

NOTICE:

The Following Document was produced for BellSouth Internal Use however input from the requesting CLEC is required in order to complete the forms contained in this package. The Account Team will acquire needed information from the CLEC for form completion.

This document is being included in this package to provide comprehensive content for ordering requirements. Some content, such as rate information, may be different from that included in the Interconnection Agreement between BellSouth and the requesting CLEC. A customer ordering document containing the information included herein is under development and will be provided as an update to this package.

BRANDING OPTIONS AVAILABLE TO THE CLEC ELECTING SCR VIA LCCs

Branding options provides definable announcements to the Reseller or UNEP CLEC's end users. The Branding default for a Reseller or UNEP CLEC is BellSouth Branding when BellSouth is providing the Operator Services. This is discussed in the Standard Interconnection Agreement, Attachment 2, Network Elements and Other Services.

Other Branding options available to Resellers and UNEP CLECs are as follows:

- CUSTOM BRANDING
- UNBRANDING
- SELF BRANDING

CUSTOM BRANDING - HOW TO ORDER:

1. Line Class Codes should be ordered through the CLEC's Account Team. The CLEC should submit a written request identifying the BellSouth central offices where it would like to offer service; end user call blocking, restrictions and classes of service to be offered by the CLEC; and a forecast of call volumes for each central office. CLEC should prepare and forward to its Account Team the CLEC Selective Routing Information Form (attached). One form is required for each central office (Common Language Location Identifier) in which Selective Call Routing is requested.

The Account Team will submit the Service Inquiry Form (attached) to the Manager of the CTG (Complex Translations Group). This will allow the CTG to verify the line class code capacity for each end office in which the CLEC is planning to offer service. Turnaround time is approximately 2 weeks for CTG to get this information back to the Account Team and subsequently from the Account Team to the CLEC. Line Class Codes are required for both Operator Assistance Traffic and Directory Assistance traffic. A service inquiry form is required for each end office in which the CLEC elects custom branding.

2. Currently, each line class code is \$229.65 and is required for Operator Assistance and Directory Assistance. Example - a Reseller or UNEP CLEC wants five (5) line class codes and will be offering two (2) classes of service in six (6) end offices. The cost of the Selective Routing would be $\$229.65 \times 5 = \$1,148.25 \times 2$ (for 2 classes of service) = $\$2,296.50 \times 6$ end offices = \$13,779.00.
3. If Line Class Code capacity exists within the central offices identified by the CLEC, the CLEC will need to complete an Access Service Request (ASR) to order dedicated trunking for the Custom Branded Trunk group. ASR requirements are provided below for Custom Branding. The ASR should be sent to the Local Carrier Service Center (LCSC). The CLEC Branding Questionnaire should also be completed and faxed to the appropriate number on the form. This will ensure that the appropriate work group is notified that Custom Branding is being requested and that group will contact the CLEC's Account Team to discuss procedure and process for receiving Branding tapes, recording of the branding announcement, etc.
4. Once the trunk groups have been installed, the Account Team will complete the Selective Routing Ordering Document and the Selective Routing End Office Detail form (attached). These forms should go to the Line Class Code Administrator. The Account Team may need to request additional information from the CLEC to complete these forms. This process should take approximately 30 days for up to 20 line class codes per end office. The Account Team, however, is responsible for determining with the CLEC the order in which the end offices are implemented. If there is more than one end office, a Project Manager may be assigned.

Note that any changes to the initial service request must be communicated in writing, from the Reseller or UNEP CLEC to its Account Team. All necessary information must be provided regarding the change. The timing of the overall provisioning process is dependent on the CLEC having the trunks installed before BellSouth can program the line class codes in each end office. This interval must allow adequate testing time.

**ASR REQUIREMENTS:
CUSTOMIZED BRANDING
OPERATOR ASSISTANCE**

These non-standard fields should be completed on the Trunking page of the ASR for Manual Processing or the ICFGB and ICFB2 screens for Electronic Processing.

ASR REQUIREMENTS							TRUNK GROUP ID				
NC	NC1	TRF TYP	TTT	OP S	ACTL	SECLOC	ALOC	ZLOC	PLSG	TU	MOD
SD-D	HC\$7	OP	4	J	TOPS	BST EO	BST EO	TOPS	M-	ET	JCnpa - -
SD-D	HC\$7	OP	5	J	TOPS	BST EO	BST EO	TOPS	M-	ET	JNnpa - -
SD-D	HC\$7	OP	6	J	TOPS	BST EO	BST EO	TOPS	M-	ET	JBnpa - -
SD-D	HC\$7	OP	7	J	TOPS	BST EO	BST EO	TOPS	M-	ET	JBnpa - -

Legend for the NC1 field:

\$ = E, -, Z, or D

Legend for the MOD field:

J = customized branding

C = Coin

N = Noncoin

B = Both noncoin and coin

npa = the originating NPA, always required on customized branding trunk groups

- - = customer designation. Use the last two characters of the ACNA if the ACNA begins with Z.

