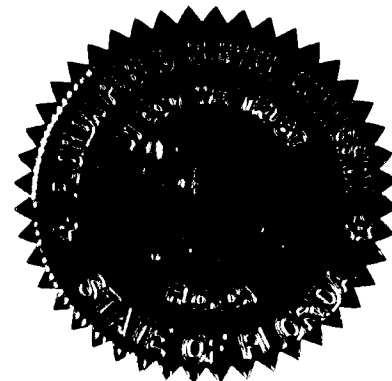


BEFORE THE
FLORIDA PUBLIC SERVICE COMMISSION

DOCKET NO. 030349-TP

In the Matter of

COMPLAINT BY SUPRA TELECOMMUNICATIONS
AND INFORMATION SYSTEMS, INC. AGAINST
BELLSOUTH TELECOMMUNICATIONS, INC.
REGARDING BELLSOUTH'S ALLEGED USE OF
CARRIER TO CARRIER INFORMATION.



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VOLUME 2
PAGES 181 THROUGH 392

PROCEEDINGS: HEARING

BEFORE: COMMISSIONER J. TERRY DEASON
COMMISSIONER RUDOLPH "RUDY" BRADLEY
COMMISSIONER CHARLES M. DAVIDSON

DATE: Friday, August 29, 2003

TIME: Commenced at 9:30 a.m.
Concluded at 5:23 p.m.

PLACE: Betty Easley Conference Center
Room 148
4075 Esplanade Way
Tallahassee, Florida

REPORTED BY: JANE FAUROT, RPR
Chief, Office of Hearing Reporter Services
FPSC Division of Commission Clerk and
Administrative Services
(850) 413-6732

APPEARANCES: (As heretofore noted.)

DOCUMENT NUMBER-DATE

FLORIDA PUBLIC SERVICE COMMISSION

08430 SEP-88

FPSC-COMMISSION CLERK

I N D E X

WITNESSES

1	NAME:	PAGE NO.
2		
3		
4	JOHN A. RUSCILLI	
5	Prefiled Direct Testimony Inserted	188
6	Prefiled Rebuttal Testimony Inserted	195
7		
8	RONALD M. PATE (Rebuttal)	
9	Direct Testimony by Ms. White	212
10	Prefiled Rebuttal Testimony Inserted	215
11	Cross Examination by Mr. Cruz-Bustillo	256
12	Cross Examination by Ms. Dodson	291
13		
14	TAMRA SCHOECH (Rebuttal)	
15	Direct Examination by Ms. White	298
16	Prefiled Rebuttal Testimony Inserted	300
17	Cross Examination by Mr. Cruz-Bustillo	305
18		
19	MICHELLE N. SUMMERS and EDWARD WOLFE (Rebuttal)	
20	Direct Examination by Mr. Meza	315
21	Prefiled Rebuttal Testimony Inserted	317
22	Prefiled Supplemental Rebuttal Testimony	338
23	Inserted	
24	Cross Examination by Mr. Cruz-Bustillo	346
25	Cross Examination by Ms. Dodson	383

EXHIBITS

NUMBER:		MKD.	ADMTD.
8	DAN-1 through DAN-20	186	186
9	DAN-RT-1 and DAN-RT-2		186
10	SBC Petition for Reconsideration	185	186
11	JAR-1	187	187
12	RP-1 through RP-4	214	297
13	(Late-filed) Definition of O.C.T. Codes	294	
14	(Late-filed) Definition of Various Codes	384	
15	(Late-filed) Demonstrative Hearing Exhibit	387	

P R O C E E D I N G S

1
2 COMMISSIONER DEASON: Call the hearing back to order.
3 Let me make an inquiry as to the anticipated time frame to finish
4 today's hearing. Mr. Cruz, can you give us any guidance?

5 MR. CRUZ-BUSTILLO: Yes. I believe that I can complete
6 Mr. Pate and Ms. Schoech before 3:00; and Mr. Wolfe and Ms.
7 Summers are a panel, and I hope to finish them by 4:00. And
8 given the questions that Mr. Meza has asked before, any redirect
9 and the staff will be very short. I think we can be done by
10 4:15, 4:20.

11 COMMISSIONER DEASON: Okay. Commissioner Bradley want
12 to be finished by 4:00, so --

13 MR. CRUZ-BUSTILLO: Well, I will shoot for 4:00. I'll
14 tell you what, my experience with the depositions is that a lot
15 of times he already answers the questions that I have, so I will
16 be knocking them off, and my questions are literally a third of
17 what I asked him in the depositions.

18 COMMISSIONER DEASON: Thank you. We just need to
19 proceed, then.

20 BellSouth, you may call your witness.

21 MR. MEZA: Yes, sir. Before we call --

22 COMMISSIONER DEASON: Oh, we need to take care of the
23 exhibits.

24 MR. MEZA: Yes. And I would actually like to mark the
25 SBC petition for reconsideration and for clarification as an

1 exhibit and have it moved into the record.

2 COMMISSIONER DEASON: Okay. That will be identified as
3 Exhibit 10. Okay. Let's clarify for the record the composition
4 of prefiled direct exhibits for Witness Nilson.

5 (Exhibit 10 marked for identification.)

6 MR. CRUZ-BUSTILLO: For Witness Nilson, the exhibits
7 that will be moved into the record are DAN-1, DAN-2, DAN-3,
8 DAN-4, not DAN-5.

9 With respect to DAN-6, only the following portions.
10 Bates stamped 16 through 89, 117 through 159, and 464 through
11 473. Any Bates stamps obviously outside of that will not be
12 moved into the record for direct examination. With DAN-7, the
13 pages are Bates stamped 692 to 711, 841 to 853, 712 to 770, 713
14 to 715, 716 to 723. Wait a minute, I think that is duplicative;
15 717 to 719, 722, 764 to 770, 748 to 754, 755 to 756, 757 to 770,
16 and 771 to 797. All those not mentioned are not to be entered
17 into the record for direct examination.

18 DAN-8 in its entirety, DAN-9 in its entirety, DAN-10 in
19 its entirety. DAN-11 will be stricken, or it is actually left
20 blank. DAN-12 will be entered, DAN-13, DAN-14. DAN-15 is
21 intentionally left blank, so is DAN-16. DAN-17, deposition of
22 Ron Pate has been -- will not be entered into the record. DAN-18
23 will not be entered into the record. DAN 19 nor DAN-20 will be
24 entered into the record.

25 COMMISSIONER DEASON: Very well. That will be

1 identified as Composite Hearing Exhibit 8. And without
2 objection, show that Composite Exhibit 8 is admitted.

3 Composite Exhibit 9 is the prefiled exhibits associated
4 with the rebuttal testimony of Witness Nilson. Without
5 objection, show that Exhibit 9 is admitted.

6 That leaves Exhibit 10. Do you move Exhibit 10?

7 MR. MEZA: Yes, sir.

8 COMMISSIONER DEASON: Without objection? Hearing no
9 objection, show that Exhibit 10 is admitted. Thank you.

10 (Exhibit 8 marked for identification and admitted into
11 the record. Exhibits 9 and 10 admitted into the record.)

12 MS. WHITE: Commissioner Deason, we are prepared to
13 move Mr. Ruscilli's testimony into the record now, if you wish,
14 or we could wait until the end of the hearing, whatever your
15 pleasure.

16 COMMISSIONER DEASON: Let's just go ahead and take care
17 of that now.

18 MS. WHITE: All right. Mr. Ruscilli had seven pages of
19 direct testimony. He had no exhibits. And the parts that need
20 to be struck are Page 3, Line 7 through 10, Page 5, Line 11
21 through 13, and I would ask that with those changes Mr.
22 Ruscilli's direct testimony be moved into the record.

23 COMMISSIONER DEASON: Any objection?

24 MR. CRUZ-BUSTILLO: No, Commissioner.

25 COMMISSIONER DEASON: Very well. Show then that the

1 prefiled direct testimony of Witness Ruscilli, as modified here,
2 is inserted into the record.

3 MS. WHITE: Mr. Ruscilli filed 17 pages of rebuttal
4 testimony, with one exhibit, JAR-1. The parts of Mr. Ruscilli's
5 rebuttal testimony that need to be struck are Page 2, Lines 14
6 through 15, Page 7, Lines 11 through 12, and 15 through 18, Page
7 14, Lines 19 through 21, and Page 15, Lines 4 through 7, 12 to
8 13, and 17 to 20.

9 COMMISSIONER DEASON: Repeat the very last page.

10 MS. WHITE: Page 15, Lines 4 through 7, 12 and 13, and
11 17 to 20. And with those exceptions, I would ask that Mr.
12 Ruscilli's rebuttal testimony be entered into the record.

13 COMMISSIONER DEASON: Without objection, show that the
14 prefiled rebuttal as modified is inserted into the record.

15 MS. WHITE: And I would also ask that Mr. Ruscilli's
16 one exhibit to his rebuttal testimony be numbered as the next
17 exhibit.

18 COMMISSIONER DEASON: Exhibit 11.

19 MS. WHITE: And I would ask that Exhibit 11 be admitted
20 into the record.

21 COMMISSIONER DEASON: Without objection, show that
22 Exhibit 11 is admitted.

23 MS. WHITE: Thank you.

24 (Exhibit 11 marked for identification and admitted into
25 the record.)

1 BELLSOUTH TELECOMMUNICATIONS, INC.
2 DIRECT TESTIMONY OF JOHN A. RUSCILLI
3 BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION
4 DOCKET NO. 030349-TP
5 JUNE 27, 2003
6
7 Q. PLEASE STATE YOUR NAME, YOUR POSITION WITH BELLSOUTH
8 TELECOMMUNICATIONS, INC. ("BELLSOUTH") AND YOUR
9 BUSINESS ADDRESS.
10
11 A. My name is John A. Ruscilli. I am employed by BellSouth as Senior Director
12 – Policy Implementation and Regulatory Compliance for the nine-state
13 BellSouth region. My business address is 675 West Peachtree Street, Atlanta,
14 Georgia 30375.
15
16 Q. PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR BACKGROUND
17 AND EXPERIENCE.
18
19 A. I attended the University of Alabama in Birmingham where I earned a
20 Bachelor of Science Degree in 1979 and a Master of Business Administration
21 in 1982. After graduation I began employment with South Central Bell as an
22 Account Executive in Marketing, transferring to AT&T in 1983. I joined
23 BellSouth in late 1984 as an analyst in Market Research, and in late 1985
24 moved into the Pricing and Economics organization with various
25 responsibilities for business case analysis, tariffing, demand analysis and price

DOCUMENT 4

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1 regulation. In July 1997, I became Director of Regulatory and Legislative
2 Affairs for BellSouth Long Distance, Inc., with responsibilities that included
3 obtaining the necessary certificates of public convenience and necessity,
4 testifying, Federal Communications Commission ("FCC") and state regulatory
5 support, federal and state compliance reporting and tariffing for all 50 states
6 and the FCC. I assumed my current position in July 2000.

7

8 Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?

9

10 A. The purpose of my testimony is to present BellSouth's policy positions
11 regarding the Tentative Issues List set forth in Attachment A to the Florida
12 Public Service Commission's ("Commission's") Order Establishing Procedure
13 issued June 17, 2003 (*See* FPSC Order No. PSC-03-0718-PCO-TP). In
14 addition, I will briefly address an allegation made by Supra
15 Telecommunications and Information Systems, Inc. ("Supra") that BellSouth
16 uses carrier-to-carrier information in its retail division to winback customers
17 that have switched to an Alternative Local Exchange Carrier ("ALEC"). (*See*
18 Complaint by Supra Telecommunications and Information Systems, Inc.
19 against BellSouth Telecommunications, Inc. Regarding BellSouth's Use of
20 Carrier to Carrier Information, filed April 18, 2003) ("Complaint").

21

22 *Issue 1: Whether BellSouth can share carrier-to-carrier information, acquired*
23 *from its wholesale OSS and/or wholesale operations, with its retail division to*
24 *market to its current and potential customers?*

25

1 *Issue 2: Whether BellSouth can use carrier-to-carrier information, acquired from*
2 *its wholesale OSS and/or wholesale operations, to furnish leads and/or marketing*
3 *data to its in-house and third party marketers?*

4

5 Q. WHAT IS BELLSOUTH'S POSITION ON THESE ISSUES?

6

7 A. ~~BellSouth does not share carrier-to-carrier information, acquired from its~~
8 ~~wholesale OSS and/or wholesale operations, to its retail division (either in-~~
9 ~~house or third-party marketers) to use to market to its current and potential~~
10 ~~customers or to use as leads and/or marketing data.~~

11

12 Q. HAS THE COMMISSION PREVIOUSLY RULED THAT BELLSOUTH IS
13 PROHIBITED SHARING WHOLESAL INFORMATION WITH ITS
14 RETAIL DIVISION?

15

16 A. Yes. The Commission determined in its June 28, 2002 order in Docket No.
17 020119-TP, that BellSouth is prohibited from sharing information with its
18 retail division, such as informing the retail division when a customer is
19 switching from BellSouth to an ALEC. (See FPSC Order No. PSC-02-0875-
20 PAA-TP at page 21). More recently in its June 19, 2003 Order in Docket Nos.
21 020119-TP, 020578-TP, and 021252-TP ("Key Customer Order"), the
22 Commission reaffirmed its previous finding when it examined BellSouth's
23 policies concerning Customer Proprietary Network Information ("CPNI") and
24 use of wholesale information, concluding that it was "satisfied that BellSouth

25

1 has the appropriate policies in place.”. (See FPSC Order No. PSC-03-0726-
2 FOF-TP at page 47)

3

4 Q. WHAT IS BELLSOUTH’S POLICY REGARDING THE SHARING OF
5 WHOLESALE INFORMATION WITH ITS RETAIL DIVISION?

6

7 A. It is the policy of BellSouth to treat all CPNI and Wholesale Information in a
8 confidential manner. Wholesale Information is information that BellSouth has
9 in its possession because it provides services to other carriers that provide
10 services to end user customers.

11

12 Further, it is the policy of BellSouth to limit disclosure and the use of CPNI
13 and Wholesale Information in a manner consistent with the requirements of the
14 FCC rules, Section 222 of the Act, and any applicable state or local
15 requirement. All employees of BellSouth who may have access to either CPNI
16 or Wholesale Information receive annual training with respect to the proper use
17 of and access to such information. It is against BellSouth policy for any
18 employee or authorized representative of BellSouth to misuse wholesale
19 information. It is the policy of BellSouth that no BellSouth personnel shall
20 access any BellSouth Information Technology (“IT”) system unless that person
21 has a legitimate and authorized business purpose for such access. Without
22 limitation, this means that BellSouth personnel are prohibited from “system
23 surfing” just to see what information is available. BellSouth’s wholesale
24 operations do not provide leads to its retail operations. Any information used
25 by BellSouth’s retail operations to develop lists of former customers that are

1 potentially eligible for promotional offerings are obtained from retail
2 information sources – not wholesale sources.

3

4 *Issue 3: Has BellSouth shared and/or used carrier-to-carrier information,*
5 *acquired from its wholesale OSS and/or wholesale operations, in its retail division,*
6 *with its in-house marketers and/or third party marketers for marketing purposes?*
7 *If such practices are improper, what penalties should be imposed?*

8

9 Q. WHAT IS BELLSOUTH'S POSITION ON THIS ISSUE?

10

11 A. ~~BellSouth has not shared and/or used carrier-to-carrier information, acquired~~
12 ~~from its wholesale OSS and/or wholesale operations, in its retail division, with~~
13 ~~its in-house marketers and/or third party marketers for marketing purposes.~~ As
14 I stated above, it is against BellSouth policy for any employee or authorized
15 representative of BellSouth to misuse wholesale information.

16

17 Q. IN ITS COMPLAINT SUPRA ALLEGES THAT BELLSOUTH UTILIZES A
18 COMPUTER PROGRAM KNOWN AS "OPERATION SUNRISE" TO
19 IMPROPERLY PROVIDE INFORMATION TO ITS RETAIL GROUP.
20 WHAT IS "OPERATION SUNRISE"?

21

22 A. Operation Sunrise was developed to be used to identify three different groups
23 of customers. One group of customers was residential customers that switched
24 their local toll service (intraLATA toll) from BellSouth. Information regarding
25 this group of customers was used to re-acquire local toll customers. A second

1 group was those BellSouth residential customers that downgraded from a
2 package service. BellSouth used information regarding this second group to
3 attempt to sell additional services or packages. The third group of customers
4 was former BellSouth residential local service customers. Information
5 generated for this group of customers was used to send an “acknowledgement
6 of switch” letter.

7
8 Q. HOW DO YOU RESPOND TO SUPRA’S ALLEGATIONS THAT
9 BELLSOUTH IS USING CARRIER-TO-CARRIER INFORMATION TO
10 INFORM ITS RETAIL DIVISION WHEN A CUSTOMER IS SWITCHING
11 FROM BELLSOUTH TO AN ALEC?

12
13 A. Supra’s allegations are baseless. BellSouth does not use wholesale
14 information to inform its retail division when a customer is switching from
15 BellSouth to an ALEC. The information BellSouth’s retail division uses to
16 target possible “winback” activity is obtained from the retail customer’s
17 records after the disconnection of the retail customer’s BellSouth local service.
18 When a BellSouth end users’ local service is disconnected a “Disconnect
19 Reason” code (“DCR”) is reflected on the disconnect order. This DCR
20 provides an indication as to why the end users’ service is being disconnected.
21 A few examples of possible disconnect reasons are moving, deceased, no
22 further use, changing local service providers, and bankruptcy. Upon
23 completion of the disconnect order, those retail customers whose records
24 reflect a non-competitive disconnect reason code are removed and the
25 remaining retail customers are assumed to be customers that switched to a

1 local service provider other than BellSouth. It is this “disconnect report”,
2 generated after the completion of any disconnect requests, that BellSouth’s
3 retail division uses in its winback marketing efforts.
4

5 Q. IS THE PROCESS YOU DESCRIBED ABOVE FOR THE GENERATION
6 OF THE “DISCONNECT REPORT” COMPLIANT WITH PREVIOUS
7 RULING OF THIS COMMISSION AND THE FCC?
8

9 A. Yes. In fact the Commission relied upon a recent FCC Order in its Key
10 Customer Order, citing to FCC Order 03-42, issued March 17, 2003 and
11 specifically quoting, in part, paragraph 27: “We clarify, to the extent that the
12 retail arm of an executing carrier obtains carrier change information through its
13 normal channels in a form available throughout the retail industry, and after the
14 carrier change has been implemented (such as in disconnect reports), we do not
15 prohibit the use of that information in executing carriers’ winback efforts.”
16 (Key Customer Order, at page 47) (Emphasis added) It is clear that
17 BellSouth’s process for providing disconnect reports to its retail division is
18 consistent with rulings of this Commission and the FCC.
19

20 Q. DOES THIS CONCLUDE YOUR TESTIMONY?
21

22 A. Yes.
23

24 (#495479)
25

1 BELL SOUTH TELECOMMUNICATIONS, INC.
2 REBUTTAL TESTIMONY OF JOHN A. RUSCILLI
3 BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION
4 DOCKET NO. 030349-TP
5 JULY 25, 2003
6
7 Q. PLEASE STATE YOUR NAME, YOUR POSITION WITH BELLSOUTH
8 TELECOMMUNICATIONS, INC. ("BELLSOUTH") AND YOUR
9 BUSINESS ADDRESS.
10
11 A. My name is John A. Ruscilli. I am employed by BellSouth as Senior Director
12 – Policy Implementation and Regulatory Compliance for the nine-state
13 BellSouth region. My business address is 675 West Peachtree Street, Atlanta,
14 Georgia 30375.
15
16 Q. HAVE YOU FILED TESTIMONY PREVIOUSLY IN THIS DOCKET?
17
18 A. Yes. I filed direct testimony on June 27, 2003.
19
20 Q. WHAT IS THE PURPOSE OF YOUR REBUTTAL TESTIMONY?
21
22 A. The purpose of my rebuttal testimony is to respond to portions of the testimony
23 of Mr. David A. Nilson filed on June 27, 2003 on behalf of Supra
24 Telecommunications and Information Systems, Inc. ("Supra").
25

1 Q. DO YOU HAVE ANY GENERAL COMMENTS REGARDING MR.
2 NILSON'S TESTIMONY?

3

4 A. Yes. Despite the volumes of testimony and supporting exhibits that Mr. Nilson
5 has filed with the Florida Public Service Commission ("FPSC" or
6 "Commission") in this docket, Mr. Nilson provides no evidence that BellSouth
7 has used carrier-to-carrier or wholesale information to support its retail
8 operations' sales or reacquisition programs. Instead, through thousands of
9 pages of documents, innuendo and mischaracterization of previous testimony
10 provided by BellSouth's witnesses and documents, Supra is attempting to
11 persuade this Commission that BellSouth is somehow guilty of some type of
12 wrongdoing. Supra has failed miserably.

13

14 ~~The reason for this is simple. BellSouth has not and does not use carrier-to-~~
15 ~~carrier or wholesale information improperly.~~ For instance, it is BellSouth's
16 policy to limit disclosure and the use of CPNI and "wholesale information" in a
17 manner consistent with the requirements of the FCC's rules, Section 222 of the
18 Telecommunications Act of 1996 and any applicable state or local requirement.
19 All employees of BellSouth who may have access to either CPNI or wholesale
20 information receive annual training with respect to the proper and prohibited
21 use of and access to such information. It is against BellSouth's policy for any
22 employee or authorized representative of BellSouth to misuse wholesale
23 information. It is also BellSouth's policy that no BellSouth personnel shall
24 have access to any BellSouth Information Technology ("IT") system unless
25 that person has a legitimate and authorized business purpose for such access.

1 BellSouth adopted all of these policies to ensure that it complies with the
2 various regulatory restrictions on the use of CPNI and carrier-to-carrier
3 information and the Commission approved of these policies and determined
4 that BellSouth “has the appropriate policies in place” in Order No. PSC-03-
5 07260-FOF-TP.

6

7 Q. MR. NILSON TALKS AT LENGTH IN HIS TESTIMONY ABOUT
8 OPERATION SUNRISE. PLEASE PROVIDE A BRIEF DESCRIPTION OF
9 OPERATION SUNRISE.

10

11 A. Operation Sunrise is a computer program whose purpose is to identify, qualify,
12 contact, track and hopefully reacquire former residential customers who have
13 selected a local service or local toll carrier other than BellSouth. Since late
14 2002, BellSouth has also used Operation Sunrise for residential interLATA
15 long distance reacquisition.

16

17 As I discussed in my direct testimony, for the purpose of local service, the
18 information BellSouth’s retail division ultimately receives to target possible
19 reacquisition customers is obtained from the retail customer’s records after the
20 disconnection of the retail customer’s BellSouth local service. When a
21 BellSouth end user’s local service is disconnected, a Disconnect Reason
22 (“DCR”) code is reflected on the disconnect order. Those customers whose
23 records reflect a non-competitive DCR are removed and the remaining
24 customers are assumed to have switched local providers from BellSouth to
25 another carrier. It is this disconnect report, generated after the completion of

1 any disconnect requests, that BellSouth's retail division uses in its reacquisition
2 marketing efforts.

3

4 In gathering this information, Operation Sunrise does not identify the
5 customer's new carrier or the services the customer will receive from the new
6 carrier. Instead, Operation Sunrise uses network information – i.e. the fact that
7 a customer left BellSouth's network and is no longer a BellSouth retail
8 customer (information to which any retail provider of local service is entitled
9 and receives) – and not any information that BellSouth obtained through the
10 provision of telecommunications services to a CLEC to create reacquisition
11 lists.

12

13 Q. IS OPERATION SUNRISE AND THE USE OF DISCONNECT
14 INFORMATION TO TARGET POTENTIAL WINBACK CANDIDATES
15 PERMISSIBLE?

16

17 A. Yes. Programs such as Operation Sunrise, that are used to identify for
18 reacquisition customers that have left BellSouth, are permissible according to
19 both this Commission and the FCC. For example, in its Order PSC-03-0736-
20 FOF-TP ("Order") in Docket Nos. 020119-TP, 020578-TP and 021252-TP
21 dated June 19, 2003 the Commission relies upon the FCC's findings in FCC
22 Order 99-233 regarding the use of information when it is obtained through its
23 normal channels. The FCC stated, "We clarify that, to the extent that the retail
24 arm of an executing carrier obtains carrier change information through its
25 normal channels in a form available throughout the industry, and after the

1 carrier change has been implemented (such as in disconnect reports), we do not
2 prohibit the use of that information in executing carriers' winback efforts."
3 This reference alone validates both the use of reacquisition programs in general
4 and specifically the use of disconnect information in winback programs by
5 both the FCC and this Commission.

6
7 Like any other provider of local service, BellSouth is entitled to receive notice
8 that service for a particular line has been terminated. This not information of
9 any relevance to BellSouth's wholesale relationship with a CLEC. Rather, it
10 is information notifying retail operations that the network organization is no
11 longer providing service to the retail organization with respect to a specific
12 line. The fact that service has been disconnected is information retail
13 operations can use to reacquire a customer.

14

15 Q. MR. NILSON REFERS ON SEVERAL OCCASIONS TO CPNI AND
16 WHOLESALE INFORMATION. ARE THESE TWO TERMS
17 SYNONYMOUS?

18

19 A. No. Customer Proprietary Network Information or CPNI as defined in Section
20 222(f)(1) of the Telecommunications Act of 1996, means "(A) information that
21 relates to the quantity, technical configuration, type, destination, and amount of
22 use of a telecommunications service subscribed to by any customer of a
23 telecommunications carrier, and that is made available to the carrier by the
24 customer solely by virtue of the carrier-customer relationship; and (B)
25 information contained in the bills pertaining to telephone exchange service or

1 telephone toll service received by a customer of a carrier; except that such term
2 does not include subscriber list information.” Therefore, the phone number
3 and address information of a customer is not CPNI. However, information
4 pertaining to the features the customer has on their line is CPNI.

5
6 Wholesale information, on the other hand, is information that BellSouth has in
7 its possession because it provides services to other carriers that provide
8 services to end user customers. Any such information, whether it constitutes
9 CPNI or not, is not made available to BellSouth’s retail operations. Although
10 BellSouth’s retail operations have access to disconnect information from the
11 BellSouth retail record for use in reacquisition programs, they do not have
12 access to the wholesale information and CPNI that a CLEC might include on a
13 service order issued for the purpose of switching a BellSouth customer to the
14 CLEC.

15
16 Q. PLEASE DISCUSS CPNI AS IT RELATES TO CUSTOMER ACCOUNT
17 RECORD EXCHANGE (“CARE”)?

18
19 A. As Ms. Summers and Mr. Wolfe describe, CARE is the interface that
20 interexchange carriers and local exchange carriers use to communicate and
21 subscribe end users to toll service. Although BellSouth manages CARE, any
22 carrier in BellSouth’s region can subscribe and obtain CARE data. The records
23 that BellSouth and other carriers receive from CARE contain CPNI. However,
24 a carrier may review CPNI relating to its own toll customers. In other words,
25 the reports that a carrier receives from CARE in connection with acquiring or

1 losing a customer involve only that carrier's own just acquired or just departed
 2 customer (generally, informing the carrier that the customer has added or
 3 disconnected service). The other records that a carrier receives from CARE
 4 involve only that carrier's existing customers.

5
 6 Q. AT PAGE 17, MR. NILSON REFERENCES ORDER PSC-03-0726-FOF-TP
 7 AS SUPPORT THAT BELLSOUTH IS NOT "ALLOWED TO USE
 8 WHOLESALE INFORMATION IN WINBACK OF CUSTOMERS LOST
 9 FROM ITS RETAIL DIVISION". PLEASE COMMENT.

10

11 A. ~~First, BellSouth does not use wholesale information to reacquire customers that~~
 12 ~~have been lost to other carriers. The information BellSouth uses~~
 13 for its reacquisition programs is obtained through disconnect information as
 14 described above and in my direct testimony. This disconnect information
 15 contains only information available from the retail customer's records. ~~It does~~
 16 ~~not contain any information regarding the carrier or the carrier's order that was~~
 17 ~~issued to switch the customer from BellSouth. Accordingly, it does not~~
 18 ~~constitute "wholesale information."~~

19

20 Second, Mr. Nilson misconstrues the Commission's Order. The section
 21 referred to by Mr. Nilson deals specifically with the issue of using wholesale
 22 information in retention efforts, not reacquisition efforts as referenced by Mr.
 23 Nilson. In addition, please note that Mr. Nilson has taken liberties with the
 24 Commission's Order by combining terms used by the Commission with terms
 25 used in a quote by the FCC to develop a statement not specifically stated by

1 either the FCC or this Commission. Specifically, Mr. Nilson states, that Order
2 PSC-03-0726-FOF-TP requires that BellSouth “must use commercially
3 available information in a form available throughout the retail industry.” In
4 contrast to Mr. Nilson’s testimony, the Commission actually held on page 45
5 of the Order that “[we] believe that retention marketing is acceptable if the
6 information regarding the customer potentially leaving BellSouth is obtained
7 through *independent retail means*.” (emphasis added) Supra has
8 mischaracterized the Commission’s Order. The Commission did not use the
9 term “commercially available”. Supra’s use of the term “commercially
10 available” implies a requirement to use sources external to BellSouth and
11 available to other parties. This statement is incorrect and mischaracterizes the
12 Commission’s Order.

13

14 To continue, in support of its position as quoted above, the Commission quotes
15 the FCC’s September 3, 1999 Order 99-223 as follows:

16 We agree with SBC and Ameritech that section 222(b) is not violated if
17 the carrier has independently learned from its retail operations that a
18 customer is switching to another carrier; in this case, the carrier is free to
19 use CPNI to persuade the customer to stay, consistent with the limitations
20 set forth in the preceding section. We thus distinguish between the
21 “wholesale” and the “retail” services of a carrier. If the information
22 about a customer switch were to come through independent retail means,
23 then a carrier would be free to launch a “retention” campaign under the
24 implied consent conferred by section 222(c)(1). (¶ 78).

25

1 In its concluding paragraph of Order PSC-03-0726-FOF-TP, this Commission
2 states "We have examined BellSouth's policies concerning CPNI and use of
3 wholesale information, and are satisfied that BellSouth has the appropriate
4 policies in place." Nothing has changed in BellSouth's policies or practices
5 that would call into question BellSouth's compliance with the appropriate use
6 of CPNI and wholesale information. Further, nothing in Mr. Nilson's
7 testimony or accompanying documentation supports the reopening of this
8 issue.

9
10 Q. PLEASE RESPOND TO MR. NILSON'S ALLEGATION ON PAGE 22 IN
11 WHICH HE ASSERTS THAT BELLSOUTH USES SUPRA LOCAL
12 SERVICE REQUESTS ("LSRs") TO RECEIVE A FIRM ORDER
13 CONFIRMATION ("FOC") TO TRIGGER ITS MARKETING
14 DEPARTMENT ON A PARTICULAR NUMBER.

15
16 A. As explained in greater detail by Mr. Pate, the FOC provides the CLEC with
17 the information required for control and tracking of the request(s) for the
18 provisioning of local service. It is returned to the CLEC either via facsimile or
19 electronically after it is determined that the submitted LSR information is
20 correct to allow creation of a service order for processing. FOC information is
21 provided to the requesting CLEC. The FOC is not provided to any BellSouth
22 retail operation, either electronically or manually and is not used to trigger
23 marketing activities. Therefore, contrary to Mr. Nilson's statements,
24 BellSouth's FOC process does not allow for the sharing of information
25 between BellSouth's retail and wholesale operations or otherwise violate any

1 undefined "CPNI law" as alleged by Mr. Nilson.

2

3 It is important to note that, when transmitted electronically, the FOC is
4 returned to the CLEC over the same interface that the CLEC used to transmit
5 the order, i.e. EDI, LENS, TAG, etc. These interfaces are used specifically and
6 only by CLECs. BellSouth's marketing department does not have access to
7 these interfaces. If the FOC is returned to the CLEC via facsimile, it is
8 transmitted only to the CLEC initiating the service order.

9

10 Q. ON PAGE 25 AND 26 OF HIS TESTIMONY, MR. NILSON TALKS
11 ABOUT A LETTER HE RECEIVED FROM BELLSOUTH ON TWO
12 OCCASIONS THIS YEAR. MR. NILSON IMPLIES THAT BELLSOUTH
13 VIOLATED COMMISSION OR FCC RULES IN ISSUING THIS LETTER.
14 PLEASE ADDRESS THIS LETTER (EXHIBIT DAN2) AND MR.
15 NILSON'S ERRONEOUS CONTENTIONS.

16

17 A. Without addressing the specifics of the situation that may have prompted this
18 letter to be sent to Mr. Nilson, I wish to highlight certain information that Mr.
19 Nilson has failed to point out. Clearly the letter is designed to notify Mr.
20 Nilson that, as a result of some recent change in his telephone service, he may
21 be in need of new telephone directories. The letter simply advises him of a
22 toll-free number, along with an order number and pin number that can be used
23 to order directories through an automated system. Upon calling the toll-free
24 number it becomes clearly evident that the automated system deals only with
25 directory orders. Mr. Nilson's allegation that the order number and PIN

1 number “would enable the customer to easily convert back to BellSouth, and
2 change line features at the same time.” is completely false. Had Mr. Nilson
3 called the toll-free number, as I did, he would have realized this fact. Further,
4 the letter was sent by BellSouth Advertising and Publishing Corporation
5 (“BAPCO”), not BellSouth’s retail operations. BAPCO rightly does not
6 distinguish between BellSouth customers and CLEC customers when sending
7 out these notification letters. Because BAPCO gets notification of service
8 orders for both BellSouth and CLEC customers that are not true new connects,
9 these customers may or may not need directories. BAPCO simply wants to
10 ensure that all customers have access to the directories to which they are
11 entitled.

