

Exhibit No.: 4
Issue: Business Services
Witness: Sylvia Acosta Fernandez
Type of Exhibit: Direct Testimony
Sponsoring Party: Southwestern Bell Telephone, L.P.
d/b/a/ SBC Missouri
Case No.: TO-2005-0035
Date Testimony Prepared: October 29, 2004

FILED⁴

FEB 16 2005

**Missouri Public
Service Commission**

**SOUTHWESTERN BELL TELEPHONE, L.P. d/b/a
SBC MISSOURI**

CASE NO. TO-2005-0035

DIRECT TESTIMONY

OF

SYLVIA ACOSTA FERNANDEZ

NP

**St. Louis, Missouri
October 29, 2004**

Exhibit No. 4
Date Prepared Case No. TO-2005-0035
Reporter

TABLE OF CONTENTS

INTRODUCTION.....	1
BASIC ACCESS LINE SERVICES.....	7
HIGH CAPACITY EXCHANGE ACCESS LINE SERVICES.....	10
PLEXAR SERVICE.....	15
COMPETITIVE LANDSCAPE.....	20
BENEFITS FROM COMPETITIVE CLASSIFICATION STATEWIDE	28
CONCLUSION.....	33

SCHEDULES

SCHEDULE 1 – BACKGROUND FOR S. FERNANDEZ

SCHEDULE 2 – BUSINESS PRODUCT DESCRIPTIONS

SCHEDULE 3 – SBC MISSOURI MAY DAY ISDN PRI PROMOTIONAL TARIFF

SCHEDULE 4HC - SBC MISSOURI PLEXAR IN SERVICE

SCHEDULE 5P – 4Q03 INFOTECH NATIONWIDE BUSINESS SYSTEM TRENDS

SCHEDULE 6P – MISSOURI CLEC ADVERTISING SPEND

SCHEDULE 7– AUGUST 2004 WEB CONTENT SURVEY

SCHEDULE 8P – SBC MISSOURI ADVERTISING SPEND

SCHEDULE 9 – LOCAL ACCESS BUNDLE COMPARISON

SCHEDULE 10 - UNLIMITED BUNDLE COMPARISON

SCHEDULE 11 - MCI BUSINESS COMPLETE DIRECT MAIL

SCHEDULE 12 – MCI BUSINESS COMPLETE FLIER

SCHEDULE 13 – BIRCH PROMOTIONAL TARIFF FREEDOM PAK

1
2 **INTRODUCTION**

3 **Q. WHAT IS YOUR NAME AND BUSINESS ADDRESS?**

4 A. My name is Sylvia Acosta Fernandez and my business address is 530 McCullough, San
5 Antonio, Texas 78215.

6
7 **Q. HAVE YOU PREPARED AN EXHIBIT THAT PROVIDES INFORMATION**
8 **REGARDING YOUR EMPLOYMENT, EDUCATIONAL BACKGROUND AND**
9 **APPEARANCES BEFORE THE COMMISSION?**

10 A. Yes. That information is attached as **Schedule 1**.

11
12 **Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?**

13 A. The purpose of my testimony is to:

- 14 a) describe SBC Missouri's core business voice services;
- 15 b) demonstrate that **effective competition continues to exist statewide** for core
16 business voice services by providing evidence that SBC Missouri customers can
17 purchase similar services from alternative providers that are functionally equivalent
18 to or substitutable for SBC Missouri's services at comparable rates, terms and
19 conditions;
- 20 c) describe how the current classification **does not allow full competition** to provide
21 even **greater choices** to Missouri customers;
- 22 d) describe SBC Missouri's current business "go to market" strategy and how
23 competitive classification in the remaining 158 exchanges will **further benefit**
24 Missouri business and

1 e) recommend to the Commission that it find SBC Missouri's business access line
2 services, related EasyOptions® Services, High Capacity Access Exchange services
3 and Plexar® competitive and move these services closer to **regulatory parity** with
4 those of SBC's Missouri's competitors in Missouri.

5
6 **Q. WHAT PRODUCTS AND SERVICES WILL YOU BE DISCUSSING?**

7 A. I will be discussing the various services our business customers use to make and receive
8 calls over the Public Switched Telephone Network (PSTN). These services include:

9 a. "non complex" or basic business access services including exchange access
10 line services, Basic Rate ISDN (DigiLinesm Service), and other line-related
11 services and features such as Hunting, Caller ID and the tariffed packages
12 that include these features;

13 b. "complex" services such as Analog Trunks (PBX trunks), "High Capacity
14 Exchange Access Line Services," including Digital Loop Service,
15 SuperTrunk and Primary Rate ISDN (SmartTrunksm) Service (digital PBX
16 trunks), SelectData® and Plexar® (Centrex Service) which is a central office
17 based substitute for key system/PBX service.

18 Please refer to **Schedule 2**, Business Product Descriptions, for a detailed description of
19 the core business services SBC Missouri currently offers and seeks to have classified as
20 competitive statewide.

21 **Q. WHAT ARE THE MAIN POINTS YOU WOULD LIKE TO CONVEY TO THE**
22 **COMMISSION?**

1 A. The Commission should consider the following points when evaluating whether SBC
2 Missouri's business core services face effective competition:

- 3 • Between July 2004 and July 2001, SBC Missouri has seen a loss of 17% of its
4 business access lines in service.
- 5 • There are alternative providers providing substitutable or functionally equivalent
6 services to SBC Missouri's business non-complex and complex core services and
7 therefore, the Commission should find that effective competition exists for SBC
8 Missouri's business core services.
- 9 • While the obvious competition to SBC Missouri's business services include
10 traditional services offered by competitive local exchange carriers (CLECs), there
11 are also non-traditional forms of competition from providers of wireless, Internet-
12 based (IP) telephony, electronic mail (e-mail), and customer premises equipment
13 (CPE)
- 14 • SBC Missouri faces pricing constraints that do not apply to its competitors.
- 15 • Missouri customers are not receiving the full benefit of a competitive market
16 because SBC Missouri's existing pricing constraints limit its ability to respond to
17 changing customer demands and a competitive marketplace.

18
19 Q. YOU PREVIOUSLY TESTIFIED IN SBC MISSOURI'S FIRST COMPETITIVE
20 CLASSIFICATION CASE (CASE NO. TO-2001-467). WHAT WAS THE
21 PURPOSE OF YOUR TESTIMONY IN THAT CASE?

22 A. The purpose of my testimony was to show the myriad of services available from
23 alternative providers and the extent to which those services are functionally equivalent

1 at comparable rates, terms and conditions to the core business access line services and
2 related line item services offered by SBC Missouri.

3
4 **Q. WHAT WAS THE OUTCOME OF CASE NO. TO – 2001-467 WITH RESPECT**
5 **TO BUSINESS SERVICES YOU PRESENT HERE?**

6 A. Pursuant to Section 392.245, in December 2001, the Commission found that business
7 access line services, High Capacity Access Exchange service, associated line-related
8 business services and optional business MCA service in the St. Louis and Kansas City
9 exchanges faced effective competition and should be competitively classified.¹

10
11 **Q. HAS COMPETITION IN THE BUSINESS SEGMENT OF THE MARKET**
12 **CONTINUED TO GROW SINCE CASE NO. TO – 2001-467 WAS DECIDED?**

13 A. Yes. The access line losses realized statewide in Missouri partially reflect the
14 competitive environment. In July 2001, business access lines in Missouri were 809,703
15 compared to July 2004 of 674,910. This represents a 17% decline in our access line
16 “in service.” The access line in service losses only portray a piece of the impact of
17 many alternative providers. This decline does not reflect losses of new customers that
18 SBC Missouri doesn’t ever have an opportunity to compete to win. Competition
19 continues to expand and thrive throughout all of SBC Missouri’s exchanges. The level
20 of competition can be seen by the continuous stream of sales and marketing information
21 business customers are receiving from SBC Missouri and its competitors. Through
22 these sales and marketing efforts for both traditional and alternative services, the

¹ The Commission also found that several other services, for which I did not testify to, faced effective competition.

benefits (savings, convenience) achieved from purchasing “bundled” offers are evident.

BASIC ACCESS LINE SERVICES

Q. WHAT IS BUSINESS ACCESS SERVICE?

A. Business access service gives a customer the ability to send and receive telephone calls or to connect to data networks through the public switched telephone network (PSTN). Analog Trunks allow the customer to connect its PBX or key telephone system to the PSTN. Business access services can be very simple – basic access lines and a stand alone telephone – or complex – digital trunks behind a PBX such as ISDN PRI service.

Q. HOW ARE BUSINESS ACCESS LINES AND TRUNKS TYPICALLY PURCHASED?

A. Missouri customers have many alternatives available to purchase business access lines and PBX trunks. They may purchase these services on a stand-alone basis at month to month rates or they may receive discounted prices under a term agreement or in a “bundle” that combines the basic access line with line-related services such as Caller ID and perhaps other popular services like Hunting.

Q. WHAT ARE LINE-RELATED SERVICES?

A. Line-related or “vertical” services are services a business customer with non-complex telecommunications needs may add to the access line for additional functionality. Examples of line-related services include services such as Call Waiting, Three-Way

1 Calling, Call Forwarding, Caller ID, or Speed Calling. In Missouri these services are
2 referred to as Easy Option services. For customers that have more complex needs, a key
3 system or PBX will perform these line-related services.
4

5 **Q. WHAT IS METROPOLITAN CALLING AREA SERVICE AND HOW DOES IT**
6 **FIT IN THIS CASE?**

7 A. Metropolitan Calling Area (MCA) service is an expanded calling area plan that exists in
8 St. Louis, Kansas City and Springfield. It is an optional service that customers can
9 purchase when their businesses reside in MCA exchanges outside the St. Louis, Kansas
10 City and Springfield exchanges where MCA service is considered "mandatory" which
11 means the MCA calling scope is part of their local charge. CLECs compete vigorously
12 within the MCA areas so optional MCA service should be declared competitive along
13 with the underlying access line services in the optional MCA exchanges in the St. Louis,
14 Kansas City and Springfield MCAs.
15

16 **Q. WHAT TYPES OF COMPETITION EXIST FOR BUSINESS ACCESS LINE**
17 **AND LINE-RELATED SERVICES?**

18 A. There are two main types of competitive providers – traditional and non traditional
19 providers. CLECs are the most evident type of traditional competitor for business
20 access line customers, providing services that are substitutable for or functionally
21 equivalent to SBC Missouri's services. CLECs today focus on bundled solutions –
22 bundling local with vertical features or messaging as well as long distance. CLECs are
23 also creating "super bundles" that is, local services (line and features), broadband (with

1 Internet access) and long distance and wireless services at a discount. Bundling
2 provides greater savings to the business customer. CLECs and SBC Missouri have
3 developed attractive bundled pricing arrangements. These are designed to sell the most
4 popular telecommunications solutions presented in a bundle that is easy for a business
5 customer to evaluate and purchase.

6
7 In addition, SBC Missouri faces competition from *non-traditional* forms of competition
8 such as wireless carriers and Internet-enabled technologies such as Internet-telephony
9 and electronic mail (e-mail).

10
11 **HIGH CAPACITY EXCHANGE ACCESS LINE SERVICES**

12 **Q. WHAT ARE HIGH CAPACITY EXCHANGE ACCESS LINE SERVICES?**

13 **A.** High Capacity Exchange Access Line services provide customers with up to 24
14 56/64Kbps channels of switched access to the local PSTN on a single DS-1 (1.544
15 Megabits per second) transport facility.

16
17 **Q. WHAT TYPES OF HIGH CAPACITY EXCHANGE ACCESS LINE SERVICES**
18 **ARE AVAILABLE TO BUSINESS CUSTOMERS IN MISSOURI?**

19 **A.** There are generally three types of High Capacity Exchange Access Line services
20 commonly available to business customers in Missouri:

- 21 ▪ The first type utilizes ISDN Primary Rate Interface (PRI) as the underlying
22 technology.

- 1 ▪ The second type utilizes simple time division multiplexing (TDM) for digital
- 2 trunking over a DS-1.
- 3 ▪ The third type is commonly known as Integrated Access. Integrated Access
- 4 service also utilizes simple TDM and DS-1 technologies.

5

6 Integrated Access allows customers to use the 24 channels for access to multiple voice

7 and data services. In addition to using the service or local PSTN access, a customer

8 may also use some of the channels for exchange private line access. Some competitive

9 offerings allow customers to use a single DS-1 for switched access to local, dedicated

10 access to long distance, Frame Relay and Internet services.

11

12 Q. **WHICH HIGH CAPACITY EXCHANGE ACCESS LINE SERVICES DOES**

13 **SBC MISSOURI OFFER?**

14 A. SBC Missouri offers the following High Capacity Exchange Access Line Services in

15 Missouri:

16 **ISDN PRI**

- 17 • SmartTrunk
- 18 • Select Video Plus®
- 19 • SelectData®

20 **TDM/DS-1 - digital trunking**

- 21 • SuperTrunk
- 22 • Digital Loop Service

23 **Integrated Access**

- Access Advantage Plus (limited to access to local regulated services)

Q. PLEASE DESCRIBE THE COMPETITIVE LANDSCAPE IN MISSOURI FOR RETAIL HIGH CAPACITY EXCHANGE ACCESS LINE SERVICE.

A. Missouri business customers have many alternatives to SBC Missouri's High Capacity Exchange Access services -- including purchasing functionally equivalent services from CLECs such as AT&T, Birch Telecom, MCI Worldcom, Sprint and Allegiance. PRI and Digital Trunking services are purchased predominantly by large business and Internet Service Provider (ISP) customers. PRI and Digital Trunking services are standard products for CLECs selling to the large business PBX market or the ISP inbound dial access networking market. CLECs are SBC Missouri's main competitors in these markets. CLECs have been reselling SBC Missouri's retail products like SuperTrunk and SmartTrunk at discounted rates to customers since the passage of the Act.

In addition, CLECs commonly provide High Capacity Exchange Access services using SBC Missouri network facilities (e.g., unbundled network elements (UNEs)). CLECs take advantage of the economics of critical customer mass and buy their own PRI-equipped switches and then utilize SBC Missouri's unbundled loops to reach the customers from the CLEC's own switch. CLECs can also build their own loop facilities and use their own switch, thereby totally bypassing SBC Missouri's network.

1 High Capacity Exchange Access Line services are designed for large business
2 customers, with high volumes of telecommunication traffic. Large PBX business
3 customers are lucrative targets for CLECs. CLECs also compete directly and effectively
4 with SBC Missouri to provide service to Internet Service Providers (ISPs).
5

6 **Q. WHAT TYPES OF COMPETITION EXISTS FOR HIGH CAPACITY**
7 **EXCHANGE ACCESS LINE SERVICES?**

8 A. Most, if not all, CLECs who compete for large business and ISP sales offer equivalent
9 services to SmartTrunk, SBC Missouri 's ISDN PRI service. CLECs also offer
10 equivalent services to SuperTrunk and Digital Loop Service, which are digital PRI is a
11 mature technology and numerous CLECs offer PRI services at extremely competitive
12 rates.
13

14 **Q. WHAT ARE SOME OF THE RECENT COMPETITIVE OFFERS YOU HAVE**
15 **SEEN IN THIS SEGMENT OF THE MARKET?**

16 A. In this higher end of the market, CLECs are very aggressive at undercutting SBC
17 Missouri on PRI service. As the following table shows, typical competitive monthly
18 rates for PRI services are around \$540 to \$850. This is very aggressive pricing given
19 that SBC Missouri's equivalent pricing is typically over \$1,000 per month.

SBC		Competitor Offers		
Tariff Rate	Promotional Rate	Birch	MCI	Nuvox
\$1045 (3yr)	\$968 (3yr)	\$800(1yr)-IC\$600, \$700(2yr)- IC\$300 INCL: 7 Features —or— \$540(1yr)-IC:\$600, \$458(2yr)- IC\$300 INCL: Call Block only LD:\$049(domestic)	\$672 (Band A&B), \$1560 includes 30,000 LD Min	\$630(1yr)

1
2
3 **Q. HOW HAS SBC MISSOURI RESPONDED TO THESE COMPETITIVE**
4 **OFFERS?**

5 A. SBC Missouri responded by developing a promotional bundle for PRI services in 2003
6 referred to as the Missouri "May Day." This promotion is still available today and it
7 offers aggressive rates for the PRI with an option to bolt on either Outbound Caller ID
8 or first 1000 block of DID numbers for \$10 per month. Refer to **Schedule 3** for a copy
9 of the promotional tariff filing.

