

December 2002 >>

The Same Page

Current news for BellSouth/Cisco sales executives

Welcome to the Same Page

Welcome to the charter issue of The Same Page, a monthly newsletter for BellSouth account executives and the Cisco Enterprise Sales organization. We are using this communications vehicle to exchange ideas about new products, alert you to upcoming events and sales opportunities, and keep you abreast of current marketing initiatives. You'll glean tips about how to boost channel business, position products, and build continuity between the Cisco and BellSouth sales teams.

Each issue will have a topical focus. We're kicking it off by highlighting **IP Telephony**, with an article that reveals the impact of Voice over IP technologies on the industry at large. These revolutionary solutions--formerly of interest merely to visionaries and academics--are determining the way today's networks are deployed. Customers in your territory are asking about the potential for converged communication solutions. This story describes some of the exciting new technologies that enable you to build revenue in these accounts, with links to further information if you want to learn more.

Each month we also bring you a story from the front lines. In this issue, you can read about a successful engagement at **Daytona Beach Community College**, where BellSouth is helping drive hundreds of thousands of dollars of CPE revenue. Together, BellSouth and Cisco helped the college develop the Advanced Technology Center, a showcase network delivering IP telephony, IP-based television feeds, and Internet communications. The center uses Cisco AVVID technology to send voice, video, and data over a modern infrastructure based on Cisco switching and routing technology.

Finally, we've included a link to a Reseller News portal, the **Cisco Internet Business Roadmap**. This rich marketing resource, designed for Cisco channel partners, includes a wealth of information about marketing campaigns, customer testimonials, sales metrics, educational presentations, and international news items. With both vertical industry content and horizontal application information, you can find the information you need to address your customer's unique business needs.

We welcome your feedback about what else we can include to make this newsletter more valuable to you. In the mean time, please enjoy our charter issue. As the relationship between BellSouth and Cisco grows deeper, we promise to keep you up to date about important activities, new revenue opportunities, and salient events... so we are always on the same page.

--Fred Shaftman, President, BellSouth Business



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IP Telephony Gains Ground

By David Baum



While BellSouth has established itself as a leader in voice and data communications, companies are now seeking vertical services in addition to basic access and transport. Topping the agenda are IP telephony solutions that leverage Voice over IP (VoIP) technologies to maximize network investments.

BellSouth is working closely with Cisco to help customers rollout comprehensive IP telephony solutions. At the heart of these solutions is Cisco AVVID (Architecture for Voice, Video and Integrated Data), an intelligent network infrastructure that can be used to create converged business solutions--from soft client phones to IP contact centers. As part of its *BellSouth® Managed Services for VoIP* offering, BellSouth offers consulting, installation,

maintenance and monitoring services for a wide range of customers.

"By combining voice, data and video traffic into a single unified network, organizations can lower costs, reduce toll charges and improve their returns on network equipment--all while building productivity with new types of applications," explains Mark Kaish, Vice President of Data Product Management at BellSouth. "*BellSouth® Managed Services for VoIP* help customers deploy these network solutions."

So far, the hottest industries include banking, health care, and education, where converged communication solutions are popular for automating employee mobility applications, call centers, and customer relationship management systems. There's a whole new world of capabilities. For example, unified messaging technologies enable users to listen to e-mail over the telephone or check voice mail messages from the Internet. "Cisco's telephony equipment, in conjunction with BellSouth network and provisioning services, provide a powerful set of solutions that grow with these customers," Kaish adds.

The market is on the upswing and shows no signs of slowing. Analysts at International Data Corp. project revenue for enterprise IP telephony services will reach \$71.3 million this year and jump to almost \$2.6 billion by 2007, representing a compound annual growth rate exceeding 100 percent (IDC, July 2001). Probe Research puts these changes into context, predicting that packet-based voice will account for more than one quarter of all domestic long distance traffic during that same time frame (Probe, 2002).

"The opportunities available to BellSouth and Cisco sellers are tremendous," sums up Kaish. "Already, customers are demonstrating a growing interest in converged communication solutions. Thanks to our partnership, we have access to the best IP telephony solutions in the industry."

--David Baum is an independent business writer who frequently writes about Internet Telephony.

Market-leaders look to BellSouth for converged communication solutions

For a complete discussion of Cisco AVVID and related IP telephony solutions, please visit "http://www.cisco.com/warp/public/779/largeent/avvid/cisco_avvid.html"

A Successful Partnership

"From reselling customer premise equipment to provisioning branded network services, BellSouth sellers are working with the Cisco Enterprise Sales Organization to help both parties build new revenue streams."

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

As a Cisco-certified Data Solutions Provider, BellSouth is well qualified to sell, service and support Cisco-based solutions. The relationship between the two companies is extensive. BellSouth sells branded network services that are CPN certified, based on Cisco equipment, such as the BellSouth® Enhanced Managed Router Service and BellSouth® Dedicated Internet Access (DIA) Service. Additionally, as a Cisco Gold Certified Partner, BellSouth provisions and supports Cisco customer premise equipment (CPE) such as switches, routers, and wireless LAN devices, often providing attractive discounts to meet customer requirements (see related story about Daytona Beach Community College).

Gold-Level Certification

As a Cisco Gold Certified Partner, BellSouth receives the highest level of credibility in the marketplace. Many government agencies and large corporations require Cisco Gold Certification as a prerequisite for completing RFPs. These organizations know that Gold-level status is awarded only to an elite group of service providers--

companies that have proven their ability to deliver the highest levels of support. Gold-level partners have gained expertise in three or more specializations, and achieved a measurable level of customer satisfaction.

