

# Reseller/UNEP CLEC

## Branding Option via Originating Line Number Screening (OLNS)

### PRODUCT

Effective December 31, 2000, branding via the Originating Line Number Screening (OLNS) method in the state of Georgia became available to Reseller/UNEP CLECs for their end users' Directory Assistance and Operator Assistance calls. The OLNS Platform consists of OLNS software loaded in the BellSouth Line Information Database (LIDB). The OLNS software enables BellSouth to load pertinent Customer Record Information including identifiers of the Reseller/UNEP CLEC providing service.

### PROVISIONING

In order to elect Custom Brand and Unbrand in Georgia via the OLNS software, the Reseller/UNEP CLEC must contact its BellSouth account team. The provisioning of the requested branding commences upon BellSouth's receipt of the OLNS Custom Branding Ordering Form. The Branding Order form is available from the Reseller/UNEP CLEC Account Team. The Custom Branding/Unbranding feature will be available 60 calendar days after BellSouth's receipt of an error-free Branding Order Form. 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.

For BellSouth to provide Custom Branding or Unbranding via OLNS Software, the Reseller/UNEP CLEC must have its Operating Carrier Number (OCN) and end user Telephone Numbers (TNs) reside in BellSouth's LIDB. However, if the Reseller/UNEP CLEC wants to offer Alternate Billing Service (ABS) for collect, third number billed and calling cards, an effective BellSouth LIDB Storage Agreement is required. The Reseller/UNEP CLEC must submit the OLNS Custom Branding Ordering Form to its account team for every OCN the Reseller/UNEP CLEC wishes to Custom Brand or Unbrand. The Reseller/UNEP CLEC's end users will hear the appropriate Branding option based on the CLEC's order. For OCNs that do not have Custom Branding or Unbranding provisioned, the CLECs end users will hear the BellSouth Brand.

If Custom Branding or Unbranding options are desired for states other than Georgia, the Reseller/UNEP CLEC should contact its BellSouth Account Team to determine the deployment schedule.

### PRICING

Pricing consists of non-recurring components that address the costs incurred in recording of the Branding Announcement and the loading of that Announcement. Non-recurring charges associated with Custom Branding for Directory Assistance and Operator Assistance are as follows:

	<u>Directory Assistance:</u>	<u>Operator Assistance:</u>
Custom Branding Announcement		
Recording Charges/per Unique Brand	<b>\$3,000</b>	<b>\$7,000</b>
Loading/Changing of announcement		
Charges	\$ 690/per TOPS (Traffic Operator Position System) switch	\$ 500/per shelf per NAV (Network Application Vehicle)* \$ 690/per TOPS (Traffic Operator Position Systems) switch**

### NOTE - PRICES ARE SUBJECT TO CHANGE

\*There are 15 NAV shelves in the East and 9 NAV shelves in the West - all NAV shelves within the

region where the customer is offering service must be loaded. For example, a customer in Georgia (East), would load all 15 NAV shelves at one time, and the non-recurring charge for loading would be 15 x \$500. (the NAV is the interface with the TOPS switch that allows BS to provision the audio announcement)

\*\*In North Carolina, there are non-recurring charges for the loading of the NAV shelves in the Eastern states (15 x \$500) and non-recurring charges for the loading of the announcement tape in each applicable TOPS switch - i.e., for a customer doing business in Raleigh and Charlotte, there would be additional TOPS switch loading charges of 2 x \$690 (the Digital Recording Announcement Machine (DRAM) is located in the TOPS switch where the audio tape is loaded)

**NOTE:** Once Branding is loaded in the NAVs in the EAST and/or West (per Brand), the customer will not incur additional charges for Operator Assistance - i.e. If a customer orders Branding in Georgia in 1Q 2001, the customer will be charged \$7500 for loading the NAV shelves in the Eastern Region (15 x \$500). But, if the customer orders Branding in FL (also in the Eastern Region) in 3Q 2001, the customer will incur no additional NAV loading charges in the East.