10
11 **Q. IS THERE ANY FUNCTIONAL DIFFERENCE BETWEEN SBC MISSOURI'S**
12 **HIGH CAPACITY EXCHANGE ACCESS LINE SERVICE AND THAT OF A**
13 **COMPETITOR OF SBC MISSOURI'S BUSINESS HIGH CAPACITY**
14 **EXCHANGE ACCESS LINE SERVICE?**

15 A. No. Digital Trunking Services from CLECs' and SBC Missouri's DS-1 based Digital
16 Trunking Services are functionally the same. There is no functional difference between
17 SmartTrunk (ISDN PRI) and a CLEC's PRI. The number and types of switch features
18 (i.e., PRI 2 B-channel transfer) may vary from CLEC to CLEC and between CLECs and
19 SBC Missouri, but the basic products provide the same functionality to customers.

1
2 **PLEXAR SERVICE**

3 **Q. WHAT IS BUSINESS PLEXAR SERVICE?**

4 A. As **Schedule 2** describes, Plexar is a central office based communications system that
5 allows business customers to use SBC Missouri's central office technology instead of
6 purchasing their own switching equipment. The Plexar family of services includes
7 Plexar-1, Plexar Express, Plexar II and Plexar-Custom. A business customer has no
8 capital outlay since Plexar switching equipment is provided, housed and maintained in
9 SBC Missouri central offices. The industry refers to this service as "Centrex".
10

11 Plexar service provides basic call processing capabilities, such as call hold, call transfer,
12 and three-way calling. Additionally, some Plexar services also offer advanced voice and
13 data call handling, such as Basic Rate Interface (BRI) and Integrated Service Digital
14 Network (ISDN) capabilities. Essentially, Plexar is a central office based PBX.
15

16 **Q. HOW DO CLECS PROVIDE BUSINESS PLEXAR SERVICE?**

17 A. Resellers purchase SBC Missouri's Plexar service at wholesale prices and then "resell"
18 the service to end user customers. Facility-based providers provide Plexar-like service
19 and features through their own switching equipment.
20

21 **Q. IS THERE ANY FUNCTIONAL DIFFERENCE BETWEEN SBC MISSOURI'S**
22 **PLEXAR SERVICE AND THAT OF A COMPETITOR RESELLING SBC**
23 **MISSOURI'S BUSINESS PLEXAR SERVICE?**

1 A. No. A reseller uses SBC Missouri's network to provide service. SBC Missouri resells
2 its telecommunications services to the CLEC at a discount off of its retail rate. The
3 CLEC bills the customer directly for services purchased by the end user customer.

4
5 **Q. IS THERE ANY FUNCTIONAL DIFFERENCE BETWEEN SBC MISSOURI'S**
6 **PLEXAR SERVICE AND PLEXAR-LIKE SERVICES OFFERED BY CLECS**
7 **USING THEIR OWN SWITCHING FACILITIES?**

8 A. No. A CLEC that uses its own switch, either with its own loops or combined with loops
9 from SBC Missouri, can offer Plexar-like service with equivalent functionality to
10 Plexar. Below are the Internet hyperlinks of known facilities based CLECs that offer
11 Centrex service in Missouri.

Company	Web link
Everest	http://www.everestqt.com/business_vs.php
IDT	http://www.idtsolutions.com/products/voice/centrex.asp
MCI	
XO	http://www.xo.com/products/smallgrowing/voice/local/centrex/index.html
Big River	http://www.bigrivertelephone.com/services.html
Nuvio	http://www.nuvio.com/centrex.php

12
13
14 **Q. DO SBC MISSOURI AND OTHER TELECOMMUNICATIONS PROVIDERS**
15 **HAVE THE ABILITY TO UTILIZE CUSTOMER SPECIFIC PRICING (CSP)**
16 **FOR PLEXAR-TYPE SERVICES?**

17 A. Yes. Pursuant to Section 392.200.8 RSMo 2000 SBC Missouri and other carriers have
18 the ability to utilize CSP pricing for Plexar type services. In fact, this provision existed
19 before the legislature authorized local competition (i.e., the creation of CLECs) because
20 the legislature recognized that CPE provided a competitive alternative to Plexar-type

1 services. The intent was to allow open competition and reclassifying Plexar as
2 competitive would give Missouri business customers more choices.

3
4 **Q. DO CPE ALTERNATIVES FUNCTION THE SAME OR ARE**
5 **SUBSTITUTABLE FOR SBC MISSOURI'S PLEXAR SERVICE?**

6 A. Yes, business customers may purchase PBX or key telephone systems from many
7 vendors. These vendors provide service that is substitutable for SBC Missouri's Plexar
8 service. In addition, the vendors install and maintain the equipment for the customers.
9 The final point is that many of the web pages specifically call out the comparison
10 between Centrex service and key systems and PBXs. This further supports SBC
11 Missouri's position that CPE is a direct, functionally equivalent substitute for Plexar.

12
13 **Q. WHAT TYPES OF COMPETITION EXIST FOR BUSINESS PLEXAR**
14 **SERVICE?**

15 A. For decades Plexar has faced competition from key telephone systems and PBXs.
16 Key telephone systems and PBXs were developed and offered to replace some of the
17 central office based offerings for larger business customers. Over time, the prices for
18 PBX systems have been driven down by competition and by advances in switch
19 technology. PBXs and key telephone systems continue to be an attractive alternative for
20 business customers that choose to "own" their voice system.

21
22 The convergence of voice and data is one of the industry's leading drivers for migration
23 as business customers search for economic solutions for their voice and data needs.

1 PBX, key system and Centrex growth is declining over time, VoIP demand is projected
2 to grow as more customers migrate from traditional circuit switched services to IP
3 services. Since January 2002, Plexar "in service" has declined about ** ____ **. Refer
4 to Highly Confidential **Schedule 4**, SBC Missouri Plexar In Service, for monthly station
5 in service counts.

6
7 Proprietary **Schedule 5** provides analysis of the 4Q03 InfoTech nationwide Business
8 System trends. This schedule shows Centrex line growth to be declining while VoIP is
9 predicted to rise. From 2003 to 2008 Centrex lines are forecasted to decline by
10 ** ** but VoIP is predicted to grow by ** ** over the same period. In my
11 opinion, SBC Missouri's Plexar station losses shown in **Schedule 4** are primarily due to
12 substitution (PBX, key systems) or migration to IP enabled CPE.

13
14 Q. IS IT YOUR OPINION THAT A PBX OR AN IP PBX IS THE FUNCTIONAL
15 EQUIVALENT TO PLEXAR?

16 A. Yes. Like Plexar, a PBX is a telephone system that switches calls between users on
17 station lines while allowing all users to share a certain number of local exchange access
18 lines. Most state-of-the art PBXs today use digital switching technology rather than
19 analog. A PBX generally includes the following:

- 20 • PBX trunk lines provided by the local exchange service provider.
- 21 • A premises-based PBX switch (computer) that manages the switching of the
22 station calls (intercom) within the PBX system and calls to and from the PSTN.
- 23 • The inside wiring between the PBX switch and individual PBX stations.

NP

- 1 • A console (switchboard for attendant service).
- 2 • Direct Inward Dialing (DID) provided by the local exchange service provider.

3
4 An IP PBX provides the same feature functionality as a traditional PBX or Plexar but it
5 uses the data network to transport both voice and data.

6 7 **COMPETITIVE LANDSCAPE**

8 **Q. PLEASE DESCRIBE THE GENERAL COMPETITIVE LANDSCAPE IN**
9 **MISSOURI FOR SBC MISSOURI BUSINESS SERVICES.**

10 **A.** As mentioned earlier, between July of 2001 and 2004, SBC Missouri has lost
11 approximately 17% of its business access lines. The existence of a number of both
12 traditional and non traditional competitive alternatives as well as bypass provides clear
13 evidence that SBC Missouri faces a very competitive market for all of its popular non-
14 complex and complex core business access services. For years, SBC Missouri has faced
15 competition from:

- 16 ▪ CLECs that are facilities based as well as non facilities based;
- 17 ▪ CPE alternatives such as PBXs and key telephone systems;
- 18 ▪ Non-traditional alternatives such as wireless, Internet or IP telephony, e-mail and
- 19 ▪ Bypass – businesses that choose to build their own private voice networks

20
21 The number of traditional alternatives is evidence of a fully competitive market.
22 Alternatives emerged within the Missouri marketplace because it is financially
23 rewarding to these alternative providers to offer the business customer choices –
24 statewide. Further evidence that the Missouri market is fully competitive is the

1 emergence of non traditional alternatives such as IP telephony, e-mail and other forms
2 of communication that businesses make use of instead of using the public switched
3 telephone network (PSTN).

4
5 **Q. IS THE COMPETITIVE NATURE OF THE BUSINESS MARKET A RECENT**
6 **DEVELOPMENT?**

7 A. Absolutely not. The business market, especially the large business market, has been
8 competitive for years – even before the existence of CLECs. For example, business
9 customers have a long history of seeking alternatives to SBC Missouri business services
10 such as vertical features and Plexar. Early on, various CPE providers offered many of
11 the alternatives. PBXs were developed and offered to replace central office based
12 offerings for larger customers. Prices for PBX systems have come down over the years,
13 making them attractive alternatives for medium and small business customers. Some
14 large business customers, such as Washington University, Bi-State Development
15 Agency, and Edward Jones have opted to construct private networks to handle much of
16 their communication needs. Additionally, CPE has been developed to offer functionally
17 equivalent capabilities to many of SBC Missouri's optional central office based
18 features.

19
20 **Q. WHAT FACTORS HELP EXPLAIN WHY THERE IS GROWING**
21 **COMPETITION FOR BUSINESS CORE SERVICES?**

22 A. There are two clear reasons. First, businesses are always searching for ways to lower
23 their operational costs in order to increase their profitability. Secondly, it's clearly

1 profitable for competitors to enter into the telecommunications market – if it were not
2 lucrative, then why would both the number of alternative providers rise as well as the
3 myriad of substitutable products. Many business customers are geographically
4 concentrated in metropolitan areas. Facility-based alternative carriers are able initially
5 to reach a high concentration of high volume customers without building networks that
6 serve the entire state.

7
8 These local service providers use a network infrastructure that does not mirror SBC
9 Missouri's statewide infrastructure, allowing market entrants to serve large areas with
10 lower average levels of investment than that employed by SBC Missouri. If a potential
11 customer is located in an area where the competitor has not yet constructed facilities, the
12 competition can rely upon resale of SBC Missouri's telecommunications services or
13 purchase unbundled network elements (UNEs) to serve the customer without having to
14 make any additional capital investments. The basic economics of the alternatives lead
15 other service providers to offer business customers comparable service alternatives at
16 generally lower prices. Unlike SBC Missouri, they do not have to balance revenue and
17 contribution sources between an embedded base of lower margin residence and rural
18 customers against higher margin business customers.

19
20 **Q. WHAT LEVEL OF COMPETITION DO YOUR BUSINESS ACCESS LINE**
21 **SERVICES FACE IN MISSOURI?**

22 **A. SBC faces a very competitive market statewide for all of its business access line**
23 **services. Based on information found on the Commission's web site, there are on**

1 average about 30 certified CLECs certified to offer business services in SBC Missouri
2 exchanges. These competitors utilize aggressive marketing strategies (bundling and
3 aggressive monthly rates) and direct, focused selling tactics (direct mail, outbound
4 telemarketing, door to door sales) to gain market share. Some advertise through mass
5 media (print ads, radio or TV), outdoor (Birch billboards) and make use of the Internet
6 (permission marketing) to communicate the choices they offer Missouri businesses.

7
8 **Q. REGARDING ADVERTISING, CAN YOU QUANTIFY THE LEVEL OF**
9 **ADVERTISING BY YOUR COMPETITORS?**

10 **A.** Yes, through external advertising agency analysis commissioned by me, I can estimate
11 annual telecommunications advertising expenditures for the state of Missouri. SBC
12 Missouri competitors spent nearly ** ** in mass media and online
13 advertising from 1Q02 to 2Q04. (Refer to Proprietary **Schedule 6**, Missouri CLEC
14 Advertising Spend.) These expenditures show the level of our competitors' focus on
15 Missouri businesses, with many of these competitors having doubled or tripled their
16 spend. During this study period:

- 17 ▪ AT&T spent just under ** **
- 18 ▪ Sprint spent just under ** **
- 19 ▪ Verizon spent ** **
- 20 ▪ Birch spent almost ** **
- 21 ▪ CenturyTel spent ** **
- 22 ▪ MCI spent ** **
- 23 ▪ McLeod spent * * **

NP

1
2 **Q. WHAT IS THE SOURCE OF THIS INFORMATION?**

3 A. This information was obtained through a study I commissioned our advertising agency
4 to undertake. Based on public records for advertising in print, radio, TV and banner
5 advertising, the agency is able to use rate sheets to calculate an estimated spend. This
6 information was collected from Competitrack, Nielsen Advviews, and surveys of supplier
7 reports. The survey data was used in combination with publicly available rate sheets to
8 calculate the estimate.

9
10 **Q. WHAT IS THE "KEY MESSAGE" SBC MISSOURI'S COMPETITORS' HAVE**
11 **DELIVERED VIA ADVERTISING?**

12 A. There is a common theme running in the advertising – it's bundling. While the schedule
13 doesn't show all the competitors that advertised in Missouri (nor does it reflect direct
14 mail expenditures), it does show that Missouri businesses are exposed to a trend of
15 utilizing advertising to more effectively reach business decision makers. Missouri
16 businesses have been targeted repeatedly with advertising describing the numerous
17 bundled choices available.

18
19 **Q. ARE THERE OTHER FORMS OF ADVERTISING THAT YOUR**
20 **COMPETITORS USE?**

21 A. Yes. Not all advertising is overt or easy to find publicly. Our research has found CLEC
22 advertising also makes use of banner ads on Internet sites as well as promotional content
23 on various web sites. Analysis of Internet sites shows the vast choices they offer Missouri

1 businesses. Please refer to **Schedule 7** which shows examples of the actual web content
2 for Birch, NuVox, AT&T, McLeodUSA, MCI and Sprint.

3
4 **Q. HAS SBC MISSOURI RESPONDED TO THE INCREASED COMPETITIVE**
5 **ADVERTISING AND IF SO, IN WHAT WAYS?**

6 A. Yes. Given the fact that CLECs increased their level of advertising and direct sales
7 efforts, SBC Missouri has responded with advertising of its own. From 1Q02 to 2Q04,
8 SBC Missouri spent ** ** to reach Missouri business customers. The competitive
9 market SBC Missouri operates in is what drove the decision to increase advertising
10 from ** ** in 2002 to ** ** in 2004. Refer to Proprietary **Schedule 8** for a
11 summary of SBC advertising in Missouri.

12
13 **Q. PLEASE EXPAND ON THE TYPES OF NON-TRADITIONAL COMPETITION**
14 **THAT EXISTS FOR BUSINESS ACCESS LINE SERVICES?**

15 A. Missouri customers have the option of utilizing "non-traditional" services such as
16 wireless service, cable modems, and Internet based telephony or IP Telephony and e
17 mail.

18
19 *Wireless service* is widely available throughout SBC Missouri's exchanges in Missouri.
20 Increasingly, the business customer is choosing to reduce the number of wireline
21 business access lines and instead utilizing wireless services. Besides the obvious
22 applications for "mobile" users such as salespeople and real estate agents, many diverse
23 small businesses have adopted wireless service as their only means to stay in contact

1 with their customers. For example, a landscaper can work on jobs and still be able to
2 receive calls allowing him/her to schedule additional jobs. Wireless service is
3 particularly attractive to business customers because the service often includes long
4 distance calling at no extra charge.

5
6 *Cable modems* offered by cable TV companies and DSL offered by telecommunications
7 companies eliminate the need for additional access lines.

8
9 *The Internet* is now pervasive and accessible to all business customers in SBC
10 Missouri's exchanges, and the various Internet-related capabilities such as e-commerce,
11 e-mail, web pages, and Internet-based or IP telephony provides even more alternatives
12 to SBC Missouri's business access line services. The growth of the Internet and e-
13 commerce applications has also provided attractive business voice choices. There are
14 an increasing number of e-tailers that allow visitors to click on an icon on their web site
15 to use the IP network to complete a voice call, thereby reducing the demand for
16 traditional business access services.

17
18 *VoIP (Voice over Internet Protocol)* service is an immediate and growing competitive
19 alternative to SBC Missouri's "traditional circuit switched" core telecom services
20 (POTS) such as basic access, ISDN and others. Examples of some of the VoIP
21 providers that offer business service in Missouri and their service offerings are provided
22 below. The competitive freedom that VoIP providers currently enjoy has created an
23 environment that drives innovation and investment in VoIP and other alternatives. And

Missouri customers benefit. The table below identifies several providers that are offering business VoIP services.

