



STOLL · KEENON · OGDEN
P L L C

2000 PNC PLAZA
500 WEST JEFFERSON STREET
LOUISVILLE, KY 40202-2828
MAIN: (502) 333-6000
FAX: (502) 333-6099
www.skofirm.com

DOUGLAS F. BRENT
DIRECT DIAL: 502-568-5734
DIRECT FAX: 502-562-0934
douglas.brent@skofirm.com

August 27, 2010

RECEIVED

AUG 27 2010

PUBLIC SERVICE
COMMISSION

Jeffrey DeRouen
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, KY 40601

**RE: *dPi Teleconnect, L.L.C. v. BellSouth Telecommunications, Inc. dba AT&T Kentucky
Dispute over Interpretation of the Parties' Interconnection Agreement
Regarding BellSouth's failure to extend Cash Back promotions to dPi
Case No. 2009-00127***

Dear Mr. DeRouen:

Enclosed please find an original and ten copies of dPi's Rebuttal Testimony of Tom O'Roark in the referenced case.

Please acknowledge receipt of this filing by placing your file-stamp on the extra copy and returning to me via our runner. Thank you.

Sincerely yours,

STOLL KEENON OGDEN, PLLC

Douglas F. Brent

DFB: jms
Enclosures

107513.122279/600495.1

AUG 27 2010

BEFORE THE PUBLIC SERVICE COMMISSION
OF KENTUCKY

PUBLIC SERVICE
COMMISSION

dPi TELECONNECT, L.L.C.)	
)	
v.)	DOCKET NO. 2009-00127
)	
BELLSOUTH)	
TELECOMMUNICATIONS, INC.)	

REBUTTAL TESTIMONY OF TOM O'ROARK

1 Q. Mr. O'Roark, have you reviewed BellSouth's direct testimony?

2 A: I have.

3 Q: Overall, what is your response to BellSouth's testimony?

4 A: The main ideas that bear addressing are the following:

5 (1) BellSouth's contention that it is not required to provide the cash back offers to
6 dPi because they are not telecommunications services; in fact, BellSouth must
7 provide the cash back offer because it affects the *rate* at which the services are
8 provided.

9 (2) its contention that allowing BellSouth to discriminate by making offers available
10 to its retail customer but not to CLECs like dPi does not harm competition; in fact,
11 allowing BellSouth to sell its services for less than the wholesale price stifles
12 competition.

13 (3) its contention that dPi missed a deadline for seeking the correct pricing; in fact,
14 dPi initiated proceedings well in advance of the applicable six year limitations
15 period; and

16 (4) its contention that, in the event dPi is generally entitled to cashback promotions,

1 dPi's claims should be reduced by (a) the wholesale discount rate; and (b) an "error"
2 rate. In fact, the entire amount of the cashback promotion must be extended to
3 CLEC if they are to be allowed to resell services at the effective retail rate less the
4 full amount of BellSouth's avoided cost; and no "error rate" should apply in this
5 case, where the sole reason articulated by BellSouth for denying the credit requests
6 was that it was not required to extend such credits to CLECs.

7 **I. BELLSOUTH MUST OFFER CLECs THE CASH BACK**
8 **PROMOTIONS BECAUSE THEY AFFECT THE RATE AT WHICH**
9 **SERVICES ARE RENDERED**

10 **Q: What is your response to BellSouth's contention that it need not offer the cash**
11 **back promotions to CLECs like dPi because they are not telecommunications**
12 **services?**

13 A. This is a classic case of misstating the problem. The question is not whether
14 the promotions are telecommunications services – the question is whether the
15 promotions affect *the rate* at which the services are provided.¹ These cash back
16 promotion offers, whether in the form of rebates on a bill or actual checks sent to
17 consumers, have the obvious effect of offering to reduce the net amount spent by the
18 consumer on telephone service. The fact that the customer might initially be billed
19 one amount and the next day credited or paid back with a check doesn't change the
20 fact that the net amount of the overall retail offer is much less than the
21 standard/tariffed rate. Allowing BellSouth to shift their customers to this kind of
22 non-standard offering and thereby circumvent BellSouth's obligation to resell their
23 services at wholesale is precisely the kind of activity that the FCC warned

¹ 47 U.S.C. § 251(c)(4)(A). ILECs have the duty to "offer for resale at wholesale *rates* any telecommunications service that the carrier provides at retail to subscribers who are not telecommunications carriers."