For all other ACNAs, use the first two characters.

Non-standard fields should be completed on the Translations Questionnaire of the ASR for Manual Processing or the ICTQA and ICTQ2 screens for Electronic Processing

Brand Indicated Y to install custom branding; C for change to current branding; R for removal of branding

ANNC = Company name to be used for branding recordings

EML - identifies the specification of the expected measured loss = 6

TK SIG = Trunk Signaling identifies the originated protocol and signaling of a trunk = OEC.

NPA/NXX is the local exchange customer NPA/NXX

Remarks -- Use this field to indicate number of calls and announcement holding time or number of simultaneous connections desired or the number of announcement trunks desired

NOTE - a separate trunk group is required for each originating NPA

**ASR REQUIREMENTS
CUSTOMIZED BRANDING
DIRECTORY ASSISTANCE/DIRECTORY ASSISTANCE CALL COMPLETION**

These non-standard fields should be completed on the Trunking page of the ASR for Manual Processing or the ICFGB and ICFB2 screens for Electronic Processing.

ASR REQUIREMENTS							TRUNK GROUP ID				
NC	NC1	TRF TYP	TTT	OP S	ACTL	SECLOC	ALOC	ZLOC	PLSG	TU	MOD
SD-J	HC\$7	DA	1	n/a	TOPS	BST EO	BST EO	TOPS	M-	DA	JAnpa - -
SD-J	HC\$7	DC	1	n/a	TOPS	BST EO	BST EO	TOPS	M-	DA	JCnpa - -

Legend for the NC1 field:

\$ = E, -, Z, or D

Legend for the TRFTYP field:

DA = Directory Assistance

DC = Directory Assistance Call Completion

Legend for the MOD field:

J = customized branding

A = ANI

C = call completion

npa = the originating NPA, always required on customized branding trunk groups

- - = customer designation. Use the last two characters of the ACNA if the ACNA begins with Z. For all other ACNAs, use the first two characters.

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Note (1) - Branding of DA calls is not provided to BST end users for certain classes of service, such as: Hotel/Motel, WATTS, cellular Type 1, and some PBXs. DA traffic from these classes of service are carried on the CTTG (Common Transport Trunk Group) between the end office and the access tandem with no branding provided. When the CLEC requests customized branding, DA calls from the CLEC end users with these classes of service will also be handled on the CTTG with no branding provided. No ANI is provided and the AMA records are created in the end office.

Note (2) - DACC trunk groups will be set up as MOSS (Modified Operator Services Signaling) with Expanded Inband. DA trunk groups will be traditional signaling.

Note (3) - CCM (Circuit Capacity Management) must contact their staff to have the modifier validated in TIRKS since it will contain a two-character designation specific to the CLEC.

Note (4) - No NC1 will be provided on the ASR if the CLEC does not purchase facilities.

FORMS FOR CUSTOM BRANDING

Service Inquiry Form

CLEC Branding Questionnaire

Selective Routing Ordering Document; (ordering instructions included)

Selective Routing End Office Detail Form

NOTE: These forms will be filled out by the CLEC Account Executive with input from the CLEC as indicated on attached documentation.

PRICING - CUSTOM BRANDING

Customized Branding requires charges for the recording of the announcement and the loading of the audio units for front end, back end and 0- automation branding. These recording and loading charges are non-recurring unless the CLEC elects to change the recorded name or requires access to additional locations. Customized Branding is limited to the CLEC name. The costs are as follows:

Professional recording of name – Directory Assistance only	\$ 3,000.00
Professional recording of name – Operator Assistance only (includes front end and back end branding for 0+)	\$ 7,000.00
Professional recording of name – Operator Assistance & Directory Assistance	\$10,000.00
DRAM (Dedicated Recorded Announcement Machine) or Front end loading	\$690.00 per TOPS switch
EBAS (Enhanced Billing and Access Service) or 0- automation	\$500.00 per NAV shelf**

**NAV (Network Applications Vehicle) shelf – the number of NAV shelves depends upon where the “system” (as defined in the table below) and where the CLEC is located. The NAV shelves are neither dependent upon the number of CLEC locations nor the number of states within a system (see table below). For example, in NC or SC, there would be a charge for 15 NAV shelves.