In exchange for its first-class representation, BellSouth receives the red-carpet treatment from Cisco. BellSouth sellers have access to a wealth of Cisco sales and marketing information, world-class technical support, many types of productivity tools, online training guides, current marketing materials, targeted sales promotions, incremental product discounts, and invitations to Cisco-sponsored partner events.

Bundled Services over a Cisco Powered Network

BellSouth utilizes an end-to-end Cisco infrastructure to deliver packaged services throughout the Southeastern United States, including:

- BellSouth® Internet Data Facilities
- BellSouth® Dedicated Internet Access (DIA) Service
- BellSouth® Enhanced Managed Router Service

For more information on the service and support available to BellSouth sellers, please visit:

http://www.cisco.com/warp/public/765/partner_programs/certification/gold/



BellSouth Certified Partner Specializations

IP Telephony

VPN/Security

Wireless LAN

**Network
Management**

Managed Security

Network VPN

Cisco and BellSouth Bring IP Technology to Daytona Beach Community College

Cisco and BellSouth engaged the proven principles of teamwork to win a lucrative account at Daytona Beach Community College (www.dbcc.cc.fl.us), one of Florida's leading educational institutions.

"Cisco is a great business partner for us," says Dennis Lyman, an account manager for BellSouth. "I knew that recommending Cisco would mean the right solution for the customer, and a smooth implementation for us."

Cisco and BellSouth helped Daytona Beach Community College create a state-of-the-art learning center, while establishing a converged IP network that supports voice, data and video communication across multiple campuses.

"I knew that recommending Cisco would mean the right solution for the customer, and a smooth implementation for us."

-Dennis Lyman, BellSouth Account Manager

DBCC prides itself in exceeding expectations, leveraging technology to stay on the cutting edge of education. The College's Advanced Technology Center (ATC) is a prime example of DBCC's commitment to helping students reach their maximum potential. The state-of-the-art learning facility uses IP technology to streamline voice, data and video communication-and to prepare students for work in high-tech careers.

Early in the planning stages of the ATC, Lyman met with senior administrators at DBCC. The college was using analog PBX switches at four of its primary campuses, and was considering PBX switches for the new ATC facility. Lyman captured the attention of DBCC's vice president with a lucid question. "I asked them why they were going to use outdated technology to build a center that is supposed to showcase new technology," he recalls.

Further discussions revealed that DBCC was unhappy with its existing PBX infrastructure. The college asked Lyman for his recommendation. "Working with our BellSouth communications staff, we determined that Cisco's voice over IP technology would be a perfect fit for the Advanced Technology Center," he explains. After extensive research to determine the needs of the new facility, Lyman presented

a proposal for the Cisco IP solution. "We went to a lot of planning meetings with DBCC," says Lyman. "We wanted to be certain that all the requirements would be satisfied."

For example, DBCC was concerned about the ability of the new IP system to interface with its existing PBX network. "They wanted to be able to pick up the phone at the new facility and dial somebody at another campus," Lyman contin-

ues. "Cisco helped integrate the new and old systems to meet the campus requirements. The Cisco team has been fantastic to work with."

Today, the Advanced Technology Center is a showcase network, delivering IP telephony, IP-based television feeds, and Internet communications. The center leverages Cisco AVVID architecture to deliver voice, video, and integrated data over a modern infrastructure based on Cisco switching and routing technology.

Because the ATC not only focuses on technology education, but also depends on efficient communications technology to deliver that education, a large amount of internet working gear was required to create the new facility-leading to an abundance of business for Cisco and BellSouth. Individual Internet and network connections, advanced science labs, a media center, computer labs and a distance-learning lab all utilize the Cisco IP solution. "It was very fulfilling to see the ideas that we developed with the staff at the college work as expected," says Lyman. "Everyone was extremely happy with the results."

DBCC has four more campus networks that will also be converted to IP, raising the specter of more potential business for the partners. Lyman says that the ongoing success of the relationship with DBCC is largely due to the partnership BellSouth and Cisco share behind the scenes. "When technology partners work as a unified team, the liaison is transparent to customers," he says. "If we have a problem that we are unable to resolve internally, Cisco serves as our second tier of support to resolve the issue. Customers don't have to worry about who is doing what--they just know we are getting the job done and delivering the results as promised."

New Designations Lead to Enhanced Customer Solutions

BellSouth received two new Cisco Powered Network Designations during October: Network VPN and Managed Security. These designations pave the way for a variety of new services based on Cisco equipment, ensuring faster turn-up of new applications, less network down-time, easy resolution of network and equipment problems, robust security policies and solutions, and direct integration with other Cisco equipment.

BellSouth® Managed Security Service offerings include:

- Managed Firewall
- Intrusion detection and response
- Anti-virus
- Security scanning

Customers enjoy best-in-class security with minimal capital investments, enhancing their reputations as companies that safeguard information.

BellSouth® Network VPN Service can be used for a variety of communication needs, including:

- Remote-office connectivity
- Disaster recovery
- Storage area networking
- Voice transport
- Intranet/extranet applications

Based on a robust, MPLS-based virtual private network, it is a cost-effective alternative to ATM or frame relay services.

Current Sales Information for Channel Partners

The Cisco Internet Business Roadmap is a bi-monthly newsletter that provides a wealth of sales, marketing, and business information for channel partners.

Within this extensive online resource, you'll follow links to industry-oriented sales collateral, training materials, How-to-Sell and Why-to-Buy presentations, eBusiness case studies, and more.

"The Internet Business Roadmap is a tangible selling tool designed for our channel partners. It includes a step by step process for mapping customer business objectives to technology adoption."

--Chris Covey, Channel Account Manager, Cisco Systems

"http://www.cisco.com/partner/smb/cibrchannel/more_information/newsletter.html"

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