multiple vendors.

The three primary types of optimization scenarios for which AT&T provides Annual Candidate Location Reports for the Government, including estimated lower cost arrangements, are depicted in **Table 2.3.8-2**.

SERVICE OPTIMIZATION SCENARIOS		
Access Configuration	Illustration	Technology Example
Consolidation of existing services by a single Agency.	 <p>M0568v1</p>	Consolidating an Agencies multiple T1's with a single higher capacity T3.
Consolidation of existing services by multiple Agencies within a particular facility.	 <p>M0325v1</p>	Consolidating multiple Agencies T1's in the same building with a higher capacity T3 serving all floors.

SERVICE OPTIMIZATION SCENARIOS



Table 2.3.8-2: Service Optimization Scenarios. AT&T will provide various optimization opportunities to the Government resulting in increased efficiencies and possible cost savings.

The [REDACTED] analyzes the Government's inventory, based on specific Agencies and specific facilities, to identify and determine potential candidate locations for possible optimization. The outcome of this analysis is shared with the GSA. The GSA exchanges further input/changes to be incorporated by AT&T to produce a final optimization analysis of opportunities for the Agencies' review and potential implementation. This report is presented to the Agencies by the GSA for concurrence.

(Figure 2.3.8-2).



Figure 2.3.8-2: Process to Compile Agencies Optimized Solutions. The GSA and AT&T will partner together to deliver maximum optimization opportunities to the Agencies.

An Agency choosing to execute the optimization recommendation may experience the benefit of reduced cost of services in the following monthly billing cycle, without loss of capability or service during this transformation.

With technology advancing at such a rapid pace, AT&T's [REDACTED] offers subject matter experts specializing in new services and product integration and will continue to partner with the Agencies to ensure a smooth transition of services. This team, on an on-going basis, analyzes Agency locations to leverage new products and consolidation of services, often providing real time suggestions to GSA prior to the annual report.

The final Annual Candidate Locations Optimization Report is easily retrievable via the link [REDACTED]

Optimization Analysis Capabilities

The offeror shall describe its service optimization *tool* 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) Using Networkx services efficiently and reducing operating cost
- (b) Leveraging Network services across Agencies that share the same facilities

AT&T's intent is to help reduce operating costs through efficient utilization and determination of whether new product releases are compatible with the current environment. In addition to the Annual Candidate Locations Optimization Report, Agencies can access multiple applications via AT&T **BusinessDirect** providing data at any time (**Figure 2.3.8-3**)

Figure 2.3.8-3: Networkx Subscriber Site. *The Government will have direct access to readily available and updated Networkx Inventory and various service specific Performance Reports to aide in Service Optimization Analysis.*

Agencies have the ability in near real-time (for some services) to analyze calling trends, investigate network performance concerns and determine the need to reconfigure their voice networks. With AT&T's *Inventory, Map and Performance Reporting* tools, Agencies can facilitate their decision-making process by accessing up-to-date Networkx information. This data provides the benefit of improving the Government's ability to minimize network expenses, by obtaining upfront information that might point to a reconfiguration of their facilities. The Annual Candidate Locations Optimization Report (which includes all required fields as specified in C.3.4.5.4.1.1.4) allows the user to review locations with multi-tenant buildings or antiquated services, and

analyze various scenarios of their existing network, which may offer significant savings or efficiencies to the Agencies.

Current annual and archived Candidate Locations Optimization Reports are available for the life of the contract. To assist Agencies in the optimization of their telecommunication services, Products and Service Guides are available under the public website for Networx (which is further described in Section 2.3.7). By providing easy-to-use, readily available, accurate, and timely information to evaluate service optimization opportunities, GSA and Agencies experience greater cost controls with AT&T's optimization tools. For GSA's convenience, the Agency's Sales Account Manager, Agency-specific Program Managers (from within AT&T Government Solutions), and the Strategic Planning Office (SPO resides within the CPO) are also available to assist in optimization activities.



*"AT&T **BusinessDirect** combines service management and support reporting tools into a single, secure extranet site that provides users with increased visibility and cost control over their network performance and investments."*

Candidate Locations Optimization Report [C.3.4.5.2.1]

The contractor shall conduct, at no cost to the Government, an annual service optimization analysis that includes at minimum analysis of voice and data services, and shall deliver to the PMO a Candidate Locations Optimization Report that identifies Government locations that may save monthly recurring costs as a result of consolidating or replacing existing services with more efficient ones. [C.3.4.5.2.1]

AT&T provides and delivers the Annual Candidate Locations Optimization Report (at no cost to the Government) 45 business days after the end of the first full fiscal year, and going forward throughout the contract term.

If the Offeror's approach to meeting Service Optimization requirements is different for optional services than for mandatory services, the offeror shall describe the differences in a separate optional services sub-section within the Service Optimization section of the Offeror's response.[L.34.2.3.8]

The approach to meeting Service Optimization requirements is the same for both optional and mandatory services.

Summary

GSA and Agencies have access to a broad and up-to-date product and service portfolio that supports effective service optimization throughout the life of the Networx contract. Because AT&T is familiar with current Government services, we are even better positioned to identify opportunities for optimization and developing recommendations. By accessing inventory information through our customer portal, AT&T **BusinessDirect**, GSA and the Agencies have the ability to investigate service optimization opportunities at any time without waiting for the annual report. GSA and Agencies will save contracting and administrative time using our optimization support personnel and tools, which will help cost-effectively meet Networx telecommunications needs throughout the contract.