

## AUDIO PROGRAM OUTLINE OF TOPICS

### PERSPECTIVE FROM A TELECOM CIO (Eric Nelson Interview)

- Overall Responsibility of a Telecom CIO. • What Makes a Telecom CIO's Problems Different
- **STARTUP CARRIERS** - Financial Underpinnings of a Startup • Dealing with Shifting Business Strategies • Obstacles to Buying Full-Blown Solutions • Startup Buying Cycles • Launch Phase Requirements • Post-Launch Phase Priorities • Maturity Phase- Business vs. Network Support Systems • Flow Through Provisioning • Managing Network Inventory Problems • Staffing & Process Knowledge Problems
- **SYSTEMS INTEGRATION** - Build vs. Buy Software the Trade-Offs • Lack of Integration in Off-the-Shelf Solutions • Critical Role of the Integrator • Performance Contracts • Solution Delivery Problems • Training and Business Process Issues
- **LARGE CARRIERS** - The Frustration of Dealing with Legacy • Replacing vs. Modifying the Legacy • Dealing with the Large Telco Bureaucracy • Effect of Mergers on Telecom IT Planning
- **SELLING TO THE TELECOM CIO** - Best Ways of Staying in Touch • How a Telecom CIO Stays Informed • Conforming to Corporate Architecture • What's Needed for Return on Investment • Differentiating Your Company Integrated Telecom Solutions

### TELECOM IT TRENDS & MARKET OPPORTUNITIES (Dan Baker, Research Director, TRI)

- Telecom's Old Universe • Network Technology as King • The Shift to a Customer-Centric Universe
- **LARGE TELECOM CARRIER MARKET** - Teaching a Dinosaur to Dance • RBOCs Still Retain Monopoly Power • Bell Atlantic's IT Priorities • AT&T Moves to Local, Cable, & Internet • Legacy Billing & Provisioning Systems
- **START-UP & SMALL CARRIER MARKET** - What Makes Startup Carriers Different • CLEC and ICP Business Strategy • The Internet Good and Bad for Providers • Hopes on Virtual Private Networks
- **WIRELESS TELECOM & THE INTERNET BILLING SYSTEM TRENDS** - Monthly Bill Becomes Retention Tool • System Planning vs. Business Uncertainty • Synchronizing Software Development
- **OSS & PROVISIONING SYSTEMS** - Provisioning System Upgrade Drivers • The Expanding Product Catalog Problem • The Rosetta Stone of Telecom IT • The Good Ol' Days of Copper Wire • Complexities of Service Activation
- **TELECOM E-COMMERCE** - Corporate Customers Driving E-Business • I-Business Comes Before E-Business
- **EAI SOLUTIONS** - Telecom's Software Integration Problem • EAI Success Stories at BT and Sprint
- **CUSTOMER CARE SYSTEMS** - Customer Service vs. Relationships • Toward the Customer Care "Cockpit" • Multimedia Channel Management
- **THE TELECOM DATA WAREHOUSE** - The Value of Call Usage Data • Customer Profiling & Channel Mgmt. • Demand for "Customer Infrastructure"

## ABOUT THE AUTHORS

### Eric Nelson



In his 22 year career in IT and systems development, Nelson has spent seven years as a telecom IT manager. He is currently CIO of Netifice Communications, Inc., a fast-growing Atlanta-based carrier that operates a Virtual Private Network providing workforce connectivity solutions.

Prior to joining Netifice, Nelson previously held two positions with CLEC, e.spire Communications. At e.spire he was both VP of Strategic Systems and head of its ACSI Network Technology Solutions Division.

While Nelson has spent his last few years at startup carriers, he's also a veteran of large carriers and major telecom consulting firms. He spent four years with Bell Atlantic and MFS Communications, leading divisions in their IT organizations. Nelson also served for 10 years as a management consultant at The Management Network Group (TMNG), CAP Gemini Sogeti, and Ernst and Young.