1 eviscerates the resale provisions of the FTA.

2 The FCC has discussed promotion issues at length in various dockets,
3 notably including the FCC's 1996 *Local Competition Order*.² In the *Local*
4 *Competition Order*, the FCC explained

5 [t]he ability of [I]LECs to impose resale restrictions and conditions
6 is likely to be evidence of market power and may reflect an attempt
7 by [I]LECTs to preserve their market position. In a competitive
8 market, an individual seller (an [I]LEEC) would not be able to impose
9 significant restrictions and conditions on buyers because such buyers
10 turn to other sellers. Recognizing that [I]LECs possess market
11 power, Congress prohibited unreasonable restrictions and conditions
12 on resale. *Local Competition Order*, 11 FCC Rcd at 15966, ¶939.

13 Later in the *Local Competition Order*, the Commission expressly recognizes
14 that ILECs could use promotions like BellSouth's to manipulate their retail rates and
15 effectively avoid their resale obligations. Consequently, the Commission found that
16 the resale requirement of Section 251(c)(4) of the Act

17 ***makes no exception for promotional or discounted offerings,***
18 including contract and other customer-specific offerings. We
19 therefore conclude that no basis exists for creating a general
20 exemption from the wholesale requirement for all promotional or
21 discount service offerings made by incumbent LECs. A contrary
22 result would permit incumbent LECs to avoid the statutory resale
23 obligation by shifting their customers to nonstandard offerings,
24 thereby eviscerating the resale provisions of the 1996 Act. *Local*
25 *Competition Order*, 11 FCC Rcd at 15970, ¶948 (footnote
26 omitted)(emphasis added).

27 The FCC concluded that resale restrictions are presumptively unreasonable
28 and that an ILEC can rebut that presumption but only if the restrictions are
29 "narrowly tailored." *Local Competition Order*, 11 FCC Rcd at 15966, ¶939.

2

In the Matter of Implementation of the Local Competition Provisions in the Telecommunications Act of 1996, First Report and Order, 11 FCC Rcd 15954, ¶907 (rel. Aug. 8, 1996) ("*Local Competition Order*").

1 Accordingly, in the *Arkansas Preemption Order*, the FCC preempted an Arkansas
2 statute that was contrary to the Commission’s implementation of Section
3 251(c)(4)(B), stating:

4 In connection with offering to competing carriers a retail service that
5 an incumbent LEC markets to its end-user consumers at a
6 promotional price for longer than 90 days, the second sentence of
7 9(d) allows the incumbent LEC to apply the wholesale discount to
8 the ordinary retail rate, whereas ***our rules require the incumbent***
9 ***LEC to apply the wholesale [avoided cost] discount to the special***
10 ***reduced rate.***³

11 Finally, the rules which the Commission adopted in the *Local Competition*
12 *Order* plainly state that all promotional offerings must be made available for resale,
13 other than those promotions expressly provided for in Section 51.613 (cross-class
14 and short term promotions), and that ILECs are prohibited from restricting, limiting
15 or refusing in the first instance to make telecommunications service available for
16 resale. The FCC rules on resale are found in the Code of Federal Regulations
17 (“CFR”) at Title 47 (Telecommunication), Part 51 (Interconnection), Subpart G
18 (Resale), sections 51.601 - 51.617. In relevant part, the FCC rules provide:

19 **47 CFR § 51.605 Additional obligations of incumbent local exchange carriers.**

