



AT&T California Business Sales & Support

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How Does AT&T Work with Business Customers?

Consultative Sales contacts begin with understanding the customer's needs:

- What type of business is the customer in?
- What type of telecommunications needs does the customer have? (voice, data, internet access, videoconferencing or a combination?)
- How many employees do they have and what kinds of functions do they perform (management, clerical, manufacturing, production floor)? How much growth do they expect to experience?
- How many and what types of locations do they have? Multiple floors? Multiple buildings? Campus arrangement?
- Is the customer moving existing equipment to a new location?

Bottom-line: Our job is to meet the overall telecommunication needs of the customer. We care about them and care about their business.



After the equipment selection is made ...

- Does the customer have a consultant or vendor who will assist with the installation?
- What will the dialing plan be?
 - Both PBX and Centrex offer dialing plan flexibility: for example, 4 or 5 digit dialing give the customer the ability to dial numbers in another location as an internal call, thereby reducing their costs. This type of dialing plan requires that a "9" or "8" to reach an outside line, including to place a call to 911. Other customers prefer the option of "assumed 9", so that they do not have to dial "9" first for any calls.
- Sales teams and/or Provisioning teams also may discuss with customers their disaster recovery plans which may include their 911 plans.



Inside Wiring and Set Location Options

AT&T's service terminates at the Minimum Point of Entry (MPOE)

- This is true for premises based services (i.e., trunks serving PBX) and hosted services (i.e., Centrex)
- The AT&T service order that installs each dialtone service (line, trunk or Centrex line) has the address information that goes to the 9-1-1 database.

From the MPOE to each specific telephone set ("jack") location, the customer has options:

- AT&T can bring service from MPOE to each jack or the customer can do it themselves or hire a third party vendor.
- If the customer uses its own personnel or a third party, they are responsible for getting the jack location information into the 9-1-1 database.



Service Moves, Adds and Changes (M/A/C)

For non PS/ALI user subscriber

- The customer contacts its vendor or AT&T and places a request for M/A/C's.
- If AT&T makes the change, it will update the 9-1-1 database.
- If the customer's vendor makes the change, the customer or vendor must contact AT&T to update the 9-1-1 database.

•For PS/ALI user subscriber

- The customer is responsible for maintaining the accuracy of the PS/ALI database. AT&T recommends that customers update 9-1-1 database ASAP after M/A/C activity occurs.