### Dan Baker



Baker is TRI's founder and principal market analyst. During the past four years he has authored seven major multi-client reports that span the breadth of telecom OSS and IT systems: wireless and wireline billing systems, OSS/provisioning, customer care/CRM, data warehousing, and electronic billing.

A byline contributor to industry journals such as America's Network and Telephony, Baker has presented his research findings in conferences and private briefings in Asia, Europe, and South America. Baker also chairs a semi-annual conference on "Marketing and Selling Telecom IT Solutions."

Baker is a former market analyst at Venture Development Corporation (VDC), where he tracked the telecom and realtime computer markets.

Dear Colleague:

The pressure's on. You're competing against five tough competitors for that megabucks telecom contract.

Now it's your turn to present your company's solution story in a meeting with high-level telecom execs.

A lot's riding on that meeting—your company's fourth quarter numbers... your team's success... maybe even your own career.

Wouldn't it be great if—*before that meeting*—you could get inside the heads of those telecom buyers and understand their key business problems, technical challenges, and hot buttons?

Now, in a unique audio program, *Day in the Life of a Telecom CIO*, you can actually listen in as a telecom CIO discusses exactly what you should know as you approach telecom IT buyers.

In a candid 1.5 hour conversation, telecom CIO, Eric Nelson, explains how telecom execs deal with a host of problems from large carrier legacy systems and bureaucracies... to launching startup telco businesses and selecting the right partners.

Nelson—a veteran of Bell Atlantic, MFS, e.spire, and now the CIO of upstart, Netifice—pulls no punches as he explains a startup's typical buying cycles, what separates CLECs from DLECs, the best ways to approach a CIO, and many other "must know" topics.

The program is presented in a kit containing a CD-ROM audio program, audio cassette, and full text transcript. To aid your retention, the CD-ROM version is synchronized with a PowerPoint style slide show so you can follow right along on your laptop or PC.

And like all of TRI's research services, *Day in the Life of a Telecom CIO* comes with your 100% money back guarantee of satisfaction. Order *Day in the Life...* for your telecom team today using the order form on the last page.

Sincerely,

Dan Baker Research Director

P.S. As a special bonus, *Day in the Life...* also presents highlights of market research findings gleaned from 7 TRI studies. It's a 30-minute briefing entitled "Telecom IT Trends and Market Opportunities."

P.P.S. *Day in the Life of a Telecom CIO* is the first module in a new TRI research service, Telecom IT Road Warrior, a portable, multimedia resource. To learn more about this service, contact TRI's Donna Kenslea at 978-443-4671 or visit our web site at [www.technology-research.com](http://www.technology-research.com).

## Hard Hitting Excerpts from "Day in the Life of a Telecom CIO"

*"Nothing in the telecom CIO's world is a slam dunk... You can certainly draw up on a sheet of paper several flow through scenarios... To actually implement those is difficult."*

*"When I was at Bell Atlantic, people complained about TIRKS every day... The CLECs that I've been at, I would have killed to have a system like TIRKS available..."*

*"You know, I live in Washington D.C. and I've experienced what the national government is like... but when it comes to politics, they've got nothing on some of these local exchange carriers."*

*"I don't react well to sales pitches. They're really a waste of time. When somebody calls me, what I'm really looking for is for them to understand my business. Understand where I am on the business maturity timeline..."*

# Order Form

**YES!** Please send me the audio market intelligence program:

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## Day in the Life of a Telecom CIO\*

or \*What You Need to Know to Avoid Being Thrown Out of the CIO's Office

### A 2-Hour Market Intelligence Briefing in Computer CD-ROM and Audio Cassette Formats

- Arm your sales, marketing, engineering & professional services team with the latest telecom intelligence
- Understand the top hot buttons and business concerns of your telecom IT customers
- Make productive use of your travel time—and gain a knowledge edge on your competitors
- Receive an expert audio briefing anytime, anywhere—on your laptop or via your car's audio cassette player

An audio briefing from the:

Telecom IT  
**Road  
Warrior**