


 April 2003


The Same Page

Current news for BellSouth/Cisco sales executives

Growing Our Future

By Fred Shaftman, President, BellSouth Business

We faced many challenges last year, but we are starting 2003 as a company positioned to win. We have a cohesive strategy focused around three areas: Customer Retention, Growth, and Re-acquisition. The General Business segment is key to all three, and is critical to our growth and profitability.

We can't afford to have any sellers watching passively from the sidelines. We need everyone engaged, everyone working together to satisfy our customers and beat our competitors. To that end, you will find valuable insight and resources in this issue of *The Same Page*.

- Take a close look at our seminar schedule to make sure you don't miss targeted sales opportunities in your region.
- Tune in to Doug Dennerline's summary of new collateral and strategy information available on the web.
- Read about how BellSouth and Cisco converged at Harris Corporation to sell \$300,000 worth of routers, switches, and wireless LAN equipment.
- Peruse our special feature on the Education market to learn how you can profitably target organizations in both the K-12 and higher-education markets.
- Review the update from Dean Walker on our Gold-Certified professional services organization. If you don't push BellSouth services, you are missing out on downstream revenue and the chance to keep our customers in the fold.

Most technology firms are fixated on customer retention and growth. Re-acquisition is a synthesis of both activities, since it involves re-acquiring customers we have lost in prior periods. How do you do it? Set aside some time each week for "hunting" for BellSouth Business customers lost to competitors. Some of these customers are starting to realize that the competition can't deliver what it promised. Do these customers still know what you have to offer them? Do they fully understand our value proposition? Will they call you when they run into problems? More importantly, will you know what to tell them if they do?

That's what this newsletter is all about. Successful sellers take the time to understand all the subtle nuances of the marketplace, from the needs of our customers to the strengths of our competitors. They also maintain a working knowledge of all the products and services in our portfolio.

In 2003, we can achieve our objectives. To do so, we must leave no stone unturned and refuse to lose. The time is now. So take fifteen minutes now to review the information we have assembled here. You'll be glad you did.

—Fred

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Wide area networks have become valuable assets for enhancing the learning experience, both in institutions of higher education and in K-12 schools. To take advantage of these modern network resources, schools need service providers who can deliver reliable, scalable, and affordable communications services. BellSouth is answering with a complete set of network solutions that utilize technologies from Cisco to improve the learning experience.

"BellSouth strives to constantly improve the quality of education by streamlining student, parent and educator access to information and working to ensure that the classroom environment is enriching and safe for students and educators alike," says Lisa Durrett, BellSouth Education Offer Manager. "We're mining the strengths of both Cisco and BellSouth to offer fully integrated, end-to-end data solutions that appeal to the education market."

For example, BellSouth's E-Rate WAN service is a complete network solution designed specifically for K-12 schools. As a fully E-Rate eligible package, the service includes:

- Choice of transport option - Frame Relay or GigE/NMLCisco WAN edge devices (BellSouth owned) Installation, Staging and Testing
- Service Level Objectives for network reliability, availability and performance
- Maintenance options

E-Rate WAN not only provides an ongoing revenue stream to BellSouth for the base service offer, but builds a solid foundation for value-added service offers down the road, such as "Safe and Secure" and Managed IP Telephony—both of which are based on Cisco technology. "Once the basic infrastructure is in place, schools can add additional technologies and capabilities such as IP video surveillance, IP Telephony, and Wireless laptops on a cart," says Durrett.

A wide range of new managed services solutions, designed exclusively for the education market, are being rolled out over the next year, including:

- Managed IP Telephony / VoIP
- Managed Security / Safe & Secure Schools
- Wireless LAN

BellSouth has established a team of professionals who understand school administrators, teachers and students. These education specialists can assess and provide professional services, survey current performance, design unique data solutions, configure and install the necessary hardware, and provide ongoing maintenance, help desk, network monitoring and operations support.

For more information, please refer to the BellSouth Educational Gateway at <http://k12.bellsouth.com/>.

*A concise
summary
of new offerings for
education customers.
Stay abreast of how
you can target
profitable
opportunities both in
the
K-12 and High-Ed
sectors.*

K-14 Trade Up to Cisco Program Extended

The K-14 Trade Up to Cisco Education Promotion has been extended through July 25, 2003. This program offers a significant discount of up to 18 additional points to channel partners selling to schools, on a one-time basis, for the purchase of Cisco Catalyst switches, when they are used to replace existing hubs and switches from HP, 3Com, Nortel/Bay, Enterasys, DELL and Intel that are in the school's infrastructure.

Please contact Cisco's Mark Thompson for more information: 678-352-2830.

Cisco employees can find program details on CEC at: http://www.in.cisco.com/cmc/cc/serv/mkt/pr/rpromo/us/00846_pi.htm

Cisco Helps Open the Door for BellSouth at Harris Corporation

The essence of any working relationship is communication and trust. With those elements in place, everybody wins. These factors have been brought to bear between Cisco and BellSouth to bring both companies rewarding business from Harris Corporation.