Company	VoIP	Web link
DeltaThree	Yes	http://www.icconnecthere.com/
Global Crossing	Yes	http://www.globalcrossing.com/xml/services/serv_voice_voip_over.xml
IDT Net2Phone Subsidiary	Yes	http://web.net2phone.com/solutions/corporate/
i2 Telecom	Yes	http://www.i2telecom.com/products.html
MCI	Yes	
McLeodUSA	Trialing	http://www.mcleodusa.com/ResourceRetrieval?file=cts/digitalphone/default.html
Time Warner	Yes	http://www.timewarnercable.com/corporate/products/digitalphone/default.html
Vonage	Yes	http://www.vonage.com/
Nuvio	Yes	http://www.nuvio.com/voice.php
Covad	Yes	http://www.covad.com/voip/index.shtml

BENEFITS FROM COMPETITIVE CLASSIFICATION STATEWIDE

Q. HOW HAS THIS COMPETITIVE ENVIRONMENT BENEFITED BUSINESS CUSTOMERS IN MISSOURI?

A. Further evidence of a fully competitive market is the evolution of the product offer strategy toward bundling to deliver savings. In response to customer demands, telecommunications providers such as SBC Missouri and its competitors are focused on bundling traditional core business access with complimentary services such as long distance, Internet access and broadband at rates that are lower than if the services had been purchased separately. Bundling is evidence that service providers acknowledge the competitive nature of the market and that all business customers have choices for business access and related services. Telecommunications providers recognize that decision makers are well informed and do not need to be sold stand alone products. Rather, decision makers have the knowledge gathered from personal experience as a

1 business owner or gathered from other business owners and the Internet so they want to
2 focus on a complete solution, not individual components that make up a total solution.
3 Bottom line: bundling provides greater savings to customers because SBC Missouri and
4 its competitors recognize businesses want choice. Business customers have benefited
5 because competition drives greater choices and savings. Such benefits can be seen in
6 the recent bundled offers from CLECs that target small businesses as depicted in
7 **Schedule 9**, Local Access Bundle Comparison and **Schedule 10**, Unlimited Bundle
8 Comparison, and as described below:

- 9 ▪ In 2003, MCI and AT&T launched “unlimited offers” that bundled local, popular
10 vertical features and unlimited domestic long distance for under \$60 per month.
- 11 ▪ Effective July 2, 2004 Birch filed a promotional tariff referred to as Freedom
12 Pak/Pak Plus that offered an aggressive bundle of a local access line plus 500
13 MOUs of domestic long distance, seven free vertical features for \$31 per month.
14 The promotion was filed to expired September 30th, but was extended as it was
15 presumably a successful offer for Birch. This is further evidence that Missouri
16 customers benefit from competition – more choices than just SBC Missouri.
- 17 ▪ Vonage and AT&T are putting substantial marketing and advertising effort
18 behind their Voice Over Internet Protocol (VoIP) offerings. Both advertise a
19 bundled solution of unlimited local, long distance, popular vertical features and
20 high speed broadband connectivity for under \$100 per month.
- 21 ▪ Other CLECs such as McLeodUSA <http://www.mclswireless.com/Home.do> and
22 Sprint at <http://www.sprint.com/business/products/categories/small.jsp> that offer

1 Missouri customers the convenience of bundling local access, long distance,
2 broadband and wireless on one bill.
3

4 **Q. WHAT ARE SOME OF THE RECENT OFFERS THAT HAVE RESULTED**
5 **FROM EFFECTIVE COMPETITION IN MISSOURI.**

6 A. CLECs have been very effective at enlarging their market share through bundling of
7 services at very competitive bundled rates both in the small business market as well as
8 the larger business market. MCI was one of the first CLECs to introduce an unlimited
9 local and long distance bundle targeted for customers with non complex
10 telecommunications needs. In 2003, MCI introduced Business Complete Unlimited,
11 which offers unlimited local calling, domestic long distance calling, bundled with Easy
12 Option features like Caller ID, all for \$34.99 for the first line. **Schedule 11** is a copy of
13 a direct mail piece MCI used to describe this offer to a St. Louis customer. **Schedule 12**
14 is a promotional flier that states the MCI offer. AT&T also offered a bundled unlimited
15 offer, All In One, which is almost identical to MCI's business unlimited offer. In
16 response, SBC Missouri launched business unlimited in July 2003 at a price point of
17 \$38.99 for the first line.

18
19 Another promotion that Missouri businesses have recently been offered is Birch's
20 Freedom Pak/Pak Plus offering. This bundled offer provides a \$28 per month access
21 line plus \$3 per month for 500 long distances minutes of use or \$2 for a block of 200
22 long distances minutes. Along with these blocks of MOUs, Birch offers up to seven

1 vertical features for no charge. Please refer to **Schedule 13**, which is a copy of Birch's
2 promotional tariff filing, for the specific details.

3
4 **Q. ARE THE CLECS GAINING CUSTOMERS IN THE MISSOURI**
5 **MARKETPLACE?**

6 A. Yes. Significant numbers of customers have responded to the CLECs' aggressive
7 selling tactics. The telecommunications bundled services offered by SBC Missouri's
8 competitors are similar, and very aggressively priced because it's easy to compete
9 through a differentiated offer that touts "savings." What differentiates a provider is very
10 simple and straightforward – deliver the most value in terms of service, reliability,
11 product, and packaging and do so at a competitive rate. By the nature of competition,
12 not all companies will succeed at the same level; some will do a better job than others.

13
14 **Q. WHAT DOES SBC MISSOURI SEEK IN THIS CASE AND WHY?**

15 A. SBC Missouri seeks to meet all Missouri business' telecommunications needs at a price
16 point that meet customers' expectations. SBC Missouri must have competitive
17 classification for its business services in *all exchanges*, not just the two of the 160
18 exchanges served by SBC Missouri that have been competitively classified. Giving
19 SBC Missouri this flexibility will benefit all Missouri businesses because it will lead to
20 **more choices** for these customers where ever they do business – and greater choices
21 drives toward more competition that leads to increased savings (through bundles, new
22 products) and greater improvements to customer service. Competitive classification
23 will give SBC Missouri the ability to:

- 1 ▪ Respond more quickly to competitors' offerings with a reduced filing
- 2 interval and approval process;
- 3 ▪ Freely move prices up and down to respond to changes in the competitive
- 4 marketplace and

5

6 Businesses don't want to have to take the time to analyze their telecommunications bills

7 on the basis of the exchange in which the location exists. Missouri businesses want

8 affordable business rates statewide. They want the certainty that they are achieving the

9 maximum savings for all their locations, not just those the Commission believes are

10 competitive.

11

12 **Q. ARE MISSOURI BUSINESS CUSTOMERS RECEIVING THE FULL BENEFITS**

13 **OF COMPETITION?**

14 A. No. Missouri customers are not receiving the full benefit of a competitive market

15 because SBC Missouri's existing pricing constraints limit its ability to compete on an

16 equal basis with its competitors.

17

18 **Q. HOW DOES THE CURRENT CLASSIFICATION OF BUSINESS SERVICES**

19 **IMPACT SBC MISSOURI'S MARKETING EFFORTS?**

20 A. The current classification disadvantages customers that have many locations statewide.

21 SBC Missouri's marketing efforts are similar to those of CLECs. We use door to door

22 premises selling, outbound telemarketing, mass market and online advertising. Many of

23 SBC Missouri's marketing efforts, such as advertising and direct mail, are statewide –

1 they are designed to meet customer needs regardless of where their site is located.

2 Many businesses have locations both in St. Louis and Kansas City as well as in other
3 exchanges throughout the state. In my experience, business customers prefer uniform
4 pricing throughout the state, rather than having to keep track of different rates for St.
5 Louis, Springfield, Cape Girardeau, etc. Customers want choices that extend to all
6 locations where they do business. If the Commission permits SBC Missouri to have
7 competitive classification statewide, it will examine how to apply these classification's
8 benefits. SBC Missouri wants the same flexibility its competitors have.

9
10 **Q. HOW ARE SBC MISSOURI'S COMPETITORS REGULATED AND WHAT**
11 **ARE THE IMPLICATIONS?**

12 A. CLECs are classified as competitive and all the services they sell are competitively
13 classified. With a competitive carrier classification, CLECs are able to change their
14 prices (up or down) on short notice to the Commission without the need of providing
15 cost support for the change. In short they have the ability to respond to market
16 dynamics more rapidly than does SBC Missouri. Because evidence of effective
17 competition exists statewide, the Commission should permit SBC Missouri to have the
18 same flexibility to meet the needs of its customers or its potential customers.

19
20 **CONCLUSION**

21 **Q. ARE THERE ALTERNATIVE PROVIDERS OFFERING FUNCTIONALLY**
22 **EQUIVALENT OR SUBSTITUTABLE SERVICES FOR SBC MISSOURI'S**
23 **BASIC ACCESS LINE SERVICES, THE ASSOCIATED LINE-RELATED**

1 **SERVICES, HIGH CAPACITY EXCHANGE ACCESS SERVICES AND**
2 **PLEXAR?**

3 A Yes. My testimony has demonstrated that there are numerous providers offering
4 functionally equivalent and substitutable services for SBC Missouri's business services.

5
6 Q. **DO THESE COMPETITORS PROVIDE THESE SERVICES AT**
7 **COMPARABLE RATES, TERMS AND CONDITIONS?**

8 A. Yes.

9
10 Q. **WHAT CLOSING REMARKS SUM UP THE PURPOSE OF YOUR**
11 **TESTIMONY?**

12 A. To sum:

- 13 ▪ Expanding competitive classification for business services to all exchanges
14 statewide is consistent with the competitive landscape.
- 15 ▪ SBC Missouri's competitors adjust prices to meet customer needs without
16 regulatory constraint. Their price adjustments are neither tied to an index nor
17 limited to a certain percentage increase per year and nor should SBC Missouri's
18 be tied.
- 19 ▪ The pricing constraints placed on SBC Missouri limit our ability to price
20 services in response to the market. Structuring new pricing plans that can differ
21 from SBC Missouri's existing rate structure gives CLECs considerable
22 marketing advantages over SBC Missouri. Giving SBC Missouri the same

1 ability to structure new pricing plans on business access services will provide
2 Missouri business customers with more choices.

- 3 ▪ Customers are looking for a telecommunications provider that provides value to
4 them in a bundled solution that is easy to evaluate and understand. This value is
5 derived from price and customer service. Customers choose the provider they
6 prefer based on total value proposition.
- 7 ▪ Customers are sophisticated, know they have choices, and want a provider that
8 can package the needed services at a value everywhere they do business. CLECs
9 bundle the most popular services and aggressively price them statewide.
- 10 ▪ Missouri customers want packages that eliminate some of the decision making.
11 They also want a great value. This is what competition provides.
- 12 ▪ Given expanded competitive classification, SBC Missouri will examine how to
13 modify its prices and product offers to provide more choices and more customer
14 focused offers.
- 15 ▪ The Commission should find that SBC Missouri's business access services, line-
16 related services, High Capacity Access Exchange services and Plexar face
17 effective competition and declare them competitive.

18
19 **Q. DOES THIS CONCLUDE YOUR TESTIMONY?**

20 **A. Yes.**

BACKGROUND FOR SYLVIA FERNANDEZ

Q. By whom are you employed and in what position?

A. I am employed by SBC Management Services Inc. My title is Director-Packaging Simplification.

Q. What are your primary responsibilities as Director – Packaging Simplification?

A. My primary responsibilities include the strategy and development of new access line bundles, access line package promotions and access line voice purchasing “agreements” for SBC’s four main regions: Midwest (Ameritech), West (Pacific), East (Connecticut) and Southwest (including Missouri) as well as in SBC Telecom areas (those markets outside of the incumbent footprint. These bundles or packages typically include:

- business exchange access line products, such as basic access lines and Primary Rate ISDN, central office based services;
- SBC long distance services; and
- enhanced services, such as voice messaging, Cingular wireless and unified communications (a converged messaging service that allows the user to retrieve messages and faxes from disparate sources. The service combines email messages, landline voicemail messages, Cingular Wireless voicemail messages, and faxes into one format so the user can receive them all by phone or online.)
- Customer premises equipment (CPE) that complements these business voice services?

Q. Please describe your work experience with SBC.

- A. I have been employed in various capacities by SBC since 1988, with the majority of my career in business marketing. I started with SBC in St. Louis, Missouri where I lived and worked for nine of the 16 years I have been employed by SBC.

I have held my current position as Director-Packaging Simplification since October 2003. From April 2001 to October 2003, I was a Director responsible for developing the overall access line services marketing programs, covering all size business access services and related services such as intraLATA toll, messaging, and ISDN. Prior to April 2001 I served as the Channel Marketing Director and was responsible for creating and executing marketing programs specifically targeted at small businesses. In addition, I have held a variety of marketing positions in the company, such as, Market Research analyst, Small Business Market Manager, and Product Manager for access line voice CPE and DSL.

Q. Please describe your educational background.

- A. I hold both a Bachelor of Business Administration and Master of Business Administration degree from St. Mary's University, San Antonio, Texas. I have also completed several telecommunications and marketing courses over the past 16 years including at Northwestern's Kellogg School of Management.

Q. Have you previously testified before the Missouri Public Service Commission (Commission)?

- A. Yes, in August 2001. The case was TO-2001-467 pertaining to SBC Missouri's application for competitive classification. I was a witness representing basic voice services for business.

SOUTHWESTERN BELL TELEPHONE, L.P., D/B/A SBC MISSOURI
Business Product Descriptions

SWB offers the following basic business services.

Business Access Line (BAL) is a line that provides business customers the ability to make and receive telephone calls. These lines can be used to make voice telephone calls or to transmit data to or from the public switched network. Access lines are sold individually or can be set up with multiple access lines that "hunt." The hunting feature enables a call to "roll over" to the next available line when the called line is busy.

Customers may opt to purchase flat rate BALs where all the local usage is included in the monthly charge, or they may purchase measured BALs where local usage may be charged for outgoing calls based on call duration, time of day and distance. Additionally, message rate service is available in some areas. Customers who purchase message rate service are charged on a per call basis. Both measured and message rate customers pay a small monthly recurring fee in addition to applicable usage fees.

Reserve Line is a measured BAL that provides flat rate business customers with a lower cost additional access line. Reserve Line is a way for a small business with one to four telephone lines to add a business line without having to pay the full cost of a regular line. Because Reserve Line is a measured service, customers pay a low monthly recurring rate and pay for the minutes used each month. BALs, Measured BALs, Reserve Line can be used to make voice telephone calls or to transmit data to or from the public switched telephone network (PSTN). Optional features can be added to access lines to increase their functionality. These features are often referred to as Call Management Features or Vertical Features. Examples include Caller ID, Call Forwarding and Call Return. The Vertical Features will be described in more detail later.

Analog Trunks/ MultiLine Service allow for connection from the central office to a Private Branch Exchange (PBX) or "key system" located on the customer's premise. A PBX is customer owned and managed equipment (customer premises equipment or CPE) that acts as a switch - providing the connectivity for inbound and outbound calls to the public switched network (PSTN). A key system is similar to a PBX, but is designed for smaller customers. Key systems typically come in fixed configurations (such as eight lines in and sixteen user stations, to give one example). The customer selects the number of serving trunks that are required to provide the desired grade and volume of service. Trunks can be set up in hunting and have some network "vertical services" or "Custom Calling Features" available.

Direct Inward Dialing (DID) - DID trunks are trunks from the Central Office (CO) that pass the digits of the dialed DID number to the PBX or key system (with the standardized signal) which number was dialed by the caller. The PBX or key system then directs the call to the corresponding station.

Digital Loop Service provides customers with digital access to and from the PSTN for circuit switch "voice" and circuit switched "data." This service is delivered on a DS1 facility and provides up to 24 line terminations. Each digital loop arrangement can contact both direct inward dialing (DID) and Non -DID line terminations.

SuperTrunks offer a direct T1 connection from SWB's digital switch to the customers' premises as an option of Digital Loop Service. Each SuperTrunk provides 24 exchange channels and will allow all channels to receive and make calls. However, SuperTrunks do not allow for line side features such as Caller ID. PBXs with direct connect capability are what is generally used with Super Trunks.

Access Advantage Plus (AA+) is a high-capacity line, which provides 24 channels to connect the customer business variety of telecommunications services, all through a single circuit (DS1). With AA+, customers are able to make calls, fax, access e-mail and Internet, and transport data - all over one conduit connecting to our Central Office. Equipment the customer needs to provide includes: CSU/DSU, 1/0 multiplexer, D4 channel bank, and router. The D4 channel bank is required to retain any line-side Custom Calling Features or "Vertical Services" such as Call Waiting, Call Return, or Three-way Calling.

Plexar®/Centrex is a central office based communications system, which allows business customers to use SBC Missouri's central office technology instead of purchasing their own switching equipment. The industry often refers to this service as "Centrex".

