

Client Presentation –

Global-i Consulting & Contracting Services for AT&T Converged Wholesale Solutions

May 5, 2009

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Value Driven Solutions Delivered

Consulting ▪ Contracting ▪ Technology

Agenda

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Introductions

- Global-i Team for AT&T Account
 - Dave Roy
 - Founder & President, droy@globaliconsulting.com
 - Bill Hieatt
 - Solutions and Delivery Leader –
bhieatt@globaliconsulting.com
 - Practice Management Team for Converged Communications and IT, including
 - Dave Roy, droy@globaliconsulting.com
 - Global-i Consultants and Contractors at AT&T Site and Remote (Virtual Office)
 - As Resourced

Global-i Capabilities

Global-i Capabilities

Who We Are

Global-i is a **Consulting, Contracting/Outsourcing and Technology** services solution provider. Created to deliver innovation and achievement, Global-i **collaborates with primarily Converged Communications and IT clients** to help them become Value-Driven entities. Global-i's "**Value-Driven Solutions Delivered**" service philosophy relies on our expertise in end-to-end consulting, know-how of technology markets, deep understanding of emerging/current/legacy technologies and outsourcing models to help clients achieve "Value-Driven Solutions" so they in turn can "**Deliver**" on "**Consistently-Growing**" values for their customers and all stakeholders.

Global-i Capabilities

Corporate Profile

- Incorporated 2006
- Headquartered in Northern Virginia in the U.S. with Nationwide/Global Presence
- Corporate Structure
 - Business Model
 - Full-Lifecycle, Product Development, Service Management, Go-to-Market, Program/Project Management, Thought-Leadership and Implementation Consulting and Contracting Services across the Technology space
 - Organization Structure
 - Company Management at the Headquarters, Associates (Account Leaders & Solution Leaders, Practice Leaders, Delivery Leaders, others) geographically dispersed, Delivery Consultants at Client locations and Delivery Centers, Back-office support geographically dispersed
 - Delivery Model
 - Contracting Services Delivered at Client Sites and Consulting Services Delivered as Turnkey Services from our Delivery Centers
- Fortune 1000 and Global 10,000 Clients
- Markets Served in the US, Europe, Asia