20 (a) An incumbent LEC shall ***OFFER*** to any requesting telecommunications
21 **carrier any telecommunications service that the incumbent LEC OFFERS on**
22 **a retail basis** to subscribers that are not telecommunications carriers for resale **at**
23 **wholesale rates**

24 ***

3
In the Matter of Petitions for Expedited Declaratory Ruling Preempting Arkansas Telecommunications Regulatory Reform Act of 1997 Pursuant to Sections 251, 252, and 253 of the Communications Act of 1934, as amended, Memorandum Opinion and Order, 14 FCC Rcd 21579, ¶47 (rel. Dec. 23, 1999) (“Arkansas Preemption Order”)(footnotes omitted)(emphasis added).

1 (e) Except as provided in §51.613, ***an incumbent LEC shall not impose restrictions***
2 ***on the resale*** by a requesting carrier of telecommunications services offered by the
3 incumbent LEC.

4 **47 C.F.R. § 51.613 Restrictions on resale.**

5 (a) Notwithstanding §51.605(b), the following types of restrictions on resale may
6 be imposed:

7 (1) Cross-class selling. [an ILEC may prohibit CLECs from reselling a
8 promotion to customers at large if the ILEC makes the promotion available
9 only to a certain class of customers – i.e., if the ILEC’s promotion is
10 directed to residential customers, the CLEC cannot cross sell it to business
11 class customers.]

12 (2) Short term promotions. An incumbent LEC shall apply the wholesale
13 discount to the ordinary rate for a retail service rather than a special
14 promotional rate only if:

15 (i) Such promotions involve rates that will be in effect for no more
16 than 90 days; and

17 (ii) The incumbent LEC does not use such promotional offerings to
18 evade the wholesale rate obligation, for example by making
19 available a sequential series of 90-day promotional rates.
20

21 **(b) With respect to any restrictions on resale not permitted under paragraph**
22 **(a), an incumbent LEC may impose a restriction only if it proves to the state**
23 **commission that the restriction is reasonable and nondiscriminatory.**

24 ***

25 I have added the emphasis placed on the relevant language cited above.

26 **II. COMPETITION IS STIFLED WHEN BELL SOUTH IS ALLOWED TO**
27 **SELL ITS SERVICES AT RETAIL FOR LESS THAN THE PRICE CLECS**
28 **MUST PAY FOR THE SAME SERVICE.**

29 **Q: What is your response to BellSouth’s contention competition is not harmed**
30 **when BellSouth does not make the cash back promotions available to CLECs**
31 **like dPi?**

32 A. I find it absolutely astonishing that BellSouth makes such claims. Among
33 other things, BellSouth appears to be claiming that its discriminatory actions are

1 good for competition, and that its actions have had no effect adverse effect
2 competition, citing as evidence:

- 3 (1) the fact that the amounts in Kentucky are so small;
4 (2) the fact that dPi is still in business; and
5 (3) the fact that other CLECs have not complained as dPi has done.

6 First, the point behind the FTA was to help dismantle the monopoly in local
7 phone service enjoyed by BellSouth and the other ILECs by promoting competition
8 with the ILECs by new entrants – not to promote *BellSouth's* ability to compete
9 against new entrants.

10 Wireline competition in Kentucky is as not robust, vibrant, or as healthy as
11 BellSouth suggests. The line count that CLECs have is minuscule compared to
12 BellSouth's and is not growing. AT&T, once an independent competitor, has been
13 consumed by BellSouth/AT&T.

14 Second, all the things BellSouth is citing as evidence that its discriminatory
15 treatment with regards to these promotions did not harm competition are in fact
16 evidence to the contrary:

17 (1) the fact that the amount in controversy is so low is because dPi had
18 trouble attracting enough customers that might otherwise qualify for the promotions
19 – there is simply no way for dPi to compete with BellSouth when BellSouth's
20 effective retail rate is so much lower than the wholesale price dPi is charged for the
21 same service;

22 (2) the fact that dPi is still alive does not mean that dPi is successful or that
23 competition is flourishing: dPi has in fact had difficulty growing its line count and

1 is lucky to be alive at all; the fact that dPi limps along despite its wounds does not
2 mean that it is “successful.” dPi’s line count is infinitesimal as compared to
3 BellSouth’s in Kentucky and can hardly be called an example of “success.”

