

Options for OS/DA Call Branding for Resellers and UNEP CLECS

Custom branding alternatives provide the Resale/UNEP CLEC choices in how certain calls made by the CLEC's end users served by BellSouth's switch will be treated. Note that in these documents, the term "UNEP CLEC" is meant to refer to a CLEC electing the Unbundled Network Element Platform (UNEP) as well as a CLEC acquiring unbundled local switching. There are three service offerings available to the Reseller/UNEP that wants a Custom Branded, Unbranded or Self-branded announcement provided to its end users. The phrase "self-branded" is used herein to connote that the call is routed to and answered at the CLEC's platform or the CLEC's choice of third party service provider's platform. Two of the alternatives are referred to as selective call routing (which is also referred to as customized routing). Those two alternatives differ in the technology used. The first selective call routing alternative discussed below is the Line Class Code (LCC) method. The second selective call routing alternative is the Advanced Intelligent Network (AIN) method. The third alternative is the Originating Line Number Screening (OLNS) method. All the Service Offerings described below require the Resale/UNEP CLEC to order the service through its Account Team.

1. Selective Call Routing via Line Class Codes (SCR via LCCs)

- **Description**

BellSouth's SCR via LCCs provides a CLEC the ability to route Operator Services/Directory Assistance (OS/DA) calls, 1+ or 0 + Local NPA (LNPA) 555-1212 calls, and 1 + 411 calls from Resold Lines or Unbundled Switch Ports to pre-selected destinations of the CLEC's choosing. BellSouth SCR via LCCs can support three types of OS/DA Branding: Custom Branding, Unbranding and Self-Branding. With the Custom Branding option, calls from the CLEC's end users are answered at BellSouth's OS/DA platform and branding of the CLEC's choosing is applied. With Unbranding option, calls from the CLEC's end users are answered at BellSouth's OS/DA platform and no branding is applied. With Self-branding option, calls from the CLEC's end users are answered at the CLEC's choice of OS/DA platform (other than BellSouth's OS/DA platform) and the branding of the CLEC's choosing is applied. The Line Class Code (SCR-LCC) solution uses unique Line Class Codes programmed in BellSouth central office switches that specifically identify the CLEC's end users so OS/DA calls can be routed over the appropriate trunk group to the appropriate OS/DA platform.

- **Provisioning**

SCR via LCCs requires the CLEC to order dedicated trunking from the desired BellSouth end office to the OS/DA platform for Custom Branding or Self-branding options. Calls from end users of CLECs choosing the Unbranding option will be transported from the BellSouth end office to the BellSouth OS/DA platform over shared trunk groups. Thus, the CLEC requesting the Unbranding option does not need to order dedicated trunking from the BellSouth end office to the BellSouth OS/DA platform. Instead, BellSouth installs the trunk groups between BellSouth's end office and BellSouth's OS/DA platform for the Unbranding option since they are shared trunk groups.

Line Class Codes are programmed in the BellSouth end office which uniquely identify the call blocking restrictions and classes of service the Reseller/UNEP CLEC intends to offer its end users. Line Class Codes are ordered through the Resale/UNEP CLEC's Account Team. The Resale/UNEP CLEC submits a written request identifying, for example, the BellSouth central

offices where the CLEC desires to offer service, end user call blocking or restriction information and end user classes of service offered by the CLEC. Specific Ordering requirements and forms can be obtained through your Account Team.

- **Pricing**

Pricing for this service can be obtained through your Account Team. For further information on how to order this service, contact your Account Team.

2. Selective Call Routing via Advanced Intelligence Network Selective Call Routing (SCR via AIN)

- **Service Description**

BellSouth's SCR via the AIN method provides a Resale/UNEP CLEC with the ability to route Operator Service (OS/DA) calls, 1 or 0 + Local NPA (LNPA) 555-1212 calls, and 1 + 411 calls from Resold Lines or Unbundled Switch Ports to pre-selected destinations of the CLEC's choosing. When the end user of a CLEC electing SCR via AIN dials one of the above call types, the end office uses the Line Class Code (LCC) associated with the originating line and sends the call forward to BellSouth's AIN SCR Hub over a trunk group shared by all CLECs electing the SCR via AIN method. At the AIN Hub, a database query is launched to obtain routing instructions as provided by the CLEC. The database will return these routing instructions to the AIN SCR Hub Office. The call is routed from the hub office to the destination based on the routing instructions provided by the Resale/UNEP CLEC.

- **Provisioning**

SCR via AIN must first be established regionally, then on a per central office basis, by state (in this sequence) before service can be provided to a Resale/UNEP CLEC's end-user. The routing of calls placed by a Resale/UNEP CLEC's end-user is based on routing information provided by the CLEC and stored in the BellSouth AIN SCR Service Control Point (SCP) database.

SCR via AIN uses a set of Selective Routing Codes (SRC) uniquely assigned to a Basic Class of Service on an "as needed" basis. These same SRCs will be assigned in each end office. The Resale/UNEP CLEC designates the appropriate SRC to be used based on the Basic Class of Service. An SRC for a specific Basic Class of Service will be used by multiple CLECs electing SCR via AIN. Specific Ordering requirements and forms can be obtained through your Account Team.

- **Pricing**

Pricing for this service can be obtained through your Account Team. For further information on how to order this service, contact your Account Team.

3. Originating Line Number Screening (OLNS)

OLNS is available in Georgia as of January 2001. As OLNS becomes available in other states, BellSouth will issue appropriate carrier notification letters to CLECs. The CLEC should contact its Account Team for deployment schedule for states other than Georgia.

- **Service Description**

OLNS software enables BellSouth to load pertinent Customer Record Information including an identification of the Reseller/UNEP CLEC serving a particular end user. The Custom Branding and Unbranding options are now deployed in Georgia via OLNS software. Note that the Self-branding option is not available with the OLNS method as calls are delivered to BellSouth's

OS/DA platform rather than to the CLEC's OS/DA platform or a third-party provider's OS/DA platform.

- **Provisioning**

The Reseller/UNEP CLEC initiates provisioning of OLNS by submitting to BellSouth the OLNS Branding order form. An order must be placed through the Resale/UNEP CLEC's Account Team for every Operating Carrier Number (OCN) for which the Reseller/UNEP CLEC desires Custom Branding option or Unbranding option. The Resale/UNEP CLEC's end users placing OS/DA calls will hear the CLEC's brand during call processing. For Resale/UNEP CLECs not electing Custom Branding option or Unbranding option but whose end users' OS/DA calls are sent to BellSouth's OS/DA platform for processing, the Resale/UNEP CLEC's end users will hear the BellSouth Brand during call processing.

Specific Ordering requirements and forms can be obtained through your Account Team.

- **Pricing**

Pricing for this service can be obtained through your Account Team. For further information on how to order this service, contact your Account Team.