Global-i Capabilities

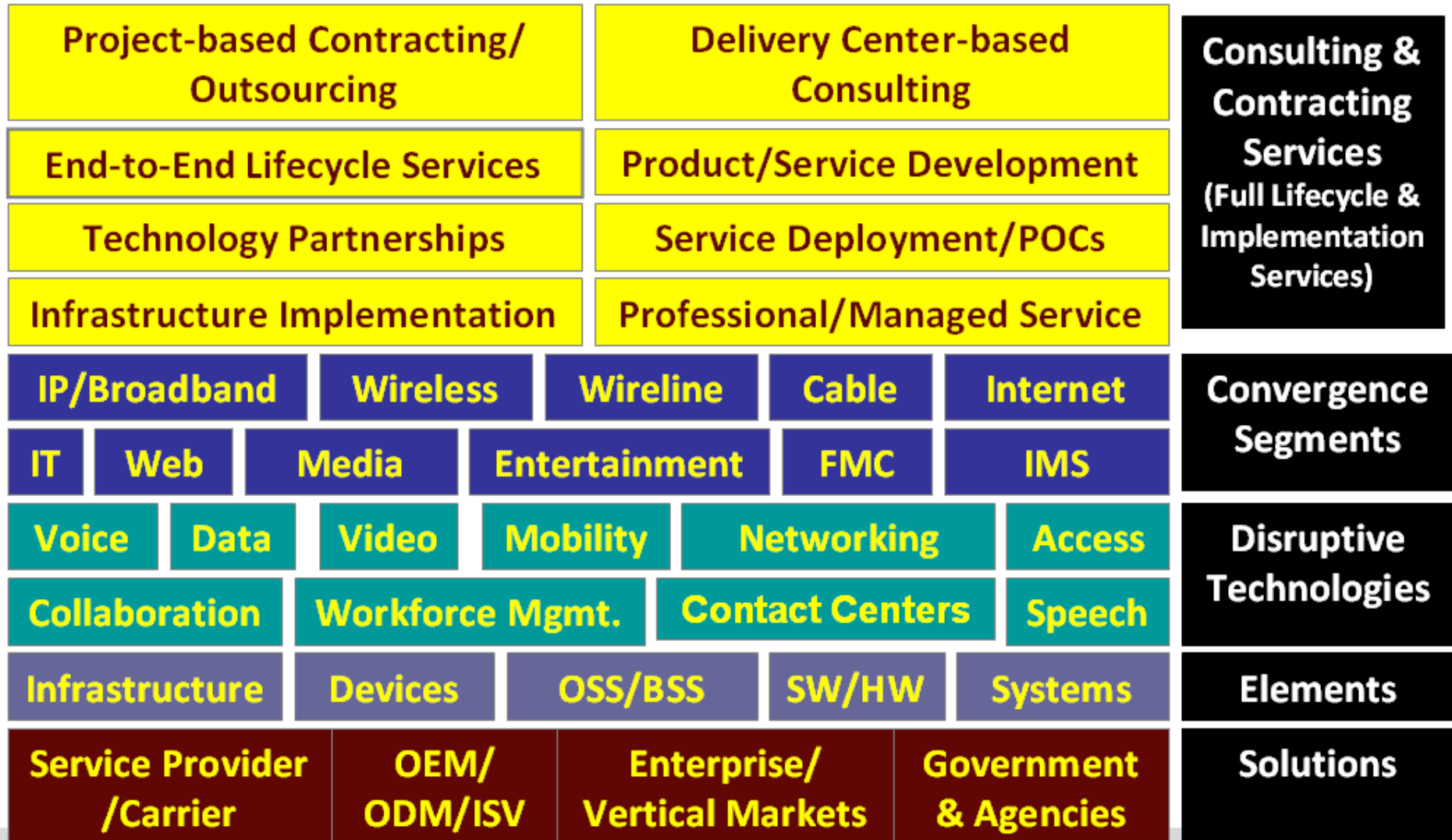
What We Do

Using our services we help clients around the world:

- Evaluate new markets, technologies and systems
- Create prototypes, pilots and Proof-of-Concepts
- Develop and launch new products and services
- Market Expansion of new and existing services
- Reposition and Sustain existing offerings
- Implement new/major upgrades of systems and Infrastructure
- Improve operational excellence from existing services and systems
- Create the best-of-breed customers and partners

Global-i Capabilities

Our Approach



Global-i Capabilities

Our Expertise

"Critical-Value-Relationships" with the world's leading Converged Communications/IT companies. Many strengths that distinguishes Global-i in the Converged Communications & IT marketplace:

- Extensive Converged Communications & IT industry expertise
- Services offered in:
 - Lifecycle, Strategy, Development, Engineering, Go-to-Market, Program/Project Management and Technology Services Consulting
 - Product/Infrastructure/Systems Implementation and Service Deployment services
- Solutions offered to:
 - OEMs, Service Providers/Carriers, Enterprise, Verticals, Government
- Capabilities in Project-based Contracting and Delivery Center-based Consulting
- Focus on Project Leadership and Project Turnaround
- History of Business and Technology Innovation and Service Expertise
- Targeted, End-to-End and Evolving service offerings
- Commitment to the Long-term development of our customers, employees and partners
- Proven and determined leadership team

Global-i Capabilities

Industry Focus

- Communications Hardware/Infrastructure (Telephony, Data, Video, UC and Apps)
- Wireline (IP-based and TDM-based Telecommunications)
- Wireless (3G and 4G Wireless, FMC)
- Devices (Smart Devices, Soft Clients, IP Desktops)
- Managed Service Providers (MSPs)/Systems Integrators
- IT/Software/OSS/BSS/Protocols/APIs
- Networking/Servers/Desktops/Devices/Platforms/Tools
- Cable MSOs
- Satellite
- Internet Service Providers
- Content Providers/E-Commerce
- Media/Entertainment
- SAAS (Software as a Service), CAAS (Communications as a Service)
- Developer Programs, Fusion Programs, Alliances
- Semi-Conductors

Global-i Capabilities Solution Expertise

- **Carrier and Service Provider Solutions**
 - Wireline/IP/Broadband
 - Wireless and Satellite
 - Cable MSOs
 - ISPs
 - Managed Service Providers
 - Hosted Service Providers
- **Manufacturer & Developer Solutions**
 - OEMs
 - ODMs
 - ISVs
- **Enterprise, Government and Vertical Market Clients**
 - Large Enterprise
 - Vertical Markets (Financial/Insurance/Banking, Education, Healthcare, Hospitality, Manufacturing, Energy, Transportation/Logistics, Services)
 - Federal/State/Local Governments