4 (3) absence of regulatory complaints from other CLECs means nothing. The
5 old independent AT&T is gone and many others are out of business or bankrupt;
6 surviving CLECs no longer have the resources to engage in unlimited litigation
7 with BellSouth over resale issues. Lack of litigation *today* is not a measure of the
8 CLECs’ successful competition, but an indication that in more than 10 years of
9 nearly non-stop litigation by the ILECs since the Act was passed has managed to
10 bleed much of the competition dry.

11 Finally, with regards to BellSouth’s contention that it is reasonable for it to
12 discriminate against dPi in particular because dPi’s core customer base of credit-
13 challenged customers differs from BellSouth customers of choice, note first that
14 BellSouth does not discriminate against just dPi, but against ALL resellers, and one
15 can infer that dPi or some other CLEC might very much like to attract the same
16 customers that BellSouth sees as its core customers of choice. However,
17 BellSouth’s policy discourages entry into the market by conferring an unfair
18 advantage upon BellSouth over any CLEC that cannot offer a similar cash back
19 bonus, or its equivalent. As a result, competition is stifled and customers are left
20 with fewer choices for telephone services.

21 Allowing BellSouth to get away with offering its services at retail at an
22 effective rate lower than the wholesale rate is a sure recipe for the eventual
23 elimination of resale competition entirely.

1 **III. dPi's CLAIMS WERE MADE WELL WITHIN THE APPLICABLE SIX**
2 **YEAR LIMITATIONS PERIOD.**

3 **Q. What is your response to BellSouth's claim that dPi's claims were made late**
4 **under the contract?**

5 A. Mr. Ferguson suggests that claims that were filed more than 12 months after
6 they arose are barred by the contract. This is incorrect; the contract in effect at the
7 time these orders were processed had a *six year* limitations period.

8 More particularly, as I mentioned in direct testimony, from 2003 to the
9 present, dPi and BellSouth operated under two nearly identical interconnection
10 agreements. The first was in effect from 2003 to May 2007, and is found in the
11 record as Exhibit PLF-1 and 2 to BellSouth witness' Ferguson's testimony. The
12 second was in effect from May 2007 to the present, and is found in the record as
13 Exhibit PLF 1 and 3 to BellSouth witness' Ferguson's testimony.

14 The orders in dispute, for which dPi was overcharged, were provided from
15 2003 to June 2007 (after June 2007, BellSouth began extending the cash back
16 promotions to dPi.) Thus, the key contract for the purposes of this dispute is the
17 first contract, in effect from 2003 to May 2007, found in the record as Exhibit
18 EMM-1. This contract in effect from 2003 to May 2007 provides at Section 18 of
19 its Terms and Conditions that the Agreement will be governed federal and state
20 substantive telecommunications law, but in all other respects the "Agreement shall
21 be governed by and construed and enforced in accordance with the laws of the State
22 of Georgia without regard to its conflict of laws principles." In Georgia, the
23 limitations period for a breach of contract is six years. O.C.G.A. section 9-3-24.
24 Since the earliest bill date at issue in this case is from November 2003, this case was

1 filed well within the limitations period.