Plexar service provides basic call processing capabilities, such as call hold, call transfer, and three-way calling. Additionally, some Plexar services also offer advanced voice and data call handling, such as Basic Rate Interface (BRI) and Integrated Service Digital Network capabilities (ISDN). Today, there are multiple vendors in Missouri offering PBX equipment and key systems that are comparable to Plexar service. SBC Missouri offers four Plexar offerings:

SOUTHWESTERN BELL TELEPHONE, L.P., D/B/A SBC MISSOURI
Business Product Descriptions

Plexar®-I is a communications system arrangement for business customers that combines two or more individual local exchange access lines into a Plexar-I group. This service offers the small business market an alternative to key telephone service using standard telephone sets with touch-tone.

Plexar® Express is a communications system for small and medium sized business customers that offers a standard and optional feature array comparable to a Key Telephone System (KTS) or a small Private Branch Exchange (PBX) system. Plexar Express stations are designed for each user at the business location based on the needs of the customer's business.

Plexar®-II is a business communications system that offers standard and optional features comparable to most medium-sized KTS and PBX systems. Plexar-II stations are designed for each user at the business location based on needs of the customers business. Plexar-II has a wide variety of optional features available, including Automatic Call Distributor (ACD) and Basic Rate Interface Integrated Service Digital Network (ISDN) to meet any size customer's needs.

Plexar-Custom is a communications system that is comparable to a state-of-the-art PBX system. The minimum station size is 75 or more stations within any serving central office. Plexar-Custom stations are designed for each user at the business location based on the needs of the business. Further, Plexar-Custom like PBX has a wide variety of optional features available, including ACD, Station Message Detail Recording (SMDR) and BRI, to meet any size customer's needs. Plexar Custom prices are developed using the Customer Specific Pricing (CSP) process.

SBC Missouri also offers a variety of line-related services or "vertical services." In Missouri they are also referred to as EasyOptions® Services. These services can be added to an existing business line to give the customer more "utility" out of the line. These services may be purchased individually or as part of a "package" of other services. These products include:

Call Waiting - Alerts a customer using their telephone that another caller is trying to reach them.

Call Waiting ID - Displays name and/or number of additional caller when a customer is already on a telephone call. Must have compatible CPE (Customer Provided Equipment).

Call Waiting ID Options - Using compatible CPE, a customer can choose how to handle an additional telephone call:

- Provide caller with a busy announcement
- Forward the call to a "wait a minute" or "call me back" message
- Route the new call to a voice mailbox (must subscribe to voice mail)
- Allow the new caller to join the conversation in progress.

Call Forwarding - Customer can transfer all incoming calls to another telephone number.

Three-way calling - Customer can add a third party to an existing call without operator assistance.

Speed Calling - (Classified as competitive effective May 14, 1993.) Customer can place calls to other telephone numbers by dialing a code rather than a complete telephone number. Speed Call 30 (residence) and Speed Call 8 (business) have been grandfathered to existing customers in Missouri.

Call Return - Customer can automatically redial the telephone number of the last incoming call. If returned number is busy, the telephone company's equipment keeps trying to call the number being redialed for a maximum of 30 minutes in order to establish the call.

Auto Redial - Customer can redial the last outgoing telephone number. If recalled number is busy, SBC Missouri equipment will keep trying to call the number for a maximum of 30 minutes.

Priority Call - Provides the customer with a distinctive ring or call waiting tone when the customer is being called from pre-selected telephone numbers. The customer can construct and modify a list of pre-selected numbers by dialing a unique code.

Call Blocker - Customer can block calls from pre-selected telephone numbers and/or the last incoming call. The customer builds a screening list and can add numbers by entering a code.

Call Trace - Enables customer to initiate a trace of the origin of the last incoming call by dialing an activation call. SBC Missouri equipment will record incoming call information.

SOUTHWESTERN BELL TELEPHONE, L.P., D/B/A SBC MISSOURI
Business Product Descriptions

Selective Call Forwarding - Enables the customer to forward incoming calls from pre-selected telephone numbers to another telephone number. The customer can construct and modify a list of pre-selected telephone numbers by dialing an activation code.

Simultaneous Call Forwarding - Gives the customer the ability to forward multiple incoming calls simultaneously to another telephone number designated by the customer.

Call Forwarding – Busy Line - When the customer's phone is busy, incoming calls are forwarded to another telephone number designated by the customer.

Call Forwarding – Don't Answer - Allows incoming calls that are not answered after a pre-determined number of rings to be automatically forwarded to a pre-designated telephone number.

Call Forwarding – Busy Line/Don't Answer - Allows incoming calls that encounter a busy condition or are not answered after a pre-determined number of rings to be automatically forwarded to a pre-designated telephone number.

Remote Access to Call Forwarding - Provides a customer that subscribes to Call Forwarding service the ability to activate/deactivate, or change the Call Forwarding feature from a remote location by dialing a remote access number provided by SBC Missouri.

Personalized Ring - Allows a customer to establish up to three telephone numbers on the same local exchange access line and distinguish calls to each number by a distinctive ring.

Caller ID Service (two types)

- **Calling Number Delivery** – Provides customer with Calling Party Number (CPN) that can be read and shown by compatible CPE.
- **Calling Name Delivery** – Provides the name associated with CPN to customer, and can be read by compatible CPE.

Anonymous Call Rejection - Allows the customer to automatically reject calls that have been blocked or marked anonymous by the calling party.

Call Transfer Disconnect - Enables the customer to add another line to an established call, creating a three-way call. The subscriber may then disconnect from the three-way call, leaving their line and allowing the remaining two parties' conversation to continue.

Privacy Manager - Allows the customer to intercept incoming calls that are identified as anonymous, out-of-area, unavailable, or private before the telephone rings. The caller is played a recording that indicates the number they have dialed does not accept calls from unidentified telephone numbers. At the tone, the caller is asked to record his name or the company he represents. If the caller complies, the call is completed. If not, the call is disconnected.

Internet Caller ID Service - Allows the customer to be notified of an incoming call via a pop-up dialog box on their personal computer while logged on to the Internet.

SBC Missouri also offers a variety of local service bundles including

Custom BizSaverSM Package - is a product grouping designed for small businesses that allows customers to customize a telecommunications solution with unlimited local access and calling features. Custom BizSaverSM Package lets customers subscribe to up to 10 business access lines at discounted flat rates. Choose from a combination of the following useful features: Call Waiting, Call Forwarding, Three-Way Calling, Call Return, and Caller ID Name and Number. (Actual features included depend on the package you select.) Minimum requirements are either one Flat-line or one Multi-line bundle on the primary line and a term agreement. Term plans of 12-, 24-, or 36-month.

Business Solutions – customizable, money-savings package complete with essential business features and a wide variety of options designed to handle customers' specific telecommunications requirements.

Features

- **Multiple Business Access Lines** deliver comprehensive call coverage and accessibility for your customers.
- **Each package includes features** such as Call Forwarding and Remote Access to Call Forwarding to help customers manage calls.

SOUTHWESTERN BELL TELEPHONE, L.P., D/B/A SBC MISSOURI
Business Product Descriptions

- Caller ID available with Business Preferred, lets customers know who is calling before customers answer the line.
- Never miss an opportunity to speak with a customer with CallNotes® voicemail.
- InLine® wire maintenance plans help protect you against unexpected repair expense.
- Discounts off tariff for 1 year verbal agreement

Business Preferred – the mtm 8 feature discount package includes:

- Caller ID Name/Number
- Call Forwarding
- Remote Access to Call Forwarding
- Three-Way Calling
- Auto Redial
- Priority Call
- Call Return
- Call Waiting

Business Essentials – the mtm 4 feature discount package includes:

- Call Forwarding
- Remote Access to Call Forwarding
- Three-Way Calling
- PLUS one feature of your choice from the following list:
 - Anonymous Call Rejection
 - Auto Redial
 - Call Blocker
 - Call Return
 - Call Waiting
 - Personalized Ring - 1st Ring
 - Priority Call
 - Selective Call Forwarding
 - Speed Calling 8 (not available in Missouri or Kansas)
 - Speed Calling 30

SBC Missouri also offers Integrated Services Digital Network (ISDN) based services.

ISDN (Integrated Services Digital Network) is an architecture that maximizes the transmission capability of existing copper wires, letting customers send both voice and data over a single twisted pair connection. Used for telecommuting, screen sharing, desktop video conferencing, large file transfer and Internet access. ISDN has two interfaces. They include Basic Rate ISDN (BRI) and Primary Rate ISDN (PRI).

Digiline Service® is a BRI ISDN service which offers two 64 Kilo bits per second (Kbps) B channels and one 16 Kbps D channel. One or both B channels may be configured for circuit switching or packet switching. Calls over a B channel configured for circuit switching may be either voice or data. The D channel carry out of band signaling for the B channel(s) and may also be configured for packet switching. DigiLine, when configured for circuit switching, provides access to and from the PSTN. DigiLine, when configured for packet switching, provides access to SWB's Public Packet Switched Network (PPSN) -- often referred to as the Internet cloud.

SmartTrunksm Service provides access to and from the PSTN for circuit switched voice (CVS) and circuit switched data (CSD) communications via a PRI interface. SmartTrunk can also be configured to provide packet switched data (PSD) capability. This capability provides access to SBC Missouri's PPSN or the Internet cloud. SmartTrunk employs a 1.544 Mbps facility divided into 23 B channels and one D channel. B channels are used for voice and data communications while the D channel provides out-of-band signaling.

SelectData® is an inbound-calling-only service, which provides ISDN PRI functionality for digital data transport and/or analog modem calls (voice grade), on a single channel basis. Individual calls may be received at transmission speeds up to 64 Kbps. Outbound calls may not be placed with SelectData service.

SOUTHWESTERN BELL TELEPHONE, L.P., D/B/A SBC MISSOURI
Business Product Descriptions

SelectVideo® Plus is an intraLATA dial-up multi-rate switched digital data service provisioned via a fully configured PRI interface. SelectVideo Plus will provide digital connections ranging from 64 Kbps to 1536 Kbps (synchronous) in 64 Kbps increments of bandwidth via the PSTN. The specific rate is user-selectable on a per call basis.

No Supplement to this tariff will be issued except for the purpose of canceling this tariff.

Integrated Services Tariff
Section 2
2nd Revised Sheet 6.04
Replacing 1st Revised Sheet 6.04

SMARTTRUNKSM

2.13 PROMOTIONAL RATES (cont'd)

D. SmartTrunkSM Promotion – May Day II

(CT)

A promotional period will begin July 1, 2004 and end December 30, 2004 for eligible business customers who order SmartTrunk Service and who commit to a 12-, 24- or 36-month Service Term. Business customers who order new SmartTrunk Service, or who renew SmartTrunk contracts which expire during the promotional period, or who add additional Interfaces and/or Ports to their existing SmartTrunk Service will receive a discounted monthly rate on the SmartTrunk Interface(s), as well as for the B Channel Circuit Switched Voice/Circuit Switched Data Transport Business Trunk Equivalent Flat Rate Usage. Customers may optionally add Calling Information Delivery and/or 100 number Direct Inward Dial (DID) Calling Blocks to the above mentioned orders, and receive a discount on monthly rates for those services as well. Port-only orders are eligible for discounts on the B-Channels, CLID and DID, however for these types of orders the SmartTrunk Port rate itself will not be discounted. Customers who are converting existing contracts to longer service term periods are not eligible. Promotional rates are as follow:

Product Name	USOC	12-Month Term		24-Month Term		36-Month Term	
		Initial	Renewal	Initial	Renewal	Initial	Renewal
PRI Interface	1ZZUB	\$510.00	\$390.00	\$488.75	\$368.75	\$475.00	\$365.00
PRI Port	1ZZU5	480.00	360.00	390.00	300.00	355.00	275.00
CSV/CSD Transport Flat Rate Usage, per B-Channel	1ZZU6	14.50	14.50	13.25	13.25	13.00	13.00
Optional Caller ID	ZVN	10.00	10.00	10.00	10.00	10.00	10.00
Optional DID 100 Block	1ZZQ8	10.00	10.00	10.00	10.00	10.00	10.00

(CT)

These discounted rates will apply for the duration of the Service Term commitment. Additionally, all associated nonrecurring Installation Charges as set forth in this and other applicable tariffs will be waived for qualifying orders placed during this promotional period. Service must be installed by February 28, 2005.

In the event of early termination of this service as provided under the 12-, 24- or 36-month Service Term, the customer will be liable for any and all waived Installation Charges, in addition to termination charges as set forth in this and other applicable tariffs.

Issued: June 1, 2004

Effective: July 1, 2004

By CINDY BRINKLEY, President-SBC Missouri
Southwestern Bell Telephone, L.P., d/b/a SBC Missouri
St. Louis, Missouri

THE INFORMATION CONTAINED IN THIS SCHEDULE IS
HIGHLY CONFIDENTIAL.

THE INFORMATION CONTAINED IN THIS SCHEDULE IS
PROPRIETARY.

THE INFORMATION CONTAINED IN THIS SCHEDULE IS
PROPRIETARY.



The other phone company.

Customer service

lonex customers, please call (800) 860-8401; all others, (888) 772-4724.



About Birch
Residential service
Business products
Sales offices
Contact us
News
Job openings
Agent program
Business relations
Terms of service

Existing

*** CUSTOMERS**

- > [Account migration](#)
- > [BirchMail \(voice mail\)](#)
- > [BirchNet VPN](#)
- > [Customer service](#)
- > [View your bill](#)
- > [Make a payment](#)
- > [Get email](#)
- > [Manage your site](#)
- > [Merger info](#)

Products & Services

Integration Guarantee

- Satisfaction guarantee
We're so sure you'll be happy with our service that we guarantee it.



► Integrated services

- The IntegratorSM
An integrated local, long-distance and high-speed Internet service delivered over a dedicated T-1 connection.

► Voice: One-line businesses

- SmartBiz
Small business essentials with big value for one-line businesses.

► Voice: Multiple-line businesses

- Three Feature Value Package
Customize your 3 Feature Value Package package with the features you want most.
- Seven Feature Value Package
Maximize productivity and value with the package.
- Birch Long Distance
Make long-distance calls any time, any day for a low, flat rate.

INTERESTED?

Complete our form to have a sales specialist contact you.

Call our toll-free number:
(866) 347-3843

Or, give the nearest office a call.



The other phone company.

Customer service

Inex customers, please call (800) 860-8401; all others, (888) 772-4724

 SEARCH
Site

[About Birch](#)
[Residential service](#)
[Business products](#)
[Sales offices](#)
[Contact us](#)
[News](#)
[Job openings](#)
[Agent program](#)
[Business relations](#)
[Terms of service](#)

Existing**CUSTOMERS**

- » [Account migration](#)
- » [BirchMail \(voice mail\)](#)
- » [BirchNet VPN](#)
- » [Customer service](#)
- » [View your bill](#)
- » [Make a payment](#)
- » [Get email](#)
- » [Manage your site](#)
- » [Merger info](#)

Products & Services

Service Guarantee

- **Service Guarantee**
We're so sure you'll be happy with our service that we guarantee it.

► Integrated service

- **The IntegratedSM**
An integrated local, long-distance and high-speed Internet service delivered over a dedicated T-1 connection.

► Voice: One-line businesses

- **SmallBiz**
Small business essentials with big value for one-line businesses.

► Voice: Multiple-line businesses

- **Three Feature Value Package**
Customize your 3 Feature Value Package package with the features you want most.
- **Seven Feature Value Package**
Maximize productivity and value with the package.
- **High Long Distance**
Make long-distance calls any time, any day for a low, flat rate.

INTERESTED?

Complete our form to have a sales specialist contact you.

Call our toll-free number:
(866) 347-3843

Or, give the nearest office a call.

Birch The other phone company.
telecom

Customer service
Inex customers, please call (800) 860-8401; all others, (888) 772-4734.

SEARCH
Site

About Birch
Residential service
Business products
Sales offices
Contact us
News
Job openings
Agent program
Business relations
Terms of service

Existing

★ CUSTOMERS

» [Account migration](#)
» [BirchMail](#) (voice mail)
» [BirchNet VPN](#)
» [Customer service](#)
» [View your bill](#)
» [Make a payment](#)
» [Get email](#)
» [Manage your site](#)
» [Merger info](#)

Products & Services

► The smart, flexible solution for larger businesses

Get the reliability you expect from a digital connection and the savings you expect from Birch.

Birch PRI Connect meets ISDN standards for voice, video and circuit-switched data applications, and is designed to link directly to PBX systems equipped with a PRI interface.

The big news isn't what PRI Connect does, or how reliably it does it. Sure, we're proud of the reputation we've built for great customer service and network reliability. But the headline is the price – you can save up to 50 percent.

► Here's what you get

- **Dedicated PRI Connection** – PRI Connect delivers 23 bi-directional B channels, each running at a full 64Kbps, and one D channel for signaling and call control.
- **Caller ID** – Caller identification (name and number) is included at no additional charge. Use this information to access customer records or project files before the call is answered.
- **Non-Facilities Associated Signaling (NFAS)** – Use the D channel of one circuit for signaling and call control of additional circuits, freeing up the other D channels for voice or data applications while maintaining D channel redundancy.
- **Direct Inward Dialing (DID)** – Use this optional service to establish direct dial telephone numbers.

