

## PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

COMMISSION ADVISORY & COMPLIANCE DIVISION  
Telecommunications BranchRESOLUTION NO. T-13004  
July 22, 1988R E S O L U T I O N

GTE California. Authorization to provide Data over Voice Service for a market trial in the Santa Barbara area on a provisional basis.

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**SUMMARY**

This resolution authorizes GTE California (GTEC) to provide Data over Voice Service (DOV) by a provisional tariff for a market trial in the Santa Barbara Area. DOV is a network service that permits simultaneous transmission of data and voice over the same, existing access line. It also interconnects customer data equipment. The provisional tariff will be restricted to the Santa Barbara area. The market trial will conclude within 24 months from the effective date of this offering.

The annual net revenue effect of this offering is estimated to be \$99,735. No protests have been filed concerning this proposed service.

**BACKGROUND**

DOV is a network service permitting simultaneous transmission of data and voice over existing telephone lines and interconnects customer-provided data equipment. Starkeeper billing is a DOV software option, that can provide the customer with usage details for each port on his or her system. Technology testing and evaluation of DOV service were authorized by GTEC Advice Letter No. 5090 and carried out with the University of California at Santa Barbara. The technology has proven sound; therefore, by Advice Letter No. 5142, filed June 29, 1988, GTEC proposes to begin market trial of the offering.

GTEC proposes to offer Data Over Voice Service in the Santa Barbara area (Ellwood, Goleta, Las Positas and Santa Barbara Central offices within the Santa Barbara Exchange) as a market trial. The trial is designed to verify market demand at two

different pricing options, to create profiles of pricing preference for this offering and future related offerings, track data for actual costs, and to test procedures related to order processing, customer service, billing and marketing prior to a general offering.

The trial will be deemed successful if actual sales support the forecasted demand and the offering is actually profitable. After a successful trial, the offering may be expanded to other GTEC service areas, depending on the demand and the availability of alternatives such as ISDN (Intergrated Services Digital Network). Otherwise, the offering will remain restricted to the Santa Barbara area. The results of the market trial (including cost data) will be shared with the Commission Advisory and Compliance Division at the conclusion of the trial.

The proposed tariff meets the criteria for market trials as set forth in Resolution T-11083. The trial is limited in its time-frame and geography.

The annual net revenue effect of this offering is estimated to be \$99,735.

No protests have been filed concerning this proposed service.

#### FINDINGS

1. GTEC proposes a market trial of DOV service in the Santa Barbara area on a two-year provisional basis.

2. The proposed trial meets the criteria set forth in Resoluion T-11083.

3. The technology for DOV has been tested and found to be sound.

#### IT IS ORDERED that:

1. GTEC is authorized to offer the provisional tariff for DOV in the Santa Barbara area as a market trial. The trial period will end on or before 24 months from the effective date of this Resolution.

2. GTEC will report the results of its market trial, including cost data, to CACD on August 23, 1990 or 30 days after the conclusion of the trial, whichever comes first.

3. The following tariffs sheets will be stamped with Resolution No. T-13004 and the effective date of this Resolution:

Schedule Cal. P.U.C. No. E-1:  
Original Sheet M  
Original Sheet 50.10  
Original Sheet 50.11  
Original Sheet 50.12  
Original Sheet 82  
Original Sheet 83

4. The effective date of this Resolution is TODAY

I certify that this Resolution was adopted by the Public Utilities Commission at its regular meeting on July 22, 1988. The following Commissioners approved it:

STANLEY W. HULETT  
President  
DONALD VIAL  
FREDERICK R. DUDA  
G. MITCHELL WILK  
JOHN B. OHANIAN  
Commissioners

  
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Executive Director