Harris Corporation (www.harris.com) is an international communications equipment company that provides product, system, and service solutions for commercial and government customers. With headquarters in Melbourne, Florida, Harris has more than 10,000 employees. The company's five operating divisions serve markets for microwave, broadcast, network support, secure tactical radio, and government communications systems.

As a technology leader, Harris Corporation is continually upgrading its IT infrastructure. That means a steady supply of internetworking gear and a great piece of business for Cisco and BellSouth, its channel partner in central Florida.

The sales teams converged last fall when Harris put out a bid for a variety of new networking equipment. "Cisco's Scott Carlson stepped up to plate to recommend BellSouth," says Sheila Pyle, an account manager with BellSouth in Orlando. "He described BellSouth as a good channel partner. And he didn't stop there. He also offered to extend some very attractive discounts if the customer worked through BellSouth."

Soon after Carlson's endorsement, BellSouth received its first RFP. "Since then, we have sold Harris every bit of Cisco product that they have purchased," continues Pyle. "So far, that amounts to approximately \$300,000 worth of Cisco routers, switches, and Aironet wireless LAN equipment. And it looks like there is more business forthcoming. There is an ongoing demand for equipment."

Pyle and her colleagues are currently negotiating with Harris Corporation on new equipment for the wide area network that connects the company's three campuses. She also is working to renew the Cisco SMARTnet™ service

contract, which is nearing expiration. "Behind the scenes, Scott told the customer that since they were buying the product from BellSouth, they should also buy their SMARTnet™ from BellSouth because there is a nice synergy when you have both from the same company," says Pyle. "That contract represents another \$57,000, which could become a multi-year agreement."

Cisco's grasp of wireless technology, Internet telephony and other emerging markets has helped BellSouth continue to extend its

market reach. "Thanks to Cisco's assistance, we are able to compete in new arenas where historically the customer has not looked to BellSouth before," says Pyle.

Cisco continues to recommend BellSouth to sell its products. Pyle believes the reason for this continued confidence can be summarized simply: "We keep the customer happy," she explains. "Cisco loves a channel partner that can handle the minutiae of ordering, delivery and billing. If you can't do those things well, Cisco will find someone who can do it better."

Pyle extols the working relationship that she and Carlson have developed. "He knows that when I give him my word, he can trust me," she says. "He also knows that I will do everything I can to make sure that Cisco wins the business. It is a mutually beneficial relationship. Cisco helped open the door and continues to help us win more business."

A quick take on how Cisco and BellSouth teamed up to land a multi-year contract with Harris Corporation, an international communications provider.

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Staying Informed

By Doug Dennerline, Senior Vice President of US Enterprise Sales, Cisco Systems

Information is Power--power to approach customers with confidence and speak knowledgeably about their business problems. In many cases, the seller who fully understands the customer's needs and can articulate the optimal solution is the one who wins the business.

Keeping up to date with new products and service offerings is the first step to winning lucrative deals. To that end, Cisco and BellSouth have gone to great lengths to create sales and marketing material targeted to your specific needs.

BellSouth sellers should begin with **Sales InfoWatch** on the BellSouth intranet. Then, for additional information about Cisco products, they can check out Cisco Connection Online. Cisco account managers regularly tap into this treasure trove of information. The information is also available to BellSouth sellers.

If you aren't a registered user, please go to <http://www.cisco.com> and click the Register button at the top of the screen to obtain a username and password. Once you have logged in, click on the "Partners & Resellers" tab to access an extensive library of product information and marketing collateral.

A step-by-step guide to locating current marketing and sales resources on the BellSouth and Cisco Web sites.

Looking for new sales presentations or marketing collateral? Here's where you can find it.

For example, Cisco *Partner Marketing Kits* are designed to help you boost sales and keep up with the latest news, programs and resources for a specific technology or vertical market. This site is constantly being updated with new, innovative sales tools to help you be more successful in your dealings with Cisco.

That's not all. By registering for Partner Access, BellSouth sellers can obtain exclusive information and collateral we've designed just for them. Follow this link to gain access to this portion of the site:

<http://www.cisco.com/en/US/partners/index.html>

Once you're in, check out Cisco Channel Intelligence, a new periodical that contains news and information for registered resellers and distributors:

http://www.cisco.com/en/US/partners/pr47/partners_partner_newsletters.html

You will see instructions about how to subscribe to the newsletter so you will receive it automatically.

Each edition includes the latest information about:

- Cisco channel partner programs
- Product promotions
- New product and solution announcements
- Training resources
- Certification and specialization opportunities
- New sales tools - and more

The information is delivered in HTML format, organized by channel partner technology expertise, localized by theater, and archived online.

Remember, technology purchase decisions can be overwhelming. Can you help customers sort through the options so they make intelligent choices? We encourage you to stay informed by checking in to these Web sites at least once a week. Your knowledge will lead to powerful revenue gains—and happier customers.

Focus on Professional Services

An interview with Dean Walker, BellSouth Services Product Manager

Implementing today's complex networking solutions, such as IP Telephony and Wireless LANs, requires experience and skill-sets that are beyond the reach of most customers. BellSouth has the knowledge and resources to get the job done right the first time. In this exclusive interview with *The Same Page*, Dean Walker explains how BellSouth Professional Services can build customer loyalty and boost compensation for both Cisco and BellSouth account managers.