2 The second contract, which went into effect May 2007, does have a 12
3 month limitations period in it. However, this second contract specifically provides
4 that *“the rates, terms, and conditions of this Agreement shall not be applied*
5 *retroactively prior to the Effective Date.”* General Terms and Conditions sec. 2.1.⁴

6 The second agreement also has a “merger clause” at section 30.1 that
7 provides that orders placed under the prior agreement but not filled until the
8 effective date of the new agreement, and services commenced under prior
9 agreements but provided under the new agreement would be governed by the new
10 agreement going forward. The purpose of that language is to explain how orders
11 and services will be handled on a going forward basis, after the new contract goes
12 into effect. Obviously, the fact that there is a new contract replacing the old one
13 doesn’t mean the parties will stop all operations and then re-start them under the
14 new contract (e.g., there was no disconnection of customers when the old contract
15 expired, and re-connection after the new effective date); the transition was meant to
16 be seamless as far as daily operations go: orders that had been submitted but not
17 filled prior to the effective date of the new contract did not have to be cancelled and
18 *re-submitted* to be filled under the new contract. Instead, this provision is intended
19 to confirm that services commenced or ordered under the earlier contract, but filled
20 or provided after the new contract goes into effect, are governed by the new

4

The “Effective Date is defined as the date that the Agreement is effective for purposes of rates, terms, and conditions and shall be 30 days after the [April 2007] date of the last signature executing the Agreement.” General Terms and Conditions, Definitions (p. 2).

1 contract.

2 However, this provision from the merger clause in the second agreement
3 does not apply to orders and service that were completed under the old contract:
4 orders and services that were completed under the old contract do not get re-billed
5 to conform to pricing changes and other changes in the new contract. This is made
6 clear by General Terms and Conditions sec. 2.1 which specifically provides that
7 “the rates, terms, and conditions of this Agreement shall not be applied
8 retroactively prior to the Effective Date.” Therefore this provision has no impact
9 on the deadline for dPi to bring this claim, as the vast majority of services had been
10 fully completed as of the effective date of the 2007 ICA. The claims arising out of
11 the services which were not fully completed and which are subject to the provisions
12 of the 2007 ICA were brought within 12 months as required by the 2007 ICA.

13 Furthermore, neither version of the contracts themselves provide for specific
14 forms to be used in disputing bills or escalating disputes; BellSouth cannot
15 arbitrarily impose its own conditions on what form is “acceptable” for billing after
16 the contract has been signed. The requests for credits were submitted on
17 BellSouth’s “BAR” (Billing Adjustment Request) forms, and when not paid, the
18 matter was escalated by dPi’s Brian Bolinger discussing the matter with BellSouth’s
19 Pam Tipton.

20 **Q. Has dPi nonetheless waived its right to recover the overpayments that**
21 **BellSouth extracted?**

22 A. No. This could ever be plausibly argued. The contract clearly provides at
23 General Terms and Conditions section 17 (16 in the later contract) that “A failure
24 or delay of either Party to enforce any of the provisions... or to require performance

1 of any of the provisions hereof shall in no way be construed to be a waiver of such
2 provisions....”

3 Even if BellSouth were to make some sort of equitable argument, i.e., that
4 dPi has “taken too long” to bring these claims, BellSouth cannot rely on principles
5 of equity to protect it in this case because BellSouth has unclean hands. The
6 conduct which BellSouth seeks to protect is its own inequitable conduct of
7 overcharging dPi for the services at issue. To allow BellSouth to retain these funds
8 would result in its unjust enrichment at the expense of dPi.

9 **Q. Could you please elaborate on what you mean by BellSouth’s “inequitable**
10 **conduct of overcharging dPi”?**

11 A. To understand the dispute, one must understand its origins – namely,
12 BellSouth’s “promotion process” which, at the time relevant to this case, operated
13 in practice if not by design to enrich BellSouth as the expense of its small
14 competitors.

15 At the times relevant to this complaint, BellSouth was supposedly “unable”
16 to bill resellers the correct amount (including promotional discounts) for the services
17 they ordered when the order was submitted. However, it was able to bill its *retail*
18 customers correctly.

19 Also, AT&T/SBC’s systems in the midwest and southwest *do* allow one to
20 apply for a promotional credit as a part of the provisioning order, and reject the
21 order if it does not qualify for the promotion. The credit is applied to the price
22 immediately and the discount reflected on the same bill; the CLEC pays no more
23 than what it actually owes for the service from the beginning. So there is no
24 technical reason why CLECs cannot be billed correctly for the service they acquire

1 from BellSouth.