12

13 Q. MR. NILSON ALSO MENTIONS A LETTER (EXHIBIT DAN3) ON PAGE
14 25 OF THIS TESTIMONY. ALTHOUGH NOT SPECIFICALLY STATED,
15 IT APPEARS THAT MR. NILSON IS USING THIS LETTER AS AN
16 EXAMPLE OF IMPROPER NOTIFICATION TO BELLSOUTH RETAIL
17 OPERATIONS OF A DISCONNECTED CUSTOMER. CAN YOU
18 COMMENT ON MR. NILSON’S STATEMENTS AND INNUENDOS?

19

20 A. The letter attached to Mr. Nilson’s testimony as Exhibit DAN3 asks the
21 customer to consider having BellSouth provide their local service by stating
22 “we want to serve you as our customer” and offering the advantages of
23 BellSouth’s Complete Choice® plan. This letter is typical of an effort by
24 BellSouth’s retail operations to reacquire a customer that has left BellSouth for
25 another local carrier. There is nothing improper about the letter that Mr.

1 Nilson has attached to his testimony. In fact, it is evident that information is
2 properly flowing from SOCS to initiate disconnection of the customer from
3 BellSouth's retail operations when the customer leaves BellSouth for another
4 local carrier.

5

6 Q. MR. NILSON ALSO ATTACHES A LETTER AS EXHIBIT DAN4 IN AN
7 ATTEMPT TO - ATTRIBUTE SOME IMPROPER ACTIVITY TO
8 BELLSOUTH. PLEASE COMMENT ON THIS LETTER.

9

10 A. Mr. Nilson's Exhibit DAN4 is a copy of a letter sent to a customer that, at
11 some point in the past, was a BellSouth local service customer. The letter
12 introduces BellSouth Unlimited Answers PlanSM. Mr. Nilson makes an
13 assumption that the letter was initiated because BellSouth improperly used
14 wholesale information. Specifically, Mr. Nilson states, "[t]he only way for
15 BellSouth to know which lines are still in service is to broach the
16 retail/wholesale barrier and freely exchange information." He appears to
17 assume that simply because BellSouth sent a letter to a Supra customer that has
18 had no activity on their line for, according to Mr. Nilson, 619 days, that
19 BellSouth illegally obtained customer information. Mr. Nilson has made a
20 leap that has no basis in reality. When a customer leaves BellSouth, the
21 competitive disconnect information that I discussed in my direct testimony is
22 used to identify the customer for reacquisition efforts. If the customer does not
23 respond to the reacquisition effort, their data is recycled for future contacts.
24 The customer may receive additional offers to return to BellSouth over a
25 period of months or even years. In fact, BellSouth continues to contact

1 assumed competitive disconnects as far back as 2001. Thus it is not unrealistic
2 for former BellSouth customers that left several years ago to be the subject of
3 reacquisition efforts. Importantly, even in these subsequent contacts,
4 BellSouth only uses information originally obtained from the former retail
5 customer's records after disconnection of BellSouth's local service. Again,
6 there is nothing in Exhibit DAN4 that indicates that BellSouth has obtained
7 and/or used wholesale or carrier-to-carrier information in generating the letter
8 or targeting potential BellSouth customers.

9
10 Q. AT PAGE 31, MR. NILSON STATES THAT CLECS SHOULD HAVE
11 "UNBUNDLED ACCESS TO ANY OF THE OPERATION SUNRISE
12 DATABASE, OR RECEIVE A FEED OF THE DISCONNECT DATA USED
13 FOR WINBACK". DO YOU AGREE?

14
15 A. Absolutely not. There is no legitimate reason for CLECs to have access to the
16 Operation Sunrise database. The same information is available for CLECs in
17 the CLEC Line Loss Notification reports that are made available via the
18 Performance Measurement and Analysis Platform ("PMAP"). The Line Loss
19 Notification reports provide notification to CLECs that they have lost an entire
20 account or portion of an account. The reports contain a Disconnect Reason
21 code for each account providing an indication to the losing carrier of the reason
22 for the disconnect or partial disconnect. The Line Loss Notification reports
23 posts daily, except Sunday, to the CLECs' individual Internet web pages and
24 contain only the individual CLEC's accounts. As an example, I have attached
25 Exhibit JAR-1 to my rebuttal testimony, which is the Line Loss Notification

1 Report for Supra's OCN 7012, dated July 23, 2003. This exhibit clearly
2 demonstrates that timely line loss data is provided to Supra by disconnect
3 reason.

4
5 The disconnect information used to create the Line Loss Notification reports
6 comes from SOCS. As noted earlier, SOCS is also the source of the
7 disconnect information on BellSouth's retail customers that is provided via
8 data feed to Operation Sunrise. Thus, when a Supra customer leaves Supra for
9 another local provider, Supra has access to the same disconnect information
10 via its Line Loss Notification reports that is organized and made available in
11 the Sunrise database for BellSouth's own customers. BellSouth no more has
12 an obligation to provide its disconnect information to Supra than Supra has to
13 provide its disconnect information to BellSouth.

14

15 Q. MR. NILSON DESCRIBES THE PENALTIES THAT THE COMMISSION
16 SHOULD IMPOSE UPON BELL SOUTH FOR "VIOLATING ISSUE #1
17 AND #2. PLEASE COMMENT.

18

19 A. ~~As an initial matter, BellSouth has demonstrated that it does not share or~~
20 ~~convey to any third party information acquired from its wholesale operations, with its~~
21 ~~retail operations or with third party marketers.~~ Therefore, penalties are not
22 appropriate. With regard to the six penalties listed at pages 32-33 of Mr.
23 Nilson's testimony, I respond briefly to each below. Supra's paraphrased
24 penalty statements are shown in italics.

25

1 1. *\$25K per day that violation has occurred.*

2 Although Florida statutes allow for a \$25K fine per day per violation, it must
3 be shown that BellSouth has violated the rules or orders of the Commission
4 before the Commission could consider imposing such a penalty. ~~Through the~~
5 ~~testimony provided by BellSouth witnesses, it is clear that BellSouth is not~~
6 ~~violating any rules or orders with respect to the sharing of wholesale~~
7 ~~information.~~

8
9 2. *Suspension of certificate.*

10 Suspension of a certificate is a last resort option that should not even be
11 considered as a remedy in this case, especially since there is absolutely no
12 ~~evidence that BellSouth is in violation of any FCC or Commission rules~~
13 ~~relating to wholesale or carrier-to-carrier information.~~

14
15 3. *Dismantle the Harmonize feed/or order that BST provide direct access to*
16 *the Harmonize feed so the CLEC can send the letter of acknowledgement.*

17 ~~As described in the testimony of Mrs. Summers and Mr. Wolfe, the Harmonize~~
18 ~~feed (data feed that provides disconnect information from SOCS to Operation~~
19 ~~Samise) does not provide wholesale information to BellSouth's~~
20 ~~operations.~~ Dismantling the Harmonize feed would be to BellSouth what
21 dismantling the Line Loss Notification reports would be to CLECs. When
22 Supra loses a customer, the Line Loss Notification report provides information
23 for Supra to send out its own acknowledgement or winback letter, as it sees fit.
24 BellSouth should not be required to either dismantle the Harmonize feed or to
25 provide access to CLECs.

1

2 4. *Require BST to print a date on its letters showing when the letter was*
3 *mailed.*

4 Although it would be possible to date the winback letter, it is not necessary. In
5 its Order PSC-03-0726-FOF-TP, the Commission acknowledged BellSouth's
6 voluntary 10-day waiting period before BellSouth can initiate winback activity.
7 The 10-day waiting period is sufficient to ensure that there is no issue with
8 BellSouth initiating winback activity prior to the completion of a disconnect of
9 BellSouth's service. Further, because winback candidates are identified
10 through the completion of the disconnect order, BellSouth is ensuring that its
11 winback efforts are above reproach.

12

13 5. *Prohibit a letter of any sort from being sent to customers for 90 days.*

14 The Commission has already rejected the 30-day waiting period proposed by
15 Florida Digital Network ("FDN") in its Order PSC-03-0726-FOF-TP. The
16 Commission stated, "[w]e disagree with FDN witness Gallagher that a 10-day
17 waiting period is not enough." *Supra* has not provided any evidence to
18 demonstrate to the Commission why it should expand the 10-day waiting
19 period to 30 days, much less 90 days. Further, the Commission has stated that
20 winback promotions can be very beneficial to Florida consumers by providing
21 a choice of carriers at competitive prices. The FCC has also noted that
22 winback offers can promote competition, which is in the best interest of the
23 customer, and can result in lower prices to consumers.

24

25

1 6. *Require an OSS expert, chosen by Supra and paid for by BellSouth, to*
2 *examine BellSouth's system twice a year at random. This expert will report*
3 *back to see if BellSouth is still utilizing this Harmonize feed or some other*
4 *similar system.*

5 First, it appears that this "expert" would only be required if, as a result of this
6 proceeding, the Commission determines that BellSouth should dismantle the
7 Harmonize feed. Because BellSouth has demonstrated that the disconnect data
8 that BellSouth's retail operations receives as a result of the Harmonize feed is
9 the same information that the Line Loss Notification reports provide to
10 CLECs, the Harmonize feed does not violate any order or rule of the
11 Commission. Second, Supra's penalty assumes that BellSouth would
12 knowingly and willingly violate an order of this Commission, and therefore,
13 require a watchdog in the form of a Supra "expert" to keep BellSouth honest.
14 BellSouth has not and would not knowingly violate any order of this
15 Commission and BellSouth takes exception to Supra challenging BellSouth's
16 honesty and integrity.

17

18 Q. DOES THIS CONCLUDE YOUR REBUTTAL TESTIMONY?

19

20 A. Yes.

21

22 #497864

23

24

25

1 MS. WHITE: And then BellSouth would call Ron Pate to
2 the stand.

3 RONALD M. PATE

4 was called as a witness on behalf of BellSouth
5 Telecommunications, Inc. and, having been duly sworn, testified
6 as follows:

7 DIRECT EXAMINATION

8 BY MS. WHITE:

9 Q Mr. Pate, would you please give your name and address
10 for the record?

11 A Certainly. The name is Ronald M. Pate, the address is
12 675 West Peachtree, Atlanta, Georgia.

13 Q And by whom are you employed and in that capacity?

14 A I am employed by BellSouth Telecommunications as a
15 director in the interconnection services.

16 Q And have you caused to be prefiled in this case
17 testimony that is erroneously labeled as direct, it should be
18 labeled as rebuttal testimony consisting of 36 pages?

19 A Yes, that is correct.

20 Q If I were to ask you the questions that are contained
21 in your rebuttal testimony today, would your answers be the same?

22 A Yes, they would.

23 Q Do you have any substantive changes to that testimony?

24 A Well, only two things. One you just pointed out. On
25 Page 1, Line 2, it reads direct testimony of Ronald M. Pate and

1 that should read rebuttal testimony of Ronald M. Pate.

2 Also, on Page 35, in Lines 6 and 7, I make a statement,
3 and I will read it for the record. "BellSouth analyzed
4 conversions for January through April of 2003 and determined that
5 a mere 0.09 percent lost dial tone during conversion." The staff
6 of the Public Service Commission filed a request for production
7 in August, on August 5th and asked me a question, "Does this
8 number reflect Georgia, Florida, or BellSouth system-wide?" And
9 we responded that that was a region-wide number.

10 Well, I have discovered since then the report that came
11 off was misread. That was actually a number that reflects Supra
12 in the State of Florida only.

13 Q Do you have any other changes to your testimony?

14 A No, that is all.

15 Q With those changes, if I were to ask you the same
16 questions that are contained in your prefiled testimony, would
17 your answers be the same?

18 A Yes, they would.

19 MS. WHITE: I would ask that Mr. Pate's rebuttal
20 testimony be entered into the record as if read.

21 COMMISSIONER DEASON: Without objection, it shall be so
22 inserted.

23 BY MS. WHITE:

24 Q And, Mr. Pate, you also have four exhibits labelled
25 RP-1 through RP-4 attached to your testimony, is that correct?

1 A That is correct.

2 Q Do you have any changes to those exhibits?

3 A No, I do not.

4 MS. WHITE: I would ask that Mr. Pate's exhibits to his
5 rebuttal testimony be numbered as the next composite exhibit.

6 COMMISSIONER DEASON: Exhibit 12.

7 (Exhibit 12 marked for identification.)
8
9
10
11
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25

1 BELLSOUTH TELECOMMUNICATIONS, INC.
2 *Rebuttal*
3 DIRECT TESTIMONY OF RONALD M. PATE

4 BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

5 DOCKET NO. 030349-TP

6 JULY 25, 2003

7 Q. PLEASE STATE YOUR NAME, YOUR POSITION WITH BELLSOUTH
8 TELECOMMUNICATIONS, INC. AND YOUR BUSINESS ADDRESS.

9
10 A. My name is Ronald M. Pate. I am employed by BellSouth Telecommunications,
11 Inc. ("BellSouth") as a Director – Interconnection Services. In this position, I
12 handle certain issues related to local interconnection matters, primarily operations
13 support systems ("OSS"). My business address is 675 West Peachtree Street,
14 Atlanta, Georgia 30375.

15
16 Q. PLEASE SUMMARIZE YOUR BACKGROUND AND EXPERIENCE.

17
18 A. I graduated from the Georgia Institute of Technology in 1973, with a Bachelor of
19 Science degree. In 1984, I received a Masters of Business Administration degree
20 from Georgia State University. My professional career spans over 30 years of
21 general management experience in operations, logistics management, human
22 resources, sales and marketing. I joined BellSouth in 1987, and have held various
23 positions of increasing responsibility since that time.

24
25 Q. HAVE YOU TESTIFIED PREVIOUSLY?

1

2 A. Yes. I have testified before the Public Service Commissions in Alabama, Florida,
3 Georgia, Louisiana, South Carolina and Kentucky, the Tennessee Regulatory
4 Authority, and the North Carolina Utilities Commission.

5

6 Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?

7

8 A. The purpose of my rebuttal testimony is to respond to portions of the testimony of
9 Mr. David A. Nilson filed on June 27, 2003 on behalf of Supra
10 Telecommunications and Information Systems, Inc. ("Supra").

11

12 This testimony contains many acronyms, so I have attached Exhibit RP-04, which
13 is a list of acronyms along with a brief definition of each.

14

15 Q. DO YOU HAVE ANY GENERAL COMMENTS REGARDING MR.
16 NILSON'S TESTIMONY?

17

18 A. Yes. As will be established in my testimony, Mr. Nilson has provided no
19 evidence that BellSouth retail and wholesale Operations Support System ("OSS")
20 function improperly with each other. Moreover, Mr. Nilson's understanding of
21 BellSouth's OSS, including LENS, and how the LSRs flow through SOCS is out-
22 of-date at the very least, and in some cases, entirely incorrect. This is not
23 surprising given that Mr. Nilson is attempting to describe BellSouth's and not
24 Supra's systems. My testimony sets the record straight regarding these issues.

25

1 Q. ON PAGE 6 OF HIS TESTIMONY, MR. NILSON DISCUSSES OPERATIONS
2 SUPPORT SYSTEMS, OR "OSS," AND THEIR FUNCTIONS. DO YOU
3 AGREE WITH MR. NILSON'S DISCUSSION?
4

5 A. In general, I agree with Mr. Nilson's discussion, if you were to consider OSS to
6 be just "engines," as Mr. Nilson calls them. OSS, however, consists of more than
7 just "engines." OSS consists of computer-based systems, information, databases
8 and personnel that telecommunications carriers use to perform essential customer
9 and business support functions. The Federal Communications Commission
10 ("FCC") has defined OSS "as consisting of pre-ordering, ordering, provisioning,
11 maintenance and repair, and billing functions supported by an incumbent LEC's
12 databases and information. OSS includes the manual, computerized, and
13 automated systems, together with associated business processes and the up-to-date
14 data maintained in those systems ... Specifically, the Commission identified the
15 five functions of OSS that incumbent LECs must make available to competitors
16 on an unbundled basis: pre-ordering, ordering, provisioning, repair and
17 maintenance and billing."¹
18

19 Q. IS BELLSOUTH REQUIRED TO PROVIDE CLECS WITH ACCESS TO ITS
20 OSS?
21

22 A. Yes. Specifically, BellSouth is required by the FCC to provide CLECs with
23 nondiscriminatory access to its OSS.
24

¹ Federal Communication Commission Third Report and Order and Fourth Further Notice of Proposed Rulemaking in CC Docket No. 96-98 released on November 5, 1999 at 425, hereinafter "319 Order."

1 Q. DOES BELLSOUTH PROVIDE CLECS WITH NONDISCRIMINATORY
2 ACCESS TO ITS OSS?

3
4 A. Yes. In 2002, the FCC found three times that BellSouth provides
5 nondiscriminatory access to its OSS. First, in its Order approving BellSouth's
6 application for long distance in Georgia and Louisiana, the FCC found, at ¶101,
7 that "consistent with the Georgia and Louisiana Commissions, that BellSouth
8 provides competitive LECs nondiscriminatory access to its OSS and, thus,
9 satisfies the requirements of checklist item 2. Specifically, in reaching this
10 decision, the FCC analyzed "BellSouth's performance in providing access to pre-
11 ordering, ordering, provisioning, and maintenance and repair as well as
12 BellSouth's change control process."

13
14 Second, the FCC reiterated its findings in ¶ 128 of its Order approving
15 BellSouth's application for Alabama, Kentucky, Mississippi, North Carolina, and
16 South Carolina:

17 We find, as did the state commissions, that BellSouth provides
18 nondiscriminatory access to its OSS and, thus, satisfies the
19 requirements of checklist item 2. We find that the evidence
20 presented in this record shows that BellSouth provides
21 nondiscriminatory access to its OSS functions for pre-ordering,
22 ordering, provisioning, maintenance and repair, and billing. We
23 base this determination on BellSouth's actual performance in
24 each of the states and, in certain instances, on its performance in
25 Georgia. The Commission may evaluate BellSouth's

1 performance in an individual state for enforcement purposes
2 pursuant to section 271(d)(6).² [Footnotes omitted.]

3

4 Third, the FCC again affirmed its findings in ¶ 67 of its Order for Florida and
5 Tennessee:

6 We find, as did the state commissions, that BellSouth provides
7 nondiscriminatory access to its OSS and, thus, satisfies the
8 requirements of checklist item 2. We find that the evidence
9 presented in this record shows that BellSouth provides
10 nondiscriminatory access to its OSS functions for pre-ordering,
11 ordering, provisioning, maintenance and repair, and billing. We
12 base this determination on BellSouth's actual performance in
13 Florida and Tennessee.³ [Footnotes omitted.]

14

15 Q. HAVE THE STATE COMMISSIONS, INCLUDING THIS COMMISSION,
16 FOUND THAT BELLSOUTH PROVIDES NONDISCRIMINATORY ACCESS
17 TO ITS OSS?

18

19 A. Yes. Before it applied for long distance relief at the FCC, BellSouth sought
20 approval from each of the state public service commissions in its nine-state
21 region. All the state commissions found that BellSouth provides CLECs with

² *Joint Application by BellSouth Corporation, BellSouth Telecommunications, Inc., and BellSouth Long Distance, Inc. for Provision of In-Region, InterLATA Services in Alabama, Kentucky, Mississippi, North Carolina, and South Carolina*, Memorandum Opinion and Order, WC Docket No. 02-150, FCC 02-260 (rel. Sept. 18, 2002) (“*Five State Order*”).

³ *Joint Application by BellSouth Corporation, BellSouth Telecommunications, Inc., and BellSouth Long Distance, Inc. for Provision of In-Region, InterLATA Services in Florida and Tennessee*, Memorandum Opinion and Order, WC Docket No. 02-307, FCC 02-331 (rel. Dec. 19, 2002).

1 nondiscriminatory access to its OSS.⁴ The Florida PSC, in its Opinion issued in
2 Docket No. PSC-02-1305-FOF-TL on September 25, 2002, stated:

3 We believe BellSouth provides CLECs nondiscriminatory
4 access to its OSS. Additionally, we find that BellSouth is
5 providing the necessary documentation and support functions
6 and has demonstrated that its systems are operationally ready
7 and provide an appropriate level of performance. As a result,
8 it is our opinion that BellSouth has satisfied the OSS
9 requirements of Section 271 of the 1996 Telecommunications
10 Act.

11
12 Q. ON PAGE 11, MR. NILSON STATES THAT THE CLEC AND RETAIL
13 INTERFACES OPERATIONS DO NOT OPERATE IN ESSENTIALLY THE
14 SAME TIME AND MANNER. TO THE EXTENT MR. NILSON IS
15 INTIMATING THAT SUPRA IS ENTITLED TO DIRECT ACCESS, WHAT IS
16 YOUR RESPONSE?

17
18 A. First, direct access is not an element of the FCC's definition for
19 nondiscriminatory access to an Incumbent Local Exchange Carrier's ("ILEC's")
20 OSS. Second, the Florida Public Service Commission ("Florida Commission")
21 found, on page 121, of in its Order No. PSC-02-0413-FOF-TP, dated March 26,
22 2002 in Docket No. 001305-TP, that, "upon consideration we shall not require
23 BellSouth to provide Supra with direct access to the same databases BellSouth

⁴ BellSouth's Intention to File a Petition for In-Region InterLATA Authority was approved by Alabama – May 22, 2002; Kentucky – April 26, 2002; Mississippi - October 4, 2001; North Carolina – May 23, 2002; South Carolina – February 14, 2002, Georgia – October 2, 2001, Louisiana – September 19, 2001, Florida – September 9, 2002, and Tennessee – August 26, 2002.

1 uses to provision service to its retail customers. The CLEC OSS interfaces allow
2 CLECS, including Supra, to perform the functions of pre-ordering, ordering,
3 provisioning, maintenance and repair, and billing in substantially the same time
4 and manner as BellSouth provides [these functions] for itself, as described in ¶581
5 of FCC 96-325.”

6
7 It is abundantly clear that this matter has been thoroughly adjudicated and that
8 BellSouth provides CLECs, including Supra, nondiscriminatory access to its OSS.
9 Any differences between BellSouth's retail systems and those for the CLECs do
10 not constitute any discrimination.

11
12 Q. HOW DO CLECS SUBMIT ORDERS TO BELLSOUTH?

13
14 A. The CLECs submit Local Service Requests or LSRs. An LSR is the industry
15 standard form that CLECs use to order resale and UNEs from ILECs, which was
16 established by the Ordering and Billing Forum (“OBF”). The LSR may be
17 submitted electronically or manually (via facsimile). The LSR is based on the
18 Local Service Ordering Guide (“LSOG”) and the EDI LSOG Mechanization
19 Specification (“ELMS”), which are established by the OBF.

20
21 Q. IN HIS REBUTTAL TESTIMONY ON PAGE 6, MR. NILSON STATES THAT
22 THE BUSINESS RULES FOR CLECS AND BELLSOUTH DIFFER. CAN
23 YOU RESPOND TO THIS STATEMENT?

24
25 A. Yes, but first let me provide some background information on LSRs.

1

2 Q. HOW DOES BELLSOUTH “TRANSLATE” THE INDUSTRY STANDARD
3 LSR INTO AN ORDER THAT CAN BE PROCESSED BY BELLSOUTH’S
4 OSS?

5

6 A. After BellSouth receives an LSR from the CLEC, it sends the LSR through a
7 process that uses different systems to check the LSRs for errors and transforms it
8 into a format that can be accepted by BellSouth's service order generator.

9

10 When a CLEC submits an LSR, BellSouth must process the LSR through all its
11 systems necessary to deliver a service to the end user customer. As part of that
12 process, BellSouth must convert the CLEC’s LSR into a SOCS-compatible format
13 required by BellSouth's OSS for downstream service order provisioning.

14 BellSouth refers to this as the ordering process. SOCS stands for Service Order
15 Communications System.

16

17 There are three steps to the ordering and provisioning process:

- 18 • Submission of the LSR – The CLEC creates an LSR in the format defined by
19 the OBF and BellSouth’s business rules, and transmits it to BellSouth via an
20 electronic interface or manual interface (facsimile). BellSouth checks the
21 LSR for errors.
- 22 • Service Order Generation - BellSouth's systems accept the information on
23 accurate and complete LSRs. BellSouth takes the information from the LSR
24 and transforms it into a SOCS-compatible BellSouth service order format.

- 1 • Service Order Acceptance – The transformed LSR, now a BellSouth service
2 order, is accepted by BellSouth's service order management system, SOCS.
3 The service order is then sent by SOCS to the downstream OSS to be
4 processed, resulting in the provisioning of service, the inventorying of
5 equipment, and the updating of customer accounts.

6
7 Q. ON PAGE 9, LINES 19-22 OF HIS TESTIMONY, MR. NILSON MENTIONS
8 TWO BUSINESS RULES DOCUMENTS ISSUED BY BELL SOUTH FOR
9 CLECS. HE ALSO NOTES, ON PAGE 6, THAT THE BUSINESS RULES
10 FOR CLECS DIFFER FROM THOSE THAT BELL SOUTH USES. PLEASE
11 COMMENT.

12
13 A. Yes, the business rules for CLECs, which are now contained in a document called
14 the Local Ordering Handbook, and BellSouth, differ. It should not be surprising
15 that the business rules for CLECs and for BellSouth contain differences. Each
16 party uses different interfaces and methods to initiate orders. The CLECs may
17 order resale services and UNEs, but BellSouth does not order UNEs. The CLECs
18 submit their requests on the LSR, which BellSouth does not use. The underlying
19 purpose, however, of the business rules for the CLECs and those for BellSouth is
20 the same. The business rules enable BellSouth's or the CLECs' representatives to
21 submit service requests that will be handled by BellSouth's OSS without errors.

22
23 Q. ON PAGE 10, AT LINES 9-10, OF HIS TESTIMONY, MR. NILSON STATES
24 THAT, "PAPER ORDERS ARE REQUIRED [SIC] FOR VIRTUALLY ALL
25 SERVICES EXCEPT POTS." IS THIS STATEMENT CORRECT?

1

2 A. Absolutely not. As I stated before, CLECs may submit the LSR via an electronic
3 interface or manual interface (facsimile). CLECs may order a wide variety of
4 resale services and UNEs, including the unbundled network element platform
5 (“UNE-P”), via the EDI, TAG, and LENS electronic interfaces. BellSouth
6 provides information about which services and UNEs may be ordered
7 electronically at its public interconnection web site.⁵ The Local Ordering
8 Handbook (“LOH”) contains specific information.⁶ Some resale services and
9 UNEs must be ordered manually (via paper LSRs), but these are considered to be
10 complex. These complex services and UNEs are also described in the LOH.

11

12 CLECs, in fact, send most of their LSRs via the electronic interfaces. In the first
13 quarter of 2003, CLECs submitted approximately 96% of all their LSRs
14 electronically, or approximately 670,000 LSRs per month during this quarter.
15 Only about 4% of the LSRs were sent manually.⁷

16

17 Q. PLEASE DESCRIBE HOW THE REMAINDER OF YOUR REBUTTAL
18 TESTIMONY WILL BE ORGANIZED.

19

20 A. In order to fully explain why Mr. Nilson’s characterization of BellSouth’s OSS is
21 out-dated or incorrect, I will describe in detail BellSouth’s Pre-Ordering,
22 Ordering, and Provisioning OSS for both CLEC and BellSouth Retail initiated
23 requests. I will also describe the flow of all service requests through SOCS.

⁵ <http://www.interconnection.bellsouth.com/index.html>

⁶ <http://www.interconnection.bellsouth.com/guides/html/leo.html>

⁷ Although these LSRs would likely be for complex services, BellSouth notes that it does not require CLECs to use the electronic interfaces for services and UNEs that can be ordered electronically. Thus, CLECs for their own business reasons may order such services manually.

1
2 First, I will describe the pre-ordering and ordering interfaces and OSS for CLEC
3 requests. A graphical representation of the wholesale pre-ordering and ordering
4 flows is shown at Exhibit RP-01. Next, I will describe the pre-ordering and
5 ordering interfaces and OSS for BellSouth's retail units' service requests. A
6 graphical representation of the retail pre-ordering and ordering flows is shown at
7 Exhibit RP-02. Third, I will describe the provisioning OSS beginning with SOCS.
8 Exhibit RP-03 provides a diagram of the downstream provisioning system flows
9 for non-designed services after they pass through SOCS. Lastly, I will explain
10 why "common Ethernet connections" do not necessarily result in improper
11 communications between systems.

12
13 **Pre-Ordering and Ordering Interfaces and OSS for CLEC Requests**

14
15 Q. HOW DO CLECS ACCESS BELL SOUTH'S OSS FOR PRE-ORDERING,
16 ORDERING, AND PROVISIONING?

17
18 A. CLECs have nondiscriminatory access to BellSouth's OSS through three different
19 electronic interfaces: EDI, TAG, and LENS. A CLEC's selection of an electronic
20 interface depends on its business plan and entry strategy. BellSouth has designed
21 and implemented a variety of electronic interfaces to suit the varied business plans
22 and entry methods of CLECs in BellSouth's region. CLECs can select from
23 among the interfaces described below to match their particular mix of services,
24 volume of orders, technical expertise, resources and future plans.

25

1 Q. PLEASE DESCRIBE THE EDI INTERFACE.

2

3 A. Electronic Data Interchange (“EDI”) is a machine-to-machine interface. EDI,
4 which has been available since December 1996 for ordering, follows the industry
5 standard protocol that was established for ordering interfaces by the
6 Telecommunications Industry Forum (“TCIF”) committee of the Alliance for
7 Telecommunications Industry Solutions (“ATIS”). EDI ordering follows the
8 industry standard guidelines for LSRs that are established by the Ordering and
9 Billing Forum (“OBF”) committee of ATIS. In June 2003, BellSouth
10 implemented an EDI pre-ordering interface.

11

12 Q. PLEASE DESCRIBE THE TAG INTERFACE.

13

14 A. The Telecommunications Access Gateway (“TAG”) is a machine-to-machine
15 interface, which was developed in response to specific requests from mid-sized
16 and large CLECs. TAG is based on Common Object Request Broker
17 Architecture (“CORBA”), which is one of the industry protocols for pre-ordering
18 by TCIF, and follows the OBF guidelines for Local Service Requests (“LSRs”).
19 TAG pre-ordering has been available since August 31, 1998; TAG ordering since
20 November 1, 1998.

21

22 BellSouth is changing the architecture of the current TAG interface from the C++
23 Application Program Interface (“API”) to the Extensible Markup Language
24 (“XML”). XML is simply a standard specification language used to describe
25 data. This technical specification language will provide a schema for request and

1 response data for both pre-order and firm order transactions. This change does
2 not affect the functionality of TAG, but rather it will change the method by which
3 the CLECs access TAG. XML allows the CLEC to create direct links from its
4 internal applications using its choice of the appropriate commercial software,
5 shareware, or freeware. The language selection for processing XML-formatted
6 files would be driven by the CLEC rather than by an API, as is currently the case.
7 BellSouth now offers a TAG XML CORBA interface and a TAG XML HTTPS
8 interface. BellSouth is still supporting various versions of the TAG API.
9 Versions of the API will begin expiring on September 30, 2003. The transition to
10 XML will be complete in March 2004.

11
12 Q. WHAT DOES "MACHINE-TO-MACHINE" MEAN?

13
14 A. In simple terms, a machine-to-machine interface (sometimes called "application-
15 to-application interfaces") permits transmittal and receipt of data electronically so
16 that the data will automatically populate computer systems and databases without
17 human intervention. Of course, there is typically data entry by an individual to
18 initiate the transaction. After that initial entry, the processing of the data
19 associated with the transaction and the updating of systems and databases is
20 automatic. For example, when a CLEC submits a request for service, the CLEC
21 will receive confirmation of that request and that information can automatically
22 be integrated into the CLEC's internal databases or OSS.

23
24 Q. WHAT DO CLECS USE IF THEY DO NOT WANT TO BUILD A MACHINE-
25 TO-MACHINE INTERFACE?

1

2 A. BellSouth recognizes that some CLECs may not choose to use machine-to-
3 machine interfaces. They may use the Local Exchange Navigation System
4 (“LENS”), which is a human-to-machine interface. With a human-to-machine
5 interface, the data in the previous example typically is not directly integrated into
6 the CLEC’s systems. It would require CLEC programming to take “screen
7 scrapes” that would strip the information and allow input into other systems and
8 databases, or it would require someone to take the retrieved data and re-key or re-
9 enter that information in order to update other systems and databases.

10

11 Q. PLEASE DESCRIBE THE LENS INTERFACE.

12

13 A. LENS is a web-based graphical user interface (“GUI”) that requires software
14 development only on BellSouth’s side of the interface. BellSouth therefore is
15 responsible for implementing any changes or new versions of the interface.
16 LENS provides integrated pre-ordering and ordering in its firm order mode. In
17 order to use LENS, a CLEC must have, at a minimum, a personal computer, web
18 browser software, and an Internet connection. The CLEC must also test with
19 BellSouth, attend training, and obtain a password. LENS has been available since
20 April 1997.