Don't leave services revenue on the table.

Here's a summary of how you can leverage the BellSouth Professional Services organization to meet your sales objectives more quickly.

The Same Page—Why should account reps push BellSouth Professional Services along with CPE sales?

Walker—CPE is just one piece of the total customer solution, which typically includes planning, implementation, wiring, maintenance, and on-going management. Our Professional Services team is responsible for making sure the solution has been designed properly, integrates seamlessly, operates at peak performance, and maximizes ROI. Our goal is to enhance the customer experience by ensuring the solution integrates smoothly into their business. Cisco also understands that a partner with the credentials of BellSouth will likely create higher levels of customer satisfaction, which leads to additional revenue for both organizations.

The Same Page—What are the revenue and compensation implications for the account team?

Walker—Cisco account managers are directly compensated only for the CPE portion of each sale. However, by working with BellSouth for the total solution, the AM can be confident that the customer will be treated well, leading to follow up business. In short, offering a full suite of services adds credibility. Over the long term, enlisting BellSouth Professional Services will drive revenue and demand, helping you to meet your sales objectives quicker.

The Same Page—Why should Cisco recommend BellSouth rather than a less expensive regional competitor?

Walker—We do not compete on price, rather we compete on our ability to service our customers through our breadth of knowledge, skill, and experience. BellSouth is entrenched in the region and knows the install base. Smaller professional services shops don't have the requisite contacts or skill sets. Cisco reps run the risk of losing their credibility if the equipment is not implemented and integrated properly.

Remember, Cisco typically makes partner recommendations based on abilities and achievements, not price. This will become even more important as new and emerging technologies enter the marketplace. As customers gain awareness about the significance of technology certifications and specializations, BellSouth will increasingly become the logical choice for regional planning, design and implementation of these new technologies.

The Same Page—How does BellSouth's Gold Level Partnership with Cisco improve the services BellSouth can offer to customers?

Walker—Our Gold-Level certification was awarded because of our multiple technology specializations. This gives customers the confidence that their solutions are being installed properly and will integrate with their existing infrastructure. No other professional services organization in our region has invested as heavily in Cisco technology. We have built a well-qualified team with the highest levels of specialization and certification. Our support infrastructure comprises 9 CCIEs, 61 CCxPs, and more than 900 technicians - all working together to ensure the customer's solution is properly integrated.

In summary, CPE is just one piece of the overall solution. Leaving services out of the equation does an injustice to the customer and to yourself. Without it, BellSouth sellers miss out on revenue and margin opportunities, and Cisco sellers run the risk of losing credibility and future business. Long-term customer relationships depend upon high-touch engagements such as these.

Jump Start Your Quota Requirements in Q2

BellSouth Seminars Coming to a City Near You



BellSouth is coming your way with a team of technology specialists and marketing professionals who share a common goal: building revenue in your territory. Targeted at senior executives and IT decision makers, the emphasis at these seminars is on helping organizations understand how emerging technology can simplify their business, lower costs, and drive technical innovation.

Each seminar is divided into two sessions: a morning session for Gen Biz customers and an afternoon session for Enterprise customers. At each session, an industry analyst will discuss current trends in business efficiency, followed by breakout meetings on unique technology solutions. Morning sessions will begin with a continental breakfast and afternoon sessions will include a buffet lunch.

In some cases, the Cisco AVVID Express will be on site for the seminar (see schedule). This mobile technology showcase offers hands-on demonstrations of voice, video and data convergence, with an emphasis on IP Telephony, Wireless Technology, and Network Management.

Stay tuned for additional details about the events in your area-and be sure to encourage your customers and prospects to attend!

- Learn how converging voice and data traffic over an IP network increases efficiency, productivity, mobility and customer satisfaction.
- Establish how to accommodate both the needs of increased security and workforce mobility with a virtual private network.
- Discover how to keep the Internet more secure and available through any event.
- See how new efficiencies in data transfer-regardless of size or geography-are trimming the fat from company budgets.

Registration Details

Please follow the links below for exact times and locations of the seminars in your area, and to register for these complimentary seminars online.

General Business:

<http://tx.ssprd1.net/trak.asp?117980.921029.7057>

Enterprise:

<http://tx.ssprd1.net/trak.asp?117984.921029.7055>

Seminar Invitations

BellSouth sellers can obtain copies of the seminar invitations from the Collateral Distribution Site. Additional information is available in the BellSouth Sales InfoCenter:

<http://salesinfocenter.bls.com/servlet/SICServlet?cmd=sicr&sicmenuid=1795&sicmenulevelid=4>

Cisco Account managers can view the seminar invitations at:

http://www.in-tools.cisco.com/sales/go/SPchannels/ILEC/Bell_South

Seminar Schedule

(Events with a red asterisk will feature the Cisco AVVID Express)

Where	When
Macon	1-Apr
Atlanta	2-Apr
Atlanta *	4-Apr
Montgomery	8-Apr
Huntsville	10-Apr
Tampa	23-Apr
Gainesville	24-Apr
Pensacola	29-Apr