Global-i Capabilities

Our Services

- **Global-i LifecycleDrive™**
 - Full-Lifecycle Services based Contracting and Consulting Service
 - Next Generation & Enhancement Products & Services Lifecycle Management
- **Global-i ReStrat™**
 - Assessments and Proof-of-Concept (POC) Services
 - Evaluation, Strategy and Ideation Services for Next-Generation Products
 - Assessment, Pilot and Trial Services for Systems Integration POCs
- **Global-i PMO™**
 - Program and Project Management based PMO Services
 - Global-i Contractors Embed in the Client PMO Teams using Client Tools
 - Global-i Turnkey Consultants create the PMO as an External Team from our Delivery Centers, using Global-i Tools and PMO Methodologies™

Global-i Capabilities

Our Services

- **Global-i GTM™**
 - **Full-Go-To-Market Services** based Contracting and Consulting Service
 - New Products and Services Launch Planning/Execution to Customer Acquisitions to Partner Development to Pre-Sales
- **Global-i D2IS™**
 - **Implementation and Deployment Services**
 - Service Deployment and Market Expansion for Carrier-based Service Deployments
 - Infrastructure Implementation and Systems Integration for MSP and Systems Integrators-based Infrastructure/Systems Implementations
- **Global-i LEAPS™**
 - **Lab, Engineering and Partner Services**
 - Technology Partnerships

Global-i Capabilities

Our Services

- **Global-i IntelScape™**
 - Intelligence and Thought-Leadership-based Services
 - Research and Strategy
- **Global-i ExpertConsultant™**
 - Project-based Contracting Service
 - Global-i Consultants provide Project Leadership and Project Turnarounds
- **Global-i D2OS™**
 - Outsourced and Managed Services
 - Including one or more Global-i Services

Identification of Needs

AT&T Identification of Needs

Client Business Review

- Communications Leader with a comprehensive range of Wireless, Wireline and Inter-Carrier Communications Services
- Aggressive Growth and been at the Forefront of Converged Communications Services to Enterprise, Government, Wholesale and Consumers.
- Overview of Business
 - Recognized as one of the leading worldwide providers of IP-based Communications Services
 - World Leader in the Transport and Termination of Wholesale Traffic
 - Largest Wi-Fi Network in the U.S.
 - Largest Number of Broadband/High Speed Internet Access Subscribers in the U.S.
 - Making huge advances in the Entertainment and Communications Industry
 - Focused on Delivering High-Quality Customer Service

AT&T Identification of Needs

Wholesale Solutions Review

- **Wholesale Offerings**

- Global Leader in providing Wholesale Services to Carriers, Wireless Service Providers, Cable Providers, Systems Integrators, Internet Service Providers and Content Providers.
- Full-Spectrum of Wholesale Products
 - Suite of Managed Network Solutions Support Voice and Data Applications
 - Internet Protocol (IP) offers include Multiprotocol Label Switching Virtual Private Network (MPLS VPN), Voice over IP (VoIP), High Speed Data, Ethernet Access, Contact Center Offers and More
 - Traditional Local, Long Distance and International Voice Services, Private-Line Capabilities and Metro Ring Solutions
 - Innovative Network-based Security Services

AT&T Identification of Needs

Wholesale Solutions Review

- **Wholesale Offerings**

- Premier Customer Experience through Robust Servicing Tools, Global Care Solutions and Secure Web-based Reporting
 - Electronic Interfaces Support Ordering/Provisioning, Trouble Administration and Billing
 - Industry-leading AT&T BusinessDirect Portal Enables Customers to Manage Networking Services and Performance in Real Time from their Desktop
- Ongoing Network Investment to create a Converged Global Infrastructure, including World's Largest IP Backbone
 - Uniform Design Principles that are Employed Worldwide to Ensure Consistent Networking and Service
 - Long History of Incorporating Cutting-Edge Technologies and Service Offerings

AT&T Identification of Needs

Wholesale Solutions Review

- **Wholesale Solutions by Industry**
 - Six Customer Segments
 - Carriers (Includes Integrated Communications Providers, CLECs, ILECs, Prepaid Card Providers, IXCs, Resellers and PTTs)
 - Wireless Service Providers
 - Cable Providers
 - Systems Integrators
 - Internet Service Providers
 - Content Providers
 - AT&T has organized its Wholesale Marketing, Sales and Customer Care Teams to Support Each Vertical Customer Segment

AT&T Identification of Needs

Future Solutions Review

Over the next few years, AT&T will bring revolutionary possibilities:

- HD videoconferencing for home TVs, PCs and wireless devices, powered by high-speed networks.
- Speech recognition, touch controls and laser projection enhancing mobile devices of the future.
- Telehealth solutions for remote house calls providing the tactile and visual input seen in an in-person visit to the doctor's office.
- Virtual offices allowing real-world work conducted in a more personal manner for colleagues scattered around the globe.
- A virtual gathering of friends watching the big game or a movie, with all the back-and-forth banter included.