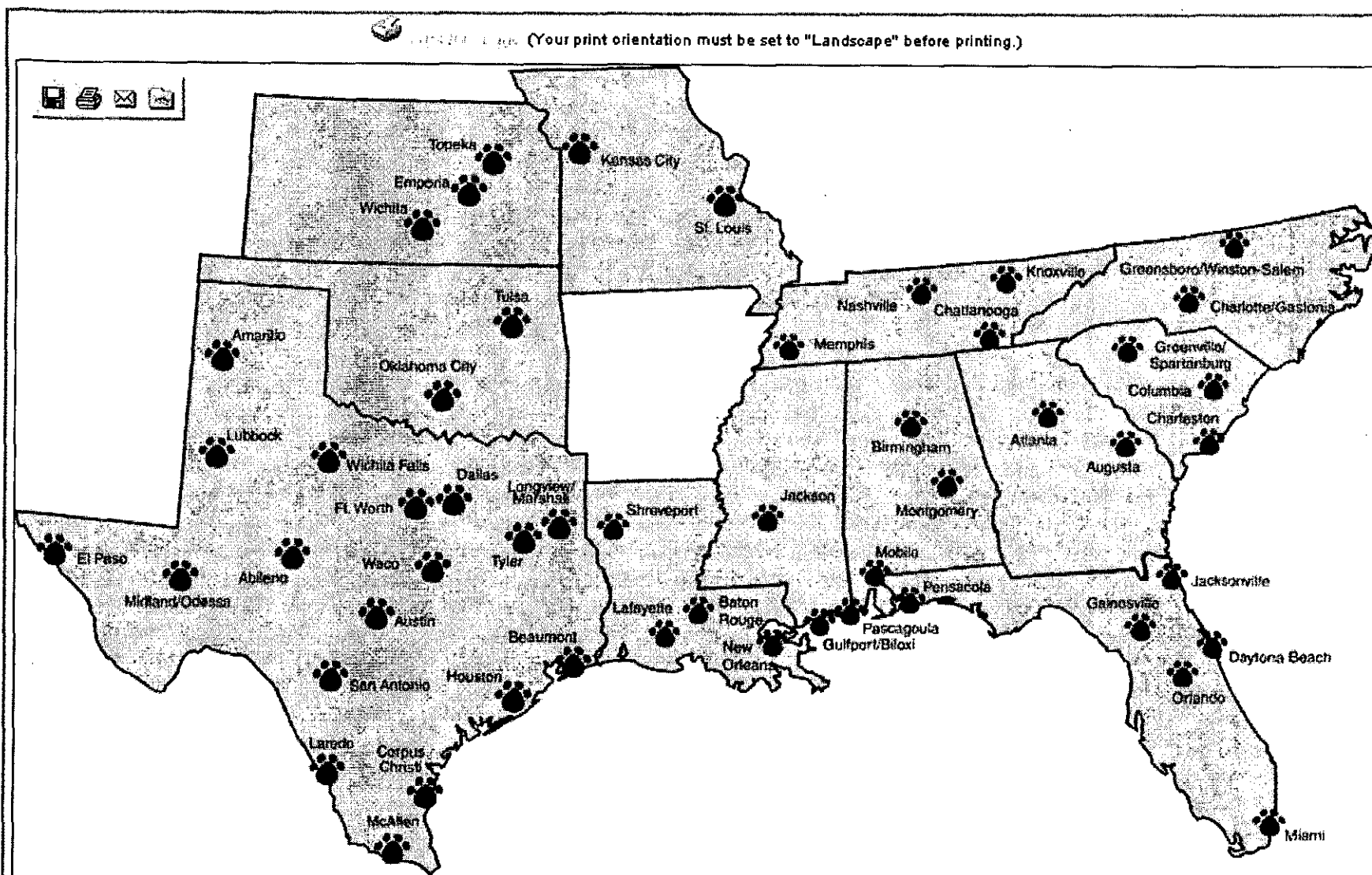
INTERESTED?

Fill in:

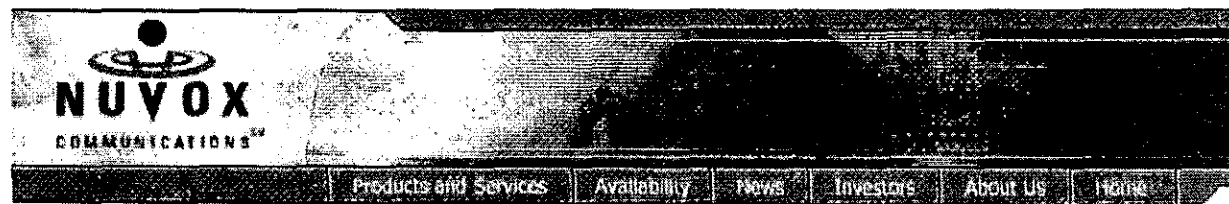
Complete our form to have a sales specialist contact you.

Call our toll-free number:
(866) 347-3843

Or, give the nearest sales office a call.



Birch Telecom: Major Markets



Voice Services ▾
ISDN-PRI
Toll Services
CompleteVoice Plus ▾
Overview
▸ Features and Benefits
Market Availability
Contact Us
Voice Mail

CompleteVoice Plus Features and Benefits

Sign

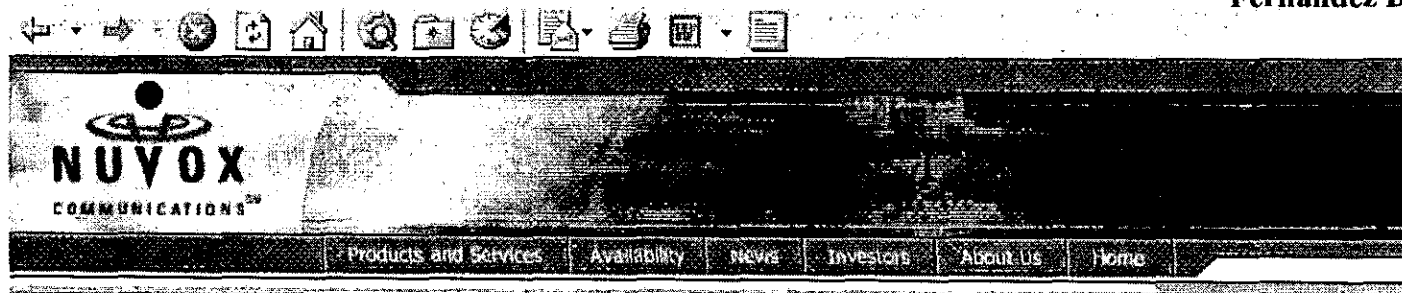
CompleteVoice Plus offers the following features via Business Lines or Trunk Services:

Local Service

- Business Line Service offers robust calling features
- Trunk Services provide DID, DOD or two-way transmissions
- Features available at an additional cost
 - NuVox Voice Mail - offers a broad range of messaging features to enhance your business communications capabilities.
 - Remote Listing Service - provides callers with a local number that may be forwarded to your business location.

Long Distance

- Outbound and inbound services – enable you to call anywhere in the world
- 200 minutes of long distance per line per month (includes interstate, intrastate, local toll and 8XX calls - calling card and international calls are not included)
- Calling cards - make it possible to call long distance from any location in the U.S., at any time of day
- Account codes – allow you to track long distance billing information



Voice Services ▾
ISDN-PRI ▾
Overview
▸ Features and Benefits
Market Availability
Contact Us
Toll Services
CompleteVoice Plus
Voice Mail

ISDN-PRI Features and Benefits

[Sign-up for Service](#)

Standard Service Features

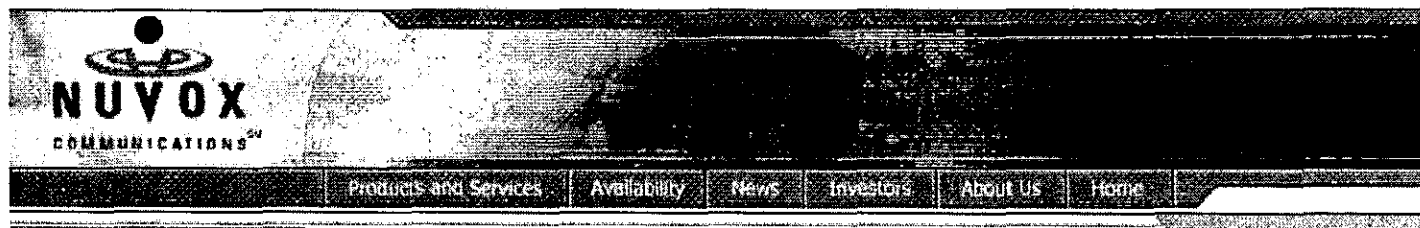
- 23 "B" and "D" service
- Simple flat rate pricing in most areas
- Includes port, interface and channels
- Calling Name and Number Delivery Interface delivers calling party telephone number and/or listed name (where technically available) to the called party
- Dynamic Channel Allocation enables a customer to designate the quantity of call types
- Dialed Number Identification Service (DNIS) provides the PBX/ACD with the toll-free telephone number that was dialed by the caller

Optional Service Features

- Backup "D" channel enhances survivability when three or more ISDN PRIs share a "D" channel
- Direct Inward Dialing (DID) provides direct access to extension numbers
- DID Numbers available

NuVox Communications, Inc. 2001

[Legal Notices](#)



Voice Services ▼
ISDN-PRI
Toll Services
CompleteVoice Plus ▼
Overview
Features and Benefits
▶ Market Availability
Contact Us
Voice Mail

Market Availability

[Sign-up for Service](#)

NuVox offers service for this product in the following markets:

- Akron, OH.
- Atlanta, GA.
- Charleston, SC.
- Charlotte, NC.
- Cincinnati, OH.
- Columbia, SC.
- Columbus, OH.
- Dayton, OH.
- Greensboro, NC.
- Greenville, SC.
- Indianapolis, IN.
- Jacksonville, FL.
- Kansas City, MO.
- Knoxville, TN.
- Lexington, KY.
- Little Rock, AR.
- Louisville, KY.
- Miami / Ft. Lauderdale FL.
- Nashville, TN.
- Oklahoma City, OK.
- Raleigh, NC.
- Springfield, MO.
- St. Louis, MO.
- Tulsa, OK.
- Wichita, KS.
- Wilmington, NC.



FLEXLink

Overview

Features and Benefits

Market Availability

Contact Us

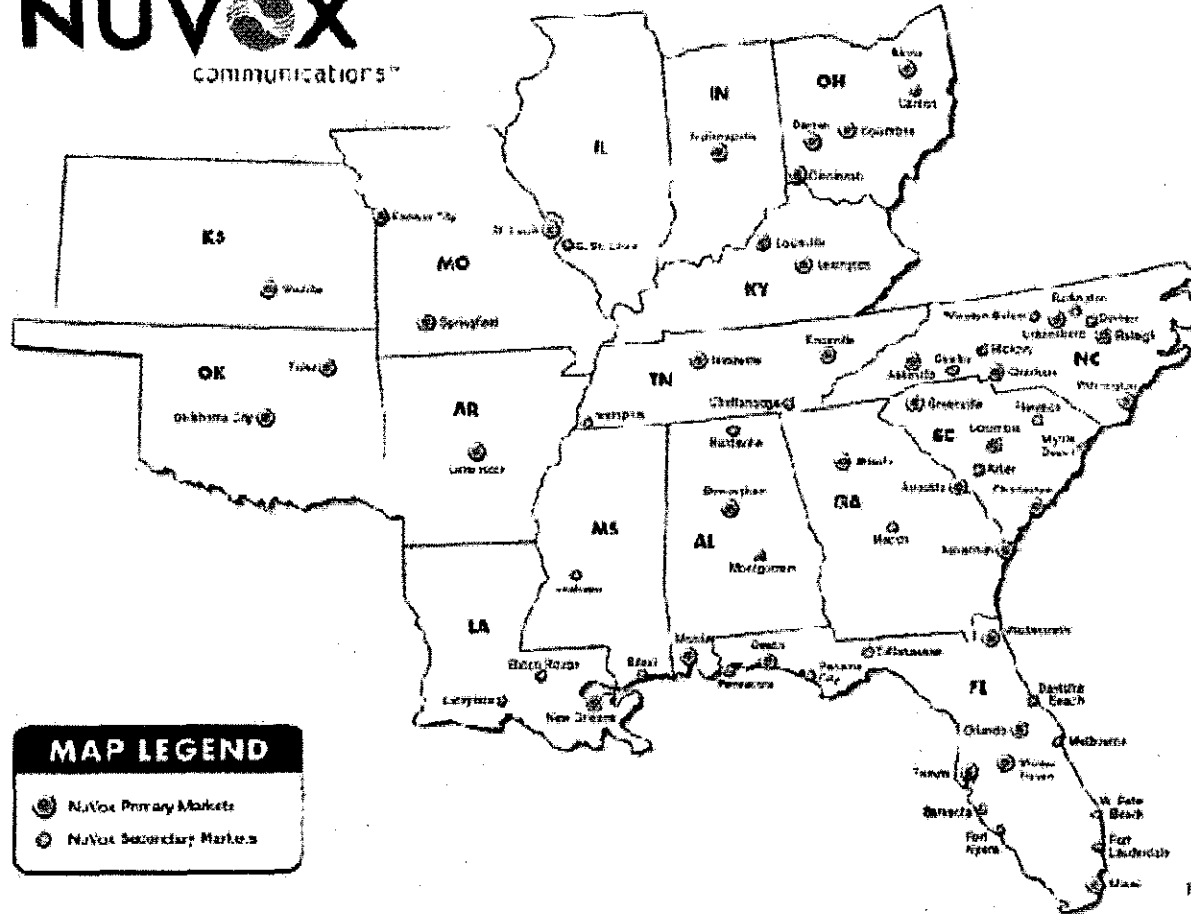
Market Availability

NuVox offers service for this product in the following markets:

- Akron, OH.
- Atlanta, GA.
- Charleston, SC.
- Charlotte, NC.
- Cincinnati, OH.
- Columbia, SC.
- Columbus, OH.
- Dayton, OH.
- Greensboro, NC.
- Greenville, SC.
- Indianapolis, IN.
- Jacksonville, FL.
- Kansas City, MO.
- Knoxville, TN.
- Lexington, KY.
- Little Rock, AR.
- Louisville, KY.
- Miami / Ft. Lauderdale FL.
- Nashville, TN.
- Oklahoma City, OK.
- Raleigh, NC.
- Springfield, MO.
- St. Louis, MO.
- Tulsa, OK.
- Wichita, KS.
- Wilmington, NC.



NUVOX
communications™





The world's networking company

att.com | At Home & On the Go | Small & Medium Business | Enterprise Business

SEARCH

Small & Medium Business

Small & Medium Home

Voice Services

- Long Distance
- Toll-Free
- Local
- Calling Card
- TeleConference & Web Meeting

Internet Services

- ▶ Integrated Offers
- ▶ All Products & Services

Customer Center

Solution Assistant

Chat now with an
AT&T Representative

AT&T Local Service

AT&T Local Service is available for number (314) 331-1236.
[Check another number](#)

Available Local Plans

AT&T All In One® — Local Service for moderate calling

ORDER NOW

This plan is recommended for businesses that generally make over 500 minutes of local calls per month, per line.

[See plan details](#)

- \$35.00 per month, unlimited calling
- Promotion **FREE** local line installation.

Add Long Distance and SAVE!

AT&T All In One Advantage™ Unlimited Long Distance and Local calling

ORDER NOW

[See plan details](#)

This plan is recommended for businesses with heavier volumes of long distance and local calling.

- \$55.95 per month per line
- Unlimited State-to-State and Regional Long Distance
- Unlimited Local Service
- Line Charge Included

• Promotion **FREE** local line installation.

AT&T All In One® Plus Long Distance with moderate Local calling

ORDER NOW

[See plan details](#)

This plan is recommended for businesses that want a competitive long distance rate and make over 500 minutes of local calls per month.