NOTE:

Maximum number of TOPS switches throughout the BellSouth region	41
Maximum number of NAV shelves throughout the BellSouth region	24

CLEC Location(s)	NAV Shelves required
Western System	
AL, KY, LA, MS, TN	9
Eastern System	
FL, GA, NC, SC	15

PRICING EXAMPLE for Custom Branding:

Custom Branding Charge for Operator Assistance and Directory Assistance	\$10,000.00
3 TOPS Tandems in GA for DA (DRAM front end branding= 3x\$690)	\$ 2,070.00
Eastern System Location = 15 NAV shelves for OA x \$500	<u>\$ 7,500.00</u>
Total Non-Recurring Cost	\$19,570.00

In addition to the non-recurring charges for custom branding, there are recurring charges for dedicated trunking from the end office(s) where the CLEC is providing service to the TOPS Tandem.

UNBRANDING

Unbranding option is accomplished for each BellSouth end office, as requested by the Reseller or UNEP CLEC, by provisioning Selective Carrier Routing using Line Class Codes. This platform allows the Reseller or UNEP CLEC to route its end user traffic to an Unbranded Trunk Group. All Unbranded calls traverse a common trunk group(s) shared by those Resellers or UNEP CLECs electing the Unbranding option. The trunk group is provisioned by BellSouth. The Reseller or UNEP CLEC does not need to order dedicated trunking from the BellSouth end office to the BellSouth TOPS Tandem for Unbranding.

UNBRANDING - HOW TO ORDER:

1. Line Class Codes are ordered through the Reseller or UNEP CLEC's Account Team. The Reseller or UNEP CLEC will submit a written request identifying the BellSouth central offices

where it would like to offer service; end user call blocking, restrictions and classes of service to be offered by the CLEC; and a forecast of call volumes for each central office. The Account Team will submit the Service Inquiry Form (attached) to the Manager of the CTG (Complex Translations Group). The Account Team must obtain from the CLEC the number of line class codes per end office that they are requesting (the types of call restrictions or classes of service the CLEC is requesting for their end users). This will allow the CTG to verify the line class code capacity for each end office the CLEC is planning to offer service. Turnaround time is approximately 2 weeks for CTG to get this information back to the Account Team. Line Class Codes are required for both Operator Assistance Traffic and Directory Assistance traffic. A service inquiry form is required for each end office for which the Reseller or UNEP CLEC desires the Unbranding option. The forms will be filled out by the Reseller or UNEP CLEC's Account Executive with input from the CLEC as indicated on attached documentation.

2. Currently, each line class code is \$229.65 and is required for Operator Assistance and Directory Assistance. Example - a CLEC wants five (5) line class codes and will be offering two (2) classes of service in six (6) end offices. The approximate cost of the Selective Routing would be $\$229.65 \times 5 = \$1,148.25 \times 2$ (for 2 classes of service) = $\$2,296.50 \times 6$ end offices = \$13,779.00.

The Account Team will complete the Unbranded Trunk Group Request Form (attached) and send this to the CCM (Circuit Capacity Management). The Selective Routing Ordering Document and the Selective Routing End Office Detail forms must also be completed by the Account Team and submitted to the Line Class Code Administrator. The Unbranded Trunk Groups must be installed prior to the line class codes being built in each end office. A separate trunk group is required for Operator Assistance and Directory Assistance, for each NPA in that serving TOPS Tandem, and for different rate centers. Example - four (4) trunk groups would be needed for a TOPS serving area that has two (2) NPAs, and one (1) rate center where BellSouth is providing both Operator Assistance and Directory Assistance services. Line Class Code activation and testing cannot be done until the associated trunk groups have been installed.

3. This process will take approximately 45 calendar days for the trunk groups to be installed; although the number of trunk groups needed may affect the timeframe. Although, the line class codes can be built simultaneously with installation of the trunk groups, there will still be additional testing time needed once the last trunk group has been installed.

Any changes to the initial service request, must be communicated in writing, from the CLEC to their Account Team. All necessary information must be provided regarding the change - i.e. end office detail, NPA-NXX and any other pertinent information.

