

1 **BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION**

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3 **IDS TELCOM, LLC**

4
5 **DIRECT TESTIMONY OF WILLIAM P. GULAS**

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8 **IN RE: INVESTIGATION INTO THE ESTABLISHMENT OF OPERATIONS**
9 **SUPPORT SYSTEMS PERMANENT PERFORMANCE MEASURES FOR**
10 **INCUMBENT LOCAL EXCHANGE TELECOMMUNICATIONS COMPANIES.**
11 **DOCKET NO. 000121-TP**
12
13

14 **Q: PLEASE STATE YOUR FULL NAME AND BUSINESS ADDRESS FOR**
15 **THE RECORD.**

16 A: My name is William P. Gulas, and I am the Vice President of Local Services
17 of IDS Telcom, LLC ("IDS") located at Miami, Florida.

18
19 **Q: PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR BACKGROUND**
20 **AND EXPERIENCE.**

21 A: Before recently joining IDS, I worked for 11 years at BellSouth
22 Telecommunications, Inc. ("BellSouth"), most recently as product manager for
23 the company's switched combination services. As product manager for what
24 is known in the industry as the UNE-P product, I designed the product,
25 defined its characteristics complying with legal and regulatory requirements,
26 wrote the marketing plan, guided the product team through its development of
27 the service and educated both senior management and the sales force about
28 the product.

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1 I was also involved in negotiating interconnection agreements with
2 competitive local exchange carriers (“LECs”), including AT&T, WorldCom,
3 and sprint, and I helped the sales force by making presentations to customers
4 about the product and answering their questions.

5 Before becoming a product manager, I worked in the competitive analysis
6 and market research groups in BellSouth and as such I am very familiar with
7 the telecommunications competitive landscape.

8 I hold a Masters Degree in Marketing and an undergraduate degree in
9 Business Administration from the University of Alabama, and a Masters
10 Certificate in Product management from George Washington University.

11

12 **Q: COULD YOU PLEASE DESCRIBE BRIEFLY THE SCOPE OF YOUR**
13 **CURRENT RESPONSIBILITIES AT IDS?**

14 A: I am a Vice President of Local Services with IDS. My duties and functions
15 include responsibility for negotiating and administering interconnection
16 agreements between IDS and incumbent LECs. In particular, I have primary
17 responsibility for conducting negotiations on behalf of IDS with BellSouth for
18 an interconnection agreement pursuant to the Telecommunications Act of
19 1996.

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21 **SUMMARY AND PURPOSE OF TESTIMONY**

22 **Q: WHAT IS THE PURPOSE OF YOUR TESTIMONY?**

1 A: I am testifying on behalf of IDS Telcom, LLC ("IDS"), an alternative local
2 exchange company ("ALEC") certificated and operating in the State of Florida.
3 As an alternative local exchange company operating in Florida and providing
4 telecommunications services to business customers, IDS must purchase
5 telecommunications services on a resale and unbundled network element
6 (UNE) basis from incumbent local exchange carriers such as BellSouth and
7 Sprint. IDS must provision those resale services and UNEs through use of
8 the incumbent local exchange carriers' operations support systems (OSS).
9 Therefore, performance metrics set by the Commission in this proceeding will
10 directly and substantially affect IDS' ability to provide services to Florida
11 consumers. Therefore, IDS has an important and substantial interest in this
12 proceeding.

13

14 **Q: Please summarize your testimony.**

15 A: IDS has experienced tremendous difficulties with the OSS provided by
16 BellSouth in terms of the provisioning of telecommunications services for
17 resale and the provisioning of UNEs. IDS has had extensive experience in
18 the use of BellSouth's OSS and has found that BellSouth's OSS continues to
19 cripple IDS' operations and to completely hinder any possibility of the
20 development of competition in the local exchange services market. Any
21 performance measures adopted by the Commission must be easily
22 understandable, enforceable and verifiable, and must provide for serious
23 ramifications in the event of BellSouth's continued failure to meet its

1 obligations regarding the provision of OSS that are at parity with its internal
2 OSS.

3

4 **Q: Does this conclude your testimony?**

5 A: Yes, it does