- State-to-State Long Distance: 6.0¢ per minute for Online Billing
6.9¢ per minute for Standard Billing
- Regional (IntraLATA) Long Distance: 14.9¢ per minute
- Local Service: \$35.00 per month, unlimited calling
- Calling Card: Calls as low as 6.5¢ per minute [See all rates](#)
Per call surcharge varies by location. [Details](#)

Fernandez Direct Schedule 7

ENTERPRISE BUSINESS:

SERVICE PORTFOLIOS | INSIGHT & NEWS | CUSTOMER CENTER

AT&T ISDN Primary Rate Interface

SERVICE PORTFOLIOS

INTEGRATED OFFERS

DATA

HOSTING

IP & IP VPN

BUSINESS CONTINUITY &
SECURITY

VOICE

ACCESS & LOCAL

PROFESSIONAL SERVICES

AT&T ISDN Primary Rate Interface supports your the high-volume transmission needs of your business by utilizing high-capacity, dedicated T1.5 lines. The key feature of the ISDN PRI is the use of out-of-band message-oriented signaling, carried in a separate digital channel (D-channel). The D channel is also responsible for much of the intelligence and flexibility of ISDN. The type of information transmitted by the D channel includes information about the caller, such as the caller's telephone number, or information about the call itself, such as what service is to be used for the call, and a call completion indicator.

FEATURES & BENEFITS

- Provide access to a wide range of services
- Allows for customized call handling
- Establishes temporary signaling connections to create an ISDN Distributed Communications System, networking a company's PBXs

OPTIONS

- AT&T Information Forwarding Service II (INFO-2)

PRICING

AT&T ISDN Primary Rate Interface requires customization and tailoring to your environment. For further information, you can contact an AT&T representative by calling 1-800-222-0400.

Request Additional Information

Send us your questions/comments about this service.

Related Products

AT&T Switched Digital Services

AT&T Video Gateway Service

AT&T Executive Video Conferencing Service

AT&T Toll-Free Multimedia Service

Customer Testimonials

ARGI


Douglas County School System

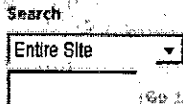
Additional Resources

Video Conferencing Solution Finder -

Business Applications Using ISDN -

[Home](#)
[About Us](#)
[Investor Relations](#)
[Yellow & White Pages](#)
[Contact Us](#)





Find the right products for your needs

Browse by Product

Select...

Your Account

Customer Service

For more information about McLeodUSA products and services, call (800) 595-1177.

View pricing and availability.

Search Results For (314) 331 in Missouri.

[Search Again](#)

Your search results show that you are a new customer. Welcome!

Current customers

Small Business

Local Service

Long Distance Services

Internet & Data Services

Wireless

Request Business Information

Frequently Asked Questions

If your business needs reliable and affordable communication services, your business needs McLeodUSA. All of our local, long distance and internet services are supported by our advanced fiber-optic network, and friendly and professional Customer Service, available 24/7. We believe in treating people better than a company has ever treated them before.

► Local Service

[OneLine PreferredSM Package](#)

The simplest option for quality local service.

[Premium Preferred[®] Package](#)

Unlimited local calling, plus lots of features.

[Simple Preferred[®] Select Package - NEW!](#)

Choose the local features your business needs most.

[Value Preferred[®] Select Package - NEW!](#)

The most economical local service plan, with the reliability and variety of features you need.

► Long Distance Services

[Preferred Advantage[®] Business Long Distance 0 Package](#)

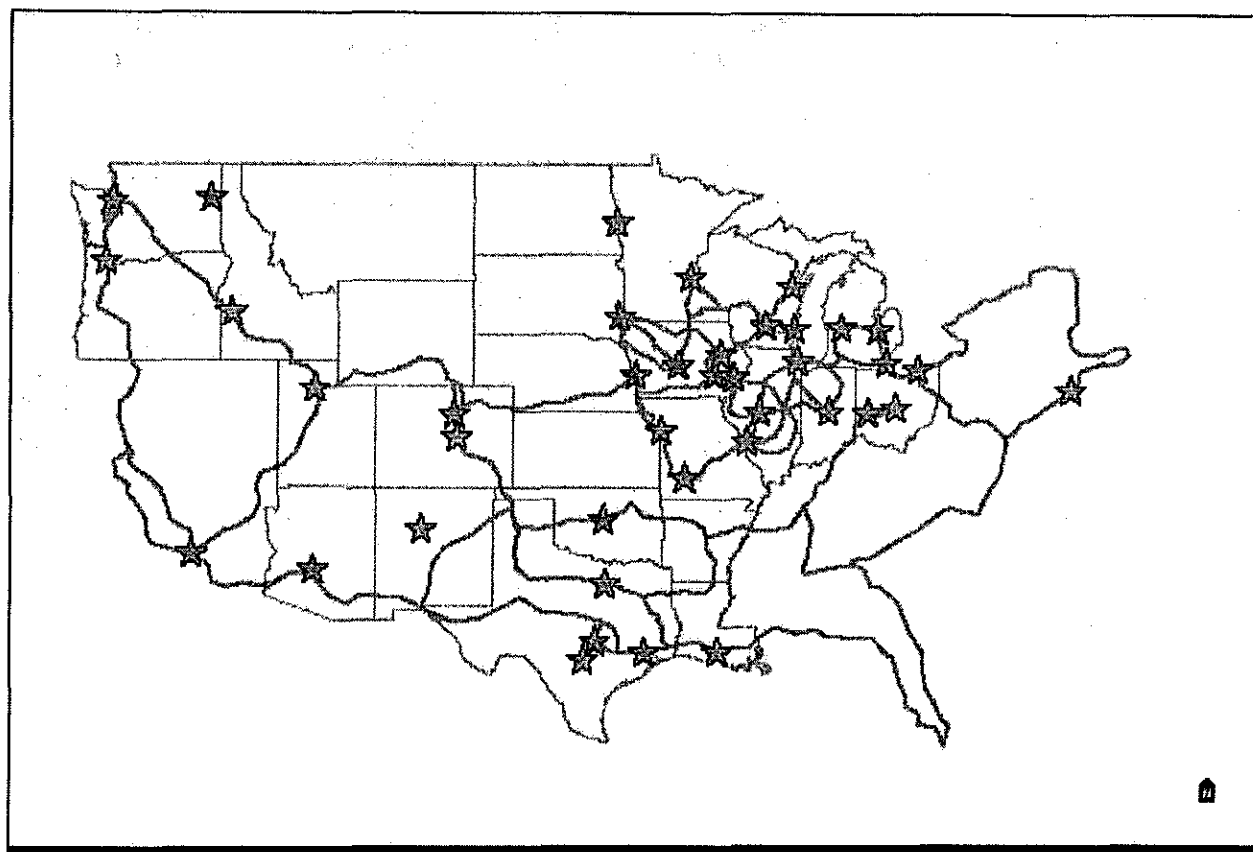
[Preferred Advantage[®] Business Long Distance 100 Package](#)

[Preferred Advantage[®] Business Long Distance 200](#)

Related Links



The McLeodUSA® Network





Small and Medium Business



Business Home

Local and Long Distance

MCI Business Complete

Check Pricing & Availability

Features & Benefits

FAQs

Message Center

For more information call
1-800-MCI-7766
(1-800-624-7766)

**Add high speed
Internet service to
any MCI Business
Complete calling plan
for only \$50 a month!**

CLICK TO VIEW HIGH
SPEED AVAILABILITY

Your Phone Number (314) 331-1236 is
Available for MCI Business Complete

MCI Business Complete offers plans to fit every business need. Whether you make a lot of long distance calls, need high speed Internet access, or just want the convenience of one bill for everything, we have something for every business.

If the phone number above is not the correct number, [click here](#) to go back and re-enter a different phone number.

Choose the Plan that is Right For Your Business

MCI Business Complete Unlimited

\$59.99
per month

Perfect for businesses that want unlimited local and long distance calling, and popular calling features — for one low monthly price on one bill.

This plan gives you the freedom of:


- ☐ Unlimited long distance calls
- ☐ Unlimited local toll calls
- ☐ Unlimited local calls
- ☐ Popular features at no extra charge
- ☐ Hunting/rollover for all your business lines
- ☐ Low rate calling cards
- ☐ One company for your communication needs

Plus, for an additional monthly fee, you can add any of the following services:

- ☐ Unlimited high speed Internet service (where available)
- ☐ Business enhanced voicemail
- ☐ MCI International Calling Plan
- ☐ Additional phone lines


GET IT

Additional taxes and surcharges apply. [Click here](#) for details.



[Home](#)
[Products](#)
[News](#)
[About MCI](#)
[Company Values](#)
[Customer Service](#)

[Enterprise](#)



Managed Services

Voice

Local

Business Lines

Trunks

Full Service T1

Local ISDN-PRI

Outbound Long Distance

Calling Cards

Toll Free

Conferencing

SkyTel Wireless Services

Contact Center Services

MCI Advantage

Internet

Data

Satellite

Government Services

Wholesale Services

All Products

Partner Center

Resource Center

Manage My Account

Customer Service

Contact Us

Enterprise

Local ISDN-PRI

[Contact Us](#)

Local Integrated Services Digital Network/Primary Rate Interface (ISDN-PRI) provides a high-speed, intelligent connection to the MCI network. Local ISDN-PRI supports voice, data, video, and applications such as Internet Access, Remote LAN Access, Call Centers, Disaster Recovery, and File Transfer. This service supports simultaneous voice and digital data calls over an industry standard primary rate interface T1 (1.544 Mbps).

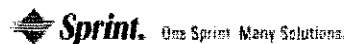
Which Businesses Can Use Local ISDN-PRI?

Local ISDN-PRI is ideal for:

- Medium to Large Size Business customers
- Customers needing clear 64 Kbps for faster call setup for voice/data or video.

Why Local ISDN-PRI?

- **Flexibility.** Local, long distance, voice, and digital data calls are provided over the same T1 connection. Customers can also establish high-speed digital connectivity instantly. Local ISDN-PRI provides bandwidth when you need it and connectivity where you need it.
- **Faster call setup.** A separate high-speed signaling channel means callers receive faster call setup.
- **Trunking efficiency.** The faster call setup and ability to support multiple call types can result in a significant reduction in the number of trunks required.
- **The power of information.** The ability to receive Caller ID information on inbound calls makes Local ISDN-PRI ideal for Call Center applications. Local ISDN-PRI allows you to access account information and serve your customers more efficiently.
- **Low rates.** Competitive local service rates and discount plans are available. MCI long distance calls made on Local ISDN-PRI receive the benefits of on-net pricing.
- **Enhanced features.** These help businesses operate more effectively and efficiently. These features include:
 - **Non-Facilities Associated Signaling (NFAS).** NFAS is the ability to have a D-channel on one PRI to provide the signaling and control of other PRIs. This allows the other PRIs to utilize all 24 of the B-channels for traffic.
 - **Backup D-Channel.** When utilizing NFAS, it's important to realize that the failure of the D-channel will result in failure of all PRIs controlled by that D-channel. The backup D-channel provides customers with the mechanism to automatically switch over from the primary D-channel to the backup D-channel if the active D-channel fails.
 - **Caller ID.** Provides customers with the calling information of inbound calls. The customer CPE must be properly equipped to view this information.



[Sprint Business](#)

[My Account](#)

[Products & Services](#)

[Support](#)

[Partners](#)

Sprint Dedicated Voice (PRI) Package

Welcome

How Sprint Helps Business

Landline Phone

Networking

Internet & IP

Wireless Phone

Conferencing

Solutions by Business Size

Introduction

Small Office/Home Office

Small

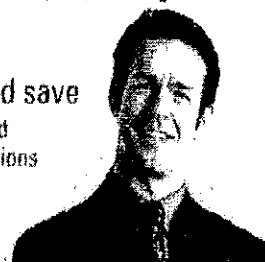
Medium

Enterprise

Solutions by Industry

Special Offers

Streamline and save
with fully integrated
digital communications
services



Next Steps

- Call us at 1-866-663-7774
- [Contact us online](#)

[Back to Medium](#)

[Overview](#)

[Benefits](#)

[Details](#)

[Resources](#)

Flexible package solutions

Sprint calling packages include:

- Local calling
- Long distance
- Free installation

Unlimited local calls

Make an unlimited number of local calls for one low, flat rate. Local lines can be equipped with hunting (also known as rotary) services and other business features.

Long distance.

All Calls All DaySM features a competitive, flat per-minute rate. You get unlimited outbound interstate long-distance calling 24x7. Intrastate long-distance rates vary by state.

Free installation

Your installation is free when you choose a three-year agreement.

Add-on services

Voice mail

Transform your phone into a professional answering service that answers calls and records messages around the clock with digital clarity.

PCS[®] Service from Sprint

Conduct business with the clarity of PCS, the only nationwide, all-digital

**THE INFORMATION CONTAINED IN THIS SCHEDULE IS
PROPIETARY.**

State	Plan Name	Local Service:	Access	Local Calling	LD Rates	Interstate	Intrastate	Features extra**	CID, CVID, CFV	Up to 8 features	Features extra***	SC8	CW, CID, CF, 3WC	select 3 features include: CID RAC, CT	Unlimited except hunt only in AR, CA, KS, OK, MO, WI.	All features \$4.00 except VM is \$6.95 each/ VM is \$6.95	up to 27 features RAC, CF, Hunt, 3WC	VM, CID, CW, CF, 3WC, CF, Hunt	4 features included
AT&T	All in One Plus	Included	Included	1450 min. (CA), 1500 min. (IL, IN, MI, OH, WI) or unlimited (CT, KS, MO, TX)		\$0.06 online/ \$0.069 min./free	\$0.06 online/ \$0.069 min./free	\$0.045 (600min./) \$0.04 (1000min./) \$0.045 (600min./) \$0.04 (1000min./)			\$0.05	\$0.06	\$0.0393	\$0.0384-\$0.076	\$0.05-\$0.10	\$0.06	\$0.049	\$0.049	\$0.039-\$0.09
Birch	SmartBiz Plus	Included	Included	Unlimited															
Choice One	Xchange Advantage	Included	Included	In measured states-local call packs are purchased (\$0.05-\$0.07/call)															
Comcast	Basic Line	Included	Included	Unlimited															
MCI	Business Complete Value	Included	Included	Unlimited															
McLeodUSA	Simple Preferred	Included	Included	Unlimited															
Sage	Business Choice (60 or 100)	Included	Included	Unlimited except CA w/ 2,500 local call min.															
Sprint	Complete Sense for Business-Basic	Included	Included	Unlimited															
Talk America	Strictly Business	Included	Included	Unlimited															
Verizon	Essentials	Included	Included	Unlimited															
US	Small Biz	Included	Included	1500 minutes of local and or LD															
Vonage	Smart BizSaver or Smart Savers	Included	Included	Unlimited															
SBC	Custom																		
\$39.99 \$39.99 \$39.95 \$34.00 \$36.95 \$34.99 \$34.99 \$34.95 \$33.00 \$33.00 \$33.00 \$33.00 \$33.00 \$33.00 \$33.00 \$33.00 \$33.00 \$33.00 \$33.00 \$33.99																			

Pricing above represents competitor's advertised pricing.

Yellow highlighted areas represent a lower price than SBC; gray represents service not available or not included in package.

**Vonage business offers include a "free" fax line with each business account. Vonage prices are highlighted because they include this "free" fax line. Vonage service requires a broadband connection.

** See link below to view AT&T Features pricing.

***Current MCI (MRC) promotion gives a 5% discount for a 1 yr. term; 10% for a 2 yr. term and 15% for a 3 yr. term.

****CW \$4.00, CF \$3.00, 3WC \$4.00, CID \$7.00, CB \$3.00, VM \$8.50

Unlimited Bundles
 Advertised Offers

10/25/2004

Product	AT&T All in One Advantage (No Term)	AT&T All in One Advantage (11 Mo Term)	MCI Business Complete Unlimited** (No Term)	Sprint Complete Sense for Business (No Term)	Vonage*** VoIP (No Term)	SBC (1 Yr Term)
Local Service:						
Access	Included	Included	Included	Included	Included	Included
Local Calling	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Long Distance:						
Bundled Long-Distance	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Custom Features:				"Premium"		
Caller ID			Included	Included		
Caller ID w/Name					Included	Included
Caller ID Block					Included	
Call Waiting	Included	Included	Included	Included	Included	Included
Call Forward	Included	Included	Included	Included	Included	Included
Call Forward - NA/Bsy	Included	Included				
Auto Callback					Included	Included
Call Screen						
Call Transfer					Included	
3-Way Calling	Included	Included	Included	Included	Included	Included
Speed Calling	Included	Included	Included	Included		
Repeat Dial					Included	
Toll Restriction						
Voice Mail				Included	Included	
MO	\$55.95	\$52.95	\$59.99	\$54.00	\$49.99	\$48.95

**MCI offers 5, 10, and 15% discount on 1, 2, and 3 year term contracts respectively

 ***Vonage includes one free fax line with each business account; prices highlighted due to free second line. Prices however, do NOT include broadband connection fee
 Gray areas represent service not available or not included in package



To:

Phone:

Fax:

From:

Phone:

Fax:

Date and Time of transmission: Monday, November 24, 2003 12:38:44 PM

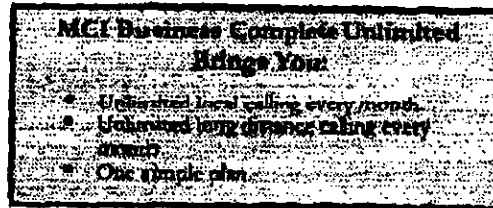
Number of pages including this cover: 05

It was a pleasure speaking to you about the many advantages of MCI. As we discussed, attached is the information outlining the features and benefits MCI offers.