AT&T Identification of Needs Converged Solutions Technology Review



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Corporate

[INVESTOR RELATIONS](#)

[MEDIA NEWSROOM](#)

[INDUSTRY ANALYST CENTER](#)

[COMPANY INFORMATION](#)

Intellectual Property



Technology

We develop valuable, innovative technology, and AT&T Intellectual Property, Inc. can license that technology to your company.

There are two common technology licensing scenarios:

First, we employ smart individuals who are developing innovative technology daily. We also hire smart vendors who are developing even more advanced technology. Either way, AT&T Intellectual Property, Inc. works with potential end user customers or with a distribution partner to take that technology to market. We can also "barter" with a supplier who helped develop a new technology and wants to license it.

A second scenario occurs when an employee develops improvements to a vendor's product. The improvements could make the product better meet AT&T's needs, or could make it more marketable in general. We'll negotiate with the vendor to establish a value for the innovation.

We look at these cooperative approaches as "win-win" results for AT&T and our customers/suppliers, and we've conducted many successful licensing transactions.

Brand

[Unleash](#) the power of one of the best-known brands in the world.

Technology

[Tap into](#) the hottest technology in the communications industry.

Patents

[Check out](#) one of the most valuable and fastest-growing patent portfolios in the communications industry.

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AT&T Identification of Needs Client Requirements

- **Global-i can meet and support Consulting and Contracting Requirements under several key areas within the AT&T Wholesale Solutions Portfolio and ongoing initiatives:**
 - AT&T Activities
 - TBD
 - Tied to Product Development and Management
 - Infrastructure
 - Carrier-side
 - Enterprise-side
 - 3rd Party Applications and Platforms
 - Devices and End-points
 - O/BSS, Business Intelligence, Data Warehousing
 - Managed Services – Security, Monitoring, etc.

AT&T Identification of Needs Client Requirements

- Tied to Product Development Activities
 - All Cross-functional Activities including:
 - Product Strategy, Product Business Cases, Thought Leadership
 - Architecture, Design, Core Teaming, JADs
 - Product and Requirements Planning/Management
 - Vendor/Partner Evaluation and Management
 - Program/Project Management, Project Turnarounds, Project Leadership
 - Engineering Services - Lab Testing/Field Trials
 - Marketing Services
 - Network Services – Market Expansion
 - IT Services – including all ITO Services, OSS/BSS, etc. activities

AT&T Identification of Needs Client Requirements

- Tied to Go-to-Market Activities
 - Launch Planning and Execution
 - Service plans
 - Feature/Packages
 - Pricing
 - Promotions
 - Channel components
 - Thought Leadership
 - Collateral Development
 - Customer Acquisitions
 - Partner Program/Alliances
 - Training
 - Field Marketing
 - Pre-Sales Consulting

AT&T Identification of Needs Client Requirements

- Tied to Service Deployment, Infrastructure Implementation and Systems Integration Activities
 - Perform the full range of pre-sales consulting and deployment activities
 - Assessments, Readiness
 - Proof-of-Concepts
 - Solution Strategy
 - Investment (TCO) Justification
 - Solution Requirements
 - Solution Architecture and Design
 - Product Positioning, Demo, Configuration, Quote, Proposal, Post-sale
 - Deployment and Implementation
 - Program and Project Management

AT&T Identification of Needs Scope, Commitment, Timeline

Engagement Scope

- Number of Solutions, Number of Markets, Number of Resources, etc

Contract Commitment

- Minimum Number of Full-Lifecycle Product Implementation/Deployment Customer Engagements
 - 12 Months, Ongoing, Billed Hour Resources, Fixed-fee Projects
- Minimum Number of Full-Lifecycle Product Development/Go-to-Market Engagements
 - 12 Months, Ongoing, Billed Hour Resources, Fixed-fee Projects