21

22 Q. ON PAGE 10 OF HIS TESTIMONY, BEGINNING AT LINE 3, MR. NILSON
23 DISCUSSES THE LENS INTERFACE. PLEASE COMMENT.

24

1 A. Mr. Nilson's description of LENS is completely out-of-date. When LENS was
2 originally implemented, the submitted LSRs would flow to the Local Exchange
3 Ordering ("LEO") and Local Exchange Service Order Generator ("LESOG")
4 systems. I will discuss shortly what LEO and LESOG are and what they do. In
5 this arrangement, CLECs using LENS were able to only order resale services.
6 On January 14, 2000, LENS became a GUI to the TAG gateway. On April 15,
7 2000, LENS began using TAG's ordering functionality for designed and non-
8 designed unbundled analog loops, unbundled digital loops, and for CLECs with
9 contracts, unbundled two-wire analog port plus two-wire analog loop
10 combinations (the "UNE Platform"). LENS used TAG's architecture and
11 gateway, and therefore had TAG's pre-ordering functionality for resale services
12 and UNEs, and TAG's ordering functionality for resale services. In December
13 2002 BellSouth began the transition of LENS from the TAG API to an XML
14 interface, beginning with Firm Order submissions. On June 22, 2003 LENS
15 converted fully to the XML Interface. Today, LENS interfaces directly with the
16 ServiceGate Gateway ("SGG"), which I will discuss in detail later in my
17 testimony.

18

19 Q. WHICH INTERFACE DOES SUPRA USE?

20

21 A. As Mr. Nilson mentions in his testimony, on page 11, Supra uses LENS. His
22 description, at lines 17-19 of page 11, however, of what happens to an LSR once
23 it has been sent is out of date, as I have just explained. I will explain more about
24 the flow of LSRs from LENS and the other interfaces shortly.

25

1 Q. ON PAGE 9 OF HIS TESTIMONY, AT LINES 17-19, MR. NILSON CLAIMS
2 THAT TAG IS A "PROPRIETARY" SYSTEM AND COMMENTS THAT
3 BELLSOUTH DID NOT IMPLEMENT AN EDI PRE-ORDERING
4 INTERFACE. WHAT IS YOUR RESPONSE?

5
6 A. TAG is proprietary to BellSouth, but I am not sure why Mr. Nilson has made this
7 comment, as it has no relevance to the issues in this proceeding. Although TAG
8 is BellSouth's API interface, Mr. Nilson apparently does not know that TAG uses
9 the industry standard protocol for pre-ordering, CORBA. In September 1997,
10 when the industry voted to approve two standard protocols for pre-ordering
11 interfaces, CORBA and EDI TCP/IP/SSL3,⁸ the industry anticipated that CORBA
12 would become the preferred long-term solution. BellSouth, therefore, built its
13 machine-to-machine pre-ordering interface to the CORBA standard, rather than
14 the EDI standard. BellSouth named its CORBA-based interface the
15 Telecommunications Access Gateway, or TAG. Similarly, Verizon calls its
16 CORBA-based pre-ordering interface the "CORBA Gateway."⁹ SBC calls its
17 interface the "CORBA interface."¹⁰ In addition to providing a TAG pre-ordering
18 interface, BellSouth also decided to build a TAG ordering interface based on the
19 same protocol. As I mentioned earlier, the architecture of TAG is changing from
20 the API to the XML.

21
22 On September 26, 2000, MCI/WorldCom submitted CR0186 to the Change
23 Control Process ("CCP"), which is the collaborative change management process

⁸ TCP/IP/SSL3 stands for Transmission Control Protocol/Internet Protocol over Secure Sockets Layer 3.

⁹ <http://www22.verizon.com/wholesale/lsp/connguide/1,,4-East-PreOrder-corba,00.html>

¹⁰ <https://clec.sbc.com/clec/hb/>

1 used by BellSouth and the participating CLECs, requesting an EDI pre-ordering
2 interface. The change request proceeded through the CCP process. During the
3 Change Review Prioritization Meeting of April 25, 2001, the CCP participants
4 prioritized CR0186 as 21st out of 36 pre-ordering and ordering change requests.
5 BellSouth implemented the EDI pre-ordering interface the weekend of June 21-
6 22, 2003. However, I would note that, in 2001 and 2002, nine states and the FCC
7 found that BellSouth provided nondiscriminatory access without an EDI pre-
8 ordering interface.

9
10 Q. ON PAGES 9-10 OF HIS TESTIMONY, MR. NILSON DESCRIBES "PRE-
11 ORDERING." WHAT IS PRE-ORDERING AND IS MR. NILSON'S
12 DESCRIPTION CORRECT?

13
14 A. Mr. Nilson's information on pre-ordering is incomplete and inaccurate. Pre-
15 ordering is defined as the steps needed to gather the required information for a
16 CLEC to submit an accurate and complete service request. These functions
17 include: validating addresses, reserving telephone numbers, determining the
18 availability of due dates, determining the availability of products and services,
19 obtaining customer service record information, and obtaining loop make-up
20 information. CLECs use the EDI, TAG, or LENS pre-ordering interfaces to
21 perform these functions and obtain pre-ordering information.

22
23 Q. DO CLECS HAVE NONDISCRIMINATORY ACCESS TO PRE-ORDERING
24 OSS VIA THESE INTERFACES?

25

1 A. Yes. All three interfaces, not just TAG, as Mr. Nilson comments on page 9,
 2 starting at line 22, obtain the pre-ordering information from various BellSouth
 3 databases. Mr. Nilson mentioned most of the pre-ordering interfaces on page 9 of
 4 his testimony: CRIS, RSAG, ATLAS, P/SIMS, COFFI, and DSAP. I would like
 5 to note, however, that he did not mention access to CABS, LFACS, or CFD. Once
 6 again, Mr. Nilson's information about BellSouth's OSS is out-of-date.

7
 8 Q. PLEASE DESCRIBE THE PRE-ORDERING OSS ACCESSED BY CLECS.

9
 10 A. This table describes the pre-ordering OSS and their associated pre-ordering
 11 functions.

12

Pre-Ordering Function	Name of the System	Acronym	Description of the System
Obtaining telephone numbers	Application for Telephone number Load Administration and Selection	ATLAS	ATLAS is used to administer the pool of available telephone numbers and to reserve selected numbers from the pool for use on pending service requests/service orders.
Obtaining features and services information	Central Office Features File Interface	COFFI	COFFI contains USOC information based on the current tariffs filed and PIC/LPIC Carrier data.
Obtaining customer service record information	Customer Records Information System	CRIS	CRIS is the database and billing system for non-access customers and services. It contains the "official" records of the account information, which is used to generate the appropriate customer billing. It is a complex mainframe system consisting of multiple functional software applications. CRIS accrues charges to customer accounts and generates billing invoices according to the formatting options selected by the customer.
Obtaining customer service record information	Carrier Access Billing System	CABS	CABS is the database and billing system for access customers and services. It contains the "corporate official" records of the account information which is used to generate the appropriate customer billing. CABS accrues charges to customer accounts and generates billing invoices according to the formatting options selected by the customer.

Pre-Ordering Function	Name of the System	Acronym	Description of the System
Obtaining due date information	Distributed Support Application	DSAP	DSAP assists service representatives in negotiating service provisioning commitments for non-designed services and UNEs. DSAP contains information and guidance to help establish a realistic and meaningful appointment dates.
Obtaining loop make-up information	Loop Facilities Assignment and Control System	LFACS	LFACS is an inventory system that manages outside plant loop facilities. LFACS contains data on cable pairs, terminals, loop qualification information, circuits and addresses. It is used to assign appropriate loop facilities to serve the address(es) on the service order.
Obtaining loop make-up information	Corporate Facilities Database	CFD	The CFD is a digitized version of the plats available in Georgia, North Carolina, South Carolina, Florida and thirteen (13) wire centers in Alabama. When LFACS is queried for loop qualification information, and all of the necessary information is not resident in LFACS, an electronic query will be automatically launched to the CFD to generate the required additional information. Once generated, the loop makeup data is populated in the LFACS database.
Obtaining features and services information	Product/Services Inventory Management System	P/SIMS	P/SIMS contains availability information on switching system features and capabilities and on BellSouth service availability. P/SIMS is used to verify the availability of a feature or service in a switch before making a commitment to the customer.
Validating addresses	Regional Street Address Guide	RSAG	RSAG contains street addresses validated to be accurate with state and local governments. This information is used to ensure a consistent and accurate address for the purposes of matching loop facilities available to a customer address and for dispatching outside field technicians.

1

2 Q. PLEASE DESCRIBE IN DETAIL HOW THE CLECS' LSRs TRAVEL FROM
3 EDI, TAG, OR LENS TO SOCS, BELLSOUTH'S SERVICE ORDER
4 MANAGEMENT SYSTEM.

5

6 A. Before I discuss the flow of CLECs' LSRs, I would like to comment on Mr.
7 Nilson's description of this process, which appears on page 11 of his testimony.
8 As my testimony will show, Mr. Nilson's description is out-of-date. It is also
9 incomplete, because he has omitted the process for LSRs with LNP and LSRs for
10 xDSL-compatible loops, unbundled copper loops, and such. There are actually

1 three basic order flows for CLEC requests: one for DSL orders, one for LNP
2 orders, and one for the remainder of the requests.

3
4 Exhibit RP-01 is a graphical representation of the CLEC ordering process. Before
5 a mechanized service order is created, the LSR submitted through EDI, TAG, or
6 LENS must pass edits that check for valid data entries and formats as well as
7 conditions between various fields. The business rules, such as those found in the
8 Local Ordering Handbook,¹¹ set forth all the necessary requirements for
9 submitting accurate and complete LSRs.

10
11 All requests that are submitted *via LENS or TAG* are routed to SGG.¹² The
12 Programmable Rules Engine (“PRE”) performs first-level edit checks for these
13 LSRs (subsequent edit valuations are performed by downstream systems,
14 described below). SGG routes orders for xDSL-compatible loops, Unbundled
15 Copper Loops (“UCLs”), Enhanced Extended Links (“EELs”), or Universal
16 Digital Channels (“UDCs”) to the Order Manager (“OM”). All other LSRs are
17 routed to LSR Router (“LSRR”). LSRs that are routed to the LSRR will be sent
18 to either the LNP Gateway or to LEO, depending upon the type of service being
19 requested.

20
21 A CLEC LSR submitted *via EDI* is first sent to the LSRR.¹³ The LSRR will
22 determine what type of service is being ordered so that the LSR can be routed to

¹¹ The current version of the LOH may be found on the Interconnection website at http://www.interconnection.bellsouth.com/guides/leo/bbrlo_releases/13_0/index.html.

¹² Older versions of the TAG API (pre version 8.0) route orders to the TAG Gateway for preorder validation checks before being routed to the SGG. TAG API version 8.0 and higher route LSRs to SGG for preorder validation checks.

¹³ In Release 13.2, currently scheduled for September 2003, firm order LSRs submitted *via EDI* will be routed to SGG and will follow the same routing as orders submitted *via TAG or LENS*.

1 the correct system. If the LSR is for LNP, it is sent to the LNP Gateway. If the
2 service is for non-number portability xDSL-compatible loops or UCL, EELs, or
3 UDC, the LSR is sent to the ServiceGate™ Gateway (“SGG”). All other LSRs
4 sent *via EDI* are routed to LEO.

5
6 Q. AT LINES 8-9, ON PAGE 9 OF HIS TESTIMONY, MR. NILSON
7 COMMENTS THAT EDI “EITHER FLOWS THROUGH TAG, OR HAS
8 IMPLEMENTED THE SAME VALIDATION RULES USED BY TAG.”
9 WHAT IS YOUR RESPONSE?

10
11 A. Mr. Nilson is incorrect. EDI does not flow through TAG and never has. Further,
12 BellSouth is at a loss as to which “validation rules” he is referring.

13
14 Q. WHAT IS THE PURPOSE OF LEO?

15
16 A. LEO is the Local Exchange Ordering system. Accurate and complete non-LNP
17 and non-DSL LSRs flow mechanically to the LEO system. The LEO system
18 receives the LSR and mechanically performs edit checks to determine if all the
19 required fields have been correctly populated. If the LSR fails the edit checks in
20 LEO, it will be returned to the CLEC via the applicable interface as a “fatal
21 reject.” Fatal rejects are errors that prevent an LSR from being processed further.
22 The CLEC receives a fatal error notification that contains an error code and an
23 English-language description of the fatal reject.

24

1 If an LSR passes LEO's edit checks, it then will mechanically "flow" from LEO
2 to LESOG.

3

4 Q. WHAT IS THE PURPOSE OF LESOG?

5

6 A. LESOG stands for Local Exchange Service Order Generator. LESOG performs
7 further checks for errors and provides manual fallout for LSRs that cannot be
8 mechanically handled. If the LSR contains an error or errors, or if it is not a
9 candidate for mechanical handling, it will not flow-through to SOCS.

10

11 If an LSR is "passed" by LESOG, LESOG will mechanically transform the LSR
12 into the service order format that can be accepted by SOCS and by the other
13 downstream BellSouth systems through which BellSouth's own service orders, as
14 well as CLEC orders, are processed. From LESOG, the CLEC service order
15 flows to and is accepted by SOCS without any manual intervention. Once an
16 order is accepted, its path through BellSouth's downstream legacy system is the
17 same for CLEC orders as it is for BellSouth's retail orders.

18

19 Q. EARLIER YOU MENTIONED THAT THE LSRS FOR LNP TRAVEL A
20 DIFFERENT PATH FROM THE CLEC INTERFACE TO SOCS. PLEASE
21 DESCRIBE THAT PATH.

22

23 A. Certainly. The LNP Gateway is the major link in the LNP process because it
24 supports both internal and external communications with various interfaces and
25 process, including the link between BellSouth and the CLECs for the electronic

1 ordering of LNP. The electronic pre-ordering steps for LNP are the same as those
2 for other UNEs and resale services. An accurate and complete LSR for LNP is
3 transmitted to the LNP Gateway, where additional error checks are performed for
4 accuracy, completeness, and format. If an error is found, a reject notification is
5 returned to the CLEC via the interface that was used to transmit the LSR to
6 BellSouth. If no errors are detected, the LSR is sent to LAUTO (“LNP
7 Automation”) for further processing. LAUTO interfaces with other BellSouth
8 OSS to further check the LSR for validity. If an error is found, the error is
9 recorded in the LNP Gateway database, and a clarification is returned to the
10 CLEC. If LAUTO detects no errors and the LSR is eligible for mechanization, a
11 service order is mechanically generated and transmitted to SOCS. Once an order
12 is accepted, its path through BellSouth’s downstream legacy system is the same
13 for CLEC orders as it is for BellSouth’s retail orders.

14

15 Q. YOU ALSO MENTIONED EARLIER THAT LSRs FOR XDSL-
16 COMPATIBLE LOOPS, UCLs, EELS, AND UDCS TAKE A DIFFERENT
17 PATH FROM THE CLEC INTERFACE TO SOCS. PLEASE DESCRIBE
18 THAT PATH.

19

20 A. LSRs for xDSL-compatible loops, UCLs, EELs and UDCs flow through the SGG
21 and Order Manager (“OM”).

22

23 If an LSR is “passed” by Order Manager, Order Manager will transmit the order
24 to the Service Order Generator (“SOG”), which mechanically transform the LSR
25 into the service order format that can be handled by SOCS and by the other

1 downstream BellSouth systems through which BellSouth's own service orders, as
2 well as CLEC orders, are also processed.

3
4 If an LSR does not "pass" Order Manager's checks, the LSR will be sent back
5 automatically to the CLEC for clarification ("auto-clarified") or will fall out of
6 Order Manager for manual handling by the Local Carrier Service Center
7 ("LCSC").

8
9 Q. HOW DOES A CLEC KNOW IF ITS LSR HAS BEEN ACCEPTED AND A
10 BELLSOUTH SERVICE ORDER HAS BEEN GENERATED?

11
12 A. When the LSR is accepted by SOCS for an end user customer in Florida, the
13 Facilities Check (Fac-Chk) feature waits until the status of the last "qualifying"
14 service order on a given LSR has obtained either the Pending Dispatch ("PD") or
15 Pending Facilities ("PF") status. By qualifying, BellSouth means orders that are
16 impacted by facilities and the CLEC is not required to check facilities as part of
17 its pre-order process. For example, Line Sharing requires the CLEC to check the
18 facilities before placing the order, and therefore these orders are excluded.
19 Feature only orders are also excluded. At this point, a Firm Order Confirmation
20 ("FOC") is returned to the CLEC.¹⁴ The FOC is the CLEC's assurance that its
21 LSR has successfully passed through the various edits and formatting checks and
22 is pending as an order in SOCS.

23

¹⁴ BellSouth returns the FOC in the other states when the first order on the LSR obtains the Assignable Order ("AO") status.

1 **Pre-Ordering and Ordering Interfaces and OSS for BellSouth Retail Requests**

2

3 Q. WHAT DOES BELLSOUTH USE FOR ITS RETAIL OPERATIONS?

4

5 A. For its retail basic exchange service customers, BellSouth uses two retail
6 marketing and sales support systems for service order negotiation. BellSouth's
7 retail operations use the Regional Negotiation System ("RNS") for most types of
8 residential service requests. For business customers, BellSouth's retail operations
9 use the Regional Ordering System ("ROS"). A graphical representation of the
10 retail pre-ordering and ordering flows is shown at Exhibit RP-02.

11

12 Q. EXPLAIN HOW SERVICE REQUESTS SUBMITTED VIA RNS AND ROS
13 REACH SOCS.

14

15 A. Service requests submitted via RNS and ROS are handled similarly to the way
16 CLEC requests are handled. In both systems, pre-order transactions are
17 performed to validate addresses, calculated due dates, determine available
18 products and services, reserve telephone numbers or circuit IDs, and perform loop
19 qualification. For its own business needs, BellSouth also obtains end user credit
20 information and customer profile information so that the service representative
21 can determine the best product mix to offer the end user. A CLEC can, likewise,
22 perform similar transactions with its end user customer. Upon completion of
23 gathering all the necessary information for submission of a service request and
24 basic edit validations are "passed", ROS/RNS mechanically transforms the
25 request into the service order format that can be accepted by SOCS and by the

1 other downstream BellSouth systems for provisioning. The request is forwarded
2 to the Store and Forward Messaging Infrastructure ("SFMI"), a message transport
3 middleware that provides a "queuing" function assuring delivery of the request to
4 SOCS. The request is then transmitted directly to SOCS (for BellSouth
5 Telecommunications ("BST") orders) or to the System Wide Integrated Switching
6 Hub ("SWISH") (for Cingular Wireless, BellSouth Entertainment,
7 IntelliVentures, etc.) where edits are further applied and the request is accepted or
8 returned for clarification.¹⁵ Exhibit RP-02 is a graphical representation of the
9 retail ordering process.

10
11 Q. PLEASE DESCRIBE THE RNS INTERFACE.

12
13 A. RNS is a distributed computing system that allows users to log on to one
14 integrated system rather than multiple "backend" mainframe applications. The
15 system presents icons, menus, and windows to access those applications that the
16 BellSouth service representatives need to efficiently provide customer care to
17 BellSouth end-user customers. Because the RNS distributed system receives
18 data from the mainframe "behind the scenes," service representatives need only
19 log-on to one place and know one system to be productive.

20
21 Q. PLEASE DESCRIBE THE ROS INTERFACE.

22

¹⁵ Orders that include BellSouth Long Distance ("BSLD") services pass information from SOCS to BSLD for provisioning; the BSLD provisioning does not follow the standard BST Provisioning OSS Flow described in my testimony.

1 A. ROS is also a distributed computing system that allows users to log on to one
2 integrated system rather than multiple “backend” mainframe applications for
3 service order entry/editing. Using menus and drop-down boxes, service
4 representatives are able to perform all functions associated with Service Order
5 Negotiation.

6

7 Q. ON PAGE 7 OF HIS TESTIMONY, MR. NILSON LISTS 25
8 “ENGINES/DATABASES” THAT HE CLAIMS BELLSOUTH USES FOR
9 PRE-ORDERING. IS MR. NILSON CORRECT?

10

11 A. No. Once again, Mr. Nilson is out-of-date or incorrect in his knowledge of
12 BellSouth’s OSS. Mr. Nilson incorrectly listed “OASIS1” and “AMOS” as pre-
13 ordering databases used by BellSouth; however, Product Common Business
14 Services (“PCBS”) replaced the application-specific OASIS and AMOS systems
15 for accessing product information in July 2002. Many of the systems that Mr.
16 Nilson listed have nothing to do with pre-ordering, are not “engines” or
17 “databases” as Mr. Nilson describes them, or are acronyms that are unknown to
18 BellSouth.¹⁶ Rather than try to dispute each system listed by Mr. Nilson, it would
19 be easier to describe exactly what OSS BellSouth DOES use for pre-ordering.

20

21 Q. PLEASE DESCRIBE THE PRE-ORDERING OSS USED BY BELLSOUTH
22 RETAIL UNITS.

23

¹⁶ For example, AAND and SWISH are not pre-ordering interfaces; CDIA is the Corporate Document Information Access system, a repository for BellSouth Methods and Procedures for the LCSC; and BellSouth does not know what ZTRK is.

1 A. BellSouth's retail units access most of the same pre-ordering systems and
2 databases described above for the CLEC Pre-Ordering OSS, with a few
3 exceptions, noted here. (ROS and RNS interface with RSAG, CRIS, ATLAS, and
4 DSAP). ROS and RNS do not directly access P/SIMS and COFFI,¹⁷ and they do
5 not use LFACS or CFD; but they have access to PCBS and Loop Qualification
6 System ("LQS").¹⁸ PCBS is a product catalog that stores product information for
7 BellSouth wireline products and services, Cingular Wireless (RNS only), and
8 BellSouth Long Distance ("BSLD") products. LQS is used to determine if a
9 telephone number(s) at a specific service address are qualified for BellSouth
10 ADSL (Asymmetric Digital Subscriber Line) Service. As I mentioned before,
11 pre-ordering functions include: validating addresses, reserving telephone
12 numbers, determining the availability of due dates, determining the availability of
13 products and services, obtaining customer service record information, and
14 obtaining loop make-up information. The OSS I have noted in this paragraph are
15 the only systems BellSouth uses for pre-ordering, as defined by the FCC.

16
17 Mr. Nilson has mistakenly listed some additional systems that BellSouth has built
18 for its own business needs as pre-ordering interfaces. They include systems used
19 to perform credit checks on end users, customer profile databases, and the like,
20 but these are NOT pre-ordering systems. CLECs could similarly have their own
21 OSS to perform like functions for their own business operations. To set the
22 record straight, I will describe these OSS and their functions. BellSouth has built
23 interfaces from RNS to the following OSS:

¹⁷ P/SIMS and COFFI provide BellSouth switch dependent data to PCBS via an indirect feed.

¹⁸ CLECs have direct access to LQS.

- 1 • GIMI (Geographic Integrated Marketing Intelligence) is a marketing
2 intelligence system of residential customers that incorporates storage and
3 retrieval of RNS customer profiles, canceled and completed order
4 processing, storage and retrieval of sales and sales recommendations, and
5 the sending of sales campaign information to RNS.
- 6 • CBI (Credit Bureau Interface) provides an interface for RNS service
7 representatives to perform credit verification for residential service
8 customers.
- 9 • LIST (List Information System) is a database containing listing and
10 directory information.
- 11 • IMAT (In-House Match Exchange) is an application that is part of a
12 mechanized regional debtor database system designed to identify new
13 customers with a record of non-payment for telephone service (live or
14 final accounts) within the BellSouth region.¹⁹

15
16 BellSouth has built an interface from ROS to a reference database used to query
17 product specific (not customer specific) information on rates, products and
18 services, product packages, directory information, etc. This reference data is
19 collected from various systems via a batch process. The OSS indirectly accessed
20 are as follows:

- 21 • BRIS (Business Revenue Information System) is a database of business
22 customers, which drives assignment of customers and revenues to BBS
23 and SBS COUs, directly impacting COU size and performance.

¹⁹ RNS has indirect access to IMAT via CRIS.

- 1 • Quantum (Not an Acronym) is an accounts receivable billing system that
2 provides a breakdown of amounts due from retail customers.
- 3 • SOER (Service Order Edit Routines) is a sub task of SOCS. The SOER
4 logic is used to provide edits of each section of the service order,
5 validating all USOCS, FIDS (Field IDentifierS), and FID data.

6

7

Order Provisioning OSS

8

9 Q. IS THE OSS USED FOR PROVISIONING SERVICE REQUESTS THE SAME
10 FOR ALL REQUESTS, INCLUDING BOTH CLEC SUBMITTED REQUESTS
11 AND BELLSOUTH RETAIL REQUESTS?

12

13 A. Yes. As I have previously noted, after orders have been accepted by SOCS, the
14 path for CLEC or BellSouth orders is the same through the downstream
15 provisioning OSS.

16

17 Q. CAN YOU PROVIDE MORE INFORMATION ABOUT SOCS?

18

19 A. Certainly. SOCS is responsible for the collection, storage, and distribution of
20 service orders, either CLECs' or BellSouth's, to all user departments, including
21 service order-driven mechanized systems. SOCS is an online system used by
22 many departments to process service orders. In addition to the SOCS online
23 programs, the SOCS daily off-line cycle performs data base maintenance and
24 report generation functions necessary to administer the pending order file. The
25 major functions of the off-line programs are to purge completed and canceled

1 orders, create statistical and administrative reports, and create service order files
2 for other mechanized systems. It is important to note that SOCS is the common
3 point of entry into the BellSouth OSS for provisioning of service orders by both
4 the BellSouth retail units and the CLECs.

5
6 Q. WHAT HAPPENS TO BELLSOUTH AND CLEC SERVICE ORDERS AFTER
7 THEY ENTER SOCS?

8
9 A. SOCS receives service requests from BellSouth retail operations or from the
10 CLECs and further applies edit validations to ensure the data is in a format that
11 can be accepted for provisioning by downstream systems. At the time SOCS
12 accepts the request, the request is considered to be an order and the provisioning
13 process begins. SOCS communicates the order with the Service Order Activation
14 and Control System ("SOAC"), which manages the service order process with
15 respect to the specialized systems that design and activate network-based services,
16 assign facilities, maintain central office inventory, and manage customer account
17 information. In doing so, SOAC directs each service order through all steps
18 necessary to complete the order and provision the service. Exhibit RP-03
19 provides a diagram of the downstream provisioning system flows for non-
20 designed services after they pass through SOCS.

21
22 **Communications Between Systems**

23
24 Q. ON PAGES 14 AND 15 OF HIS TESTIMONY, MR. NILSON STATES
25 BECAUSE "A COMMON TCP/IP OVER ETHERNET CONNECTION

1 SERVES TO PROVIDE ACCESS TO ALL BELLSOUTH'S OSS...DIRECTLY
2 VIA BOSIP...[I]N THIS MANNER IT IS RELATIVELY EASY TO ADD NEW
3 SYSTEMS TO PROVIDE ADDITIONAL FUNCTIONALITY. THE SYSTEMS
4 NEED ONLY BE PROGRAMMED TO SEND DATA TO EACH OTHER, THE
5 INFRASTRUCTURE IS PRE-BUILT." PLEASE COMMENT.

6

7 A. Mr. Nilson's implication is that data input in any system can be retrieved by any
8 other system anywhere along the line within BellSouth, just because the systems
9 are "connected." This is completely untrue. Just because systems are connected
10 via Ethernet connections does not allow data to flow freely between them.

11

12 Let me provide an analogy to clarify my point. Let's say that several people all
13 have access to a certain building. Each person may have a key allowing him or
14 her to get into the building. Each may be able to take the elevators to get to
15 certain floors, or there may be some floors they are restricted from entering
16 without additional access mechanisms. Just because each person has a key to the
17 building does not mean that he or she has access to every office, or every floor, or
18 every file cabinet or desk within the building. These individuals are granted
19 access to be in those specific locations that are needed *and authorized*.

20

21 Likewise, just because data flows into certain databases and is passed to
22 downstream systems does not mean that it accessible at other locations or to other
23 users. BellSouth's systems are designed with strict security in mind. Contracts
24 are agreements between each of the systems that are established to specify what
25 information will be transmitted, and in what format, between the systems.

1 “Simple” programming, as described by Mr. Nilson, would not alter these
2 contracts. Rather, each contract must meet strict guidelines regarding what data
3 will be shared.

4
5 Further, Mr. Nilson does not have any evidence that BellSouth has, in fact, made
6 any programming changes that allow systems to improperly send proprietary data
7 to each other because this simply is not the case.

8
9 Q. ON PAGES 22-23 OF HIS TESTIMONY, MR. NILSON MENTIONS “SIMPLE
10 C.” PLEASE COMMENT.

11
12 A. The correct term is “single C.” Single C allows BellSouth to process the local
13 service request (from a CLEC) by converting an account to UNE-P via the
14 issuance (by BellSouth's' systems) of a single C (Change) Order. Before
15 BellSouth implemented single C for UNE-P, two orders (New and Disconnect
16 Orders, also known as N and D Orders) were required to execute the local service
17 request. The benefit of Single C is that it eliminates the need for two internal
18 BellSouth orders and associated coordination. The only change that the CLECs
19 saw when the single C order was implemented was a ‘C’ instead of ‘N’ on the
20 FOCs and completion notifications.

21
22 BellSouth uses the single C order to process orders for conversions of "non-
23 complex" Residence and Business accounts to an equivalent UNE Port/Loop
24 Service Combination offering. Single C applies when a CLEC sends an LSR for:

- 25 • Resale to UNE-P: Same CLEC or Different CLEC

- 1 • Retail to UNE-P: BellSouth to CLEC
- 2 • UNE-P to UNE-P: CLEC to CLEC

3

4 Note that single C orders are not generated for existing retail, resale, or UNE-P
5 accounts that involve Multi-line Hunt Groups and DID Groups. Single C orders
6 are not generated for "partial migrations." N and D orders are still issued for
7 these items.

8

9 Q. ON PAGE 22 OF HIS TESTIMONY, AT LINES 16-20, MR. NILSON IMPLIES
10 THAT BELLSOUTH IMPLEMENTED THE SINGLE C PROCESS IN ORDER
11 TO GAIN POSSESSION OF CLECS' PROPRIETARY INFORMATION. ON
12 PAGES 23-24, MR. NILSON IMPLIES THAT BELLSOUTH MAINTAINS
13 THE N AND D ORDER PROCESS IN ORDER TO GAIN WINBACKS.
14 WHAT IS YOUR RESPONSE?

15

16 A. Nothing could be less true. In fact, the Georgia Public Service Commission
17 *ordered* BellSouth to implement the single C process on October 2, 2001, as
18 stated in Docket 6863-U, in its Order issued on October 19, 2001. This is the
19 same order by which the Georgia PSC found BellSouth has met the 14-point
20 checklist as defined by Section 271 of the Act of 1996.

21

22 Accordingly, BellSouth implemented this process for Georgia, Louisiana, Florida,
23 and Mississippi on March 23, 2002. BellSouth implemented single C for
24 Alabama and South Carolina on July 21, 2002, and for Kentucky, North Carolina,
25 and Tennessee on August 4, 2002.

1

2 When BellSouth processes N and D orders, it coordinates the orders by using a
3 code on each. The Georgia Commission ordered the single C process for UNE-P
4 because, very occasionally, the N and D orders for UNE-P became uncoordinated
5 and an end user would lose dial-tone. I want to emphasize that this occurs rarely.
6 For example, BellSouth analyzed conversions for January through April 2003,
7 and determined that a mere 0.09% lost dial tone during conversion.

8

9 Q. ON PAGE 24, LINES 6-13, MR. NILSON CLAIMS THAT IDS RECENTLY
10 COMPLAINED OF PROBLEMS WITH N AND D ORDERS. PLEASE
11 COMMENT.

12

13 A. Mr. Nilson's information is out-of-date. Although IDS made such a complaint in
14 May 2001, it voluntarily dismissed its complaint with prejudice nearly two years
15 ago, on September 28, 2001.

16

17 Q ON PAGE 23, MR. NILSON STATES THAT SUPRA CAN SPEAK ONLY TO
18 THE BELLSOUTH LCSC IN ORDER TO RESOLVE PROBLEMS IN
19 PROVISIONING SERVICE AND THE ONLY NUMBER THE PUBLIC CAN
20 SEE IS FOR THE BELLSOUTH RETAIL CENTER. PLEASE RESPOND.

21

22 A. Supra is correct. The LCSCs were created to serve the CLEC community. The
23 LCSC's contact information for CLECs is located on the Interconnection website.
24 The CLECs' end users are not LCSC customers or BellSouth's retail end users.

1 The CLECs are responsible for providing the CLECs' contact information to their
2 end users so that their end users know to call them.

3

4 Q. DOES THIS CONCLUDE YOUR REBUTTAL TESTIMONY?

5

6 A. Yes.

1 BY MS. WHITE:

2 Q And, Mr. Pate, could you give your summary, please.

3 A Certainly. Good afternoon. The purpose of my
4 testimony is to respond to portions of Mr. Nilson's direct
5 testimony of June 27th. Primarily his OSS overview. In doing
6 so, my testimony demonstrates that BellSouth's retail and
7 wholesale operation support systems, or OSS, function properly
8 with one another and that Mr. Nilson's understanding of
9 BellSouth's OSS, including LENS, the local exchange navigation
10 system, and how the LSRs flow through the system is out of date
11 at the very least, and in some cases just entirely incorrect.

12 First, I would like to address the topic of
13 nondiscriminatory access. Although Supra's complaint deals with
14 marketing and winback issues, Supra through Mr. Nilson's
15 testimony has attempted again to raise nondiscriminatory access
16 as an issue despite the fact that it has been long settled by
17 both the Florida Commission and the FCC. As much as does any
18 state commission, the Florida Commission understands issues of
19 nondiscriminatory access. During the Florida 271 docket
20 proceedings, the Commission monitored the extensive independent
21 third-party test of BellSouth's operation support systems.