FORMS FOR UNBRANDING

Service Inquiry Form

Selective Routing Ordering Document

Selective Routing End Office Detail Form

Unbranded Trunk Group Request

NOTE: These forms will be filled out by the CLEC Account Executive with input from the CLEC as indicated on attached documentation.

SELF BRANDING - (applies to a Reseller or UNEP CLEC who routes its end user calls to an OS/DA platform other than BellSouth's OS/DA platform)

The Reseller or UNEP CLEC may elect to route its end users' OS/DA calls from the BellSouth end office to either the CLEC's OS/DA platform or a third party provider's OS/DA platform. This is handled via Selective Carrier Routing using CLEC-dedicated Line Class Codes and associated trunk groups. The Reseller or UNEP CLEC must also order dedicated trunking from the desired BellSouth end office(s) to the OS/DA platform. The trunk groups are ordered via the ASR process. The Reseller or UNEP CLEC will order trunk groups from the BellSouth end office to its POP (Point of Presence) location. Modified Operator Services Signaling (MOSS) with Expanded Inband Signaling is standard from BellSouth end offices. Other signaling options are available.

The same process for Selective Carrier Routing Class of Service Ordering Document will be utilized by Translations for building the LCCs (Line Class Codes) in each end office. The CCM will NOT receive the Selective Routing document.

Any changes to the initial service request, must be communicated in writing, from the CLEC to their Account Team. All necessary information must be provided regarding the change - i.e. end office detail, NPA-NXX and any other pertinent information.

**ASR REQUIREMENTS
OPERATOR ASSISTANCE
TO CLEC OPERATOR SERVICES SYSTEM**

These non-standard fields should be completed on the Trunking page of the ASR for Manual Processing or the ICFGB and ICFB2 screens for Electronic Processing.

ASR REQUIREMENTS					TRUNK GROUP ID				
NC	TRFTYP	TTT	OP S	SECLOC	ALOC	ZLOC	PLSG	TU	MOD
SD-D	OP	4	J	BSTEO	BSTEO	CLEC	M-	ED	JCN3*
SD-D	OP	5	J	BS EO	BSTEO	CLEC	M-	ED	JNC2*
SD-D	OP	6	J	BS EO	BSTEO	CLEC	M-	ED	JCM4*
SD-D	OP	7	J	BSTEO	BSTEO	CLEC	M-	ED	JCM4*

Legend for the MOD field:

J = CLEC

CN = Coin

NC = Noncoin

CM = Combined Coin and Noncoin

* Separate trunk groups are required for each originating NPA. Where required, "npa", where npa = the numeric NPA, should be added to the modifier.

Note (1) -

All groups will be set up as MOSS (Modified Operator Services Signaling) with Expanded Inband.

**ASR REQUIREMENTS
DIRECTORY ASSISTANCE/DIRECTORY ASSISTANCE CALL COMPLETION TRUNK
GROUPS TO CLEC OPERATOR SERVICES SYSTEM**

These non-standard fields should be completed on the Trunking page of the ASR for Manual Processing or the ICFGB and ICFB2 screens for Electronic Processing.

ASR REQUIREMENTS					TRUNK GROUP ID				
NC	TRFTYP	TTT	OP S	SECLOC	ALOC	ZLOC	PLSG	TU	MOD
SD-J	DA	1	n/a	BST EO	BST EO	CLEC	M-	DA	J*
SD-J	DC	1	n/a	BST EO	BST EO	CLEC	M-	DA	JCC*

Legend for the TRFTYP field:

DA = Directory Assistance

DC = Directory Assistance Call Completion

Legend for the MOD field:

J = CLEC

CC = Call Completion

* Separate trunk groups are required for each originating NPA. Where required, "npa", where npa = the numeric NPA, should be added to the modifier.

NOTE (1) -

DACC trunk groups will be set up as MOSS (Modified Operator Services Signaling with Expanded Inband. DA trunk groups will be traditional signaling.

MCO should be assigned using the CCNA on the ASR. If the CCNA begins with "Z", The MCO should be the General ACAC (Access Customer Advocate Center).

If BellSouth is NOT the Operator Services Provider, the Operator Services Provider may order One Way Inward Operator Services out of the BellSouth FCC Access Tariff, Section E18. Inward Operator Trunks allow the Reseller or UNEP CLEC's Operator Service Provider to access the BellSouth Operator for Verification of BellSouth and CLEC telephone numbers, which reside in the BellSouth switch.

NOTE (2) -

Inward Operator Services from the Reseller or UNEP CLEC's Operator Services Provider to BellSouth should be ordered from the Access Tariff.