I appreciate your time, and look forward to speaking with you.

Sincerely,

200141



Thank you for your interest in MCI Business Complete—Unlimited! I enjoyed speaking with you about service options from MCI®, and discussing all the ways that we can meet your business communications needs.

The details of the service that we discussed are shown in writing below. Please take a few moments to review the information. I believe you will find it to be valuable. I'll call you in a few days to answer any questions that you may have about this and any of our other services.

Sincerely,

Your Sales Representative

We Have Solutions to Help Grow Your Business

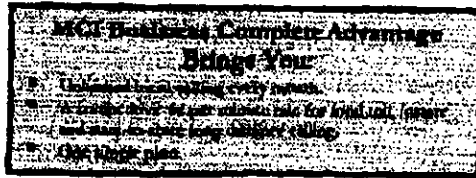
Simplify your Small Business telecommunication needs with MCI Business Complete Unlimited. Get unlimited local and nationwide long distance calling from the office for the low charge of \$59.99 per month for your primary line. Plus, you'll get great features like Call Waiting, Caller ID, Call Forwarding, Three-Way Calling and Speed Dial 8 on your primary line at no additional charge!

With MCI Business Complete Unlimited, you'll enjoy:

- Unlimited local and long distance calling every month. No time of day restrictions. No distinction between local, local toll, interstate long distance or state-to-state calls.
- Our most popular features: Caller ID, Call Waiting, Speed Dial 8, 3-Way Calling, and Call Forwarding are automatically included at no additional charge to you!

**Now that you have the facts, please look them over.
I'll call you soon to discuss this further.**

Each additional phone line, beyond the primary line no longer, is charged at \$44.99 per month. Please ask your MCI representative for service availability in your area. Service cannot be used with analogies, toll caller or certain automated switching equipment. Additional Network Access Charge of up to \$7.18 monthly for each line, Carrier Cost Recovery Charge at 1.4%, Carrier Access Charge, Federal Universal Service Fee, in-state fees and taxes apply. Installation charges apply for new phone numbers.



Thank you for your interest in MCI Business Complete Advantage!

I enjoyed speaking with you about service options from MCI[®], and discussing all the ways that we can meet your business communications needs. The details of the service that we discussed are shown in writing below. Please take a few moments to review the information. I believe you will find it to be valuable. I'll call you in a few days to answer any questions that you may have about this and any of our other services.

Sincerely,
Your Sales Representative

We Have Solutions to Help Grow Your Business

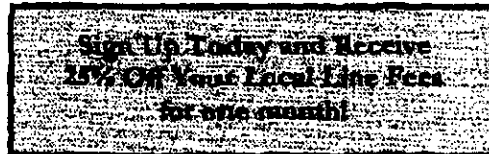
Simplify your Small Business telecommunication needs with MCI Business Complete Advantage.

- **Unlimited local calling every month:** No time of day restrictions.
- **A flat rate of 6¢ per minute on state-to-state and interstate long distance calls:** No need to worry about paying high rates on your local toll or interstate long distance calls.
- **Our most popular features:** Caller ID, Call Waiting, Speed Dial 9, 1-Way Calling, and Call Forwarding are automatically included at no additional charge to you!

State	Monthly Plan Fee Primary Line	Monthly Plan Fee Each Additional Line
Alabama	\$39.99	\$27.99
Arizona	\$34.99	\$27.99
Arkansas	\$34.99	\$27.99
California	\$34.99	\$21.99
Colorado	\$39.99	\$27.99
Connecticut	\$39.99	\$20.99
District of Columbia	\$34.99	\$21.99
Delaware	\$34.99	\$21.99
Florida	\$31.99	\$21.99
Georgia	\$39.99	\$29.99
Illinois	\$39.99	\$24.99
Indiana	\$39.99	\$24.99
Iowa	\$31.99	\$27.99
Kansas	\$39.99	\$27.99
Kentucky	\$39.99	\$27.99
Louisiana	\$39.99	\$27.99
Maine	\$39.99	\$27.99
Massachusetts	\$39.99	\$24.99
Maryland	\$39.99	\$24.99
Michigan	\$39.99	\$24.99
Minnesota	\$39.99	\$24.99
Missouri	\$34.99	\$27.99
New Hampshire	\$39.99	\$27.99
New Mexico	\$34.99	\$24.99
New Jersey	\$34.99	\$21.99
New York	\$39.99	\$24.99
North Carolina	\$39.99	\$27.99
North Dakota	\$31.99	\$27.99
Ohio	\$39.99	\$24.99

**Now that you have the facts, please look them over.
I'll call you soon to discuss this further.**

Please ask your NCT representative for services or benefits as you are. Service requests are used with auto debit, and cannot be credits requested. Additional National Income Tax forms are up to \$2.18 annually for each time. Please include Federal Universal Services (the and Census Data Inventory Charge Additional letters and/or tax specific fees may apply. Changes will be filed directly in NCT. When using your services every time lower at telephone, an additional charge applies. Please use your services only to avoid any additional charges to avoid any credit or credit extension. Changes vary by country. Please see www.nct.com for complete details. Initial charges change upon the new phone number.



Thank you for your interest in MCI Business CompleteSM Service. I enjoyed speaking with you about service options from MCI[®], and discussing all the ways that we can meet your business communications needs.

The details of the service that we discussed are shown in writing below. Please take a few moments to review the information. I believe you will find it to be valuable. I'll call you in a few days to answer any questions that you may have about this and any of our other services.

Sincerely,

Your Sales Representative

We Have Solutions to Help Grow Your Business

Simplify your Small Business telecommunication needs with MCI Business Complete Service. Whether your business needs high quality telecommunications service to keep in touch with customers locally, across the state, throughout the country and even around the world... MCI Business Complete offers a product designed to provide you with great value and savings. Now, you can rely on one company to meet all your needs and have local and long distance services consolidated on one bill!

Sign up today and receive 25% off your local line fees on your first full invoice.*

Now that you have the facts, please look them over.
I'll call you soon to discuss this further.

* You will receive a credit on your telephone bill. You must remain an MCI customer through the time of fulfillment in order to receive credit. Offer expires 5/31. Please ask your MCI representative for service availability in your area. Service cannot be used with unbalanced call meter or certain nonstandard switching equipment. Additional features: Access Charge of up to \$9.20 monthly for each line, Carrier Cost Recovery Charge of 1.4%, Carrier Access Charge, Federal Universal Service Fee, in-state fees and taxes apply. Installation charges apply for new phone numbers.


MCI
1-800-211-9430
St. Louis, MO
11/13/2003

**A new calling plan designed specifically for
small businesses like yours**

Unlimited Local Unlimited Long Distance One Low Price!

Call today and receive \$30 off!

**MCI Business Complete
unlimited:**

**All the Features you need
in one plan.**

Unlimited Local Calling

Unlimited Long Distance

Caller ID

Call Waiting

Call Forwarding

3 Way Calling

Speed Dial

Hunting optional

**All the features your
business needs for a
low monthly rate of**

\$59.99

*** Voicemail optional****

UNLIMITED CALLING AND FEATURES

All of your long distance and local calls and calling features for your business are covered in one low monthly fee of \$59.99.*

ENJOY \$30 OFF WHEN YOU CALL TODAY

Call today and we will give you \$30 off your bill for your first month!†

VOICEMAIL

The optional voicemail plan provides a way to manage calls when away from the office or on the other line. You can check messages by phone or on the web. A "Notify Me" feature alerts you to new messages by pager or by e-mail.

ONE COMPANY, ONE BILL

MCI Business Complete makes keeping track of expenses easier. All of your local and long distance calls and all the features you need are combined in one detailed statement.

EASY SIGN UP

MCI provides two convenient ways to sign up. Call 1-800-211-9430 to speak with a Customer Service Representative or visit us online at www.mci.com/businesscomplete/1 and enroll at any time. Sign up by December 28, 2003 and refer to promotion code XM50.

200071

CALL 1-800-211-9430

WWW.MCI.COM/BUSINESSCOMPLETE/1

Birch Telecom of Missouri, Inc.

2nd Revised Sheet No. 121
Replacing 1st Revised Sheet No. 121

4. SERVICES (continued)

4.14 Promotions

- (T) From time to time, the Company may elect to offer special promotions to its customers. These promotions will generally consist of a reduced price, a waiver of installation charges, or a free service with a purchase of another service.
- (T) Any promotional waiver or discounted rate will apply only one time per customer for each service in any given wire center prefix during the course of the promotional period, subject to prior notification and approval by the Commission.
- (N) The Company will provide written notice to the Commission no less than seven (7) days prior to the beginning of each promotion period identifying the promotion and the exchanges within which the promotion will be offered. If facilities permit, all residence and/or business customers will be offered the same opportunity to take advantage of the same terms and conditions under the promotions in which to subscribe to residence or business services.
- (N)

Issued: January 29, 1999

Effective: March 1, 1999

David E. Scott, President
Birch Telecom of Missouri, Inc.
1004 Baltimore Ave., Suite 900
Kansas City, MO 64105

SERVICES (continued)

4.14 Promotions

4.14.1 Birch Basic Business Line

New customers subscribing to 6 or more Birch Basic Business Lines between November 27, 2000 and February 28, 2001 are eligible for a promotional rate of \$25.00 per line for all lines. This promotion applies only to customers in St. Louis Metropolitan Exchange Area Rate Groups D-Principal, D-MCA 1 and D-MCA 2 as defined in section 3.1.6 and 4.3.3 of this tariff.

Birch Telecom of Missouri, Inc.

2nd Revised Sheet No. 123
Replacing 1st Revised Sheet No. 123

4. SERVICES (continued)

Missouri Public

4.14 Promotions

REC'D JUL 30 2001

4.14.2 Multi-Line Discount and Promotion

Service Commission

Between August 6, 2001 and October 31, 2001, Business customers subscribing to three or more lines or trunks at one service location are eligible for the following promotional offer:

1. A discount of \$2.00 off of the single line or trunk rate that applies to the third and each additional line or trunk for the life of the service as long as three or more lines or trunks are maintained, and

2. Long distance service(1) at:

\$.06 / min	for Outbound 1+ Calls
\$.08 / min	for Inbound Toll Free Calls

Customers currently subscribing to Birch for business lines or trunks are not eligible for this promotion.

4.14.3 Multi-Line Long Distance Promotion

Between August 6, 2001 and October 31, 2001, Customers who currently subscribe to three or more business lines or trunks are eligible for long distance service(1) at the following promotional rates when they agree to an 18-month term pricing plan:

\$.06 / min	for Outbound 1+ Calls
\$.08 / min	for Inbound Toll Free Calls

These rates apply as long as three or more lines are maintained by the customer.

Missouri Public

FILED AUG 06 2001

Service Commission

(1) Long Distance rates apply to calls made within the Continental United States only. All Rules and Regulations found in the Company's Interexchange Tariff, MO PSC No. 1, will apply to long distance services.

Issued: July 30, 2001

Effective: August 6, 2001

David E. Scott, President
Birch Telecom of Missouri, Inc.
2020 Baltimore Avenue
Kansas City, MO 64108

Birch Telecom of Missouri, Inc.

Original Sheet No. 124

4. SERVICES (continued)

4.14 Promotions

4.14.3 ISDN PRI Promotion

(N)

Birch Telecom will offer Customers an ISDN PRI promotion without a term commitment and a waiver of the installation charge. In addition, the reduced monthly recurring rate includes the T1 facility and 23 channels will be incorporated with the promotion. Optional services including long distance, etc. will be offered at current tariffed rates. Business rules and product requirements are unchanged.

Customers that sign up during the promotional period of October 7, 2003 to December 31, 2003 will receive the promotional monthly recurring rate of \$475.00 for a minimum of two years. A contract will be signed to confirm other conditions but no term period is required.

Customers who are unable to participate due to contractual obligations with other service providers are eligible to receive a ISDN PRI Rain Check. The Rain Check entitles them to the promotional price in exchange for signing a contract with Birch Telecom to take ISDN PRI Service upon contract termination with the present provider. Customer will be required to provide a copy of their current contract and the termination date and current charges. ISDN PRI Promotion Rain Checks are valid until December 31, 2004.

To be eligible for this promotion the customer must have their current network access service with another carrier within the Birch Missouri serving area and now wish to migrate their network access service to Birch Missouri.

(N)

Issued: September 25, 2003

Effective: October 7, 2003

David E. Scott, President
Birch Telecom of Missouri, Inc.
1004 Baltimore Ave., Suite 900
Kansas City, MO 64105

Birch Telecom of Missouri, Inc.

Original Sheet No. 125

4. SERVICES (continued)

4.14 Promotions

4.14.4 Mighty Mouth Promotion

(N)

Birch Telecom will offer to Customers a Mighty Mouth promotion, which will offer a reduced monthly recurring rate without a term commitment and a waiver of the installation charge. The rate includes all 24-channels and the T1 facility. Optional services including long distance, vertical features, etc. will be offered at current tariffed rates. Business rules and product requirements are unchanged

Customers that sign up during the promotional period October 7, 2003 through December 31, 2003 will receive the promotional rate of \$455.00 monthly recurring charge for a minimum of two years. A contract will be signed to confirm other conditions but no term period is required

Customers unable to participate due to contractual obligations with other service providers are eligible to receive a Mighty Mouth Rain Check. The Rain Check entitles them to the promotional price in exchange for signing a soft contract with Birch Telecom to take Mighty Mouth upon contract termination with the present provider. Customer will be required to provide a copy of their current contract and the termination date and current charges. Mighty Mouth Promotion Rain Checks are valid until December 31, 2004.

To be eligible for this promotion the customer must have their current network access service with another carrier within the Birch Missouri serving area and now wish to migrate their network access service to Birch Missouri.

(N)

Issued: September 25, 2003

Effective: October 7, 2003

David E. Scott, President
Birch Telecom of Missouri, Inc.
1004 Baltimore Ave., Suite 900
Kansas City, MO 64105

PSC MO No. 3

Birch Telecom of Missouri, Inc.

Original Sheet No. 126

4. SERVICES (continued)4.14 Promotions

4.14.5 Integrator Promotion

(N)

Birch Telecom will offer an Integrator promotional credit to Customers for the monthly recurring rate of \$90.00 for the 1st data channel and the installation charge of \$300.00. Additional data channels, local access lines/trunks, features, etc. will be offered at current tariffed rates.

Customers will be required to sign a 2-year term commitment to receive this promotion. The Integrator promotion will be offered from October 7, 2003 through December 31, 2003.

To be eligible for this promotion the customer must have their current network access service with another carrier within the Birch Missouri serving area and now wish to migrate their network access service to Birch Missouri.

(N)

Issued: September 25, 2003

Effective: October 7, 2003

David E. Scott, President
Birch Telecom of Missouri, Inc.
1004 Baltimore Ave., Suite 900
Kansas City, MO 64105

Birch Telecom of Missouri, Inc.

Original Sheet No. 127

4. SERVICES (continued)

4.14 Promotions (continued)

4.14.7 PRI Connect Service Promotion

(N)

Birch Telecom will offer to new Customers a PRI Connect Service promotion. The promotion will offer a reduced monthly recurring rate which includes the ISDN PRI facility with 23 B channels and 1 D channel. Optional services including long distance, NFAS, etc. will be offered at current tariffed rates. Business rules and product requirements are unchanged.

Customers, who sign up during the promotional period of April 1, 2004 through June 30, 2004, will receive the promotional monthly recurring rate of \$475.00 for the duration of their contract. A contract will be signed to confirm other conditions and 24-month or 36-month term plan is required.

To be eligible for this promotion the customer must have their current network access service with another carrier within the Birch Missouri serving area and now wish to migrate their network access service to Birch Telecom.

Customers who sign up for the PRI Connect Promotion are eligible for the PBX Connect Service Promotion.

4.14.8 PBX Connect Service Promotion

Birch Telecom will offer to new Customers a PBX Connect Service promotion. The promotion will offer a reduced monthly recurring rate includes the T1 facility and 24 channels as the promotion. Optional services will be offered at current tariffed rates. Business rules and product requirements are unchanged.

Customers, who sign up during the promotional period of April 1, 2004 through June 30, 2004, will receive the promotional monthly recurring rate of \$475.00 for the duration of their contract. A contract will be signed to confirm other conditions and 24-month or 36-month term plan is required.

Customers who sign up for the PBX Connect Service Promotion are eligible for the PRI Connect Service Promotion.

To be eligible for this promotion the customer must have their current network access service with another carrier within the Birch Missouri serving area and now wish to migrate their network access service to Birch Telecom.