22 Additionally, the Commission reviewed BellSouth's
23 compliance with the FCC standard regarding Checklist Item 2,
24 which includes nondiscriminatory access to BellSouth's OSS. On
25 September 25th, 2002, the Florida Commission in its opinion in

1 Docket Number PSC-02 -- excuse me, that is Docket Number
2 PSC-02-1305-FOF-TL stated, and I quote, "We believe BellSouth
3 provides CLECs nondiscriminatory access to its OSS.
4 Additionally, we find that BellSouth is providing the necessary
5 documentation and support functions and has demonstrated that its
6 systems are operationally ready and provide an appropriate level
7 of performance. As a result, it is our opinion that BellSouth
8 has satisfied the OSS requirements of Section 271 of the 1996
9 Telecommunications Act."

10 Further, the FCC affirms its earlier orders in
11 Paragraph 67 of its 271 order approving long distance relief for
12 BellSouth in Florida and Tennessee, stating, and I quote, "We
13 find, as did the state commissions, that BellSouth provides
14 nondiscriminatory access to its OSS and thus satisfies the
15 requirements of Checklist Item 2. We find that the evidence
16 presented in this record shows that BellSouth provides
17 nondiscriminatory access to its OSS functions for preordering,
18 ordering, provisioning, maintenance and repair, and billing. We
19 base this determination on BellSouth's actual performance in
20 Florida and Tennessee."

21 Now, I would like to address Mr. Nilson's implications
22 that BellSouth's OSS order processing results in the misuse of
23 carrier-to-carrier or wholesale information. My filed testimony
24 describes in great detail BellSouth's retail and wholesale
25 interfaces and how an order is submitted and provisioned,

1 therefore, I will not repeat that detailed description. But I do
2 want to emphasize the following three points. First, the CLEC
3 submission of a local service request, or an LSR, initiates the
4 ordering process for a wholesale provider, just as BellSouth's
5 service request initiates the ordering process for itself.

6 Second, BellSouth's service order communication systems, SOCS, is
7 a common entry point for acceptance of LSRs submitted by
8 competitive local exchange carriers and all service requests
9 submitted by BellSouth's retail units. Third, after BellSouth
10 and CLEC service orders have been accepted by SOCS, the
11 downstream OSS are the same for both the CLECs and BellSouth's
12 orders.

13 Let me put these points in context. First, it is a
14 CLEC submission of an LSR that initiates the ordering process.
15 That LSR is processed electronically by BellSouth's systems or
16 manually by the local carrier's service center, LCSC, if the LSR
17 is submitted manually or if it is submitted electronically and
18 requires human intervention. In order for SOCS to accept the
19 CLEC's request, the systems or the LCSC generates a SOCS
20 compatible BellSouth service order from the information on the
21 CLEC's LSR. The service order is required by BellSouth as a
22 normal course of business to provision services and update all of
23 BellSouth's records to ensure proper delivery and maintenance of
24 service, including the billing records for BellSouth's retail end
25 users customer or for the CLEC on behalf of their end user

1 customers. SOCS is responsible for the collection, storage, and
2 distribution of service orders to all user departments, including
3 service order driven mechanized legacy systems.

4 After BellSouth and CLEC service orders have been
5 accepted by SOCS, these downstream legacy systems are the same
6 for both the CLEC and BellSouth orders. Upon an orders
7 completion by the legacy provisioning systems, SOCS will provide
8 the required information necessary to update BellSouth's legacy
9 customer records systems as to the transaction, and if
10 applicable, any ownership change in the account.

11 Let me provide an example of what happens when a CLEC
12 submits a local service request to migrate one of BellSouth's
13 retail accounts to itself. The systems or the LCSC will take the
14 local service request and generate the service order. Generally
15 speaking, the BellSouth service order format may take the form of
16 a single service order known as the single C or two service
17 orders known as N&D orders. Now, C stands for change, N stands
18 for new, and D stands for disconnect.

19 The point is that the service order is used by
20 BellSouth systems in the normal cost of processing the order.
21 The normal course includes SOCS accepting the accurate and
22 complete service order, the common legacy systems performing the
23 appropriate work to provision the service order, and the updating
24 and closing of the losing carrier's billing records and
25 establishing new billing records for the acquiring carrier.

1 This process is conducted in substantially the same
2 time and manner for BellSouth retail transactions as it is for a
3 CLEC transaction and does not involve the improper sharing of any
4 wholesale carrier information. Again, SOCS is the common point
5 of entry to BellSouth's operation support systems for the
6 provisioning of service orders by both the BellSouth retail units
7 and the competitive local exchange carriers. In other words,
8 both CLEC LSRs and BellSouth retail service requests result in
9 service orders being generated in SOCS.

10 After the service order has been accepted by SOCS,
11 whether it was initiated by a CLEC's LSR or a BellSouth service
12 request, that service order provides the input to the downstream
13 legacy systems that provision the service, inventories the
14 equipment, and updates the customer accounts, including the
15 billing records.

16 Specifically in the case of a CLEC migrating an end
17 user from BellSouth to itself upon completion of a service order,
18 SOCS provides the necessary information so that BellSouth's
19 retail end user customer records will be updated to process a
20 final bill and so that a new record will be established to bill
21 the acquiring CLEC. Stated another way, information from
22 completed service orders in SOCS resulting from a CLEC local
23 service request is used to update BellSouth's retail billing
24 systems. The resulting termination process associated with
25 processing the final bill does not constitute carrier change

1 information. BellSouth is entitled to know when it loses a
2 customer on its retail network and when to stop billing its
3 former end user customer. Thank you. That concludes my summary.

4 MS. WHITE: Mr. Pate is available for cross.

5 COMMISSIONER DEASON: Mr. Cruz.

6 MR. CRUZ-BUSTILLO: Thank you.

7 CROSS EXAMINATION

8 BY MR. CRUZ-BUSTILLO:

9 Q With respect to your summary regarding 271 -- I don't
10 know if this is a question -- do you know that Supra stipulates
11 to the fact that we are not raising 271 as an issue, or
12 discriminatory access, or nondiscriminatory access as an issue in
13 this case?

14 A That is my understanding.

15 Q Okay.

16 MR. CRUZ-BUSTILLO: May I get the microphone and
17 approach the board for the purposes of asking questions of the
18 witnesses?

19 COMMISSIONER DEASON: Yes.

20 MR. CRUZ-BUSTILLO: Thank you, Commissioner.

21 BY MR. CRUZ-BUSTILLO:

22 Q Mr. Pate, when a CLEC submits a local service request,
23 and it is considered a noncomplex order, where is that submitted
24 through?

25 A Typically, the CLEC would use electronic interfaces.

1 Even though they are not required to, they could submit it
2 manually. But typically they will submit it through one of our
3 interfaces, either TAG, telecommunications access gateway, EDI,
4 electronic data interchange, or LENS, the local exchange
5 navigation system.

6 Q I'm going to point you here on this board here, and
7 there is LENS down on the end. Is LENS the most popular between
8 LENS, EDI, and TAG?

9 A It is the most popular if you are trying to define it
10 in terms of quantity and volume. We get more volume from LENS if
11 that is what you mean by most popular. Popularity is going to be
12 driven by the business needs of each individual carrier, local
13 exchange carrier.

14 Q How about most popular of converting as-is orders to
15 resale or UNE-P?

16 A I imagine it is going to be the same. Just based on
17 quantities, there is more done there today, although the EDI
18 interface, due to a couple of major carriers has a very large
19 sufficient amount, as well. But I don't think I can distinguish
20 any one just using your words more popular. It is just driven by
21 the business needs of that individual carrier is all I'm saying.

22 Q After a CLEC LSR passes through LENS it goes to LEO, is
23 that correct?

24 A Well, not directly. I mean, this is where I will take
25 exception from just an architectural configuration of your

1 drawing. I depicted it in my exhibit. I think it is either
2 Exhibit 1 or 2. It actually goes through the service gateway
3 first, and then is routed to the local service request router,
4 and then after that it will get to LEO.

5 Q Okay. After it makes those checks --

6 A Yes.

7 Q -- what does the SGG do for the purposes of those that
8 don't know?

9 A Well, the service gate gateway was a platform
10 configuration we put in awhile back now. It was really
11 initiated, it was built by Telcordia for us when we were getting
12 to xDSL transactions, and it also now supports some other
13 transactions. We have done some configuration changes to allow
14 it to be the primary means for the first checkpoint to perform
15 some high level edits now, and that is what is happening at that
16 point in time.

17 Q Okay. And I have a pointer here. That SGG system is
18 between LENS and LEO?

19 A That's correct.

20 Q So after a CLEC LSR has gone through SGG it ends up in
21 LEO. And what does LEO do?

22 A Well, once again, then it goes to the local service
23 request router, and then it gets to LEO.

24 Q Is that the LSRR?

25 A That's correct.

1 Q Okay. Once in LEO, what edit functions does LEO
2 perform?

3 A LEO primarily performs what I refer to as a first-line
4 edit check based on the requisition and activity type of the
5 transaction looking for some, once again, high level first line
6 edits such as do you have everything complete on that
7 transaction? Or if a field requires alpha characters, are only
8 alpha characters populated? So it is a very unsophisticated
9 first line level type of a check to make sure that the order has
10 accurate information, or complete information is a better way to
11 say it at that point.

12 Q When an LSR moves from LEO to LESOG, is the order
13 considered to be accurate and complete? I'm sorry, is the
14 service request considered to be accurate and complete?

15 A It is only from the form of the purpose of what LEO
16 did. And we are going to perform more edits in LESOG. Some of
17 edits are a little bit more sophisticated. They have some
18 relationship type edits. So it is still a series of additional
19 edits to be applied. But from LEO's standpoint it has passed my
20 edits, the LEO edits.

21 Q What does LESOG stand for, for the record?

22 A It stands for the local exchange service order
23 generator.

24 Q When you said generator, does that mean that it is in
25 LESOG where the -- is it correct to say that in LESOG the CLEC

1 LSR is transformed into a CLEC service order that can be accepted
2 by SOCS?

3 A Yes. It is going to perform edits, once again, some
4 more sophisticated level edits, some relationship edits, to get
5 back to the words you used to say it is complete and accurate.
6 And as part of performing those edits, it does that
7 transformation of taking the local service request format and
8 putting it in what I will refer to as a SOCS compatible service
9 order format that SOCS would be able to accept.

10 Q Okay. I'm now placing a square board that has the
11 words on it, single C. Would it be accurate to say that a
12 noncomplex order submitted through LENS that makes it through LEO
13 and ends up in LESOG at that point is considered a CLEC service
14 order, a single C?

15 A Not totally. A single C is specific to a migration
16 order. What we are talking about is where you, in this case
17 Supra being the you, saying I am going to take either -- it could
18 be another CLEC account or BellSouth's retail account and migrate
19 that order to -- excuse me, migrate that account to Supra. So
20 single C only applies to where you are converting from one
21 carrier to another carrier. And single C was put in place from a
22 UNE-P, the unbundled network element platform, back in March of
23 2002. But it has been in place for retail to resale or resale to
24 resale among competitive carriers long before that.

25 Q So from my hypothetical from when we started, we have a

1 noncomplex order, noncomplex conversion over resale or UNE that
2 has now migrated to LESOG. Would that be a single C?

3 A Yes, for the most part. There are a few exceptions,
4 and I point those out in my testimony, but probably in the high
5 90 percentile cases, yes.

6 Q And in those exceptions those would be considered
7 complex orders and would be handled by the LCSC, is that correct?

8 A Well, no, they are not necessarily complex orders. And
9 the systems are programmed, if you submit those orders
10 electronically it just does a separate N&D, but then some of them
11 get submitted manually direct. There are a few exceptions there.

12 Q And that was the partial migration, the DID group and
13 the Hunt group, something to that effect?

14 A Yes.

15 Q Okay. Now, for orders that are generated through LCSC,
16 could you tell the Commission what LCSC is, first?

17 A Certainly. That is the local carrier service center.
18 that is the center that is devoted to the wholesale community
19 specifically for processing their requests. So it's a center
20 that is just devoted to the wholesale community and would deal
21 with their orders as well as other requests that they may have.

22 Q Let's go back one second to LESOG. Do you have
23 knowledge of the types of orders that Supra generally submits?

24 A Generally, yes.

25 Q And are they generally conversions over resale or UNE?

1 A That is what you are doing predominately at the moment
2 from my review.

3 Q All right. In LESOG, do you remember off the top of
4 your head, in LESOG is a single C created or is it N&D?

5 A Well, it gets back to the type of transaction we just
6 talked about. Most of those, since we are talking about a
7 conversion transaction again, most of them are going to be single
8 C, but we mentioned a few exceptions where it would be N&D.

9 Q Would the LCSC handle a single C order?

10 A Yes. If it fell out for involvement for intervention,
11 the LCSC is going to deal with those that are submitted directly
12 to them manually, as well as -- there is a term some members I
13 know of the Commission have heard me talk about this before,
14 there is a term referred to as manual fallout where the
15 transaction has incurred something that requires the
16 representative of the local carrier service center to intervene.
17 That could still be a single C that they are intervening and
18 dealing with at that point in time, as well.

19 Q Okay. If a single C falls out and the LCSC deals with
20 it, does the LCSC generate the disconnect reason code for that
21 single C?

22 A Yes, at that point in time, unless for some reason
23 LESOG has already generated it. If it is absent on the service
24 order, they will put it on there.

25 Q Are you saying if it falls out once it hits LESOG?

1 A Yes. That's where it falls out. It really falls out
2 while it is in LESOG.

3 Q Okay. Is it correct to say that the disconnect reason
4 code that BellSouth utilizes for BellSouth to a reseller would be
5 BR?

6 A Yes.

7 Q Okay. So under my hypothetical, if this single C that
8 came from LENS transformed into a CLEC LSR was BellSouth losing a
9 customer to somebody on resale, LESOG would generate a disconnect
10 reason code of BR?

11 A Yes.

12 Q Now, does BellSouth have a code BF?

13 A I'm not familiar with BF. There could be one, but BF
14 doesn't ring a bell. But I don't have a list of all the codes in
15 front of me.

16 Q How about BC?

17 A BC, yes.

18 Q And what do you know BC to be?

19 A BC is what is being generated for a conversion to a
20 facility-based carrier.

21 Q Would a facilities-based carrier include a UNE-P
22 provider?

23 A Yes, it would.

24 Q So if I, for an example, here put in LESOG another
25 single C and it was a migration to a facilities-based provider or

1 UNE-P, LESOG would generate a disconnect reason code of BC?

2 A That's correct.

3 Q Okay. Does LESOG generate a code for a transition from
4 CLEC-to-CLEC?

5 A Yes.

6 Q And do you know what that code is?

7 A We have got a couple of codes. There is either a CC
8 code or an RT code. The RT deals with reseller-to-reseller, and
9 the CC deals with we are involved with either going to resale to
10 facility-based -- facility-based-to-facility-based or
11 facility-based back to reseller.

12 Q So when you say reseller-to-reseller, you are saying
13 both CLECs are on resale?

14 A Yes, that is correct.

15 Q As we know resale to be?

16 A Yes.

17 Q Okay. So here in LESOG, for another example, I'm going
18 to put a single C with an RT. I'm going to use -- I'm going use
19 the interrogatory that BellSouth used, Item Number 3, so I can
20 hand it out to everybody. I'm getting an exhibit to hand out as
21 an interrogatory. What is happening right now, we are handing
22 out a folder with all the exhibits I was going to use, and this
23 would be under Number 2. There should be a little flag, and
24 Number 2, I believe, has BellSouth's answers to Supra's first set
25 of interrogatories. And I was going to use Item Number 3. And

1 hand one to the court reporter. If you could find Item Number 3.

2 A I'm there with the one that has the sticky note Item
3 Number 3?

4 Q Actually it has a red Number 2, and then we are going
5 to Item Number 3. And I was going to ask you to look at Response
6 B. Did everybody find it? And could you read B into the record,
7 and then I would ask you a question?

8 A Certainly. I am reading from Supra's first set of
9 interrogatories dated August 7th, 2003, and this is Item Number
10 3. And I am reading Response B. And I quote, "LESOG assigns the
11 disconnect reason code when LESOG converts the CLEC LSR into a
12 change, C, or disconnect, D, service order. LESOG knows to
13 assign the code because the LSR contains a RESH, R-E-S-H, or
14 AECN, and the FID DCR, disconnect reason, or PDCR, partial
15 disconnect reason, in the bill section of the LSR." The RESH is
16 the four digit code for a reseller, the AECN is the four-digit
17 code for a facility-based carrier, FID stands for field
18 identifier."

19 Q Now, is the RESH something that is included on a CLEC
20 LSR?

21 A Yes.

22 Q Is that information that a CLEC would be required to
23 populate that field in order for that order to make it to LEO?

24 A Yes.

25 Q So then is it correct to say that the disconnect reason

1 codes generated by LESOG are generated because of information
2 populated in the RESH field and in the AECN field?

3 A Yes, and based on the requisition and activity type
4 associated with that. What I'm just trying to clarify, you could
5 submit a disconnect reason, just a disconnect, excuse me, order.
6 There are certain situations where you have to, as the CLEC,
7 populate the disconnect reason code. So we are talking about for
8 these types of transactions your answer is yes.

9 Q In that example would that be where we are terminating
10 somebody for nonpayment?

11 A Yes.

12 Q Would that be a noncompetitive disconnect reason?

13 A Yes.

14 MR. CRUZ-BUSTILLO: Commissioner, do I introduce that
15 into evidence even though it has been stipulated into evidence?

16 COMMISSIONER DEASON: I believe it has already been
17 inserted. Is this part of a composite exhibit already
18 identified?

19 MR. CRUZ-BUSTILLO: I think so.

20 COMMISSIONER DEASON: Okay. There is no need to --

21 MR. CRUZ-BUSTILLO: I just wanted to make sure. I
22 think that we stipulated all the interrogatories. We did.

23 BY MR. CRUZ-BUSTILLO:

24 Q Okay. In the LCSC, if we had a complex order or an
25 order that fell out from LESOG, if the order fell out from LESOG,

1 would it already have a disconnect reason code, or would it fall
2 out because of an edit check prior to a disconnect reason code
3 being generated?

4 A My understanding is typically it does not have it and
5 it has fallen out prior, and the representative in the local
6 carrier service center would put that reason code on.

7 Q They would enter it by some computer?

8 A Yes.

9 Q Okay. For an example, could I -- in our example so
10 that we can follow through, if I use BC, that would be -- what
11 would BC mean to you?

12 A The BC is the code that says BellSouth to
13 facility-based CLEC is what has taken place here, so a migration
14 from BellSouth to facility-based.

15 Q In your testimony you said that approximately 670,000
16 orders were generated each month for the first three months of
17 2003. Was that region-wide?

18 A Well, let me correct the statement. It's not orders
19 generated, it was electronic LSRs submitted. There is a
20 distinction there. Now, with that distinction, could you please
21 reask your question?

22 Q That's right. Let me refine my question. I believe it
23 was 670,000 LSRs. I believe that is what you testified to.

24 A That is a rough estimate, correct.

25 Q What would be a rough estimate of how many of those

1 would have been conversions?

2 A Now, I don't have data on that, so I am speculating. I
3 didn't look at it that way. We do a lot of conversions. I will
4 make that statement for you.

5 Q I am looking right now at your supplemental response to
6 interrogatory item number two, in Supra's first set of
7 interrogatories, and I am wondering if the Commissioners have
8 copies, but I wanted to just ask you a question from it. Your
9 response to a question that I had, I said how many CLEC LSRs are
10 submitted electronically for the Florida region, and you had
11 responded there were 161,618 disconnect orders for the time
12 period of June 9th, 2002 through June 9th, 2003. I was going
13 show it to you.

14 A Sure.

15 Q Could you tell me how many of that, to your knowledge,
16 were conversions?

17 A Help me, point where are we?

18 Q Right there.

19 A I'm reading my answer, and we did the research here,
20 but this didn't break it down that way. It was just all
21 disconnect orders.

22 Q Would that include change orders?

23 A Let me read it again. It has been awhile since I have
24 seen this. Yes, it would include the change, the single C
25 orders, as well.

1 Q Okay. Would you say about -- is there a percentage
2 that you would give to how many orders are handled electronically
3 that make it successfully to SOCS versus orders that must be held
4 by the LCSC?

5 A I can say it this way; in today's numbers about 96
6 percent of the orders that we receive -- let me correct it, the
7 local service requests that we receive are submitted
8 electronically.

9 Q Okay. For purposes of clarification, when an N and a D
10 order leave the LCSC, you will see on the chart here that I have
11 a blue line that goes directly to SOCS. Are there two other
12 engines or something that the N&D will pass through before it
13 gets to SOCS?

14 A No, but on your chart just recognize the LCSC could be
15 also submitting single C orders. It is not always N&D.

16 Q That's correct.

17 A But for what you asked me, there is not anything in
18 between. They are going to be using an interface to get that
19 order submitted directly into SOCS.

20 Q Okay. But these orders once they leave the LCSC won't
21 travel back to LEO and LESOG?

22 A No, they will not.

23 Q So after an N and a D or single C, if it fell out of
24 LESOG leaves here, these orders will populate SOCS and these
25 orders will move to SOCS.

1 A That's correct.

2 Q Okay. While an order is pending in -- once the order
3 has reached SOCS, do they move downstream?

4 A Yes, assuming SOCS accepts the order. SOCS still could
5 apply some additional edits and kick it back, but with the
6 assumption at that point in time that it is accepted, it is now a
7 service order, a BellSouth service order, and it will then start
8 to go through the provisioning process, which is what I commonly
9 refer to as the downstream legacy provisioning systems.

10 Q How long does it take on average, to your knowledge, to
11 complete a conversion, an as-is over resale or UNE-P?

12 A I just can't than question that easily, because there
13 is a lot of depends in there. It depends on what you are
14 converting and what is on the record. It can be as quick as 24
15 hours within that process, and it can be as long as several days.
16 It depends on the requisition type and what is on that record,
17 what is involved with that conversion.

18 Q Okay. In RNS, a retail service representative takes an
19 in-bound call for a winback, somebody that wants to come back to
20 BellSouth?

21 A Yes.

22 Q Does that retail service representative generate a
23 single C or do they generate a N or a D order?

24 A They generate an N and a D order. It's not or. They
25 generate both of those orders.

1 Q Did I say or?

2 A Yes, if I heard you correctly at least. The single C
3 process was developed for the wholesale community.

4 Q Does the retail service representative in RNS generate
5 the disconnect reason code, or is it generated at some other
6 point between RNS and SOCS?

7 A You know, I'm not sure whether the representative
8 inputs it. And I know there are certain, probably, times where
9 they do, or if it is system generated. But it happens in
10 either -- the retail system, in this case, RNS. It is not
11 happening in SOCS, it is happening on the side before that order
12 is submitted into SOCS.

13 Q Is it assigned electronically because of some
14 information that the retail service representative enters in a
15 field, or does the service representative actually choose the
16 disconnect reason code?

17 A Well, that's what I said. I'm not sure on the retail
18 whether they choose or the systems -- it may be a combination of
19 both, I just really do not know. I haven't looked at it at that
20 level of detail.

21 Q If it is a winback, somebody coming back to BellSouth,
22 would you agree that the disconnect reason code would be a
23 noncompetitive disconnect reason code that would be attached to
24 the D order?

25 A Yes. And that is my understanding.

1 Q I am going to attach this pink square that is going to
2 represent a noncompetitive disconnect reason code. Now, I placed
3 another D order up on top of RNS. If a retail customer service
4 representative, to your knowledge, took an in-bound call in which
5 somebody informed them that they were disconnecting their line,
6 and they were disconnecting their line because they want to go to
7 another competitor, to your knowledge do you know the disconnect
8 reason code that the retail customer service representative would
9 enter onto the D order?

10 A I'm not sure which one the retail rep would use.

11 Q Okay. When the order leaves RNS, does it go to ROS? I
12 mean, does it go to SOCS?

13 A Yes.

14 Q Once a service order has been completed -- and I'm
15 using the simple -- let's use an example of the single C
16 BellSouth to resale as-is noncomplex. It goes downstream and it
17 gets completed. My question is before -- let me withdraw that.
18 Before the single C order goes downstream, is the CLEC notified
19 in any form or fashion that SOCS has accepted the CLEC service
20 order?

21 A Yes.

22 Q And how is that done?

23 A They get notification upon acceptance of a service
24 order in SOCS via a tool called the firm order confirmation,
25 commonly referred to as the FOC. And that confirmation is a

1 notice back to you that we have this transaction, it is complete
2 and accurate, the systems have accepted it, and we are starting
3 the provisioning process.

4 Q Is CRIS updated -- tell me what CRIS is, first?

5 A CRIS stands for the customer record information system.

6 Q Is CRIS updated that the customer is going to be --
7 that an order is pending that the customer will be converted to a
8 competitor at the time the FOC is issued, or is it updated at the
9 time the order is complete?

10 A The CRIS record, the BellSouth particular CRIS record
11 is going to be updated upon the completion of an order that that
12 account has moved from BellSouth retail to a competitive carrier.

13 Q Now, I left the orders in our example sitting in SOCS.
14 Is it correct to say that the order stays in SOCS while -- what
15 information travels downstream in order to complete the order?

16 A Well, the downstream that you are referring to with
17 your pointer, you are reflecting it going to SOAC, the service
18 order analysis and control system, which is the first step for
19 taking the service order and interpreting that service order from
20 an interpretation standpoint. What other departments, what other
21 systems it needs to go to in order to provision that service and
22 update all the records. The answer to your question, that
23 service order moves downstream and is being provisioned, but it
24 is also in that process constantly being updated and maintained
25 in SOCS as to its status.

1 Q Okay. And once the order is complete, is there -- just
2 mechanically, is there some sort of signal that goes up there, is
3 that what you meant why it is constantly being updated? What is
4 the actual mechanism that notifies SOCS that the order is
5 complete?

6 A Well, it's a system program, as far as the provisioning
7 process, and they are talking to each other to put it in simple
8 terms. And as it goes through a step of system processing, they
9 send the status and notification back to SOCS on that order what
10 has taken place. From that standpoint the order is being
11 constantly updated. It goes through a series of steps of order
12 processing.

13 Q That constant talking back and forth, is that called a
14 view?

15 A I haven't referred to it in terms of a view, so I don't
16 know what you mean by a view.

17 Q Maybe it's a term I heard from another witness and I
18 will ask them. Okay. Once the signal goes back there, what is
19 the actual mechanism between SOCS and CRIS that notifies CRIS
20 to -- or let me ask you, what does SOCS notify CRIS to do upon
21 the completion of the order?

22 A SOCS will provide CRIS with the information that CRIS
23 needs, and particularly the order that we are talking about here,
24 if I remember the context, which was a conversion order from
25 BellSouth retail to a competitive carrier, it is going to update

1 that using billing information that says you no longer own this
2 account, BellSouth, process your final bill to the end user
3 customer.

4 Q And it is appropriate to notify CRIS, that is an
5 appropriate use of wholesale information to notify CRIS regarding
6 the completion of the order, is that correct?

7 A Well, I definitely believe so. I mean, we need to
8 know. Otherwise, we are going to be double-billing that end
9 user, and then this Commission is going to hear complaints, and I
10 am going to be back here explaining that, which none of us desire
11 to do.

12 Q When did you become aware of the existence of Operation
13 Sunrise?

14 A My knowledge really of Operation Sunrise was as a
15 result of this proceeding. This is the first time I knew
16 anything specifically about that.

17 Q Have you ever heard about the Harmonize feed prior to
18 reviewing the testimony filed in this case?

19 A I had not heard about a Harmonize feed, but I had heard
20 the term Harmonize. And that was just in terms of all sorts of
21 different things I hear about systems, but I didn't really know
22 what it was or have any knowledge of it.

23 Q From your understanding of the Harmonize feed, is that
24 a retail function or a part of the wholesale operation and
25 support system?

1 A Let me answer it this way. I have very little
2 knowledge on that, but to answer your question, my area of
3 expertise is in the wholesale operation support systems, and
4 Harmonize is not a part of that.

5 MR. CRUZ-BUSTILLO: I'm going to be handing out the
6 depositions, and I am going to be asking everybody to turn to
7 Page 12 of Mr. Pates' deposition, Lines 8 through 13.

8 COMMISSIONER DEASON: Repeat that, please.

9 MR. CRUZ-BUSTILLO: I'm sorry, Commissioner?

10 COMMISSIONER DEASON: Repeat that.

11 MR. CRUZ-BUSTILLO: I was going to ask everybody to
12 turn to Page 12. There should be a sticky of Mr. Pates'
13 deposition. And it would be actually Page 12 on the left-hand
14 column, and then I was going to ask everybody to turn to Lines 8
15 through 13. And on Line 8 the question is, so that everybody can
16 find it, "So then before the testimony you didn't know that it
17 was connected into SOCS?" Has everybody found that?
18 Commissioners? Okay.

19 BY MR. CRUZ-BUSTILLO:

20 Q I was going ask you, Mr. Pate -- I asked you this
21 question, "So then before the testimony you didn't know that it
22 was connected into SOCS? And your answer was, "No. And
23 recognize that my focus is on the wholesale side of the operation
24 and support system and Harmonize dealt with retail from my
25 reading of this. I never had any familiarity with it."

1 Did I ask you that question and did you give that
2 answer?

3 A Yes.

4 Q Thank you. Would you say that a majority of CLEC LSRs
5 submitted through LENS are for residential service?

6 A That is a yes/no. Let me just explain. Today the
7 majority from my viewing of recent data appears to be UNE-P.
8 Now, I think most of those UNE-P transactions are residential
9 conversions. I can't 100 percent confirm that, but it appears to
10 be that you are converting a residential account using -- when I
11 say you, also some other CLECs in the community using the UNE-P
12 platform for that conversion.

13 MR. CRUZ-BUSTILLO: One moment, Commissioner. I'm
14 going through and eliminating questions.

15 BY MR. CRUZ-BUSTILLO:

16 Q Would it be correct to say that a single C would be
17 used for a conversion from competitor-to-competitor, for
18 resale-to-resale, UNE-P-to-UNE-P, or resale-to-UNE-P?

19 A Yes.

20 Q Okay. Upon the completion of a CLEC service order, is
21 that CLEC service order stored, and where?

22 A Upon the completion, the completion will be in SOCS for
23 a period of time, a period of just a matter of days, and then it
24 moves out of SOCS where it is going to be stored for historical
25 reasons for two to three years in a system called MOBI, M-O-B-I.

1 Q And how long are they stored in MOBI?

2 A It is two or three years. I can't remember exact. But
3 it is stored there for quite awhile.

4 Q Upon the completion of a CLEC service order and CRIS
5 being updated, does CRIS create two records for that customer?

6 A We are back to a conversion order where it is moving
7 from BellSouth retail to a competitive carrier?

8 Q Sure.

9 A Between competitive carriers the answer is yes, because
10 you have the old record, the losing carrier's record, and then
11 you have the new record for the acquiring carrier.

12 Q Okay. Is the customer code the last four digits
13 attached to a BellSouth retail customer's account number?

14 A I actually think it is three digits, if I remember
15 correctly.

16 Q Is it three? I thought it was four.

17 A It is the last digits, it is followed by the telephone
18 number. Excuse me, yes, it follows the telephone number.

19 Q Do you consider a CLEC service order to be wholesale
20 information?

21 A I consider the information in the LSR submitted that is
22 a part of that service order to be wholesale information.

23 Q Okay. Can you turn to Page 61 on the left-hand column,
24 that will be Page 61 in your deposition, Lines 10 through 16?

25 A I'm there.

1 Q I asked you do you consider that CLEC service order to
2 be wholesale information. Mr. Meza objected, and then you
3 answered, yes, the information specific to that transaction for
4 the CLEC service order, all that dealt with the order itself is
5 wholesale information.

6 Do you remember me asking you that question and you
7 giving that answer?

8 A Yes, and that is what I'm trying to say, the same thing
9 now.

10 Q Thanks. Aside from updating CRIS, is there any other
11 proper use for a CLEC service order?

12 A I'm sorry, repeat the question, please.

13 Q Aside from updating CRIS, is there any other proper use
14 of a CLEC service order?

15 A Well, yes, definitely. I mean, the proper use is
16 update all the systems. CRIS is just one. I mean, we have got
17 to go as part of processing any service order -- let me back up
18 and put it this way. The whole basis for updating all of
19 BellSouth's systems, the inventory, the equipment being
20 provisioned, and then have the records correct for ongoing
21 maintenance and repair, the service order is what generates
22 updating all of that, and CRIS is just one of those systems that
23 has to be updated and maintained.

24 Q Again, turn to Page 62 of your deposition.

25 A I'm there.

1 Q Lines 13 through 20, and then on Page 25 -- no, I'm
2 sorry, on Page 64, Lines 1 through 7.

3 A Can we take these one at a time, please.

4 Q Yes. Do you want me to wait?

5 A Page 62, what were the lines again?

6 Q 13 through 20. I asked you, "Okay. Can you think of
7 any other proper use of wholesale information?"

8 "MR. MEZA: Object to form.

9 "Answer: (Continuing) Retail doesn't use the other
10 information associated with the order.

11 "Question: Except for updating CRIS?

12 "And your answer. Updating CRIS, which says that you
13 have lost a customer to competition, competitive loss."