2 Nevertheless, in the former BellSouth regions BellSouth *automatically*
3 *overcharges* every reseller for every service the reseller orders that is subject to a
4 promotional discount. Then BellSouth shifts the burden on to the reseller to (1)
5 figure out how much BellSouth has overcharged the reseller, and (2) dispute
6 BellSouth's bills accordingly. If a CLEC is not aware that this is how the system
7 is supposed to work and does not know to apply for these promotions, BellSouth
8 retains their money.

9 For those CLECs who generally understand that they must apply for these
10 credits, BellSouth's system makes it as difficult as possible for the reseller to
11 dispute the bills to BellSouth's satisfaction. First, the credit request must be
12 meticulously documented, listing details of every order for which credit is
13 requested. But getting the data to populate these forms is a Herculean task in itself:
14 it must come from BellSouth's billing and ordering data, which BellSouth has
15 traditionally provided to resellers only on either a paper bill, or electronically in a
16 "DAB" file, which has data locks built into it, making downloading of the raw data
17 exceptionally difficult. To make matters worse, in dPi's experience next to no one
18 at BellSouth can explain how to get the data out of the "DAB" files, because
19 BellSouth does not maintain its own data in such files, and its employees simply are
20 not equipped with the knowledge to answer questions about how to unlock its
21 secrets. Figuring out how, as a practical matter, to apply for these credits takes a
22 large amount of resources in time and money. Some CLECs appear to have simply
23 thrown their hands in the air and given up.

1 Next, if a CLEC spends the time and resources to figure out a way to get at
2 their data, and create systems for electronically scouring it to identify those orders
3 that ought to qualify for promotional credits, and write and re-write programs that
4 will populate BellSouth's forms (which it changes from time to time as it sees fit),
5 BellSouth will examine the requests for credit to see if it will honor them. There is
6 no deadline for BellSouth to act on these credit requests. When it finally approves
7 or denies credits – which can take months – it makes no explanation for what credit
8 requests it accepts, and what credits it rejects, and why. Thus, if the credit request
9 is rejected, the CLEC has no way of auditing the rejection to see if it is merited or
10 not. But note that even if the credit is accepted, BellSouth has kept the CLEC's
11 money for months, without interest, before returning it.

12 The system is backwards, failure prone, and grossly inefficient. And at
13 every step of the way, whether consciously designed to that end or not, the system
14 works to enrich BellSouth at the CLEC's expense.

15 **IV. BELLSOUTH MUST OFFER CLECs THE FULL AMOUNT OF THE CASH**
16 **BACK PROMOTIONS IN ORDER TO COMPLY WITH THE FTA'S**
17 **REQUIREMENT THAT THE SERVICES BE WHOLESALED AT THE**
18 **RETAIL RATE LESS AVOIDED COST**

19 **Q. Should the amounts dPi seeks be reduced by the wholesale discount?**

20 A. No. To comply with federal law, BellSouth must extend dPi the full cash
21 back amount of the promotion. Remember, the FTA states the wholesale price
22 should be the retail price less costs avoided by the local exchange carrier, such as
23 marketing, billing, and collections. *See* 47 USC 252(d)(3).⁵ So, the “wholesale

⁵
47 USC 252(d)(3): Wholesale prices for telecommunications services

1 discount” must by law be calculated as the avoided cost. When originally created
2 by this agency, the avoided cost was based on, and calculated from, the
3 standard/tariffed retail rate. Thus, the appropriate method for determining the
4 wholesale price is to first calculate the amount of the avoided cost, then subtract the
5 avoided cost from the actual sales price. Obviously, there will always be *costs* to
6 providing service, regardless of what the *sales price* is, and although initially
7 formulated as a percentage to avoid recalculating the costs as tariffed rates rose, the
8 avoided cost was designed based on the *standard, or tariffed*, rate.