(N)

Issued: March 25, 2004

Effective: April 1, 2004

David E. Scott, President
Birch Telecom of Missouri, Inc.
1004 Baltimore Ave., Suite 900
Kansas City, MO 64105

Birch Telecom of Missouri, Inc.

Original Sheet No. 128

4. SERVICES (continued)

4.14 Promotions (continued)

4.14.9 Multi-Line Discount Promotion

(N)

Birch Telecom will offer the Multi-Line Promotion to Birch Business Basic Line Customers. The promotion is a \$2.00 per line discount for month-to-month, 12-month term or a 24-month term Customers.

To qualify, the Customer must subscribe to a minimum of three (3) lines at a single location. Customers who subscribe to Birch Basic Business Line Service with 1 or 2 lines at a single location, during the promotion period, will be eligible to receive the discount when the Customer subscribes to a third line at that single location. The discount will apply to the third line and each additional line thereafter for the remainder of the Customer's contract or, until the customer disconnects service or changes to another contract for term Customers.

The promotion is not available to Residential or Smart Biz Customers.

This promotion will be available from April 1, 2004 through June 30, 2004 unless sooner canceled by Birch Telecom.

(N)

Issued: March 25, 2004

Effective: April 1, 2004

David E. Scott, President
Birch Telecom of Missouri, Inc.
1004 Baltimore Ave., Suite 900
Kansas City, MO 64105

Birch Telecom of Missouri, Inc.

Original Sheet No. 129

4. SERVICES (continued)

4.14 Promotions (continued)4.14.10 Birch Telecom Conversion Discount Promotion I

(N)

This promotion is for Birch Telecom existing Customers who are converting from an Off-Net product to Integrator Service. A Birch Telecom representative will contact Customers who qualify regarding this promotion. In order to qualify, the Customer must be receiving current discounts from Birch Telecom amounting to less than 25% off of their invoice.

This promotion will offer Customers the choice of four rate plans listed below.

- 1) Month-to-Month service plan consisting of:
 - No term plan required
 - Rates are equal to the current tariff 12-month term Integrator Service rates
 - Free hunting service
 - Waiver of the non-recurring surcharge
- 2) 12-month term plan consisting of:
 - A 5% discount of current tariff rates for Integrator Service
 - Free hunting service
 - Waiver of the non-recurring surcharge
 - Free Voice Mail
 - Free Call Forwarding to Voice Mail
- 3) 24-month term plan consisting of:
 - A 10% discount of current tariff rates for Integrator Service
 - Free hunting service
 - Waiver of the non-recurring surcharge
 - Free Voice Mail
 - Free Call Forwarding to Voice Mail
- 4) 36-month term plan consisting of:
 - A 10% discount of current tariff rates for Integrator Service
 - Free hunting service
 - Waiver of the non-recurring surcharge
 - Free Voice Mail
 - Free Call Forwarding to Voice Mail

Customers must subscribe to this promotion by December 31, 2004, unless sooner canceled by Birch Telecom.

(N)

Issued: May 19, 2004

Effective: May 25, 2004

David E. Scott, President
Birch Telecom of Missouri, Inc.
1004 Baltimore Ave., Suite 900
Kansas City, MO 64105

Birch Telecom of Missouri, Inc.

Original Sheet No. 130

4. SERVICES (continued)

4.14 Promotions (continued)4.14.10 Birch Telecom Conversion Discount Promotion II

(N)

This promotion is for Birch existing Customers who are converting from an Off-Net product to Integrator Service. A Birch Telecom representative will contact Customers who qualify regarding this promotion. In order to qualify, the Customer must be receiving current discounts from Birch Telecom amounting to over 25% off of their invoice.

This promotion will offer Customers the choice of four rate plans listed below.

1) Month-to-Month service plan consisting of:

No term plan required

Rates are equal to the current tariff 12-month term Integrator Service rates

Free hunting service

Waiver of the non-recurring surcharge

2) 12-month term plan consisting of:

Free hunting service

Waiver of the non-recurring surcharge

Free Voice Mail

Free Call Forwarding to Voice Mail

3) 24-month term plan consisting of:

Free hunting service

Waiver of the non-recurring surcharge

Free Voice Mail

Free Call Forwarding to Voice Mail

4) 36-month term plan consisting of:

Free hunting service

Waiver of the non-recurring surcharge

Free Voice Mail

Free Call Forwarding to Voice Mail

Customers must subscribe to this promotion by December 31, 2004, unless sooner canceled by Birch Telecom.

(N)

Issued: May 19, 2004

Effective: May 25, 2004

David E. Scott, President
Birch Telecom of Missouri, Inc.
1004 Baltimore Ave., Suite 900
Kansas City, MO 64105

Birch Telecom of Missouri, Inc.

Original Sheet No. 131

4. SERVICES (continued)

4.14 Promotions (continued)4.14.10 Integrator Credit Promotion

(N)

Birch Telecom will offer two promotion options for Integrator Service Customers who sign a 24-month or 36-month term commitment contract. An existing customer may elect to sign up for the promotions if the Customer signs a new contract.

The promotion options are as follows:

Integrated Credit Now Option:

The Customer, who has six (6) or more lines, will receive the first (2) two month's monthly recurring charge waived. The Customer, who has (5) five or less lines, will have the first month's monthly recurring charge waived. The charges include all fees for lines, Internet and features. The waiver will not apply to surcharges, taxes or assessments.

Exception: Customers in Rate Group B, MCA-3 minimum line requirements are (8) eight lines and Customers in Rate Group B, MCA-4 minimum line requirement is (7) seven lines. The Integrator Credit Now Option for Customers, in these two rate groups, will receive only the (2) two month's monthly recurring charge waiver.

If a Customer terminates their contract prior to receiving their credits, the credits will be forfeited. The tariffed term penalties will also apply.

This promotional option will be offered in conjunction with PRI Connect Promotion Credit, PBX Connect Promotion Credit, the Freedom Pack Promotion, the Freedom Pack Plus Promotion or Multi Line Discount Plus Promotion. This promotion cannot be combined with the Integrated Credit Over Time Promotional Option, Web Hosting Value Bundle Promotion or BirchNet VPN Value Bundle Promotion.

(N)

Birch Telecom of Missouri, Inc.

Original Sheet No. 132

4. SERVICES (continued)

4.14 Promotions (continued)

4.14.10 Integrator Credit Promotion (continued)

(N)

Integrated Cash Over Time Option:

The Customer will receive a 10% Discount on the monthly recurring charge for lines, Internet and features. The discount will not apply to surcharges, taxes or fees. The minimum line requirement for Integrator Service is (6) six lines.

Exception: Customers in Rate Group B, MCA-3 minimum line requirements are (8) eight lines and Customers in Rate Group B, MCA-4 minimum line requirement is (7) seven lines.

If a Customer terminates their contract, the tariffed termination penalties apply. The 10% discount will not calculate into the penalty.

This promotional option may offered in conjunction with PRI Connect Service Promotion Credit, PBX Connect Service Promotion Credit, the Freedom Pack Promotion, the Freedom Pack Plus Promotion, or Multi-Line Discount Plus Promotion. This promotion cannot be combined with the Integrated Credit Now Promotional Option, Web Hosting Value Bundle Promotion or BirchNet VPN Value Bundle Promotion.

If a Customer falls below the product minimums, then the promotion option will no longer be valid and the customer will no longer receive the discount. If a Customer adds a new location to their account, the new location will qualify for the promotion. Only available in Birch Telecom facilities market where the service is offered. This promotion is available for business Customers only. This promotion is effective from July 2, 2004 through September 30, 2004.

(N)

Issued: June 30, 2004

Effective: July 7, 2004

David E. Scott, President
Birch Telecom of Missouri, Inc.
1004 Baltimore Ave., Suite 900
Kansas City, MO 64105

Birch Telecom of Missouri, Inc.

Original Sheet No. 133

4. SERVICES (continued)

4.14 Promotions (continued)4.14.11 PRI Connect Service Promotion Credit

(N)

Birch Telecom will offer two promotional options for PRI Connect Service Customers, who sign a 24-month or 36-month term commitment contract. An existing customer may elect to sign up for the promotions if the Customer signs a new contract.

The promotional options are as follows:

Credit Now Option:

The Customer will receive the first (2) two-month's monthly recurring charge waived. The charges include all fees for circuit and channels. The waiver will not apply to surcharges, taxes or assessments.

If a Customer terminates their contract prior to receiving their two-month credit, those credits are forfeited. The tariffed term penalties will apply.

This promotional option may be offered in conjunction with Integrator Credit Promotion, the PBX Connect Service Promotion Credit, the Freedom Pack Promotion, the Freedom Pack Plus Promotion or Multi Line Discount Plus Promotion. This promotion cannot be combined with the PRI Connect Service Credit-Over Time Promotional Option, Web Hosting Value Bundle Promotion or BirchNet VPN Value Bundle Promotion.

Credit Over Time Option:

The Customer will receive a 10% Discount on the monthly recurring charge for circuit and channels. The discount will not apply to surcharges, taxes or assessments.

If a Customer terminates their contract, the tariffed termination penalties apply. The 10% discount will not calculate into the penalty.

This promotional option may offered in conjunction with Integrator Credit Promotion, the PBX Connect Service Promotion Credit, the Freedom Pack Promotion, the Freedom Pack Plus Promotion or Multi-Line Discount Plus Promotion. This promotion cannot be combined with the PRI Connect Service Credit-Now Promotional Option, Web Hosting Value Bundle Promotion or BirchNet VPN Value Bundle Promotion.

If a Customer falls below the product minimums, then the promotion option will no longer be valid and the customer will no longer receive the discount. If a Customer adds a new location to their account, the new location will qualify for the promotion. Only available in Birch Telecom facilities market, where the service is offered. This promotion is available for business customer only. This promotion is effective from July 2, 2004 through September 30, 2004.

(N)

Birch Telecom of Missouri, Inc.

Original Sheet No. 134

4. SERVICES (continued)

4.14 Promotions (continued)4.14.12 PBX Connect Service Promotion Credit

(N)

Birch Telecom will offer two promotional options for PBX Connect Service Customers, who sign a 24-month or 36-month term commitment contract. An existing customer may elect to sign up for the promotions if the Customer signs a new contract.

The promotional options are as follows:

Credit Now Option:

The Customer will receive the first (2) two-month's monthly recurring charge waived. The charges include all fees for circuit and channels. The waiver will not apply to surcharges, taxes or assessments. If the Customer orders additional PBX Connect channels during or after the promotional period, the two-month monthly recurring charge will not be waived on the new channels.

If a Customer terminates their contract prior to receiving their two-month credit, those credits are forfeited. The tariffed term penalties will apply.

This promotional option may be offered in conjunction with Integrator Credit Promotion, the PRI Connect Service Promotion Credit, the Freedom Pack Promotion, the Freedom Pack Plus Promotion or Multi-Line Discount Plus Promotion. This promotion cannot be combined with the PBX Connect Service Credit-Over Time Promotional Option, Web Hosting Value Bundle Promotion or BirchNet VPN Value Bundle Promotion.

(N)

Birch Telecom of Missouri, Inc.

Original Sheet No. 135

4. SERVICES (continued)

4.14 Promotions (continued)4.14.12 PBX Connect Service Promotion Credit (continued)

(N)

Credit Over Time Option:

The Customer will receive a 10% discount on the monthly recurring charge for circuit and channels. The discount will not apply to surcharges, taxes or assessments. If the Customer orders additional PBX Connect Service channels after the promotional period, the discount will be applied the new channels.

If a Customer terminates their contract, the tariffed termination penalties apply. The 10% discount will not calculate into the penalty.

This promotional option may offered in conjunction with Integrator Credit Promotion, the PRI Connect Service Promotion Credit, the Freedom Pack Promotion, the Freedom Pack Plus Promotion or Multi-Line Discount Plus Promotion. This promotion cannot be combined with the PBX Connect Service Credit Now Promotional Option, Web Hosting Value Bundle Promotion or BirchNet VPN Value Bundle Promotion.

If a Customer falls below the product minimums, then the promotion option will no longer be valid and the customer will no longer receive the discount. If a Customer adds a new location to their account, the new location will qualify for the promotion. Only available in Birch Telecom facilities market, where the service is offered. This promotion is available for business only. This promotion is effective from July 2, 2004 through September 30, 2004.

(N)

Issued: June 30, 2004

Effective: July 7, 2004

David E. Scott, President
Birch Telecom of Missouri, Inc.
1004 Baltimore Ave., Suite 900
Kansas City, MO 64105

Birch Telecom of Missouri, Inc.

Original Sheet No. 136

4. SERVICES (continued)

4.14 Promotions (continued)4.14.13 Multi-Line Discount Plus Promotion

(N)

Birch Telecom will offer the Multi-Line Promotion to Birch Business Basic Line Customers. The promotion is a \$1.00 discount per line for the Customer who signs up for the promotion. To qualify, the Customer must subscribe to a minimum of three (3) lines at a single location. Customers with three (3) or more lines will be credited the discount per line beginning at the first line and the discount will be applied on all eligible lines. BirchNet DSL lines are not eligible for this promotion. Birch Telecom will not assess the non-recurring charge to the Customer's account during the promotional period.

New Customer will be required to sign a 24-month term agreement. Current month-to-month Customers requesting the promotion will be required to sign a 24-month term agreement. Current term Customers requesting the promotion will be required to sign a new 24-month term agreement

This promotion will begin on July 2, 2004 and run until September 30, 2004 unless sooner canceled by Birch Telecom. Promotion cannot be combine with Freedom Pack Promotion or Freedom Pack Plus Promotion. This promotion is not available to Residential or Smart Biz Customers

(N)

Issued: June 30, 2004

Effective: July 7, 2004

David E. Scott, President
Birch Telecom of Missouri, Inc.
1004 Baltimore Ave., Suite 900
Kansas City, MO 64105

Birch Telecom of Missouri, Inc.

Original Sheet No. 137

4. SERVICES (continued)

4.14 Promotions (continued)4.14.14 The Freedom Pack Promotion

(N)

Birch Telecom will offer the Freedom Pack Promotion to Customers, who purchase a minimum of three (3) lines, a block of 200 long distance minutes and five (5) to seven (7) features, for a \$2.00 monthly recurring charge.

New Customers will be required to sign up for a 24-month term plan. Existing term Customers will be required to renew with a 24-month term plan. Existing month-to-month Customers will be required to sign a 24-month term plan. Birch Telecom will waive the non-recurring charge for existing Customers who sign up for this promotion. The Freedom Pack will not be available for resale Customers.

Birch Telecom will offer the Customer a choice of features that are listed in Section 4.5.8.B.7 of the Missouri PSC Tariff No. 3. The Customer may choose a minimum of five (5) features to a maximum of seven (7) feature for each line. Any additional features will be billed to the Customer at the tariffed rate.

The block of 200 long distance minutes will be pooled at the service location level and are mandatory on all eligible lines at the service location. BirchNet DSL lines are not eligible for this promotion. The long distance minutes will be determined by the number of lines with the Freedom Pack, times 200 minutes.

This promotion will begin on July 2, 2004 and run until September 30, 2004. Promotion cannot be combine with Freedom Pack Plus Promotion or Multi-Line Discount Plus Promotion.

(N)

Birch Telecom of Missouri, Inc.

Original Sheet No. 138

4. SERVICES (continued)

4.14 Promotions (continued)4.14.15 The Freedom Pack Plus Promotion

(N)

Birch Telecom will offer the Freedom Pack Plus Promotion to Customers, who purchase a minimum of three (3) lines, a block of 500 long distance minutes and five (5) to seven (7) features, for a \$3.00 monthly recurring charge.

New Customers will be required to sign up for a 24-month term plan. Existing term Customers will be required to renew with a 24-month term plan. Existing month-to-month Customers will be required to sign a 24-month term plan. Birch Telecom will waive the non-recurring charge for existing Customers who sign up for this promotion. The Freedom Pack will not be available for resale Customers.

Birch Telecom will offer the Customer a choice of features that are listed in Section 4.5.8.B.7 of the Missouri PSC Tariff No. 3. The Customer may choose a minimum of five (5) features to a maximum of seven (7) features for each line. Any additional features will be billed to the Customer at the tariffed rate.

The block of 200 long distance minutes will be pooled at the service location level and are mandatory on all eligible lines at the service location. BirchNet DSL lines are not eligible for this promotion. The long distance minutes will be determined by the number of lines with the Freedom Pack, times 200 minutes

This promotion will begin on July 2, 2004 and run until September 30, 2004. Promotion cannot be combine with Freedom Pack Promotion or Multi-Line Discount Plus Promotion.

(N)

Issued: June 30, 2004

Effective: July 7, 2004

David E. Scott, President
Birch Telecom of Missouri, Inc.
1004 Baltimore Ave., Suite 900
Kansas City, MO 64105