14 A Yes. And that is the correct answer. And that is not
15 the same question you asked me.

16 Q Okay. And then on Line 25 at the bottom of that page
17 and going on to the next page, I asked you, "Can you think of any
18 other" --

19 A I'm not with you.

20 Q Line 25 on the bottom of that page.

21 A Is that Page 64?

22 Q Oh, I'm sorry. It is actually the bottom of Page 63.

23 A And what line? I'm on Page 63. Now, what line?

24 Q 25. It is the last page.

25 A I'm there.

1 Q And I think, if I copied it correctly, "Can you think
2 of any other -- I think I have already asked you this, but can
3 you think of any other proper use of a CLEC service order?"

4 And your answer on Lines 6 and 7 is, "To my knowledge
5 we don't use it in any other way. We, BellSouth retail."

6 Do you remember giving that answer?

7 A Yes. And that answer is still proper in the context it
8 was asked. You were asking in terms of updating retail CRIS, and
9 my answer I gave to you a few minutes ago just dealt with -- you
10 asked me is a service order used for any other thing. And I am
11 saying, yes, from a retail perspective, it just updates retail
12 CRIS, but we still have to update all the other systems from the
13 service order processing perspective. That's the only thing. We
14 are talking and saying the same thing here, you are just asking
15 different questions.

16 Q Is it appropriate to use a CLEC service order for
17 winback activities?

18 A You're asking me, of course, a foundation question of
19 what this hearing is all about, and for my interpretation from a
20 legal standpoint. And I have read what has been put here before
21 me in the orders. And you should not improperly use that
22 information from a winback. But in the normal course of
23 business, what I will say to this Commission is we in the normal
24 course of business have to use information from the transaction
25 to update our records. And to me that is appropriate, and that

1 is normal course. I can't speak to the other activities
2 associated with any other processing for Sunrise or Harmonize.
3 We have other people here that are the experts in that area.

4 Q So using it to update CRIS and any other records that
5 are necessary in order to stop billing a new customer and to
6 begin billing the wholesale carrier -- or, I'm sorry, the new
7 competitive carrier your wholesale rates, and all systems
8 associated with that appropriately should be updated, correct?

9 A Yes. And that is my area of expertise and that is what
10 I am presenting here.

11 MR. CRUZ-BUSTILLO: Wait one second to see if I have
12 anything further.

13 BY MR. CRUZ-BUSTILLO:

14 Q I asked you a question earlier and apparently, I
15 believe, maybe it wasn't answered. My question was did you
16 consider a CLEC's service order to be wholesale information, and
17 I was told that your answer addressed a CLEC LSR. So, do you,
18 Mr. Pate, believe -- do you consider a CLEC service order that
19 has been accepted by LESOG or generated by the LCSC to be
20 wholesale information?

21 A That is a yes/no answer. There is information on the
22 service order that is very specific as a result of the LSR which
23 the CLEC submits, but specifically in the single C transaction
24 that we are talking about here, there are other things that get
25 on that service order that is required to be done to update the

1 BellSouth retail systems, and that is a result of a normal
2 process, a processing. It wasn't inputted on your LSR, but it is
3 actions that have to be taken in order to get the records
4 straight. If there is any distinction there, that would be the
5 only distinction that I would have in answer to your question.

6 Q But isn't it correct that the disconnect reason code is
7 generated because of information the CLEC populates in a
8 particular field?

9 A Yes. That is a by-product of that, but it is not
10 information directly used to process the LSR on behalf of
11 initiating service for that CLEC for its customer, its end user
12 customer at that point in time. But it is proper from our
13 perspective to do the other by-product, for lack of a better
14 term, processing associated with getting our records updating and
15 identifying why it was lost.

16 Q What is the purpose of generating the disconnect reason
17 code on the wholesale side with respect to CLEC orders?

18 A BellSouth needs to understand why we lost a customer
19 just like we on your line loss report provide to you information
20 why you lost. And all it is doing is giving a reason that it was
21 lost, the codes we just went through, either to a competitive
22 carrier that was going to a reseller or a competitive carrier
23 that is going to facility-based. It doesn't give any more
24 information than that. It doesn't say who it went to, but just
25 the fact that it was lost.

1 Q When you say we, because the case here being brought
2 has to do with information being fed to the MKIS group. And we
3 have already agreed that CRIS should be updated and all other
4 systems necessary to carry out the function of an executing
5 carrier, and now you have just said that we need to be notified
6 about our line loss. When you say we, do you mean like
7 individuals that generate internal reports to understand trends
8 of the industry that have nothing to do with marketing, just
9 generating that information to know why you are losing customers,
10 would that be an appropriate use?

11 A To me that is an appropriate use. There may be other
12 uses, as well. I mean, I don't work in the marketing department,
13 but we need to -- we being BellSouth, and I am talking at a high
14 level here, BellSouth Corporation as a whole. I think it is fair
15 for us to understand, you know, the type of accounts we are
16 losing and why we are losing it, and that is what I mean by my
17 answer.

18 Q Would it surprise you if I agree with you?

19 A It would surprise me if you agree with me, yes, sir.

20 Q I agree with you, the issue here has to do with MKIS
21 and marketing.

22 A Yes, sir.

23 Q The customer code, there is testimony -- do you
24 remember reading rebuttal testimony filed in this case by
25 BellSouth that the customer code remains on the service order

1 that ultimately populates the -- do you remember reading
2 testimony about the customer code?

3 A No, I don't. I will be glad to look at anything you
4 would like to present to me. I have a read lot of testimony. If
5 you have a question, I am familiar with the customer code, but I
6 don't remember that testimony.

7 Q Is the customer code a BellSouth customer code or is it
8 a CLEC customer code?

9 A It is just a customer code. I mean, it is a system
10 generated code that becomes a part of the count. I don't think
11 you can label it either way. When it is a BellSouth-owned
12 account you can say it is a BellSouth customer code because it is
13 part of the BellSouth customer number overall for that account.
14 If it's a CLEC, you could say, well, then it is part of the CLEC
15 account code, but it is not -- there is nothing distinctively
16 different between the two. It is a system-generated code, or
17 manually input if intervention by a customer service rep by
18 BellSouth.

19 Q If there is an answer to that, I don't know whether or
20 not it was filed under your name or Mr. Wolfe's name. And I
21 don't want to -- this will be my last question, if I can find it.
22 I know you just said it is just a customer code. Do you know how
23 that customer code is generated?

24 A Yes. It is system generated for the most part. And
25 the reason I say for the most part, there could be a situation

1 where a customer service rep on behalf of retail typically may
2 have to manually generate that. But let me describe it to you
3 this way: If you are changing from BellSouth retail to a
4 competitive carrier, then most of those transactions particularly
5 in today's environment, they want to keep -- that end user wants
6 to keep their telephone number.

7 Well, the overall account number is going to be that
8 telephone number plus this customer code. And let's say, for
9 sake of conversation, that the customer code at BellSouth retail
10 when they owned it was 100, 1-0-0. The system as part of that
11 migration from BellSouth to a competitive carrier is going to up
12 that one, and it is going to become 101. So you have got the
13 telephone number of 101. It is a system generation program doing
14 that.

15 There could be an event, though, where there is manual
16 intervention that they may not follow that progression. Just so
17 long as it is a different code and hasn't been used before with
18 that account number, the system will accept it.

19 Q When you say the system generates it, LESOG generates
20 it, is that correct, or I don't know? You tell me.

21 A It is not LESOG. I'm not sure exactly which one of the
22 systems part of provisioning that generates it. It is not LESOG.
23 It is part of the service overall acceptance or SOCS. I think
24 SOCS is generating it, but I'm not 100 percent certain of that.

25 Q So, I'm trying to look for an interrogatory that said

1 that it was -- a customer code is the customer code that is
2 assigned to the customer when they first sign up with BellSouth
3 as a BellSouth retail customer. So my question was, if I
4 understand correctly what you just said, let's say that SOCS does
5 it. For that service order, the customer will have -- let me ask
6 this question. A CLEC is not going to enter a customer code for
7 that customer when it submits the LSR, isn't that correct?

8 A That's correct.

9 Q So when it gets to SOCS, SOCS is going to
10 electronically assign a service order. And now while we are
11 looking for the interrogatory that has already been put in the
12 record, it is either a service code that is a new service code,
13 and that is one number above the customer's original code, or is
14 it that code? Because I wasn't clear in what you said, and I was
15 actually --

16 A You said service code. You're talking about customer
17 code, correct?

18 Q Yes, I'm talking about a service order sitting in SOCS
19 and a code being assigned to it. What I thought I heard your
20 answer was when it is electronically assigned it is one number
21 above the customer code originally assigned to the customer when
22 they were a BellSouth retail customer.

23 A That's correct. And the same if it was going from
24 CLEC-to-CLEC conversion. It is no different. Let's say it
25 starts out at BellSouth retail.

1 Q So when there is a CLEC to CLEC conversion, and a
2 single C reaches SOCS, SOCS will electronically assign that
3 customer code to that service order?

4 A Yes.

5 Q And it will be --

6 A An out transaction and an in transaction, and that is
7 part of that with respect to ownership of that account.

8 Q What is the purpose of generating that customer code on
9 a CLEC service order?

10 A That becomes the account number for that particular end
11 user. I mean, that generates all sorts of billing and other
12 things for identification of that. And you are keeping that
13 telephone number. So the way we identify the systems is now
14 assign a customer code, as well. If you are doing a transaction,
15 let's say you were just adding caller ID, but you weren't going
16 from one customer to another, your account stays the same. So it
17 is updating CRIS in the case of a noncomplex account to, say, add
18 caller ID, add this to my bill.

19 Now, when you talk about going from migration from one
20 end user by retail to now being an end user by a competitive
21 carrier, you have got to assign a new account number. That is
22 part of the ownership, who owns it. So that is part of just the
23 numeric account number and the way we do it do to say, now take
24 this away from BellSouth retail, the way I started this scenario,
25 and if it was 1-0-0, now you have got a new account number, your

1 telephone plus 1-0-1. Now that is owned by Supra, the migration
2 owner of that account.

3 Q So when you just said that the account number is
4 necessary to bill the end user, you meant the competitor because
5 you would bill us wholesale on that account?

6 A I'm sorry, I didn't mean to interrupt you. I'm talking
7 both, end user on behalf of BellSouth retail, it would be the
8 carrier on behalf of a competitive carrier. So that bill would
9 be driving by account number. Here is what, you know, you have
10 got to pay us for that particular account number.

11 Q So then would it be correct to say that that customer
12 code assigned to that CLEC LSR, or assigned to that CLEC service
13 order is a code unique to that order, because it would be a new
14 number? Do you follow? Let me state it this way. Strike that.

15 Is it correct to say that a CLEC's service order when
16 it is electronically assigned the customer code, it will not be
17 the customer code the customer had when he was a retail BellSouth
18 customer?

19 A That's correct.

20 Q It is going to be one number up?

21 A That's correct. And on a single C service order,
22 because your whole purpose of single C is to avoid a separate new
23 order and a D disconnect order. So in that single C you are
24 going to have both of those codes on that service order. It
25 doesn't have just one, it has both of them, because that single C

1 is driving two things, to establish a new record and also update
2 BellSouth's retail old record in the case of a retail-to-CLEC
3 conversion. If you had a separate D and N order, then you would
4 only have one of each. You would have the D disconnecting with
5 the BellSouth customer code of 100, using the same scenario, and
6 the N establishing the new record with the 101 for Supra.

7 Q Okay. Let me just -- my last question. An order that
8 comes in from RNS and it is a -- it's just any order coming in
9 from RNS, and it creates a N and a D, will the customer code
10 assigned to the -- will the same process occur there, will it be
11 one phone number up from the original code?

12 A Well, it depends on the transaction, first off. I hate
13 to answer it with it depends, but if you were establishing a
14 brand new account and that telephone number had never been used
15 before, it could be 001 because that is the first time you used
16 that phone number. If that phone number had been used
17 historically at some point in time, the system will be trying to
18 assign a customer code that has not been used with it.

19 And sometimes the reps themselves may assign that, and
20 if the system accepts it, it is going to accept it, otherwise
21 they will get an exception back saying essentially that has been
22 used before. But the whole thing is to distinguish it from use
23 so that it is clear that this is a new account.

24 Q So on the BellSouth retail side, if you have one
25 account and the person would call in to make changes, every time

1 a record is created there is a new customer code?

2 A Absolutely not. That is what I tried to make clear
3 earlier. It is only when you are changing ownership of that
4 account that the customer code should be changing. Ownership
5 being BellSouth retail or a competitive carrier on that.

6 MR. CRUZ-BUSTILLO: I have nothing further.

7 COMMISSIONER DEASON: Staff.

8 CROSS EXAMINATION

9 BY MS. DODSON:

10 Q Good afternoon.

11 A Good afternoon.

12 Q In your August 18, 2003 deposition you referenced
13 certain action codes with the letters O, C, and T, but you were
14 not sure what they stood for. Have you had a chance since your
15 deposition to determine what these action codes stand for?

16 A I'm sorry, I remember the question being asked, and in
17 the context of it being asked I'm still not sure what he was
18 referencing, so I don't have an answer for you in the context of
19 that question.

20 MS. WHITE: We would be happy to provide that as a
21 late-filed if that is what the staff wants, and to move things
22 along.

23 THE WITNESS: And I will be glad to provide it, but I
24 need to understand what the question is. And in the way it was
25 asked, I couldn't understand the question.

1 MS. DODSON: Yes, if you could file that as a
2 late-filed exhibit, that would be fine.

3 MS. WHITE: Okay. And it is what the definition of
4 disconnect codes --

5 MS. DODSON: O, C, and T.

6 MS. WHITE: O and C go together?

7 MS. DODSON: O, C, T.

8 THE WITNESS: And let me interject and say I will be
9 glad to do that, but I still don't understand what is being asked
10 of me, so I don't know what to file with you.

11 MS. DODSON: It was referenced on Page 79, Lines 8 to
12 10 of your deposition.

13 THE WITNESS: Well, I distinctly remember this, and I
14 will first say I have not had a chance to even read my
15 deposition. But as I recall, I did not know what those were, so
16 we have a yes here, but I distinctly remember saying no, I don't
17 know what the O, C, and T is. And I couldn't understand based on
18 what he was asking me.

19 MS. WHITE: Okay. I think we will just have to find
20 out what those action codes stand for.

21 MS. DODSON: That will be fine.

22 COMMISSIONER DEASON: Late-filed Exhibit 13.

23 (Late-filed Exhibit 13 marked for identification.)

24 BY MS. DODSON:

25 Q In your deposition on Page 42, Lines 6 and 7, when

1 addressing multiline conversions --

2 A Page 42, Lines 6 and 7?

3 Q That is correct.

4 A I'm there.

5 Q When addressing multiline conversions that can't be
6 converted using a single C conversion, you state that the actual
7 program is outsourced to Accenture. Does Accenture do the actual
8 multiline conversion, or did you mean Accenture develops the
9 electronic conversion program?

10 A Let me read my total answer. I will be glad to answer
11 your question. Accenture is not censure as it reads here. It is
12 Accenture, A-C-C-E-N-T-U-R-E. Accenture is the programming
13 source, they would be developing programs for the systems.

14 Q Please explain why you believe Supra or other CLECs
15 should not be allowed direct access to BellSouth's SOCS system in
16 order for them to retrieve disconnect information?

17 A I'm going to answer it first off about just direct
18 access period. There is no need for them to have direct access
19 to the service order communications system. This Commission has
20 heard me explore that issue in probably unbearable detail almost.
21 From our requirements, ours being BellSouth nondiscriminatory
22 access is giving access necessary to perform the functions of
23 preordering, ordering, provisioning, and billing. And the
24 interfaces that we have developed do that very thing, and, of
25 course, that is what our 271 application was all about and we

1 have demonstrated and proven such. Now, that deals with access,
2 direct access to SOCS. If there is information they need in
3 SOCS, there is another tool that we give them access to called
4 the CLEC service order tracking system, CSOTS. But that is for
5 them to get specific information with respect to their
6 transactions.

7 If there is something on their transaction they need to
8 have, I would be saying submit a change request to the change
9 control process and we would take a look at that to see if that
10 is something feasible that should be done. If they need to get
11 their specific disconnect reason code assigned to their
12 transaction. But it would have to be a transaction that they are
13 entitled to, because it is their information.

14 And let me just add one other thing. We give them the
15 line loss report. This line loss report was developed through a
16 collaborative effort with the CLEC community. And I know I have
17 even discussed this line loss report before this very Commission
18 on various occasions. That line loss report is giving them the
19 same information that the disconnect reason code would provide as
20 a result of the way it is structured. I don't know why they
21 would need anything else.

22 Q Well, I understand that. But if CLECs could be allowed
23 direct access to BellSouth's SOCS system, are there security
24 issues involved?

25 A Oh, most definitely. I mean, the SOCS system, as I

1 have detailed in my testimony, that is the system that stores all
2 service orders, BellSouth retail, every individual competitive
3 carrier. So there is huge implications. How would you be able
4 to put the various safeguards in place to make sure you are only
5 accessing that information pertinent to your accounts. That is
6 really why CSOTS was all developed so it would give you the
7 information, you being a competitive carrier, out of SOCS, the
8 information relevant to your transactions.

9 Q Thank you. Please refer to BellSouth's response to
10 staff's second set of interrogatories, question number 16, and we
11 will provide that to you.

12 A Thank you.

13 Q I think we have already provided it to the parties and
14 to the Commission. Have you had a chance to --

15 A No. Give me one second, please. I have read it.

16 Q How does a CLEC single C order initiate the request for
17 a BAPCO directory? For example, are there any special codes
18 entered into a single C order that would stimulate a request for
19 a directory?

20 A There is a directory listing component with single C
21 where you can request directories. I can't recall off the top of
22 my head whether it is something that is required or optional.
23 But you could, as part of a submission, a carrier submission for
24 that migration, say also send me some more directories out. But
25 it is not the norm process. That would be where you would be

1 requiring or requesting rather that transaction. Typically, the
2 single C does not generate more directories being submitted or
3 sent to the end user customer.

4 Q Thank you. Earlier you addressed BellSouth customer
5 codes and stated it's the last three digits of the customer phone
6 number.

7 A No, let me clarify that for you. You have the
8 telephone number and then following that is three digits that is
9 the customer code.

10 Q Okay. Can the CLEC change the customer code?

11 A No.

12 Q Does the customer code remain in BellSouth's system
13 when the customer switches to a competitor?

14 A Well, the answer is yes, but let me explain that. That
15 is what we were going in detail about a few minutes ago. That is
16 going to drive the ownership of the account. Think of that now
17 becoming the account number, how you bill on that account. So it
18 stays in our systems from recording who is the owner of that
19 account. So you have the telephone number followed by those
20 three digits that is going to be in CRIS, the customer record
21 information system, saying who owns it. And the ownership is
22 only based on the fact that you have established a new CRIS
23 record for which that is the account number, and those three
24 particular things are obviously what has changed because the
25 phone number stayed the same.

1 Q What is the BellSouth account number made up of?

2 A It is the telephone number plus those three digits.
3 There may be some other components, but those are the main ones
4 that I am aware of. And it is those three digits, once again,
5 that drives the distinction between you have had a change here,
6 so bill someone else. And, of course, that bill, who you are
7 billing to is designated in that service order.

8 MS. DODSON: We have no further questions.

9 COMMISSIONER DEASON: Redirect?

10 MS. WHITE: No redirect.

11 COMMISSIONER DEASON: Exhibits.

12 MS. WHITE: BellSouth would move Exhibit 12.

13 COMMISSIONER DEASON: Exhibit 12. Without objection,
14 show Exhibit 12 as admitted. And 13 is a late-filed. When can
15 that be provided?

16 MS. WHITE: I would think we could provide it when we
17 provide the other one. How about a week from today?

18 COMMISSIONER DEASON: One week from today. Very well.

19 MS. WHITE: And then may Mr. Pate be excused?

20 COMMISSIONER DEASON: Yes. You may call your next
21 witness.

22 (Exhibit 12 marked for identification.)

23 MS. WHITE: BellSouth calls Tamra Schoech. It is
24 spelled S-C-H-O-E-C-H, but pronounced Schoech.

25 TAMRA SCHOECH

1 was called as a witness on behalf of BellSouth
2 Telecommunications, Inc., and, having been duly sworn, testified
3 as follows:

4 DIRECT EXAMINATION

5 BY MS. WHITE:

6 Q Ms. Schoech, could you please state your name and
7 address for the record?

8 A I'm Tamra Schoech. My address is 1055 Lennox Park
9 Boulevard, Atlanta, Georgia.

10 Q And by how whom are you employed and in what capacity?

11 A I am employed by BellSouth Telecommunications. I work
12 in the small business services as the manager of our database
13 marketing.

14 Q And have you caused to be prefiled in this case and
15 docket rebuttal testimony consisting of four pages?

16 A That is correct.

17 Q Do you have any changes to that testimony?

18 A No, I do not.

19 Q If I were to ask you the questions -- if I were to ask
20 you today the questions that are contained in your testimony,
21 would your answers be the same?

22 A Yes, they would.

23 MS. WHITE: I would ask that Ms. Schoech's rebuttal
24 testimony be entered into the record.

25 COMMISSIONER DEASON: Without objection, it shall be

1 inserted into the record.

2 Q And, Ms. Schoech, you had no exhibits to your
3 testimony, is that right?

4 A That's right.

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1 BELLSOUTH TELECOMMUNICATIONS, INC.
2 REBUTTAL TESTIMONY OF TAMRA SCHOECH
3 BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION
4 DOCKET NO. 030349-TP
5 JULY 25, 2003
6

7 Q. PLEASE STATE YOUR NAME, YOUR POSITION WITH BELLSOUTH
8 TELECOMMUNICATIONS, INC. ("BELLSOUTH") AND YOUR BUSINESS
9 ADDRESS.

10
11 A. My name is Tamra Schoech. I am employed by BellSouth as a Database
12 Marketing Manager for BellSouth's Small Business Services organization. My
13 address is 1055 Lenox Park Blvd., Atlanta, GA 30319.
14

15 Q. PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR BACKGROUND
16 AND EXPERIENCE.
17

18 A. I graduated from the University of Southern Mississippi, in 1977 with a BS
19 degree. I joined the South Central Bell sales organization in 1977. Following
20 subsequent assignments in Network Planning, I worked for Bell Communications
21 Research, Inc. ("BellCore") as a training developer and instructor from 1984
22 through 1987. Returning to BellSouth in 1988, I worked in Strategic Planning,
23 Market Research, and Small Business Services. I assumed my current position in
24 1996.
25

1 Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?

2

3 A. The purpose of my rebuttal testimony is to respond to the testimony of Mr. David
4 A. Nilson filed on June 27, 2003 on behalf of Supra Telecommunications and
5 Information Systems, Inc. ("Supra"). Specifically, I address how BellSouth
6 Telecommunications Small Business Services identifies former BellSouth retail
7 business customers for local service reacquisition programs.

8

9 Q. WHAT PROCESS IS USED TO IDENTIFY FORMER BELLSOUTH RETAIL
10 CUSTOMERS FOR REACQUISITION?

11

12 A. BellSouth retail information is used to develop a list of retail customer locations
13 where service with BellSouth has been disconnected. Customer locations where
14 the retail disconnect codes indicate a non-competitive reason for disconnecting
15 service (such as going out of business, bankruptcy, or lines no longer needed) are
16 then removed from this list. The remaining customer locations are assumed to be
17 customer sites that switched to a local access line provider other than BellSouth.
18 BellSouth's retail data on the former customer prior to disconnect is then used to
19 identify which of these former customers might meet eligibility requirements of
20 promotions available at the time former retail business customers are solicited to
21 purchase BST retail services. The retail disconnect date is checked to make sure
22 at least 10 days have elapsed since disconnect date prior to any customer contact
23 for retail sales.

24

25

1 Q. IS THIS PROCESS AN EXACT SCIENCE?

2

3 A. No. This process results in the inclusion of some disconnects that are not due to
4 competitive activity. This might occur due to incorrectly coded disconnects and
5 disconnects not carrying any disconnect reason code on the billing record.

6

7 Q. WHAT IS THE SOURCE OF THE DATA USED TO IDENTIFY
8 REACQUISITION PROSPECTS?

9

10 A. Two sources of data are used.

11

12 One source of the data is a monthly snapshot of the retail bills of the customers
13 served by BellSouth's Small Business Services unit. The second data source is
14 retail service order data in Harmonize. These data are sent to a vendor that
15 maintains a database that it uses to create customer lists used for telemarketing,
16 direct mail, email, and market research programs. At BellSouth's direction, this
17 vendor uses the process described above to create lists of small businesses for
18 reacquisition.

19

20 Q. WHAT CUSTOMER INFORMATION MIGHT BE PROVIDED TO SALES
21 REPRESENTATIVES WITH A LIST OF FORMER RETAIL CUSTOMERS?

22

23 A. With a list of eligible customers identified from the marketing database, sales
24 representatives utilizing the promotion would only be provided information
25 pertaining to retail services the customer had purchased from BellSouth prior to

1 the disconnect. Unless provided to BellSouth by the small business, there is no
2 information regarding which competitor the small business switched to, what
3 services the small business is purchasing from that competitor, or what the small
4 business is paying for any service it may be receiving from a competitor.

5

6

7 Q. DOES THIS CONCLUDE YOUR TESTIMONY?

8

9 A. Yes, it does.

10

11

1 BY MS. WHITE:

2 Q Ms. Schoech, would you please give your summary?

3 A Good afternoon. The purpose of my testimony is to
4 address how BellSouth Telecommunications small business services
5 identifies former BellSouth retail business customers for local
6 service reacquisition program. BellSouth retail information is
7 used to develop a list of retail customer locations where service
8 with BellSouth has been disconnected. Customer locations where
9 the retail disconnect codes indicate a noncompetitive reason for
10 disconnecting service, such as going out of business, bankruptcy,
11 or lines no longer needed, are then removed from this list. The
12 remaining customer locations are assumed to be customer sites
13 that switch to a local access line provider other than BellSouth.

14 BellSouth's retail data on the former customer prior to
15 disconnect is then used to identify which of these former
16 customers might meet eligibility requirements of promotions
17 available at the time former retail business customers are
18 solicited to purchase BST retail services. The retail disconnect
19 date is checked to make sure that at least ten days have elapsed
20 since the disconnect date prior to any customer contact for
21 retail sales.

22 Two sources of data are used. One source of the data
23 is a monthly snapshot of the retail bills of the customers served
24 by BellSouth's small business services unit. The second data
25 source is retail service order data and Harmonize. These data

1 are sent to a vendor that maintains a database that it uses to
2 create customer lists used for telemarketing, direct mail,
3 e-mail, and market research programs. At BellSouth's direction
4 this vendor uses the processes described above to create lists of
5 small businesses for reacquisition. With a list of eligible
6 customers identified from the marketing database, sales
7 representatives utilized in the promotion would only be provided
8 information pertaining to retail services the customer had
9 purchased from BellSouth prior to the disconnect.

10 Unless provided to BellSouth by the small business,
11 there is no information regarding which competitor the small
12 business switched to, what services the small business is
13 purchasing from that competitor, or what the small business is
14 paying for any service it may be receiving from a competitor. To
15 summarize, we only use retail data. We do not use any wholesale
16 data in this process, and we only identify small businesses as
17 being eligible for reacquisition offer after they have
18 disconnected services from BellSouth. Thank you.

19 MS. WHITE: Thank you, Ms. Schoech. Ms. Schoech is
20 available for cross.

21 COMMISSIONER DEASON: Mr. Cruz.

22 MR. CRUZ-BUSTILLO: Thank you.

23 CROSS EXAMINATION

24 BY MR. CRUZ-BUSTILLO:

25 Q Good afternoon, Ms. Schoech. On your rebuttal

1 testimony, Page 1, Lines 11 through 13, you have written that you
2 are employed by BellSouth as a database marketing manager. Could
3 you tell me what database that is?

4 A That is the marketing communications database.

5 Q Is that anything similar to the GIMI?

6 A No.

7 Q Are you familiar with that term, GIMI?

8 A I am vaguely familiar with the term.

9 Q Do you utilize GIMI in any generating of leads?

10 A No.

11 Q On your next page, on Page 2 of your testimony --
12 actually it is Page 3 of your testimony. On Line 12, you say
13 there is two sources of data. The first one is a -- well, let's
14 start with the second one. The second source is retail service
15 order data in Harmonize. When you say Harmonize, are you
16 discussing -- I am going to use a pointer. Are you talking about
17 the Harmonize feed that moves from SOCS, or are you talking about
18 the Harmonize database that sits within the strategic information
19 warehouse?

20 A It would be within the strategic information.

21 Q And do you take your information directly from the
22 Harmonize database?

23 A No.

24 Q Where do you get your leads that you use for marketing
25 purposes?

1 A We take the leads out of our snapshot of monthly
2 billing data. We take a look and see was the retail service
3 discontinued, and then we would use Harmonize data to make sure
4 we are not inadvertently contacting any former customer prior to
5 a ten-day waiting period.

6 Q You just said you took a snapshot. A snapshot of what?

7 A Of the CRIS retail billing records on small business
8 customers.

9 Q So is that snapshot done by computer electronically or
10 is that --

11 A Electronically.

12 Q And you go into CRIS and you look to find records that
13 have a new record showing that the person has switched to a
14 competitor?

15 A We take our snapshot of the retail billing records from
16 the strategic information warehouse which is fed by CRIS, and
17 then we take a look and see is it a retail small business
18 customer, have they disconnected service on the retail side, are
19 we no longer serving them as a BST retail customer.

20 Q When you say disconnected from the retail side, do you
21 mean that they called BellSouth from a retail service center and
22 say I am disconnecting or do you mean somebody that just
23 disconnected?

24 A We start by just looking to see has retail service been
25 disconnected.

1 Q Do you use the permanent Sunrise Table for generating
2 the leads?

3 A We do not use any Sunrise data or processes.

4 Q But you do use information that comes out of the
5 Harmonize database, which is this first database sitting within
6 the strategic information warehouse?

7 A We identify customers that have disconnected from our
8 snapshot of billing data, not from Harmonize.

9 Q How do you determine whether or not the person has
10 disconnected?

11 A We take a look at the retail billing record and see if
12 the retail billing record has been disconnected.

13 Q And if it has been disconnected, which is the first
14 sentence here, we take a snapshot, you then say the second source
15 is retail service data from Harmonize. Is it correct to say that
16 once you determine that a customer has been disconnected by
17 looking at the CRIS record, you then match that record with a
18 completed order that was -- a completed order from the Harmonize
19 database?

20 A We begin by identifying from the retail billing record
21 if service has been disconnected from a retail customer. And
22 then prior to -- the next step down in the process then is we
23 need to check and see when was service disconnected. And at that
24 point we will take a look at disconnect dates and our retail
25 billing database. We may also look at any disconnect dates from

1 the Harmonize data to make sure that the ten-day period has
2 elapsed before that customer might be contacted.

3 Q Are there disconnect reason codes that are generated --
4 to your knowledge is there a separate feed out of SOCS for
5 business which is separate than the Harmonize feed?

6 A No, not to my knowledge.

7 Q Are there disconnect reason codes identifying a
8 competitive switch which are different than the disconnect reason
9 codes used for residential accounts, such as BR, BC, RT? Are you
10 aware of other disconnect reason codes?

11 A Could you ask me the question, again, I'm sorry?

12 Q I will make it simpler. Mr. Pate identified disconnect
13 reason codes that are utilized for residential accounts when
14 there is a switch away from BellSouth to a competitor. And now
15 we are talking about business accounts.

16 A Yes.

17 Q For business accounts, when there is a disconnection or
18 a conversion, are you aware of a disconnect reason code
19 identifying the conversion that is different than these codes
20 that are up here?

21 A No, I do not.

22 Q Are you aware that -- do you have knowledge that
23 disconnect reason codes are generated on those orders?

24 A Which orders, I'm sorry?

25 Q Business orders in which somebody has converted away

1 from BellSouth?

2 A Yes. To my knowledge there are reason codes on service
3 orders for disconnects.

4 Q And are they fed -- when you say that you manage this
5 database, is this a database that is populated upon the
6 completion of conversion of business accounts?

7 A In the retail billing data when a business account is
8 disconnected, there is a reason code. After the order is
9 completed and it is posted to CRIS, there is a reason code there.
10 In our database we populate those reason codes that have had --
11 that are due to noncompetitive reasons. It will reflect
12 disconnect reason codes such as bankruptcy, they've gone out of
13 business, economic factors, not competitive reasons.

14 Q So when that -- once you take all the business
15 accounts, did I just hear you correctly that your system will
16 eliminate all noncompetitive disconnect reason codes?

17 A That is correct.

18 Q And then the remaining orders will flow to this
19 database that you are a manager of?

20 A It's not orders that are flowing in that I am using to
21 identify small business customers that have left BellSouth. We
22 are using the billing record.

23 Q Records?

24 A Yes, we are using the billing records.

25 Q So after the completion of the order, this record that

1 had a competitive disconnect reason code will populate the table
2 that you are responsible for?

3 MS. WHITE: I'm going to object, because she has
4 already said it is not an order doing it, that she is looking at
5 billing records. She has said that like three times now. So I
6 would object that he is mischaracterizing the answer of the
7 witness.

8 MR. CRUZ-BUSTILLO: Ms. White, I withdraw the question
9 and ask it again. You're correct. Let me ask the question
10 again.

11 BY MR. CRUZ-BUSTILLO:

12 Q Is it correct to say that records will feed into a
13 database that you have regarding completed disconnections, and
14 those records will reflect a record regarding a customer that
15 left for a competitive reason?