9 Accordingly, to properly determine the avoided cost, one multiplies the
10 resale discount factor times the standard/tariffed price. This gives one the base
11 amount of the avoided cost, and thus the amount by which the wholesale amount
12 should be lower than the retail price.

13 However, the *price* to which the avoided cost discount is applied is the
14 lower of the tariffed standard price, or, if any, the promotional price in effect for the
15 services in question. Stated another way, the three steps to finding the wholesale
16 price are:

- 17 STEP 1: Find the standard/tariffed retail price.
- 18 STEP 2: Find the avoided cost: multiply the standard/tariffed retail price by
19 the wholesale discount factor.
- 20
- 21 STEP 3: Subtract the avoided cost from the retail sales price, which is
22 standard tariffed price, or, if a promotion applies, the price after
23 applying the promotion.
- 24

For the purposes of section 251(c)(4) of this title, a State commission shall determine wholesale rates on the basis of retail rates charged to subscribers for the telecommunications service requested, excluding the portion thereof attributable to any marketing, billing, collection, and other costs that will be avoided by the local exchange carrier.

1 Note that by using this method, the wholesale price is always the same amount less
 2 than the retail price, which is a better reflection of the fact that the cost to provide
 3 the services is constant regardless of temporary fluctuations in the sales price caused
 4 by non-standard special sales. Figure 1, below, shows how this works.

5 **Figure 1.**

6 **Comparison of results applying avoided cost discount based on hypothetical 20% discount to tariff price.**

7 Tariff (standard price) 8 ("T")	Avoided Cost (20% wholesale discount) 9 ("C _a ")	Cash Back Promotion (rebate) ("P")	Net Retail Price (T - P)	Net Wholesale Price ((T - P) - C _a)
10 \$50	\$10	\$0	\$50	\$40 (wholesale \$10 LESS than retail)
11 \$50	\$10	\$50	\$0	\$-10 (wholesale \$10 LESS than retail)
12 \$50	\$10	\$100	\$-50	\$-60 (wholesale \$10 LESS than retail)

13 By contrast, using BellSouth's proposed methodology, dPi will receive a
 14 discount from the sales price that is *less* than the avoided cost each time it purchases
 15 services subject to these kinds of special sales. This essentially allows BellSouth
 16 to evade its wholesale rate obligation. This can actually be demonstrated
 17 algebraically:

18 First consider the normal or standard situation, where no promotions are in
 19 play. In such a situation, the relationship between the retail rate ("R"), and the
 20 wholesale rate ("W"), can be shown by the equation :

1
$$W = R - A,$$

2 where A stands for the avoided cost. Thus, the difference between the retail rate and
3 the wholesale rate is the avoided cost, expressed as

4
$$R - W = A$$

5 Now consider what happens when a cash back offer, (“C”), is involved. In
6 such circumstances, the *effective* retail rate (“E_R”) and the *effective* wholesale rate
7 (“E_W”) change. The effective retail rate is now the retail rate less the cash back
8 offer, or

9
$$E_R = R - C.$$

10 If the cash back offer is made available in full to the CLEC, then the
11 effective retail wholesale rate would be the retail rate less the avoided cost discount,
12 or

13
$$E_W = R - A - C.$$

14 Now consider what happens when the cash back offer is discounted by some
15 fraction, “d”, where $0 < d < 1$. The effective retail rate, E_R, remains the same:

16
$$E_R = (R - C)$$

17 But the effective wholesale rate, E_W, increases:

18
$$E_W = (R - A - dC)$$

19 In this situation, subtracting the effective wholesale rate from the effective retail rate
20 gives

21
$$E_R - E_W = (R - C) - (R - A - dC), \text{ which simplifies to}$$

22
$$A + dC - C .$$

1 Note that $(A + dC - C)$ is by definition less than the avoided cost, A. Thus,
2 discounting the cash back offer results in a wholesale margin that is less than
3 avoided cost, resulting in a price squeeze.