Delivery Timeline

- Delivery Timelines meeting Quarterly Objectives
- Deliverables - Resource Planning, Resource Acquisition, Resource Deployment, Delivery Management

Proposed Services

AT&T Proposed Services Objectives

- Provide Managed Services-based Consulting and Contracting Resources
 - for Service Deployment Activities of Wholesale Solutions
 - Global-i Consultants will Plug into AT&T Work flows
- Provide Managed Services-based Consulting and Contracting Resources
 - for Go-to-Market and Sustaining Activities of Wholesale Services
 - for Product Development Activities of Wholesale Products
- Provide Resource Fulfillment for all AT&T regions
 - U.S.
- Global-i Consultants represent AT&T
 - and adopt AT&T Business Processes, Methodologies and Tools while engaged on customer projects OR
- Global-i Consultants represent Global-i
 - and adopt Global-i Business Processes, Methodologies and Tools via Global-i Branded services

Why Global-i

Why Global-i

Benefits of our Proposed Services

Benefits of our Proposed Services

- Strategic Partnering for Domain-based Consulting and Contracting Solutions
- Boost to AT&T's Go-To-Market and Market Expansion Activities
- AT&T Strategic Resource Acquisition, Retention, Alignment Resulting in:
 - Significant annual savings
 - Meeting Speed-to-Market Metrics
 - Flexible Structure

Competitive Advantages

- Strong Industry Expertise in
 - Service Provider, Enterprise and Wholesale Convergence Solutions Portfolio
 - Overall Convergence Infrastructure, Applications and Devices Landscape
- Quick Resource Acquisition and Deployment
- Immediate Revenue Generation Service
 - with a window of extension of Global-i Services across other AT&T products

Why Global-i

Benefits of our Proposed Services

Team Qualifications

- Strong understanding
 - of end-to-end communications customers business cycle
 - Business Strategy
 - Product Development
 - Product Deployment
 - Company Operations
 - Partner Ecosystem
 - Business Continuity and Sustenance
 - of Communications customer Convergence needs
- Global-i Methodologies based services and solutions
 - Full-Lifecycle
 - Implementation
 - Next-generation Services

Why Global-i

Benefits of our Proposed Services (Success Stories)

- **Sprint-Nextel OSS/BSS Implementation for 3G Services**
 - Real-Time Contents, Unified Billing, Partner and Revenue share-based Billing
 - Across Voice, Data, Video, WiMax, OSS-BSS and other Applications
- **Sprint-Nextel OSS/BSS Implementation for 4G WiMax Services**
 - ClearWire Partnership, XOHM
- **Nextel OSS/BSS Implementation for IDEN Services**
 - Voice Messaging, SMS, MMS, Push-to-Talk (Direct Connect) Services, PTX
- **T-Mobile USA OSS/BSS Implementations for Messaging Services**
 - SMS, MMS, T-Mobile@Home, T-Mobile HotSpot
- **Terrestar OSS/BSS Implementation Services for Hybrid CDMA and Satellite Services**
 - Voice, Data and Video Services
- **XO Communications OSS/BSS Implementations for Enterprise Customers**
 - XO Managed and Hosted Services, XO Wholesale
- **Time Warner Cable OSS/BSS Implementations for Enterprise Customers**
 - IP-Voice, WAN/MAN

Implementation Plan

Implementation Plan (Sample) Methodology

Methodology Phases	Methodology Processes
1. Analyze	Client Initiative, Client Business Processes, Client Offerings, Client Customers, Client Requirements
2. Design	Consulting and Outsourced Solution
3. Setup	Resource Planning
	Resource Acquisition
4. Deploy	Resource Management
	Delivery Management
	Performance Management
	Resource Alignment
5. Goal Planning	Set Subsequent Objectives, Targets and Budgets

Implementation Plan (Sample)

Implementation Schedule

Schedule	
Timeframe	Milestones
Week 1 (Upon Contract Signing and Retainer Paid)	Project Kick-off and Resource Allocation
Week 2 -4	Detailed Design and Planning
	Acquisition Phase - Start Resourcing
Week 5	Delivery Phase – Start Delivering

Pricing, Terms and Contract Framework

Pricing & Payment Terms

- TBD

Q&A

- Be Candid

Next Steps

- Business Goals Assessment
- Scope and Requirements Capture
- Solution Agreement
- Proposal Presentation
- Contract Development
- Contract Execution (as a Registered AT&T Vendor)
- Solution Kick-Off

Thank you

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