16 A The records will reflect who remains an active retail
17 small business customer. And if one of the billing records for
18 those former small business customers that have disconnected, the
19 only reason codes I will see in my data are those that are due --
20 disconnect reason codes that reflect noncompetitive reasons, such
21 as the customer has moved.

22 Q Okay. Let me ask it again, then, because I -- it is my
23 understanding from your testimony that you are in charge of -- is
24 it correct that part of your testimony is to generate leads to
25 identify customers for reacquisition?

1 A That is correct, I do generate a list of customers for
2 reacquisition programs.

3 Q So you wouldn't generate a lead for a customer that
4 left for a noncompetitive reason?

5 A That is correct. We try to find first retail customers
6 that have disconnected. And then once we have identified small
7 business retail customers that have disconnected, we will remove
8 from that universe those that disconnected for a noncompetitive
9 reason. An example I have given is those that may have moved or
10 filed for bankruptcy.

11 Q Now, I may have asked this question before. Ms. White
12 can object, but I'm not sure. You said that you used the
13 Harmonize database with -- after you have looked at CRIS.
14 Specifically, can you articulate how -- that is the question I've
15 got, how you actually mechanically -- what do you do to use
16 Harmonize, what are the steps that you follow to the best of your
17 knowledge?

18 A I'm provided a file out of the Harmonize process that
19 identifies small business customers that have disconnected that
20 we assume did so for competitive reasons. And then the Harmonize
21 data, I take a look at what that date is. I don't get any kind
22 of a reason code with that. I've got the BST retail account
23 number with that and a date, and I am using the date to make sure
24 that we are not contacting customers until the proper interval
25 between when our retail customer disconnected. We need to wait

1 the proper interval, and that is all we are doing.

2 Q In your answer you just said that we assume that it is
3 a competitive switch.

4 A Yes, because I'm not looking at any kind of wholesale
5 disconnect reason code. We only look at those disconnect reason
6 codes that pertain to ordinary business activity.

7 Q Do you actually go to the Harmonize database and look
8 through a query, a file on a computer screen, or does the
9 Harmonize database feed records to the database that you are
10 responsible for, and then you match it up with CRIS?

11 A Would you restate the question for me, please?

12 Q Well, I'm not clear exactly what you do. You said we
13 assume that these records from the Harmonize are competitive
14 switches, and my question was do you actually go to the Harmonize
15 database and query it, or is it just a computer program that
16 Harmonize after the orders are completed will send records to
17 your database?

18 A It is the latter. I do not query against Harmonize,
19 but rather it is a file that is an electronic file.

20 Q Who is responsible for establishing the business rules
21 or the feed that goes from Harmonize to your database?

22 A I'm not sure who that is. I don't deal directly with
23 who has established those business rules. I'm not responsible
24 for the processes associated with Harmonize.

25 Q And one final question. I think you told me at the

1 beginning, but I didn't write it down. What is your database
2 that you manage, what is the name of it?

3 A It is the marketing communications database.

4 Q Does that have an acronym that goes with it like
5 everything else in BellSouth?

6 A MCDB.

7 Q MCDB?

8 A Marketing Communications Database, MCDB.

9 MR. CRUZ-BUSTILLO: I have nothing further. Thank you.

10 COMMISSIONER DEASON: Staff.

11 MS. DODSON: Staff has no questions.

12 COMMISSIONER DEASON: Redirect.

13 MS. WHITE: BellSouth has no redirect.

14 COMMISSIONER DEASON: And there are no exhibits,
15 correct?

16 MS. WHITE: That's correct. And we would ask that Ms.
17 Schoech be excused.

18 COMMISSIONER DEASON: She may be excused. You may call
19 your panel.

20 MR. MEZA: BellSouth calls the panel testimony of Ed
21 Wolfe and Michelle Summers.

22 - - - - -

23 MICHELLE N. SUMMERS AND EDWARD WOLFE

24 was called as a witness on behalf of BellSouth

25 Telecommunications, Inc. and, having been duly sworn, testified

1 as follows:

2 DIRECT EXAMINATION

3 BY MR. MEZA:

4 Q Ms. Summers, can you please state your name and address
5 for the record?

6 A (By Ms. Summers) Yes. My name is Michelle Summers,
7 and my address is 2180 Lake Boulevard, Atlanta, Georgia.

8 Q By whom are you employed and in what capacity?

9 A I am employed by BellSouth Technology Group, an
10 affiliate company of BellSouth Corporation.

11 Q Did you cause to be filed rebuttal testimony, panel
12 rebuttal testimony in this proceeding?

13 A Yes, I did.

14 Q Mr. Wolfe, can you please provide your name and address
15 for the record?

16 A (By Mr. Wolfe) My name Ed Wolfe. My address is 3535
17 Collonade Parkway, Birmingham, Alabama.

18 Q By whom are you employed and in what capacity?

19 A I am employed by BellSouth Technologies Group, and I am
20 currently marketing operations manager in the MKIS delivery
21 organization.

22 Q Did you cause to be filed rebuttal testimony, rebuttal
23 panel in this proceeding?

24 A Yes, I did.

25 Q Ms. Summers, do you have any changes to your testimony?

1 A (By Ms. Summers) No, I do not.

2 Q Mr. Wolfe, do you have any changes or additions to your
3 testimony?

4 A (By Mr. Wolfe) Yes, I do have an addition.

5 MR. MEZA: If the prehearing officer would like,
6 BellSouth would either have Mr. Wolfe read the one page and four
7 line addition or simply have it amended to his rebuttal
8 testimony.

9 COMMISSIONER DEASON: I assume you have given this to
10 the court reporter?

11 MR. MEZA: Yes.

12 COMMISSIONER DEASON: We will just simply indicate that
13 this is being amend to the testimony.

14 MR. MEZA: Thank you, sir.

15 BY MR. MEZA:

16 Q Other than the amended or supplemental testimony that
17 you just referenced, Mr. Wolfe, do you have any other changes to
18 your testimony?

19 A (By Mr. Wolfe) I do not.

20 MR. MEZA: At this time I would ask that the rebuttal
21 panel testimony of Mr. Summers (sic) and Ms. Wolfe (sic) as
22 amended be read into the record as if read.

23 COMMISSIONER DEASON: Without objection, it shall be
24 inserted into the record.

25

1 BELLSOUTH TELECOMMUNICATIONS, INC.
2 REBUTTAL PANEL TESTIMONY OF
3 MICHELLE N. SUMMERS AND EDWARD WOLFE
4 FLORIDA PUBLIC SERVICE COMMISSION
5 DOCKET NO. 030349-TP
6 JULY 25, 2003
7

8 Q. MS. SUMMERS, PLEASE STATE YOUR FULL NAME AND ADDRESS.

9
10 A. Michelle N. Summers, 2180 Lenox Park, Atlanta, Georgia 30319

11
12 Q. WHO IS YOUR EMPLOYER?

13
14 A. BellSouth Technologies Group, Inc., an affiliate of BellSouth
15 Telecommunications, Inc. (collectively, "BellSouth").

16
17 Q. WHAT IS YOUR POSITION WITH BELLSOUTH, AND WHAT ARE
18 YOUR JOB DUTIES?

19
20 A. My present position is director in the Customer Markets Chief Information
21 Office. But from June 1998, to August 2002, I was a director in the Marketing
22 Information Support ("MKIS") organization. In that position, I had certain
23 responsibilities relating to Operation Sunrise, although I was not responsible
24 for Operation Sunrise in its totality. My role with respect to Operation Sunrise
25 involved various marketing support functions, including (1) the generation of

1 lists of existing and former BellSouth retail customers for various reacquisition
2 campaigns; (2) the management of such lists; and (3) the storing of data for
3 various marketing campaigns.

4
5 My position with MKIS also involved a function -- namely, management
6 reporting -- that has nothing to do with Operation Sunrise or the reacquisition
7 of customers. This management reporting function of my position involved
8 reporting on retail line loss, reporting on the ordering and cancellation of
9 various features and services, and other activities relating to measuring
10 BellSouth's retail sales performance.

11

12 Q. MR. WOLFE, PLEASE STATE YOUR FULL NAME AND ADDRESS.

13

14 A. Edward Wolfe, 3535 Colonnade Parkway, Birmingham, Alabama 35243.

15

16 Q. WHO IS YOUR EMPLOYER?

17

18 A. BellSouth Technologies Group, Inc., an affiliate of BellSouth
19 Telecommunications, Inc. (collectively, "BellSouth")

20

21 Q. WHAT IS YOUR POSITION WITH BELLSOUTH, AND WHAT ARE
22 YOUR JOB DUTIES?

23

24 A. I am Marketing Operations Manager in the MKIS Delivery organization. In
25 this position I manage the group that generates and delivers most of the

1 marketing lead lists for the BellSouth residential business unit; this would
2 include lead lists from Operation Sunrise. This group also provides tracking
3 and reporting for some BellSouth residential business unit promotional
4 activities.

5

6 **Q.** MS. SUMMERS, YOU HAVE READ MR. NILSON'S TESTIMONY THAT
7 MKIS IS A SYSTEM (P. 16, LL. 2-5) AND THAT YOU ARE
8 RESPONSIBLE FOR MANAGING IT. IS THAT CORRECT?

9

10 **A.** No.

11

12 **Q.** THEN WHAT IS MKIS, EXACTLY, MS. SUMMERS?

13

14 **A.** MKIS is an organization within BellSouth that supports the Marketing
15 organization by providing various statistics and information about the sales
16 performance of various BellSouth retail products and services. MKIS tracks
17 information such as retail line loss, the ordering and cancellation by BellSouth
18 retail customers of various products and services, and numerous other retail
19 data that assist the Marketing organization in creating products and services
20 that appeal to customers. In connection with Operation Sunrise, MKIS's role
21 was to provide marketing support in terms of list management and distribution
22 for target marketing.

23

24 **Q.** MS. SUMMERS, WHAT IS OPERATION SUNRISE?

25

1 A. Operation Sunrise, or Sunrise, is a program of activities that was developed by
2 consumer marketing to address three specific areas: (1) retail residential local
3 service reacquisition; (2) residential local toll reacquisition; and (3) retail
4 residential product or feature reacquisition. Since the fall of 2002, BellSouth
5 has also used Operation Sunrise in a fourth area -- residential interLATA long
6 distance reacquisition. This fourth aspect of Sunrise, which has largely
7 replaced the local toll reacquisition aspect mentioned above, is designed to
8 reacquire those residential end users who have changed their interLATA long
9 distance service from BellSouth Long Distance, Inc. ("BSLD") to another inter-
10 exchange carrier ("IXC"). BellSouth uses Sunrise in the reacquisition of only
11 those former BSLD interLATA toll customers who are also BellSouth local
12 service customers. BellSouth does not engage in reacquisition activity with
13 respect to former BSLD customers who do not obtain local telephone service
14 from BellSouth.

15

16 Q. MR. WOLFE, PLEASE DESCRIBE THE FUNCTION OF THE LOCAL
17 SERVICE REACQUISITION COMPONENT OF OPERATION SUNRISE.

18

19 A. When an end user's local service is disconnected from BellSouth for any
20 reason, a disconnect or change order is generated. In the case of a CLEC
21 converting a BellSouth retail customer to the CLEC, the disconnect or change
22 order originates from the CLEC's Local Service Request ("LSR"), which is sent
23 to BellSouth either manually or electronically. In the case of a BellSouth retail
24 customer calling to disconnect his or her service, an abandoned station, a retail
25 customer's nonpayment of his account, or numerous other reasons, the

1 disconnect order originates from BellSouth's retail operations. In either case, a
2 specialized reason code is assigned to each order.

3

4 For an LSR sent by a CLEC, the disconnect or change order and the
5 appropriate disconnect reason code are generated electronically by BellSouth's
6 OSS or generated by the LCSC if the CLEC has sent the LSR manually. For a
7 retail customer who has called BellSouth to disconnect service, the reason code
8 is assigned by the retail customer service agent who handles the call.

9 Regardless of origin, this reason code indicates why the disconnection
10 occurred, if known. All "disconnect" orders and certain "new," "change," and
11 "transfer" orders flow nightly into the Harmonize database on the Strategic
12 Information Warehouse ("SIW"), a data warehouse, via a data feed called the
13 Harmonize feed, which is sourced from SOCS data. The local service
14 reacquisition function of Sunrise processes data from the Harmonize database
15 on a weekly basis in a manner that filters out any information that could even
16 arguably be considered CPNI or wholesale information.

17

18 Q. MS. SUMMERS, MR. NILSON TESTIFIED THAT "[F]OR LOCAL
19 SERVICE, THE ONLY INFORMATION THAT EXISTS IS THE ALEC'S
20 LSR INITIATING SERVICE." (P. 21, LL. 30-31). IS THAT CORRECT?

21

22 A. No. For BellSouth retail customers whose service a CLEC converts to itself,
23 the disconnect or change orders are generated as a result of a CLEC submitting
24 an LSR. But disconnect orders also come from BellSouth's retail operations.
25 For instance, a disconnect order that results from a BellSouth retail customer

1 calling BellSouth to disconnect his service because he is moving would come
2 from BellSouth's retail operations. Likewise, a disconnect order that results
3 from a BellSouth retail customer calling BellSouth to disconnect his service to
4 switch to a competitor would come from BellSouth's retail operations.

5
6 Q. YOU MENTIONED THE SIW, MS. SUMMERS. IS SIW ANOTHER
7 NAME FOR OPERATION SUNRISE, AS MR. NILSON SUGGESTS IN HIS
8 TESTIMONY (P. 15, LL. 10-11)?

9
10 A. No. The SIW is a vast computer data warehouse in which reside all kinds of
11 information. Much of this information has nothing to do with Operation
12 Sunrise or with reacquisition, or even with marketing in general. Different
13 organizations within BellSouth use different information from the SIW for
14 different purposes. Importantly, however, the information is
15 compartmentalized. By that, I mean that each organization can only access the
16 information for which that organization has been authorized. The SIW is so-
17 designed because it was more economical for the business units to share this
18 system resource than to have numerous stand alone systems. But because, as
19 part of this sharing, retail and wholesale data occupy the same system,
20 compartmentalization was implemented to prevent each unit from accessing
21 the other unit's data. Thus, for example, although MKIS has log-on access to
22 information in the SIW provided to MKIS, such as the Sunrise data, MKIS
23 does not have access to information provided to other organizations within
24 BellSouth.

25

1 Q. MS. SUMMERS, MR. NILSON HAS TESTIFIED THAT BELL SOUTH
2 POPULATES THE SIW USED BY MKIS NOT ONLY WITH DATA FROM
3 SOCS VIA THE HARMONIZE FEED, BUT ALSO WITH DATA FROM
4 CRIS, WHICH CONTAINS CPNI RELATING TO SUPRA'S CUSTOMERS
5 (P. 26, LL. 17-21; P. 27, LL. 17-18). IS THAT CORRECT?

6
7 A. Literally, yes, but his testimony on that point is misleading. MKIS does not
8 have access, via the SIW or any other means, to any Supra customer
9 information.¹ The SIW does, however, contain information relating to Supra's
10 customers. Information relating to Supra customers resides in the part of the
11 SIW that is accessible to BellSouth's Interconnection Services ("ICS")
12 organization and is used by ICS in connection with BellSouth's provision of
13 wholesale service to Supra. But that information is in an entirely different part
14 of the SIW to which MKIS does not have access. Again, the SIW is a large
15 data warehouse used by different organizations within BellSouth for different
16 purposes. And as I testified earlier, the SIW is compartmentalized -- one
17 BellSouth organization, such as MKIS, cannot access data belonging to another
18 BellSouth organization, such as ICS, even though both sets of data reside on
19 the SIW. Consequently, although information relating to Supra's customers
20 resides in the SIW, MKIS does not have access to that data.

21

¹ Two employees in the MKIS organization have limited access to certain wholesale information for purposes of generating a specific monthly report regarding end user migration on an aggregate, system wide level. This report has nothing to do with Operation Sunrise and is not used in connection with any reacquisition activities.

1 Q. MS. SUMMERS, DOES OPERATION SUNRISE TARGET A FORMER
2 CUSTOMER FOR LOCAL SERVICE REACQUISITION WHILE THAT
3 CUSTOMER'S CONVERSION FROM BELLSOUTH TO A CLEC IS STILL
4 UNDERWAY?

5
6 A. No. Operation Sunrise only tracks disconnect orders that have been completed,
7 that is, orders in which the service has actually been disconnected. The system
8 excludes disconnect orders that have not been completed. Thus, a former
9 BellSouth local service customer who has switched to a CLEC would not
10 receive any reacquisition marketing piece as part of Operation Sunrise while
11 his or her switch to the CLEC was still in process.

12
13 Q. MR. WOLFE, ON PAGES 22-23 OF HIS TESTIMONY, THROUGH A
14 DISCUSSION OF NEW ("N"), DISCONNECT ("D") AND CHANGE ("C")
15 ORDERS, MR. NILSON SUGGESTS THAT BELLSOUTH USES SUPRA
16 CPNI IN ITS REACQUISITION ACTIVITIES. IS THAT CORRECT?

17
18 A. No. BellSouth's retail operations do not use CLEC LSRs to obtain customer
19 information, nor do they use any CLEC CPNI. BellSouth's retail operations
20 use only the completed local service disconnect orders (D or C orders with
21 disconnect reason codes) of their retail customers (from SOCS via the
22 Harmonize feed as described above) in retail reacquisition activities.

23
24 Q. DOES OPERATION SUNRISE TRACK WHETHER A DISCONNECT
25 ORDER ORIGINATED FROM A CLEC, MR. WOLFE?

1
2 A. No. In processing the disconnect orders weekly, Operation Sunrise does not
3 track whether the disconnect originated from a CLEC or from the retail
4 operations. Rather, Operation Sunrise "identifies" competitive disconnects
5 using a deductive process. Using the Harmonize feed, Sunrise eliminates those
6 orders for which certain BellSouth retail reason codes exist that indicate that
7 the disconnection occurred for some reason other than a switch to a competing
8 carrier. It assumes that the remaining orders represent customers switching to
9 other carriers; BellSouth chooses to regard all such losses as losses to
10 competitors. Before any reacquisition list is generated using these "assumed"
11 competitive disconnects, the actual reason codes, regardless of origin, are
12 suppressed. Through this deductive process, BellSouth's retail marketing
13 organization receives exactly the same information any carrier receives:
14 information that a retail customer has been lost. In addition, it is my
15 understanding that each CLEC receives this type of information through a
16 competitive line loss report from BellSouth's interconnection services
17 organization. Mr. Ruscilli will offer testimony on this point.

18
19 Q. MR. WOLFE, PLEASE DESCRIBE IN DETAIL HOW THIS DEDUCTIVE
20 PROCESS WORKS.

21
22 A. Certainly. It may help you to follow along in the chart I have prepared below
23 as I describe this process. SOCS is a BellSouth system that processes all retail
24 and wholesale service orders. When a CLEC submits an LSR to convert a
25 BellSouth retail customer's local service to that CLEC, an order flows into

1 SOCS. Likewise, when a BellSouth retail customer calls BellSouth to
2 disconnect service, the resulting order flows into SOCS. Numerous other
3 transactions relating to BellSouth wholesale and retail access lines also
4 generate orders; these orders have nothing to do with disconnection of service,
5 but they flow into SOCS too. Each order contains an array of information
6 about the end user account to which it pertains.

7
8 Each night, SOCS creates an extract file of all orders from the preceding 24-
9 hour period. The extract file is posted to a mainframe repository, which resides
10 in a computer environment separate from the SIW. And each night, using the
11 Harmonize feed, various types of orders – including retail and wholesale
12 disconnect orders and orders of other types -- are harvested from this extract
13 file and downloaded into a database on the SIW called the Harmonize
14 database. The Harmonize database is separate from the Sunrise database on
15 the SIW.

16
17 Once each week, Operation Sunrise downloads from the Harmonize database
18 all of the completed residential orders from the preceding seven days into a
19 temporary table. If an order has not completed or is not associated with a
20 residential account, Sunrise does not download it into the temporary table.
21 Next, Sunrise eliminates all orders except D and C orders. At this point, the
22 temporary table contains all orders in SOCS from the previous seven days that
23 involve completed disconnections of residential retail service – both CLEC-
24 initiated disconnections and those initiated by BellSouth's retail operations.

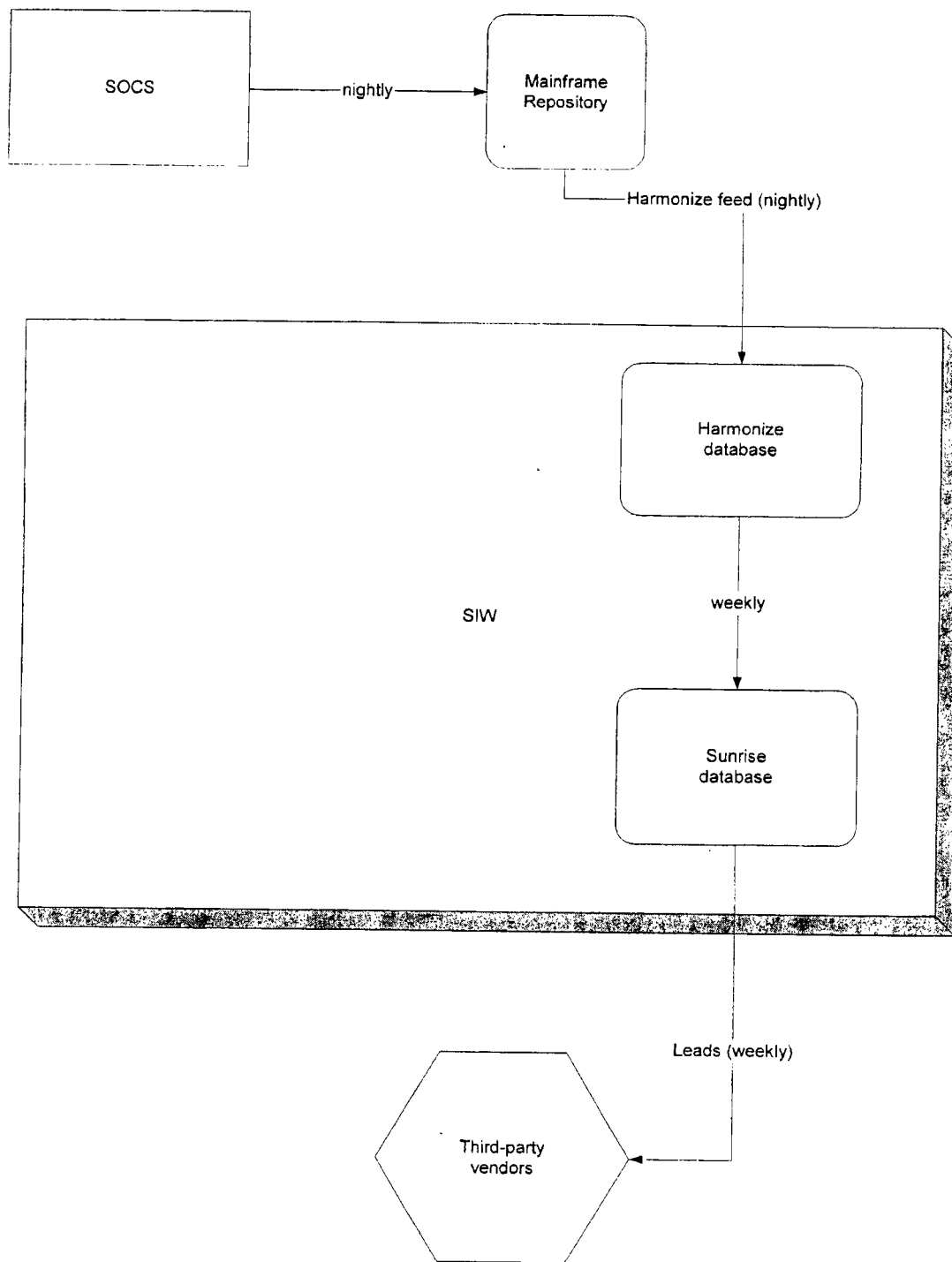
25

1 Next, Sunrise eliminates from the temporary table both those orders that do not
2 have disconnect reason codes and those orders that have certain retail-inserted
3 disconnect reason codes indicating that the disconnect was for a reason other
4 than a switch to a competitor. What remains after this step is a pool of
5 disconnect orders in a temporary table for which no reason has been provided
6 to BellSouth's retail operations. BellSouth presumes that all of these
7 remaining orders are competitive disconnections; in reality, some of them are,
8 but others are non-competitive retail-initiated disconnections.

9
10 Next, Operation Sunrise copies into a permanent table in the Sunrise database
11 certain data from each remaining disconnect order: the NPA, the NXX, the
12 line, the customer code, and the date the data was extracted from SOCS. The
13 temporary table is then purged completely. At this point, all information
14 contained in the disconnect order that even arguably could be considered CPNI
15 or wholesale information is gone.

16
17 Then, using the limited data in this permanent Sunrise table, Operation Sunrise
18 matches each disconnect order to a former BellSouth customer service record.
19 The customer service record, which comes from CRIS, shows the last
20 information BellSouth had concerning the customer's name, address, and
21 subscribed-to services before the disconnection occurred. Operation Sunrise
22 then uses that information to generate leads for the retail marketing
23 organization, which, in turn, are sent to third-party vendors.

24
25



1

2 **Q.** MR. WOLFE, COULD YOU PROVIDE AN EXAMPLE TO ILLUSTRATE
3 THIS DEDUCTIVE PROCESS ABOUT WHICH YOU HAVE JUST
4 TESTIFIED?

5

6 **A.** Certainly. Take the example of a BellSouth retail customer who calls
7 BellSouth and requests disconnection of her local service because she has
8 decided to use her wireless phone for all her local calls (wireless substitution).
9 In that case, the BellSouth agent handling the call would assign a reason code
10 to that disconnect order indicating that it occurred due to wireless substitution.
11 In this example, the disconnect order for that customer would flow into the
12 Harmonize database on the SIW via the Harmonize feed. And Operation
13 Sunrise would eliminate this disconnect order because a retail reason code is
14 present, indicating that the disconnection was a wireless substitution, not a
15 switch to a local service competitor.

16

17 **Q.** MS. SUMMERS, CAN MKIS ASCERTAIN FROM SUNRISE WHETHER A
18 PARTICULAR DISCONNECT ORDER REPRESENTS A BELLSOUTH
19 CUSTOMER SWITCHING TO A COMPETITOR?

20

21 **A.** No. Again, Operation Sunrise does not track whether the disconnect order
22 originated from a CLEC or from the retail operations. Operation Sunrise
23 functions to prevent BellSouth's retail marketing organization from accessing
24 information from which it could discern that a disconnect order resulted from
25 the end user switching to a specific competing carrier, or to a competitive

1 carrier at all. Sunrise eliminates disconnect orders known from their retail
2 reason codes not to be competitive disconnects. Sunrise then assumes that all
3 other disconnect orders are competitive disconnects. In reality, only some of
4 this pool of disconnect orders are competitive disconnects. Thus, BellSouth
5 uses in its retail marketing only information that is available to any carrier:
6 information about the types of services to which a former retail customer
7 subscribed and information that that customer has been lost.

8

9 **Q.** MS. SUMMERS, WHAT HAPPENS AFTER SUNRISE GENERATES A
10 GROUP OF LOCAL SERVICE DISCONNECT ORDERS TO BE
11 TARGETED FOR REACQUISITION?

12

13 **A.** MKIS then matches the telephone number associated with the disconnect order
14 to BellSouth's former customer service record for that number in CRIS. In this
15 process, MKIS ascertains from the CRIS customer service record whether the
16 former customer, when he or she was with BellSouth, had certain features on
17 his or her line. MKIS uses this information to generate a list of leads. These
18 leads are then supplied to a direct mail vendor, which sends a switch
19 acknowledgment letter and, in some instances, a follow-up marketing piece.

20

21 **Q.** MR. WOLFE, WHAT INFORMATION DOES BELL SOUTH PROVIDE TO
22 THESE VENDORS?

23

24 **A.** The BellSouth records sent to the third-party vendors include the former
25 BellSouth customer's name, billing address, working telephone number,

1 account number, language preference, NPA state code, and, in some cases, a
2 product availability indicator, geographical indicator, and a feature spend
3 calculation, along with directions instructing the vendor what letter or
4 marketing piece should be sent to that former customer and when it should be
5 sent.

6

7 **Q.** WHAT ABOUT THE LOCAL TOLL REACQUISITION COMPONENT OF
8 OPERATION SUNRISE, MR. WOLFE? HOW DOES IT WORK?

9

10 **A.** First, I should point out that BellSouth no longer engages in local toll
11 acquisition and reacquisition efforts, except in very limited circumstances.¹
12 "Local toll" refers to the provision of telecommunications service for calls
13 outside of an end user's local calling area but within the local access and
14 transport area ("LATA"). In Florida, the local toll function of Operation
15 Sunrise targeted two types of end users: (1) a BellSouth local toll customer
16 who switched his or her local toll service to another carrier, and (2) a BellSouth
17 local service customer whose local toll service was provided by another carrier
18 and who had never before been targeted for local toll acquisition through
19 Sunrise.

20

¹ The only local toll reacquisition that BellSouth engages in now relates to the relatively few former BellSouth local toll customers who have Area Plus or Area Plus with Complete Choice. The purpose of this activity is to warn the customer that he or she may be being disadvantaged by paying twice for the same service. That is, because Area Plus service from BellSouth involves an extended local calling area, a customer may be paying an IXC to carry calls that would otherwise be included within the customer's Area Plus plan.

1 Q. MR. WOLFE, DID THE LOCAL TOLL FUNCTION OF SUNRISE TARGET
2 FLORIDA CUSTOMERS OTHER THAN THE TYPES YOU HAVE JUST
3 MENTIONED?

4
5 A. No.

6
7 Q. WHERE DID THE INFORMATION USED TO GENERATE LOCAL TOLL
8 REACQUISITION LEADS COME FROM, MR. WOLFE?

9
10 A. When an end user changed its local toll carrier from BellSouth to another
11 carrier, BellSouth received records of that transaction from the Customer
12 Account Record Exchange ("CARE").

13
14 Q. MR. NILSON HAS GIVEN TESTIMONY CONCERNING CARE (PP. 18-
15 21). WHAT IS CARE, EXACTLY, MR. WOLFE?

16
17 A. The Customer Account Record Exchange, or "CARE," is an industry-wide
18 interface, created and managed by BellSouth's interconnection services, that
19 interexchange carriers ("IXCs") and local exchange carriers ("LECs") use to
20 communicate. Numerous LECs and IXCs participate in the Ordering and
21 Billing Forum ("OBF"), an industry group. Through OBF, these carriers
22 developed a standard system of codes and procedures to be used by LECs and
23 IXCs to know when an interLATA or intraLATA toll customer has been
24 acquired or lost. Any carrier can join OBF and participate in CARE. In other
25 words, although BellSouth's interconnection group manages CARE, any carrier

1 in BellSouth's region can subscribe and obtain CARE data. BellSouth's retail
2 operating unit subscribes like any other carrier and receives exactly the same
3 data as any other carrier. In fact, it is my understanding that Supra itself
4 receives the exact same types of data as BellSouth or any other subscribing
5 carrier. I understand that paper copies reflecting PIC and LPIC changes for
6 Supra end users are sent to Supra's offices.

7
8 A change of local toll or long distance provider can be initiated by either a LEC
9 or an IXC. Any time a transaction occurs that affects an end user's interLATA
10 or intraLATA toll service, CARE sends certain data to (1) the acquiring
11 interLATA or intraLATA carrier, (2) the losing interLATA or intraLATA
12 carrier, and (3) the end user's local exchange carrier. The first two pieces of
13 data serve to notify the acquiring and losing interLATA or intraLATA carriers
14 that a customer has been lost or gained. The third piece of data serves to notify
15 the end user's local exchange carrier that one of its customers has undergone a
16 change in interLATA or intraLATA toll carriers.

17
18 **Q.** MR. WOLFE, MR. NILSON HAS TESTIFIED THAT BELLSOUTH DOES
19 NOT BUY, NOR HAS BELLSOUTH EVER REQUESTED TO BUY, CARE
20 RECORDS FOR ANY OF SUPRA'S ACCESS LINES (P. 19, LL. 14-15). IS
21 THAT CORRECT?

22
23 **A.** If a Supra local service customer changes his or her PIC or LPIC, CARE
24 notifies the acquiring carrier, the losing carrier, and Supra, just as it would in
25 the case of a PIC or LPIC change involving any other LEC's local service

1 customer. In other words, CARE sends records relating to PIC and LPIC
2 changes on every local exchange carrier's access lines, including Supra's. As a
3 result, there is no need for BellSouth to buy or to request to buy CARE records
4 relating to Supra's access lines in particular.

5

6 **Q.** MR. WOLFE, DID BELLSOUTH "MONITOR" ORDERS FLOWING
7 THROUGH SOCS TO IDENTIFY LPIC CHANGES, AS MR. NILSON HAS
8 TESTIFIED (P. 19, LL. 19-21)?

9

10 **A.** No. Again, the only source of information regarding LPIC changes that
11 Sunrise used to generate local toll reacquisition leads was CARE.

12

13 **Q.** MR. WOLFE, DID BELLSOUTH USE THE HARMONIZE FEED IN
14 CONNECTION WITH THE LOCAL TOLL ACQUISITION AND
15 REACQUISITION FUNCTIONS OF OPERATION SUNRISE, AS MR.
16 NILSON SUGGESTS AT PP. 17-18 OF HIS TESTIMONY?