4 **Q. Should the amounts dPi seeks be reduced by an “error rate”?**

5 No. At the time these requests were first submitted, BellSouth had all the
6 data needed to verify the eligibility of the requests. However, BellSouth never
7 denied any request for credit at issue in this case on the theory that the underlying
8 orders were flawed at the time they were submitted; the requests for credit were all
9 denied for the sole reason that BellSouth insisted it did not have to provide the
10 promotions at all. In the time since the credit requests at issue in this docket
11 were first submitted and denied as just described, BellSouth, in the ordinary course
12 of its business, destroyed the order records needed to verify whether dPi met the
13 promotion qualifications with regard to many of the credits it seeks in this docket.
14 dPi does not have copies of these records either because they were never in dPi’s
15 possession.⁶ However, dPi used the detailed billing records created by BellSouth
16 to verify eligibility and create the requests for credit adjustment when they were first
17 submitted.

18 Now, however, BellSouth claims it should not have to pay all of the credits
19 sought by dPi because there were errors in dPi’s credit submissions. But BellSouth

6

The ordering arrangement is analogous to conducting a transaction at an Automated Teller Machine – an ATM. The ATM’s user has limited access to the bank’s systems for limited purposes, and the receipt provided at the end of the transaction is a limited record does not contain all of the information transferred between the ATM unit and the bank’s central system. In a similar way, dPi creates orders directly on BellSouth systems (using the equivalent of a password to access the systems) but is unable to make electronic copies of the actual orders submitted on BellSouth’s systems. (dPi used to print a screen shot of the order just before submittal, but discontinued the practice in about 1999 because of the volume of paper that was generated.)

1 cannot point to *any* of the orders in this case as evidence; instead, it claims that a
2 portion of *other* credit requests later submitted by dPi and *not* a part of this case
3 have not (in BellSouth's opinion) met the eligibility requirements – and thus, by
4 inference, the earlier requests must also have had errors.

5 This is unsustainable for a number of reasons. First, dPi denies that the
6 there were errors in the requests at the issue in this docket. Note that BellSouth had
7 at that time the data needed to further check the requests, but *BellSouth never made*
8 *the argument that the specific requests did not meet eligibility requirements* until
9 after it destroyed the records that it claims it needs to verify the requests for credit.
10 BellSouth should not be allowed to invoke this defense considering that BellSouth
11 has destroyed the evidence which it claims it needs to validate the claims which it
12 originally rejected for other reasons altogether.

13 Second, dPi also denies BellSouth's contentions that dPi's more recent credit
14 requests are ineligible; in fact, apart from statistically irrelevant errors, dPi asserts
15 that its credit requests were appropriate, and the parties are still going through the
16 dispute process with regards to the credit requests that BellSouth claims are
17 ineligible.

18 BellSouth should not be allowed to raise new defenses to paying these
19 claims years after they were initially filed and dismissed by BellSouth on
20 completely different grounds. And it would be patently unjust to deny dPi credits
21 to which they are entitled because BellSouth has destroyed, during the time the
22 credits were in dispute, the records which would allow BellSouth to verify the
23 claims.

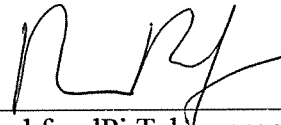
1 **Q.** **Does this conclude your rebuttal testimony?**

2 **A.** Yes, it does for now. But I reserve the right to make changes as necessary.

CERTIFICATE OF SERVICE

I hereby certify that a copy of the above and foregoing Testimony was served upon the following persons by first class United States mail, postage prepaid, on the 27th day of August, 2010:

Mary K. Keyer
General Counsel/Kentucky
BellSouth Telecommunications, Inc.
d/b/a AT&T Kentucky and
AT&T Kentucky Southeast
601 West Chestnut Street, Room 408
Louisville, KY 40203



Counsel for dPi Teleconnect, L.L.C.