17

18 **A.** No. Only CARE data was used for local toll reacquisition as I have described,
19 and only CARE data is used as part of the limited local toll reacquisition that
20 continues today.

21

22 **Q.** BUT MR. NILSON HAS TESTIFIED (P. 17, LL. 7-9, 22), MS. SUMMERS,
23 ABOUT YOUR RECENT TESTIMONY IN AN ARBITRATION
24 INVOLVING BELLSOUTH AND SUPRA THAT THE HARMONIZE FEED
25 CONTAINS DATA REGARDING "LPIC CHANGES."

- 1
- 2 A. Yes. Please allow me to clarify my earlier testimony in connection with the
3 arbitration. As I testified then, the Harmonize feed does contain information
4 about LPIC changes. But Sunrise did not use that information in connection
5 with local toll reacquisition. Again, the information that Sunrise used to
6 identify changes in LPIC came from CARE.
- 7
- 8 Q. HOW DID SUNRISE USE THE INFORMATION RECEIVED FROM CARE,
9 MS. SUMMERS?
- 10
- 11 A. The CARE records described above flow nightly into Sunrise, which processes
12 these feeds once each week. Sunrise used the information in the records to
13 identify leads for various local toll campaigns.
- 14
- 15 Q. MS. SUMMERS, HOW DID BELLSOUTH USE THE LEADS GENERATED
16 BY OPERATION SUNRISE FOR LOCAL TOLL REACQUISITION?
- 17
- 18 A. The leads were used in various campaigns. Some of the campaigns related to
19 the local toll acquisition and reacquisition function of Sunrise involved
20 outbound telemarketing, and some involved direct mail. These outbound
21 telemarketing and direct mail campaigns were handled by third-party vendors.
- 22
- 23 Q. WHAT INFORMATION DID BELLSOUTH PROVIDE TO THOSE THIRD-
24 PARTY VENDORS AS PART OF THE LOCAL TOLL ACQUISITION AND
25 REACQUISITION FUNCTIONS OF SUNRISE, MR. WOLFE?

1

2 A. The BellSouth records sent to the third-party vendors included the former
3 BellSouth customer's name, billing address, working telephone number,
4 account number, language preference, NPA state code, and, in some cases, a
5 product availability indicator, geographical indicator, and a feature spend
6 calculation, along with directions instructing the vendor what letter or
7 marketing piece should be sent to that former customer and when it should be
8 sent.

9

10 Q. MR. WOLFE, WHAT ABOUT THE PRODUCT OR FEATURE
11 REACQUISITION COMPONENT OF OPERATION SUNRISE THAT MR.
12 NILSON MENTIONS IN HIS TESTIMONY (P. 15, LL. 15-17)? WHAT IS
13 IT DESIGNED TO DO?

14

15 A. This function of Operation Sunrise is used to target those BellSouth residential
16 retail customers who disconnect a high value service such as Area Plus or
17 Complete Choice from their lines.

18

19 Q. HOW DOES OPERATION SUNRISE TARGET SUCH CUSTOMERS, MR.
20 WOLFE?

21

22 A. Retail customer-initiated change orders dropping features such as Area Plus or
23 Complete Choice flow into Sunrise from SOCS. These change orders indicate
24 that a BellSouth retail customer has dropped Area Plus or Complete Choice.
25 Sunrise uses these change orders to identify those customers who have dropped

1 Area Plus or Complete Choice. Sunrise identifies each such customer as a
2 possible lead for various marketing campaigns.

3

4 **Q.** MR. WOLFE, HOW DOES OPERATION SUNRISE USE THESE CHANGE
5 ORDERS TO GENERATE PRODUCT OR FEATURE REACQUISITION
6 LEADS?

7

8 **A.** For its feature/product reacquisition function, Sunrise uses the service order
9 data and the active customer record on the SIW at the time of the change as the
10 basis for targeting a particular lead for a particular campaign.

11

12 **Q.** MS. SUMMERS, HOW DOES BELLSOUTH USE THE LEADS
13 GENERATED BY OPERATION SUNRISE FOR PRODUCT OR FEATURE
14 REACQUISITION?

15

16 **A.** In the same way as I described with respect to local toll reacquisition. And the
17 information supplied to third-party vendors is, likewise, the same as that
18 supplied in connection with local toll reacquisition.

19

20 **Q.** (TO THE PANEL) DOES THIS CONCLUDE YOUR TESTIMONY?

21

22 **A.** Yes, it does.

23

24

25

1 BELL SOUTH TELECOMMUNICATIONS, INC.

2 **SUPPLEMENTAL REBUTTAL TESTIMONY OF EDWARD WOLFE**
3 **FLORIDA PUBLIC SERVICE COMMISSION -- DOCKET NO. 030349-TP**

4
5 ****TO BE ADDED AFTER PAGE 13, LINE 15****
6

7 **Q. Mr. Wolfe, does Operation Sunrise contain additional local service reacquisition**
8 **component?**

9 A. Yes, once the assumed competitive disconnect process completes, Operation Sunrise
10 conducts a second "sweep" of the Harmonize Database to identify D orders containing certain
11 retail noncompetitive disconnect reasons codes, such as NF (No Further Activity), CO
12 (Competition), AS (Abandoned Station), which were previously excluded in the first "sweep"
13 addressing competitive disconnects. Once identified, Operation Sunrise extracts the selected D
14 order information into the empty temporary table. From the temporary table, Operation Sunrise
15 then extracts the following service order information and places it in the permanent candidate
16 table: retail noncompetitive disconnect reason code, NPA, NXX, line, customer code, and the
17 order completion date. The temporary table is purged again and the information in the
18 permanent candidate table is matched against the CRIS retail customer data in the SIW. From
19 this process, leads are generated.

20
21 **Q. Is there another facet of Operation Sunrise for local service acquisition that does not**
22 **involve the use of service order information?**

1 A. Yes. BellSouth has implemented a manual "winover" process for the purpose of
2 obtaining new customers using subscriber list information and bashing that information against
3 BellSouth's existing residential customer information to identify potential new BellSouth local
4 service customers. No service order information is used in this process.

5

1 BY MR. MEZA:

2 Q Ms. Summers, did you have any exhibits to your
3 testimony?

4 A (By Ms. Summers) I am not sure. I don't believe I
5 did.

6 Q Mr. Wolfe, did you have any exhibits?

7 A (By Mr. Wolfe) I don't think so, no.

8 Q Ms. Summers, do you have a summary?

9 A (By Ms. Summers) Yes, I do.

10 Q Can you please provide it?

11 A Sure, I will be glad to. Good afternoon,
12 Commissioners. My name is Michelle Summers. I hope you will
13 bear with me today, this is my first time to do this. I'm just a
14 little bit nervous. My current position is director in the
15 BellSouth Technology Organization in the Customer Markets Chief
16 Information Office, but from June of 1998 until August of 2002, I
17 was the director in the Marketing Information Support
18 Organization, which is also referenced, I think, throughout
19 sometimes as MKIS.

20 MKIS is an organization within BellSouth that supports
21 the retail marketing organization by providing really various
22 statistics and information about sales performance of BellSouth
23 products and services. And even more specifically, MKIS tracks
24 information, such as retail line loss, ordering and cancellation
25 of BellSouth retail services, and numerous other retail data that

1 assist the retail marketing organization in creating products and
2 services that appeal to customers.

3 As the director of MKIS, I have certain
4 responsibilities relating to Operation Sunrise. My role with
5 respect to that involved overseeing various marketing support
6 functions which included three areas. Number one was the
7 generation of lists of existing and former BellSouth retail
8 customers for various reacquisition campaigns. The second aspect
9 of those duties was storing of that data for various marketing
10 campaigns. And the third aspect of that was the distribution of
11 those lists for target marketing purposes.

12 I just want to assure you today that MKIS takes
13 BellSouth's policy relative to CPNI and the instructions
14 prohibiting the use of wholesale data very seriously. We take
15 measures to ensure that every member of MKIS has received CPNI
16 training, and in addition to training we have mechanized measures
17 in which we protect information.

18 While the strategic information warehouse as a whole
19 from a broad perspective does have both retail and wholesale data
20 on it, MKIS is shielded from wholesale data via log-on access
21 restrictions and does not use wholesale data to target
22 BellSouth's former retail customers for reacquisition campaigns.

23 Now, I will give you just a brief overview of what
24 Operation Sunrise does, and Mr. Wolfe will go into it in more
25 detail. Operation Sunrise is a program of activities involving

1 product, toll, and local service reacquisition for BellSouth's
2 residential retail business unit. And the purpose of the local
3 service reacquisition area of Operation Sunrise, which I think is
4 really our focus today, is to identify former BellSouth retail
5 customers who have disconnected their service, and to see if at
6 some point they would like to return to us as their service
7 provider.

8 So, simply put, through Operation Sunrise BellSouth
9 uses the fact that a customer has left its retail network to
10 target that customer and attempt to win them back, just like any
11 other carrier can do. Thank you.

12 Q Thank you. Mr. Wolfe, do you have a summary?

13 A (By Mr. Wolfe) I do.

14 Q Can you please read it?

15 A Sure. Good afternoon, Commissioners. My name is Ed
16 Wolfe. I am employed by BellSouth Technologies Group, and I,
17 too, am rookie at this, so if I need to speak up please tell me.

18 I am currently marketing operations manager in the MKIS
19 delivery organization. And in that role I currently manage the
20 group that generates most of the lead lists for the residential
21 marketing organization, and this includes Operation Sunrise. I
22 was also involved in the development of Operation Sunrise.

23 The practical purpose of Operation Sunrise is to
24 identify when BellSouth has lost a retail residential customer in
25 order to attempt to get that customer to return to BellSouth.

1 Operation Sunrise addresses the following areas, local toll
2 reacquisition, product reacquisition, and retail residential
3 local service reacquisition. The first area is local toll
4 reacquisition. In Florida, Operation Sunrise targeted only
5 BellSouth local service customers who switched their local toll
6 service to another carrier. BellSouth identifies these former
7 local toll customers through CARE data.

8 The second area is product reacquisition. This area
9 targets existing BellSouth residential customers who disconnect
10 certain features for various marketing campaigns. The data
11 source for this area is SIW SOCS data.

12 The third area is local service reacquisition. This
13 area targets assumed competitive disconnects and noncompetitive
14 disconnects.

15 The following process is utilized for assumed
16 competitive disconnect component of Operation Sunrise. Portions
17 of SOCS service order data is loaded daily to the Harmonize
18 database. Weekly Operation Sunrise loads completed residential
19 service order data for approximately the last seven days from the
20 Harmonize database into a temporary table in the Sunrise
21 database. Then Operation Sunrise eliminates all order data but D
22 and C order data. Then Operation Sunrise eliminates all order
23 data that doesn't contain a disconnect reason code and all order
24 data associated with retail noncompetitive and certain
25 competitive disconnect reason codes. Next, the area code,

1 exchange, line, customer code, and order data extract date is
2 copied to a permanent candidate table. No wholesale information
3 including wholesale disconnect reason codes is included. The
4 temporary data is then purged.

5 This entire process is automated. No one has looked at
6 any of the data in this table. Operation Sunrise has not watched
7 any order information. Operation Sunrise does not track the
8 origin or content of any of this order information in this entire
9 deductive process.

10 Finally, this limited order data is matched to a retail
11 residential customer service data from CRIS to obtain the last
12 information BellSouth had on the customer before he disconnected.
13 This data is added to the assumed competitive disconnect record
14 in the permanent candidate table and is used to generate
15 marketing leads. These leads, which contain the BellSouth
16 customer's name, billing address, telephone number, language
17 preference, NPA state code, and in some circumstances product,
18 geographical, or spin calculations are sent to third-party
19 vendors.

20 The following process describes the noncompetitive
21 disconnect component of local service reacquisition. After the
22 assumed competitive disconnect process completes, Operation
23 Sunrise conducts a second sweep of the Harmonize database to
24 identify D orders, completed D orders containing certain retail
25 noncompetitive disconnect reason codes, such as NF for no further

1 activity, CO for competition, or AS for abandoned station. All
2 of these were previously excluded in the first sweep addressing
3 assumed competitive disconnects.

4 Once identified, Operation Sunrise extracts the
5 selected D order information into the empty temporary table.
6 From the temporary table Operation Sunrise extracts the following
7 service order information to populate the permanent candidate
8 table. The retail noncompetitive disconnect reason code, the
9 account number, which is the NPA/NXX line and customer code, and
10 the order data extract date. This temporary table is purged
11 again and the information in the permanent candidate table is
12 matched to the retail residential customer service data from CRIS
13 to obtain the last information BellSouth had on the customer
14 before he disconnected. This data is added to the noncompetitive
15 disconnect data in the permanent candidate table and is used to
16 generate the marketing leads. These leads, which contain the
17 same information as listed before, are sent to third-party
18 vendors.

19 There is one more additional local service acquisition
20 facet of Operation Sunrise. BellSouth purchases subscriber list
21 information, compares it against BellSouth's existing residential
22 customer base to identify potential new BellSouth local service
23 customers. No service order information is used in this process.
24 Thank you.

25 MR. MEZA: I now tender Mr. Wolfe and Ms. Summers for

1 cross.

2 COMMISSIONER DEASON: Mr. Cruz.

3 CROSS EXAMINATION

4 BY MR. CRUZ-BUSTILLO:

5 Q Good afternoon, Mr. Wolfe.

6 A (By Mr. Wolfe) Hello.

7 Q Ms. Summers.

8 A (By Ms. Summers) Yes.

9 Q Mr. Wolfe, I was going to ask you to turn to your
10 rebuttal testimony. Do you have a copy in front of you?

11 A (By Mr. Wolfe) I do.

12 Q And I was going to ask you to turn to Page 10, Lines 8
13 through 15, and ask if you could -- well, actually, you know
14 what, let's not start there, because that is way over here in
15 SOCS. Let's start back in RNS. Here we go, RNS.

16 You just supplemented your testimony by saying that
17 sometimes the retail service representatives obtain information
18 they believe to be information that the customer is going to
19 switch to a competitor. What is the disconnect reason code that
20 the retail service representative would assign to that order from
21 RNS?

22 A I don't know the exact reason. One reason could be C0
23 for competition, they could use another code or several other
24 codes. I don't know for sure exactly what it is, but C0 is a
25 possibility.

1 Q So of all the codes that we were given earlier of all
2 the disconnect codes, which I don't have in front of me right
3 now, there is a list of 35 of them.

4 A A bunch of them, right.

5 Q Right. The one, the only one for a competitive switch
6 is C0. Would you agree with that?

7 A There is one C0 and it is labeled competition, but they
8 could use other codes. And I should state the fact, too, that C0
9 can also mean wireless substitution. So they may or may not use
10 C0 in that case. They could use something else, and there is a
11 plethora to choose from.

12 Q So if they use C0 for wireless, is that why BellSouth
13 considers the C0 to be unreliable for indicating a competitive
14 switch?

15 A If it is for wireless substitution, then, yes, we would
16 say that not necessarily for competition. So, yes, that is
17 correct.

18 Q So a CLEC, retail CLEC, a retail BellSouth service
19 representative could assign a C0 to a disconnect order from the
20 retail side?

21 A Yes, they could.

22 Q And if they did that and submitted that order, would
23 that order -- would that D order go to SOCS?

24 A Yes, it would.

25 Q Earlier I was asking Mr. Pate that for a winback and

1 that was -- I was using this for a winback, and BellSouth
2 generated a winback, there would be a D order and an N order
3 generated. Is that your understanding also, that whenever there
4 is a -- somebody coming back to BellSouth, RNS generates a D
5 order and an N order?

6 A If a customer called the business office and said I
7 want to come back, then there would be a D order to disconnect
8 and an N order to connect. That is my understanding.

9 Q The D order for that customer coming back to BellSouth,
10 whatever the disconnect reason code, it would be -- would it be
11 correct to say that it would be a noncompetitive disconnect
12 reason code?

13 A If they were coming back --

14 Q Coming back to you, to BellSouth?

15 A Then it would not be C0 or any competitive disconnect
16 reason code, I believe.

17 Q It would be noncompetitive?

18 A I would think so, yes.

19 Q And that D order would also flow to SOCS?

20 A Yes, it would.

21 Q Okay. Now, let's go to your testimony.

22 A Okay.

23 Q Page 10, Lines 8 through 15. So that should be easy,
24 you just have to read it.

25 A Okay. Read it?

1 Q Yes, just read it into the record. And I am actually
2 going to point at my chart with my red pointer.

3 A "Each night SOCS creates an extract file of all orders
4 from the preceding 24-hour period. The extract file is posted to
5 a mainframe repository which resides in a computer environment
6 separate from the SIW. And each night using the Harmonize feed
7 various types of orders, including retail and the wholesale
8 disconnect orders, and orders of other types are harvested from
9 this extract file and downloaded into a database on the SIW
10 called the Harmonize database. The Harmonize database is
11 separate from the Sunrise database on the SIW."

12 Q Okay. All orders are -- earlier we learned that all
13 CLEC service orders sit in SOCS while they are being processed
14 down there, another one goes downstream. So is it correct to say
15 that a copy of all service orders sitting in SOCS for the
16 previous 24 hours move to an extract file that is somewhere
17 outside of this, I have as a strategic information warehouse,
18 that it moves to the extract file, is that correct?

19 A My understanding is that it is an extract of SOCS
20 service orders and that extract is indeed moved out to the
21 mainframe somewhere.

22 Q Mainframe. And that is all orders in SOCS for the
23 previous -- not distinguishing between an N order, or T order, or
24 D, it is all orders?

25 A As far as I understand. I don't know exactly what is

1 in there, but that is my understanding, yes.

2 Q Now, is it correct to say that on that same night, all
3 orders with a -- or you tell me. What orders move from the
4 extract file to the Harmonize database?

5 A There is a subset of orders, there are certain N
6 orders, that is new orders, new connects, there are certain T
7 orders, that is transfers, there are certain C orders, and there
8 should be all D orders. That subset of SOCS data would move to
9 the Harmonize database on a nightly basis.

10 Q All N orders would move -- would an N order have a
11 disconnect reason code on it?

12 A It is not all N orders, it is some N orders. And I
13 don't believe an N order has a disconnect reason code. I have
14 never heard of that.

15 Q Okay. Do you know why -- would an N order ever reach
16 the permanent Sunrise Table?

17 A In this process, no.

18 Q Okay. What would be the reason of feeding a new order
19 from the extract file to the Harmonize database?

20 A I don't remember all the details around it, but a
21 number of years ago, I believe back in '98, we decided to pull
22 some information down on that feed to use for some tracking. I
23 don't remember all the details around that, but I believe that is
24 what it was.

25 Q Okay. I was going to show you an exhibit Bates stamped

1 00759. Is it labeled miscellaneous in everybody's file? It is
2 labeled miscellaneous in everybody's file. It is DAN-7, and I
3 was going to show you -- it is Bates stamped 00 -- okay, I will
4 give you mine. I was going to ask you to read this part here to
5 yourself, and then if you can tell me is that still -- read it
6 first, please.

7 MR. MEZA: Just so I preserve the confidentiality of
8 this document, I will instruct the witness not to read it into
9 the record, because it is a confidential document.

10 MR. CRUZ-BUSTILLO: Thank you. You're right, don't
11 read it into the record, please.

12 THE WITNESS: Okay.

13 BY MR. CRUZ-BUSTILLO:

14 Q Let me just ask you again. Today is it BellSouth's
15 policy to move an N from the extract file to the Harmonize
16 database?

17 A The same criteria that we set up years ago still
18 happens. I don't remember what that is off the top of my head,
19 but that still happens today.

20 Q Okay. But what we do know is even though that it may
21 be moved to the Harmonize database, an N order will never make it
22 to the permanent Sunrise Table, is that correct?

23 A In this deductive process it will not.

24 Q Okay. What I would like to do now is let me just move
25 all of these down here showing that in this box there will be --

1 I think you just said there will be T orders for transfer. Are
2 all transfer orders moved down to the Harmonize database?

3 A No, it is a selected set.

4 Q Do you know which ones are selected and why?

5 A I don't know off the top of my head, I would have it
6 look back and see.

7 Q Do T orders ever make it down to the permanent Sunrise
8 Table?

9 A They do not in this process, no.

10 Q This is a question for Ms. Summers. During your
11 summary you said that Operation Sunrise deals with product
12 changes, LPIC changes, I believe -- or maybe this was Mr. Wolfe's
13 summary -- and local service changes. Are product changes -- do
14 product changes come out of the same Harmonize feed out of SOCS,
15 or is there a separate feed for product changes?

16 A (By Ms. Summers) There is a separate feed.

17 Q This diagram doesn't show it, but that separate feed
18 and wherever it goes, those product changes ultimately do
19 populate the permanent Sunrise Table, is that correct?

20 A I'm not sure of the entire process between the separate
21 SOCS feed and the permanent Sunrise Table. What I do know is
22 that there is a separate SOCS feed that goes into the strategic
23 information warehouse whereby we ascertain customers whose have,
24 for example, had call waiting and dropped call waiting, or had
25 Complete Choice and dropped Complete Choice. Ed could probably

1 describe for you more specifically what happens at that point to
2 populate those Sunrise tables better than I could.

3 Q Mr. Wolfe, when I questioned you in your deposition, I
4 believe you told me that when we look at the permanent Sunrise
5 Table after all the disconnect reason codes that you could tell
6 the difference between a product change, a local service, and an
7 LPIC because some new code identified the different groups. Is
8 that true?

9 A (By Mr. Wolfe) That is true.

10 Q So for the purposes of this discussion, I'm going to
11 put a product change here showing that a record will populate the
12 permanent Sunrise Table, but we have now established that this
13 record comes from SOCS in some other way other than this
14 Harmonize feed, is that correct?

15 A That's correct.

16 Q Let me ask this question here so we can get it out of
17 the way, and either one of you can answer it. LPIC changes.
18 Isn't it correct that there is a separate feed to the permanent
19 Sunrise Table for LPIC changes?

20 A Yes.

21 Q Okay. So we have now established that an LPIC change
22 will populate this box here, down to the permanent Sunrise Table,
23 and it gets here in some other fashion from SOCS other than this
24 Harmonize feed?

25 A That is correct.

1 Q Okay. Can you turn to Page 10, Lines 17 through 19.
2 And I'm not going to have you read your testimony. I am going to
3 ask you the questions, but I want the Commissioners to follow
4 along on where I'm getting my questions from. Lines 17 through
5 19 and Lines 21 through 24. My first question is from your
6 testimony can we agree that business account orders will not be
7 forwarded from the Harmonize database to the temporary Sunrise
8 Table, is that correct?

9 A That is correct. We only select completed residential
10 orders.

11 Q Okay. And as we heard from Ms. Schoech, business
12 orders come from some other feed. Do you have any personal
13 knowledge regarding how business orders are taken from SOCS?

14 A I have no idea what they do.

15 Q Did you help and participate in the designing of the
16 system regarding how orders are fed to the business side?

17 A For --

18 Q For conversions?

19 A No, I haven't done anything with that.

20 Q Okay. Are all orders sitting in the Harmonize database
21 pending?

22 A No. You have an extract come in each night, and so the
23 Harmonize database will have orders and all statuses, so that
24 would be complete orders, pending orders, it could be anything.
25 Any status, put it that way.

1 Q Okay. If an extract is taken from SOCS and placed in
2 the Harmonize database every night because it moves from the
3 extra file into the Harmonize database on a nightly basis, and it
4 takes 24 hours to 72 hours, Mr. Pate said, to convert an order,
5 most of these orders would be pending, would that be correct?

6 A I'm sure that they are pending. But what we look at,
7 there is a status code on the order. And so, you know, every
8 night you have got stuff moving down there. And so tonight, for
9 example, it might be pending. And so that order moves down.
10 Tomorrow it might still be pending, so it moves down. At some
11 point it will complete and that moves down. And so when -- let's
12 see, have I answered your question?

13 Q Well, let me say it this way. No pending order will be
14 moved to this temporary Sunrise Table, is that correct?

15 A That is correct.

16 Q Could you go to Page 10, Lines 17 through 19, and go
17 ahead and read the sentence starting once each week beginning on
18 Line 17?

19 A "Once each week Operation Sunrise downloads from the
20 Harmonize database all of the completed residential orders from
21 the preceding 7 days into a temporary table."

22 Q Okay. So if it be weren't completed, it wouldn't be
23 moved to the temporary Sunrise Table, correct?

24 A That's correct.

25 Q Okay. All orders that are moved down to the temporary

1 Sunrise Table, which we haven't moved our orders yet here, would
2 be orders that were completed in the prior seven days, is that
3 what you just said, previous seven days?

4 A That is my understanding. We look -- I mean, we are
5 looking for completed orders, and basically the last time we ran
6 the process, a week prior.

7 Q Do you have any personal knowledge of how the Harmonize
8 database is notified that the conversion has been complete?

9 A No, all I know is that a completed order will find its
10 way down there eventually.

11 Q Okay. So once all orders have been -- are completed,
12 would you agree that they then move down to -- and all of the
13 orders that were sitting in here, whether they are Ts, because I
14 don't have them here, or an N if it made it in here, all orders
15 move down to the temporary Sunrise Table, is that correct?

16 A Yes, that's correct.

17 Q Then at this stage, is it correct to say that all
18 orders that have a noncompetitive disconnect code, a retail
19 generated noncompetitive disconnect code are filtered out, is
20 that correct?

21 A Yes, they are filtered out. I can't remember if that
22 is the next step I said or not, but, yes.

23 Q So this was a D that we had stated that had a
24 noncompetitive disconnect code that originated from RNS. So this
25 would be filtered out?

1 A Yes. I mean, the first thing we do is get rid of N
2 orders and T orders because those aren't disconnects anyway, and
3 then we get rid of any D or C, it would be any C order that does
4 not have a disconnect reason code, and then we are going through
5 our filter.

6 Q Okay. And that would be a single C because the product
7 C would have come from another feed, it wouldn't have gone
8 through this system, is that correct?

9 A No, there will be C orders up in there. There will be
10 C orders, because the Harmonize database contains certain C
11 orders, and there would be more than just your C orders with
12 competitive disconnects.

13 Q Okay. Earlier, a few minutes ago I thought we
14 established that there is a separate feed out of SOCS for product
15 changes and that that feed will feed it ultimately down to the
16 permanent Sunrise Table. And that is one of the things I never
17 understood when we were talking in deposition is here in the
18 temporary Sunrise Table when you say C, I'm thinking single C,
19 because I am told that a product change has its own feed. So,
20 when you said C, do you mean single C or are you -- explain to me
21 how a product change that has a separate feed ends up here, or
22 does that feed end up -- or does the feed take it straight to
23 here?

24 A Operation Sunrise, in the Harmonize database there are
25 C orders, there are certain C orders with disconnect reason

1 codes, that will be your single Cs. There is also some other C
2 orders. An example of that I believe we talked about before are
3 LPIC changes. And so you could have some C orders that are in
4 that Harmonize database, and when we copy down to the temporary
5 table then we are copying everything down there. So in the
6 temporary Sunrise Table there will be single C orders. There
7 will also be a limited number of C orders, and that is totally
8 separate from your product that comes around by another way into
9 that down in here.

10 Q So when you say the example you just used was from an
11 LPIC, and the reason you filter it out is because you use the
12 separate feed from CARE?

13 A That is correct.

14 Q When it is filtered out here, because you just filed
15 some corrected testimony regarding a sweep, and you go back and
16 you take things that were filtered out, when these are filtered
17 out, where do they go? Let's take this first one. You have got
18 a disconnect -- you have a D order originating on the retail side
19 that has a noncompetitive disconnect code. It is filtered out,
20 where does it go?

21 A So you are talking about in this deductive process that
22 we are talking about here, we delete the record from that
23 temporary table.

24 Q Okay. When you delete it, like when I delete something
25 on my computer, it goes to a trash bin that I can still get

1 something out of. And apparently I just learned that your system
2 has been -- I'm going to ask you in a few minutes whether it has
3 been programmed to go back to that bin and pull stuff out. So
4 when you say delete, what do you mean by that?

5 A I mean there is a -- I don't know what the command
6 actually does, but there is a command in the program that deletes
7 that record from that table and it goes away. We don't go back,
8 I don't know where it goes. I don't know.

9 Q Now, when you say a deductive process, this whole
10 system is computerized, isn't that correct?

11 A That is correct, the process is automated.

12 Q It is automated. There is no manual intervention
13 between here, and here, and here. The system is functioning
14 automatically?

15 A That is correct.

16 Q So now let's look at some example here. We have just
17 established that N orders, T orders, some C orders representing
18 an LPIC, and disconnect orders with the noncompetitive reason
19 code are filtered out and deleted somewhere, is that correct?

20 A That is correct.

21 Q Okay. All D orders that have a disconnect reason code
22 of C0 are also filtered out, is that correct?

23 A There is a whole list of disconnect reason codes that
24 we filtered and C0 is one of those, yes.

25 Q So this comes out. Now, what we have left in the

1 temporary Sunrise Table are D orders and single Cs, because we
2 just established that the other Cs are filtered out and the
3 product Cs are coming through some other system, is that correct?

4 A At that point in the process you will have C orders
5 with disconnect reason codes and D orders with disconnect reason
6 codes left in that temporary Sunrise Table, that is what is left.

7 Q Now, as part of the temporary Sunrise Table, the
8 program has been, the automated system has been programmed to
9 eliminate the disconnect reason codes that sit on the D and the
10 C, is that correct? Are these filtered out, these codes?

11 A When it drops down, once the algorithm is completed,
12 then it is copied to that permanent Sunrise Table and those codes
13 are not included. That is when it is filtered out.

14 Q So it is filtered out up here first in the temporary
15 Sunrise Table?

16 A When it drops down to the permanent Sunrise Table that
17 is when it is filtered out.

18 Q Okay. So your testimony is that the records will drop
19 to the permanent Sunrise Table, and then the codes will be
20 removed?

21 A My testimony is you have got those temporary -- in the
22 temporary Sunrise Table you have got that order information. And
23 so that is a set of orders. And our process is that, you know,
24 all that is left is assumed competitive disconnects at that
25 point, and so what we copy down to the permanent Sunrise Table is

1 just the NPA, NXX, line, customer code, and order data extract
2 date of whatever is left up in that temporary Sunrise Table.
3 That is all we bring down to that permanent Sunrise candidate
4 table.

5 Q Mr. Wolfe, you are the author of the Operation Sunrise
6 manual, is that correct?

7 A The one from -- which one?

8 Q The latest version.

9 A There is bunch of them.

10 Q The latest version I think is dated June 14th, 2001.

11 A I am.

12 Q You helped create this system with others in the
13 BellSouth company, is that correct?

14 A That's correct.

15 Q Is one of those people by the name of Conrad Ponder?

16 A That's correct.

17 Q And you have been the manager of operations to manage
18 this system since when, what year?

19 A 1997.

20 Q So when we move -- let me ask that. Before I move
21 these orders down to the permanent Sunrise Table, would you agree
22 with me that the four orders that could represent 40,000 orders,
23 but these four orders on this board right now are all orders that
24 originated from the wholesale side of BellSouth's operations?

25 A I don't know that for a fact. I know that those are

1 assumed competitive disconnects. I know that because the process
2 that we use has a list of disconnect reason codes, and so that is
3 what we filter off. We don't track what is left, we don't, you
4 know, track the origin of it. What is left is some order
5 information, and that's what we know.

6 Q When you say that's what we know, you made the system.
7 Remember we had this discussion during the deposition?

8 A I do remember this.

9 Q You know what orders -- or you helped write the
10 business rules to establish the program, and you know what orders
11 populate the Harmonize database, is that correct?

12 A I know that there are N, T, Cs, and Ds that populate
13 that Harmonize database, and it comes from orders from SOCS, and
14 those are from retail or wholesale.

15 Q And then we know when they are no longer pending they
16 all come down to the temporary Sunrise Table. You know that, you
17 have actual knowledge of that, correct, because we are looking at
18 it right now?

19 A That is what will happen.

20 Q Okay. And we now have -- you now have actual
21 knowledge, isn't it correct, that the orders originating from the
22 retail side are filtered out, isn't that correct?

23 A The orders that have the disconnect reason codes on my
24 list are filtered out, yes. But, again, I want to state that
25 there are more disconnect reason codes that exist than what is in

1 that list. And so, technically, I don't know for a fact what is
2 left. I don't know for sure.

3 Q Well, we do know that this one represented
4 noncompetitive disconnect codes, and we do know from the lists
5 that BellSouth has provided to us of all the disconnect codes
6 that you utilize that the only competitive disconnect code was
7 the C0, and we know that you just told us that all noncompetitive
8 disconnect codes are filtered out, and you just told us that the
9 C0s are filtered out.

10 A That list is filtered out. And so, you know,
11 competitive is -- that is one reason that could be coded as a
12 competitive disconnect is C0. There could be others, but if is
13 on that list, then it is filtered out.

14 Q And if an order does not have a disconnect reason code
15 for whatever reason, that is also filtered out, isn't that
16 correct?

17 A My understanding is that a disconnect order can't
18 complete if it doesn't have a disconnect reason code. I'm not an
19 expert on that, but that is my understanding.

20 Q Since you helped author the manual and you know how the
21 system works, and I have a single C order here with a disconnect
22 reason code of BR, could I conclude that this order here
23 originated from the wholesale side of operations? Can I make
24 that conclusion?

25 A I think -- and, again, you know, I can't say for sure

1 what is in there. I think it is highly likely that there is
2 order information in that temporary table that came from the
3 wholesale side of the house.

4 Q Okay. Well, let me ask you this: Let's look at this
5 one right here. I've got a single C order with a BR on it. BR
6 to you means what?

7 A BellSouth to reseller.

8 Q Okay. And you authored this program, this automated
9 system. This single order we are looking at here, if I look at
10 this order, single C with BR, would this order have originated on
11 the wholesale side or from RNS, this order that I am holding in
12 my hand?

13 A My understanding is that orders -- that BR disconnect
14 reason code would be put on orders that would come from the
15 wholesale side of the house.

16 Q Thank you. BC, a disconnect code, a D order with a
17 code of BC, would that originate on the wholesale side or on the
18 retail side?

19 A Again, my understanding is a BC would be generated on
20 the wholesale side.

21 Q And then also, RT, would RT come from the wholesale
22 side or the retail side?

23 A I believe that is a wholesale code, as well.

24 Q And do you know BellSouth filed a letter two days ago,
25 RT means reseller-to-reseller?

1 A Reseller-to-reseller.

2 Q Competitor-to-competitor.

3 A Okay.

4 Q Okay. So what we have established here is everything
5 has been filtered out, and the only orders remaining have all
6 originated from the wholesale side, isn't that correct?

7 A No, that is not correct. At that point in that table
8 you have assumed competitive disconnects. So, again, you have
9 got that list of disconnect reason codes that we have filtered
10 out, and anything with one of those -- any order information with
11 one of those disconnect reason codes has been deleted. So what
12 is left is assumed competitive disconnects. I don't know for
13 sure what it is. I don't know, because there are codes that
14 aren't just -- I mean, there is more codes that are on that list,
15 and so that is what we know.

16 Q Okay. Let's turn to Page 109 and 110 of your
17 deposition. Oh, that is in the folder. Oh, yeah, that is in the
18 big deposition. Is that in the red folder for them? It is in
19 the red folder? I gave it to them, and it would be Mr. Wolfe.

20 A You're talking about on the side.

21 Q Oh, yeah, on the side. It was Page 109. I was going
22 to ask you -- it is 109, Lines 22 and 23, and then Page 110,
23 Lines 1 through 15. And I asked you, "If you have service orders
24 regarding switches with a disconnect reason code that makes it to
25 the final table that had BR and RT that was assigned by LESOG or

1 the LCSC, and the CO is filtered out, and that comes from the
2 retail side, isn't it true that Mr. Wolfe has actual knowledge
3 that the ultimate records for the local service switches on the
4 permanent Sunrise Table all have their origins from CLEC service
5 orders, isn't that correct?"

6 And you answered, "I know that the records in that
7 final permanent Sunrise Table contain competitive disconnects,
8 yes."

9 And I asked, "Originating from the wholesale side of
10 the fence?"

11 And you answered, "The orders would have originated
12 from the wholesale side of the fence, yes."

13 Do you remember those questions and you giving those
14 answers?

15 A I do remember that.

16 Q So now I am going to move these orders down here, that
17 will populate the Sunrise Table, and I'm going to eliminate the
18 disconnect reason codes. Now, once you have populated the
19 permanent Sunrise Table, is there a feed between the permanent
20 Sunrise Table and CRIS in which you match this record with a
21 record in CRIS?

22 A Before I answer, can I respond to what you just asked
23 me a minute ago about what I said?

24 Q Yes.

25 A In reading this it says that I know that the records in

1 that final permanent Sunrise Table will contain competitive
2 disconnects. And so in my mind -- and I would say that now. It
3 probably would contain competitive disconnects. But, again, I
4 will say, like I have said before, there could be more. Now, I'm
5 sorry, your question.

6 Q Okay. So now is there a -- I asked Mr. Pate this. Is
7 there a view, I think you used the term with me a view between
8 the -- and then explain what a view is -- between the permanent
9 Sunrise Table and CRIS? And I don't have an arrow for it.

10 A The way it works is the strategic information
11 warehouse, and I believe Ms. Schoech said that it is a snapshot
12 database, and so on the SIW there is a monthly snapshot of CRIS
13 information, retail information. So that is a long answer to
14 your question. No, nothing is connected straight back to CRIS.

15 Q In the testimony it says that the record in the
16 permanent Sunrise Table is matched with CRIS. How is that done,
17 how was that done?

18 A What that means to say, and it goes back and forth with
19 different prepositions, the idea is that there is CRIS
20 information in the strategic information warehouse. It is retail
21 information, it is a snapshot there, and that is what we match
22 back to.

23 Q Once you match the record and you generate the lead --
24 and for the record how quickly does -- I'm sorry. How is the
25 lead generated? Is the lead generated -- is it an automated

1 system, mechanically, electronically, or does a human do it?

2 A It is automated.

3 Q Okay. And system between the permanent Sunrise Table
4 and CRIS is automated?

5 A It is not CRIS. Actually it would be accurate if you
6 had another box over here within that big blue box of CRIS data.

7 Q Oh, okay.

8 A If that box was down here, you would be fine.

9 Q Okay. So there is some feed -- if we put CRIS here in
10 between the lines --

11 A Yes, but it is distinguished from CRIS. I mean, that
12 is the important point.

13 Q Oh, there is another CRIS?

14 A There is a CRIS database, Mr. Pate said something, all
15 the billing records that goes all the time. And what we have on
16 the SIW is a CRIS extract, monthly CRIS extract of some billing
17 information. There is all kinds of stuff.

18 Q Okay. But the matching between that extract and this
19 table is automated?

20 A Yes.

21 Q Then a list is generated and that is done automated, is
22 that correct?

23 A Yes.

24 Q Once the list is generated, does a human being review
25 that list before it is sent to the direct mail vendors?

1 A No.

2 Q Okay. How long between the time that the list is --
3 no, no, I'm sorry. How is the list sent to the vendor? Is it
4 mailed to them, is it taken hand courier, is it an automated
5 system?

6 A FTP is what we call it, file transfer protocol. It is
7 electronic.

8 Q Okay. So between the time that a CLEC service order is
9 extracted or harvested from SOCS through the Harmonize feed, and
10 from the time it leaves SOCS until the time that record hits the
11 direct mail vendor, there has been no human intervention?

12 A Once it drops -- in my view Operation Sunrise starts at
13 that temporary Sunrise Table. And once that process starts,
14 boom, it goes and there is no human intervention.

15 Q Okay. You told me that -- oh, there is no human
16 intervention. You are saying there is human intervention between
17 the Harmonize database and the temporary Sunrise Table?

18 A I don't know what is up there. We extract data out of
19 the Harmonize database into that temporary Sunrise Table, that is
20 an automated process, and we go the rest of the way automated.

21 Q Okay. The Harmonize database where pending orders sit,
22 it is described in your testimony, and it sits in the strategic
23 information warehouse, you don't consider -- well, forget that.
24 Strike that. You don't consider the Harmonize feed from SOCS to
25 the Harmonize database to be part of Operation Sunrise?

1 A I do not. In my view it is not.

2 Q Ms. Wolfe, I remember asking you?

3 A (By Ms. Summers) Summers.

4 Q Ms. Summers.

5 A He is Wolfe, I'm Summers. Don't start a problem in my
6 household, okay? Please.

7 Q I remember asking you whether or not the Harmonize feed
8 was developed solely to support Operation Sunrise. Is that still
9 your answer?

10 A No. In fact, I have learned -- when I said that, I was
11 referencing the part between the Harmonize database to the
12 temporary Sunrise Table. When data drops from the Harmonize
13 database to the temporary Sunrise Table and hits that Sunrise
14 process, that is exclusively for Sunrise. But I do understand
15 that Harmonize was developed long before the Sunrise program, and
16 is used by -- can be used by other entities.

17 Q When you say the Harmonize database, are you
18 distinguishing between the Harmonize feed or are you including
19 the Harmonize feed as part of the Harmonize database?

20 A The feed generates the database.

21 Q Mr. Wolfe, how many leads are generated on a weekly
22 basis?

23 A (By Mr. Wolfe) I told you last week that it was around
24 100,000 local service leads a week. It is actually a little more
25 than that.

1 Q And is that once a week or twice a week?

2 A We actually send leads twice a week.

3 Q And when you say send leads, that is send leads out to
4 the mail vendor?

5 A Yes. And out-bound telemarketing, yes.

6 Q Just so the record is clear, is the 100,000 a per list
7 or is 100,000 both lists together per week?

8 A I believe I indicated that it is both lists.

9 Q Okay. When did you begin doing -- when did Operation
10 Sunrise begin generating leads for local service winback?

11 A Local service winback, we did leads in March and April
12 of 2001, then we stopped for a few months, and then we picked up
13 again, I believe it was in August of 2001, and we have been doing
14 them since.

15 Q So in March and April of 2001, were the disconnect
16 reason codes of BR, and RT, and BC utilized at that time, or was
17 there another code that was used?

18 A There was another code.

19 Q And that other code was JL?

20 A That code was JL, and it was way before this process.

21 Q Okay. And way before this process JL was identifying a
22 switch away from BellSouth, is that correct?

23 A Yes.

24 Q And that was generated manually by the LCSC or
25 electronically by the LESOG?

1 A No, my understanding is it was a filter. That is the
2 view part that we were talking about. Actually if you use this
3 diagram it would be where that arrow is between the Harmonize
4 database and the temporary Sunrise Table. Of course, there
5 wasn't a temporary Sunrise Table back then.

6 Q Oh, this line here.

7 A Yes. Just think of that as the view. And so the data
8 was up in Harmonize just like it always was. You know, just like
9 it is today. But when we access it, it is a program filter is
10 the best way I can -- he could probably do it better than me, but
11 it is a program filter that will -- when I go up there to look at
12 it, it just gives me certain information. And so that
13 information, that was my view so I could go pull from there.

14 Q Okay. So before this was populated with an order that
15 had a JL on it, it would be reasonable for us to conclude since
16 we learned about how disconnect reason codes are assigned to
17 single Cs that the JL will have originated somewhere before it
18 got to SOCS, is that correct?

19 A The information on the actual disconnect reason code
20 would have started back up, yes, in the wholesale side.

21 Q JL wouldn't have been generated by the retail side, is
22 that correct?

23 A That's correct.

24 Q Would not have.

25 A It would not have.

1 Q Okay. So then the way the system worked prior to
2 August 2001, was there was some query of some sort from the
3 permanent table that just took the JL and brought it down, is
4 that correct?

5 A That's correct.

6 Q And back prior to August 2001, the disconnect reason
7 code would remain on the order when it populated the permanent
8 Sunrise Table, is that correct?

9 A That's correct.

10 Q Okay. So then after August 2001, and we had this
11 debate about whether or not JL was replaced, JL disappeared from
12 the scene, okay, and then we don't know why, but new codes were
13 used, which was the BR, the BC, and the RT, is that correct?

14 A Those codes were there all the time in Harmonize just
15 like they are today. What the view did, the view took those
16 codes you have got in your hand right there, actually it was
17 BR/BC and translated it to JL.

18 Q Okay. So the translation would have occurred in the
19 Harmonize database, these things would have been changed --

20 A That little arrow there is the translation.

21 Q This would be the view?

22 A That is the magic view.

23 Q So when it dropped from the Harmonize database to the
24 temporary database these codes turned into JL?

25 A Well, there wasn't a temporary database.

1 Q Oh, there wasn't a temporary.

2 A It just dropped down into the candidate, permanent
3 candidate table at that point.

4 Q Okay. So if I got it correctly, the orders would
5 drop -- this didn't exist, the temporary Sunrise Table didn't
6 exist. The orders would drop down to here, and at this point
7 they would be converted into JL, or they converted into JL up
8 here before they dropped?

9 A Basically what happened is just think of this as the
10 view here, all right? You have got BRs and BCs up here. That is
11 what is here, that is what is here today. And this view,
12 basically it masked those codes and placed a JL there instead.
13 And so we went and when we extracted, we extracted JL here.

14 Q So then let me ask you this: If the system still
15 worked the same where this was populated, the Harmonize database
16 was populated with Ns and Ts and all sorts of things, the only
17 thing that would be pulled down was the JL, is that correct?

18 A That's correct.

19 Q And right now the new system, as I understand the
20 reverse algorithm, is we have added a new table where we instead
21 of just querying the JL and pulling it down, we move everything
22 from here to here, and then we eliminate everything that is not
23 orders that started over there. And then that is the reverse
24 algorithm, is that correct?

25 A Again, we have -- in that temporary Sunrise table will

1 be everything, and through our reverse deduction algorithm we
2 select off that list of disconnect reason codes. And whatever is
3 left is assumed competitive disconnect reason codes, and that
4 order information, the NPA/NXX line, customer code and order
5 extract date is what actually populates the permanent Sunrise
6 candidate table do here. So you don't have orders information,
7 you don't have disconnect reason codes, all you have got is that
8 information in that permanent Sunrise candidate table.

9 Q The customer code, remember how we said that the
10 customer code -- or in your testimony you say that the customer
11 code is information that comes down with each record, is that
12 correct?

13 A We pull that off of -- out of that temporary table,
14 yes, we pull the customer code from those orders.

15 Q All right. And then in an interrogatory that I have --
16 I don't know where they would have this interrogatory. It is
17 Number 5, and it is in the August 19th one. It says August 19th.

18 A I'm looking.

19 Q While they are finding it for you, it is Item Number 5.
20 It is BellSouth's response to Supra's first set of
21 interrogatories. Well, I'm going to show -- I'm just going to
22 read it to you and see if you remember. This is a response
23 attributed to you. The question was -- oh, okay, it would be
24 Number 2 in everybody's folder, and it is Item Number 5. And my
25 question was please articulate with specificity what BellSouth

1 means by the line and the phrase customer code? And, again, it
2 would be Item Number 5 in the right-hand corner of the page, and
3 it is BellSouth's response to Supra's first set of
4 interrogatories.

5 COMMISSIONER DEASON: Is this confidential information?

6 MR. MEZA: No, it is not.

7 MR. CRUZ-BUSTILLO: Oh, because it was put in the red
8 folder. Here, I am going to give you my copy. It is actually
9 the highlighted yellow part.

10 BY MR. CRUZ-BUSTILLO:

11 Q And my question was, "What is the customer code?" And
12 the response attributed to you is it is a code that is assigned
13 to the customer when they are a BellSouth retail customer. And I
14 just learned from Mr. Pate, and I just wanted clarification, that
15 the customer code is a code that is generated one number above
16 the code that the customer would have received when they came
17 into -- when they became a BellSouth customer. So I just wanted
18 to know -- it's not a trick to get you. I wanted to know your
19 understanding of the customer code, and what do you think and
20 what do you know about it, and what it means to you on the
21 permanent Sunrise Table?

22 A This says, and my reply was, "BellSouth assigns a
23 3-digit customer code to each customer when establishing an
24 account." And what I meant by that is in my thinking of when
25 BellSouth establishes an account, that that three-digit customer

1 code is added to the ten-digit telephone number and it becomes
2 the account. And so my answer -- that is my answer.

3 Q What I heard from Mr. Pate was that is an account that
4 the account number is used to bill the competitor, so is that
5 your understanding, also?

6 A I don't know what happens on the wholesale side of the
7 house for any of that stuff as far as customer code goes. You
8 know, I'm answering on the basis of what I know as far as
9 customer code. It is an account number, you know, and I am
10 answering the question on the basis that once you get to that
11 point in that permanent Sunrise candidate table, in my mind those
12 are assumed competitive disconnects. And in my mind those are
13 BellSouth -- that order information represents assumed
14 competitive disconnects of BellSouth customers. Have I answered
15 your question.

16 Q Yes, you have.

17 COMMISSIONER DEASON: Mr. Cruz, how much more do you
18 have for this witness?

19 MR. CRUZ-BUSTILLO: Hopefully less than five minutes.
20 Let me just look through my questions, and if I can eliminate
21 them all, then I think we might be done.

22 (Off the record.)

23 BY MR. CRUZ-BUSTILLO:

24 Q Let me just ask you about the second sweep. The second
25 sweep that was discussed here. Okay. We have gone through the

1 whole process, and it is all automated and there are -- you know,
2 it is like a computer, garbage in, garbage out. Or that is how I
3 understand it. The second sweep, you just told me that you don't
4 know where the filters go to, where the delete box is. Now, who
5 programmed the second sweep?

6 A The programmers in my group.

7 Q So somebody in your group programmed the system to go
8 back to the delete box and pull out, if I understand it, COs and
9 I'm not sure what else was in your supplemental. To pull out
10 COs, AS, abandoned station, and NF, no further activity, is that
11 correct?

12 A No, it's not correct. It is a separate process
13 altogether. So, basically what happens is once this process is
14 done --

15 Q You mean once the permanent Sunrise Table is populated?

16 A Once the permanent Sunrise Table is populated with
17 assumed competitive disconnect information, the NPA/NXX line,
18 customer code, and, you know, we have gone off and we have
19 matched the retail information out of our SIW, we have cleared
20 out the temporary Sunrise Table, then it is a whole separate
21 process. Basically you start over and we are going back up to
22 Harmonize. And that is where the second sweep happens. So
23 nothing is pulled out of a delete box. We start over going back
24 up to the Harmonize database.

25 Q So, let me -- now I'm confused. If a CO drops down to

1 the permanent table and it is deleted, and this happens on a
2 nightly basis, or I guess once -- your testimony of BellSouth it
3 is it pending here, it is no longer pending when it gets here.
4 When it goes back up, it is going and pulling COs from this line
5 and dropping them straight down, is that correct? Because if it
6 reached here, it would be filtered out.

7 A The process, again, is we do the assumed competitive
8 disconnect and we drop through this process like we have been
9 talking and get rid of all the information in the temporary
10 database. That is where it was deleted from when it came down
11 the first time, right?

12 Q Right. The CO was deleted from here and gone to a box
13 that you don't touch anymore.

14 A It has gone away. And so now that temporary Sunrise
15 Table is purged completely. So then after this process is done
16 down here, we start -- it is another process. We start and we
17 circle back up and we will pull information out of Harmonize
18 directly based on those disconnect reason codes that you have
19 got, and we populate that temporary table again. So it is a
20 whole new process, the whole thing. We are starting over and we
21 are populating it this time with noncompetitive disconnect reason
22 codes.

23 Q Okay. Well, let me ask you about that, because one of
24 the codes you have again is CO, and that we have determined
25 originates from the retail side. Is that there is on one -- I

1 mean, you are calling it a sweep. On one feed down the CO is
2 taken out and gone forever, but then a second -- is it a view, is
3 there a direct view grabbing that CO and bringing it down?

4 A No, it is deleted out of that temporary Sunrise Table,
5 and, yes, it goes away. And then that whole table is blanked
6 out. And then the process starts all over again. And so then we
7 go back and the CO is still in Harmonize, all of that stuff is
8 still in Harmonize. NF, AS, all of that stuff is there. So we
9 drop down and we come back up again and pull it down. It is a
10 second sweep pulling it back into that temporary Sunrise Table
11 and we start there again.

12 Q Okay. Mr. Wolfe, I am having a disconnect. Here is my
13 disconnect --

14 A This is a good place to have a disconnect.

15 Q Here is my disconnect. As I understood it, is that the
16 record moves from here to here, and that means that if there is a
17 second grab back up here to bring it down, then some COs are
18 making it down and some aren't, is that correct? Is that
19 correct, and then I will ask you my next question.

20 A So basically what has happened after the first sweep is
21 down in this permanent table you have got assumed competitive
22 disconnect information, and so that is there. And you're right,
23 there would be -- we filtered out the CO code in that step, so
24 it's gone. And so now on the second sweep, this is now
25 noncompetitive disconnects, so it has got NFs, COs, ASs, whatever

1 they are. Then we go back up and we pull it down into that
2 temporary table again, and then it will find its way down into
3 this permanent Sunrise Table, as well. So it will end up here as
4 well on my second sweep.

5 Q So some COs will make it here and some will be deleted?

6 A Right. NFs, ASs, whatever, a bunch of codes, they will
7 make it to that permanent Sunrise Table, too, from the second
8 sweep.

9 Q Okay. We established earlier that COs are unreliable,
10 and so it wouldn't be -- that was your testimony. My question is
11 was it unreliable because it is not efficient to market to those
12 people because you are not sure that they are actually
13 competitive switches?

14 A CO disconnects can mean competition. CO disconnects
15 can also mean wireless substitution. And so, I mean, I don't
16 know why marketing decided to do it that way, but the first pass
17 through they said, I don't want it, but they come back to
18 noncompetitive disconnects and they want it.

19 Q When did you implement this second sweep?

20 A The second sweep started --

21 Q Was it five weeks ago, did I read that correctly?

22 A Yes. With the NF we started in the middle of May and
23 then everything else started about the middle of July.

24 Q NF is no further activity?

25 A Yes.

1 MR. CRUZ-BUSTILLO: I'm going to move that into the
2 record. We had a disk provided to us by BellSouth called Sunrise
3 permanent -- no, I'm not going to say what it is. I was given a
4 disk under the rules of confidentiality and I just wanted to
5 confirm that it was already moved into evidence as part of the
6 stipulations that we have pertaining to the hearing.

7 MR. MEZA: Yes, it's BellSouth's position that it is.

8 MR. CRUZ-BUSTILLO: And this will be my last question,
9 which is DAN-8. I know I keep saying my last question, but I
10 promise this will be my last question. 001054, and I am going to
11 hand it to you.

12 MR. MEZA: Where is it, for everybody?

13 MR. CRUZ-BUSTILLO: It is the one that says -- it's
14 Number 6 for everybody. We don't have that? It is Number 6. It
15 is Bates stamped 001018. Oh, no, I'm sorry. It is Bates stamped
16 001054, and it comes from DAN-9, I'm sorry. And that's it.

17 MR. MEZA: Is there a question pending?

18 MR. CRUZ-BUSTILLO: You know, there was no question
19 pending, and I am through with my cross-examination.

20 COMMISSIONER DEASON: Staff, how much do you have for
21 this witness?

22 MS. DODSON: We have seven questions.

23 COMMISSIONER DEASON: The quicker you answer the
24 questions, the quicker we get out of here.

25 MR. CRUZ-BUSTILLO: Commissioner, I had one final

1 matter which was I wanted to move this exhibit that we have laid
2 the foundation for that I have been using into evidence. And I
3 know that BellSouth has an objection, but I think it would be
4 very helpful for understanding how the system works, because I
5 don't believe that that is a dispute really. This is just a
6 factual hearing regarding how it works, and I think it would be
7 helpful to the staff and the Commissioners, and I would like to
8 move it into evidence.

9 COMMISSIONER DEASON: We will deal with that when we
10 get to exhibits.

11 MR. CRUZ-BUSTILLO: Thank you.

12 MS. DODSON: We don't object to that.

13 COMMISSIONER DEASON: We're not talking about the
14 exhibit now. Just conduct your cross-examination.

15 MS. DODSON: Okay.

16 CROSS EXAMINATION

17 BY MS. DODSON:

18 Q BellSouth provided a list of disconnect reason codes
19 which are excluded by Operation Sunrise. I'm sorry, this
20 question is for Wolfe, and I'll start over again.

21 BellSouth provided a list of disconnect reason codes
22 which are excluded by Operation Sunrise. Seven of the excluded
23 codes are not defined on that list. Could you tell us what these
24 codes stand for or file a late-filed exhibit for the following
25 codes, AL, BP, CV, G, LC, NS, and OL?

1 A I don't know what those codes mean. I would have to
2 ask somebody in the operations end of the world, and we can do
3 that. I don't know how that works, Mr. Meza, but --

4 MR. MEZA: We will attempt to identify what those codes
5 mean and provide them to staff as a late-filed hearing exhibit
6 next Friday, as well.

7 COMMISSIONER DEASON: That will be Late-filed Exhibit
8 14.

9 (Late-filed Exhibit 14 marked for identification.)

10 MR. MEZA: And after the hearing if Linda could provide
11 me the list again, because I wasn't taking notes.

12 MS. DODSON: Yes, I will be glad to do that.

13 BY MS. DODSON:

14 Q The following questions are for either Mr. Wolfe or Ms.
15 Summers. If BellSouth chose to do so, could Sunrise produce the
16 permanent table on a daily basis similar to the line loss reports
17 received by CLECs on a daily basis?

18 A (By Mr. Wolfe) All right, that's mine. I think -- I
19 mean, certainly if we needed to do so we could generate leads or
20 run this process on a daily basis, yes.

21 Q Are BellSouth partial migrations to CLECs included in
22 the data flowing into Operation Sunrise permanent table?

23 A I don't know. I don't know what that would look like.

24 Q Could either of you please explain the difference
25 between wholesale information and CPNI information?

1 A (By Ms. Summers) As we understand, wholesale
2 information, an example of that would be the disconnect reason
3 code or the wholesale end user information such as that wholesale
4 customer's name and address and so forth, which is also the
5 wholesale customer CPNI. Broadly, on the retail side, CPNI to me
6 would be, you know, certain information about their products and
7 services that they use. There are categories of services that
8 are considered CPNI. Mostly, I believe, the regulated products.

9 A (By Mr. Wolfe) And if I could add just briefly to
10 that. The wholesale information is there, my understanding,
11 because BellSouth provides services that another carrier provides
12 to an end user. That is the definition that I think -- I think
13 that is what you asked.

14 Q Yes, thank you. What is your understanding of CPNI
15 rules and how they apply to BellSouth's customer retention
16 efforts?

17 MR. MEZA: Excuse me, I don't object to staff's
18 questions, it's pretty much a bad idea, but these witnesses are
19 not policy witnesses, they are not legal witnesses. These are
20 questions for Mr. Ruscilli, and I don't think it is appropriate
21 for them to be answering questions relating to what is and what
22 is not compliant with CPNI laws and procedures.

23 MS. DODSON: Yes, these questions were originally meant
24 for Mr. Ruscilli and that concludes staff's questions.

25 COMMISSIONER DEASON: Redirect.

1 MR. MEZA: No questions.

2 COMMISSIONER DEASON: Okay. Exhibits 13 and 14 are
3 late-filed. They will be filed by Friday of next week. All
4 right.

5 Mr. Cruz, you wanted to discuss another exhibit. Now
6 is the time.

7 MR. CRUZ-BUSTILLO: Yes, Commissioner. This exhibit
8 that I used here behind us were the foundation for all of the
9 boxes and all of the flows and everything were established by Mr.
10 Pate, Ms. Wolfe -- Mr. Wolfe and Ms. Summers, I believe would be
11 a great help to the staff and to this Commission in looking at
12 how the system works for understanding how it works.

13 And so, therefore, I would like to move it into
14 evidence to provide assistance to the staff and the Commission.
15 BellSouth does have an objection to it, I understand, but because
16 I believe that this case, you know, hinges on an interpretation
17 of law that there shouldn't really be an objection to this
18 because it helps everybody understand how it works.

19 MR. MEZA: Actually, BellSouth does not have an
20 objection as long as Mr. Cruz would be able to give me a copy, a
21 diagram of it that I can reference.

22 MR. CRUZ-BUSTILLO: And, in fact, we had a problem.
23 They e-mailed this to me on 11 by 17 on pdf, and we were unable
24 to print it while this hearing has been going on, Ann told me.
25 So I would like to be able to supplement that so that the

1 Commissioners can have it with you, but I wanted to leave the big
2 board with the staff.

3 MR. MEZA: I have no objection to that just as long as
4 I have access to the same information.

5 MR. CRUZ-BUSTILLO: Okay.

6 COMMISSIONER DEASON: What we will do, we will identify
7 this as Late-filed Exhibit 15, and it will be your
8 responsibility, Mr. Cruz, to provide copies to the court reporter
9 and to everyone else on 11 X 14 or whatever size paper that is
10 convenient. But it should be a true depiction of what is on the
11 large board.

12 (Late-filed Exhibit 15 marked for identification.)

13 MR. CRUZ-BUSTILLO: It will be exactly what is there
14 and I won't make any alterations, Commissioner.

15 COMMISSIONER DAVIDSON: Would it be possible to get a
16 copy of that exhibit with Velcro and Nerf balls?

17 MR. CRUZ-BUSTILLO: I am going to leave the Velcro and
18 the little stickies, too.

19 MR. MEZA: Commissioner Deason, I would just like to
20 confirm that Witnesses Wolfe and Summers are excused.

21 COMMISSIONER DEASON: They are excused.

22 MR. MEZA: Thank you.

23 MS. WHITE: How about Witnesses White and Meza?

24 COMMISSIONER DEASON: Okay. Are there any other
25 matters that we need to address at this time?

1 MS. DODSON: Yes. Commissioner, could you restate what
2 exhibit -- I am either missing Exhibit 13 or Exhibit 14.

3 MS. WHITE: They are both late-filed.

4 COMMISSIONER DEASON: Thirteen and 14 are both
5 late-filed, and they both deal with definition of codes.

6 MS. DODSON: Okay. Thank you very much.

7 COMMISSIONER DEASON: I know that there is -- I assume
8 there is a schedule set forth for the remainder of this case.
9 However that may be subject to change depending upon Ruscilli's
10 testimony, how we are going to deal with that, so I think we need
11 to be flexible. But we will cross that bridge when we come to
12 it.

13 MR. MEZA: Yes, sir.

14 COMMISSIONER DEASON: Anything else?

15 MR. CRUZ-BUSTILLO: So I understand, would the
16 post-hearing brief schedule, whatever it is, is no longer -- we
17 are going to reset that after we deal with what happens in the
18 next 14 days, I guess.

19 COMMISSIONER DEASON: As of now, what is the schedule,
20 staff?

21 MS. DODSON: Briefs are due September 30th.

22 COMMISSIONER DEASON: September the 30th. Ms. White,
23 when can you -- if you intend to file some type of a motion
24 concerning changes to Ruscilli's testimony, when could you file
25 that?

1 MS. WHITE: I hate to answer a question with a
2 question, but when is the transcript going to be available?

3 MS. DODSON: Transcripts should be available September
4 8th.

5 MS. WHITE: Then I would say a week after the
6 transcript is available, if that is acceptable.

7 COMMISSIONER DEASON: That would be Monday, the 15th.

8 MS. WHITE: Right.

9 MR. CRUZ-BUSTILLO: And then maybe we delay the
10 post-hearing brief sometime so we are not all crammed up? I
11 mean --

12 MR. MEZA: BellSouth has no objection to delaying
13 briefs.

14 MR. CRUZ-BUSTILLO: Right. But I just figured I am
15 going to need to respond to it. I don't want to have to do it
16 all in a two-week period, writing post-hearing and doing that
17 with the other cases we have and that BellSouth has. But I don't
18 want to postpone it too long, I just want to make sure everybody
19 has enough time.

20 COMMISSIONER DEASON: When is this set to go to
21 decision?

22 MS. DODSON: It's going to agenda November 25th.

23 COMMISSIONER DEASON: It's just before Thanksgiving.
24 You know, I am not opposed to resetting the schedule now so that
25 we don't have any doubt, but we don't know for sure there is

1 going to be a filing from BellSouth. The probability may be
2 high, I don't know, but it is not a certainty. But if you are
3 willing at this point to go ahead and change that, this is kind
4 of your complaint, and I know that there has been efforts to
5 delay this case, and it has been your desire to get this
6 processed as quickly as possible, and I think it has been the
7 Commission's desire, as well, in all honesty.

8 MR. CRUZ-BUSTILLO: The hearing is usually the hard
9 part, because it's hard to get a hearing date. The agenda
10 conference is going to be -- is this going to be a regular agenda
11 conference or is it special?

12 COMMISSIONER DEASON: It is regular agenda. It is
13 scheduled for the 25th of November. The Tuesday before
14 Thanksgiving.

15 MR. CRUZ-BUSTILLO: And this is just my -- I don't know
16 this. What happens between -- what is scheduled between
17 September 30th and November 25th? Just staff reviewing all the
18 filings and then writing the recommendation, is that all?

19 MS. DODSON: (Indicating yes.)

20 MR. CRUZ-BUSTILLO: And I don't have it in front of me,
21 what is the next agenda in December? Is there only one agenda?

22 COMMISSIONER DEASON: December 2nd, one week later.

23 MR. CRUZ-BUSTILLO: Is there one after that, because I
24 think I'm in Disney World that week.

25 COMMISSIONER DEASON: December the 16th. That would be

1 three weeks later than originally scheduled.

2 MR. CRUZ-BUSTILLO: No, I will have to stick with
3 November 25th. Because I don't know, I think it might get moved
4 to the second week of December.

5 COMMISSIONER DEASON: What we will do is we will just
6 leave the schedule as is, and the briefing schedule will be
7 changed if we receive a request to continue the hearing or to
8 include additional testimony. And I will just take it under
9 advisement and deal with it at the time.

10 MR. CRUZ-BUSTILLO: Okay.

11 COMMISSIONER DEASON: Otherwise, unless you hear
12 differently, briefs are due the 30th of September. Anything
13 further?

14 Thank you all. This hearing is adjourned.

15 (The hearing concluded at 5:23 p.m.)
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STATE OF FLORIDA)

: CERTIFICATE OF REPORTER

COUNTY OF LEON)

I, JANE FAUROT, RPR, Chief, Office of Hearing Reporter Services, FPSC Division of Commission Clerk and Administrative Services, do hereby certify that the foregoing proceeding was heard at the time and place herein stated.

IT IS FURTHER CERTIFIED that I stenographically reported the said proceedings; that the same has been transcribed under my direct supervision; and that this transcript constitutes a true transcription of my notes of said proceedings.

I FURTHER CERTIFY that I am not a relative, employee, attorney or counsel of any of the parties, nor am I a relative or employee of any of the parties' attorney or counsel connected with the action, nor am I financially interested in the action.

DATED THIS 8th day of September, 2003.



JANE FAUROT, RPR
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