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## Droid vs. iPhone (and now iPad)

By Scott Fogle,  
Co-Founder & Co-President,  
Advocate Networks, LLC

Yes, I am an early user of an iPad 3G. I'm in the business and justify it as "testing" the latest mobile productivity tool. I use the iPad as a semi-notebook computer replacement. After returning from a road trip to visit clients and prospects, just carrying the iPad catches people's attention and starts a debate on the benefits of this new tool. More about that later...

The title of this column and the thoughts in this story are based on my experiences as a demanding mobile professional and user of both the iPhone and now the Droid. In 2009, I activated an iPhone on the AT&T mobility network after six satisfied years on the Verizon Wireless Network. My business travels take me to major metro areas as well as less populous areas, including South Georgia, where mobile network coverage is sparse. I have more than 3,000 contacts, manage a hectic schedule, and try to utilize every free moment - that's where the mobile phone, email and messaging come in very handy. Also, our company's standard PC is Windows, and at home, I love using a Mac. Call me crazy, but I like using different tools and seeing the pros and cons for myself.

The iPhone felt like a natural extension of my fingers with its intuitive touch screen interface, and it felt balanced in my hand. Once you learn all the tricks, the device is very easy to use. The screen is highly visible, rotates from landscape to portrait, and is easy to read. The wide range of applications available at the App Store demonstrates human ingenuity and creativity. However, I had three major issues with the device. One, I experienced a one in two (50 percent) call drop rate in metro Atlanta. Two, the volume of contacts, emails and calendar entries appears to bog the device down. I experienced regular failure of these applications for no reason. Of course, they gracefully failed the application and took me to the home screen. Three, battery life on 3G, one of the main benefits of a smartphone, was terrible. I spoke with Apple representatives and engineering sources with AT&T to find out the root cause. When I asked AT&T about network connectivity and dropped calls, I was told the problem was the iPhone. When I asked Apple the same question, I was told AT&T was having network problems that would be resolved soon. When I asked Apple about the device "boggling down," every Apple store rep would reply, "I never heard of someone with that many contacts and email." When I asked how to improve the battery life, I was told to use 3G only when I had big files to download. In conversations with other dedicated iPhone users, I heard many complaints about dropped calls and the common statement, "I put up with it because I love my iPhone." I couldn't get a satisfying answer to any of my questions, and these conditions did not improve over six months. I decided to begin the search for a new device.

Around that time, Google and Motorola started their pre-release TV advertising campaign for the Droid. The key messages got to me, and I decided the Droid would be my next test. Of course, the Droid required leaving the AT&T Mobility network and switching over to Verizon Wireless. After nine months of Droid use around the country, I am happy to report that its performance, reliability, battery life and ruggedness are great. I went through two Droids early on due to a mysterious loss of system configuration. Verizon Wireless could not duplicate or correct the problem, so the solution was to replace the device. Since then, the Droid has been with me all over the country, call-completion rates are near 95 percent, the device manages my contacts, calendar and email well, and the battery life is acceptable in 3G mode. I have dropped the device on concrete three or four times, it has some scratches, but it is still a fully functioning device. The application library for the Droid is growing and more than meets my needs. The multi-tasking operation system comes into play a few times, but is not a big advantage for me. Overall, I am very happy with the Droid and its performance on the Verizon Wireless network.

Back to the iPad... I love the screen and user interface, and I believe this device is the beginning of a new wave of devices with new input systems that will eventually lead to computers that listen and talk, and respond to gestures beyond even the touch screen. I expect these new interfaces will create new niche applications and ease of use for specific user groups. Once all my key documents are on the iPad, I will be very close to a full mobile notebook computer replacement, with one exception: I am not sure how well the device will work, even with the Bluetooth keyboard, for document construction (building letters, spreadsheets and presentations). I do not have enough experience to render an opinion on the AT&T Mobility network performance for the iPad. So far, speed and throughput is unimpressive, but I would like to get more experience before drawing a firm conclusion. In all my recent client meetings, the iPad evoked one of two reactions: "Cool, is that an iPad? I love it and must have one," or, "unfortunately my end-users are bringing the iPad onto our network and causing new, unbudgeted support requirements... Ugh."

Just before publication of this newsletter, I read the news of the AT&T network security breach and the compromised credentials of 100,000 email addresses. Forty-eight hours later and I have heard nothing from AT&T or Apple. In fact, I opened an expert ticket with Apple, and the expert representative had not heard of the issue - and Apple had no response. The device is still more of a toy than a tool to me.

I hope this mobile professional's perspective has been valuable, and I will update my experiences as part of the new Advocate Networks blog we plan to launch this summer.

For more information, please contact Scott Fogle at (678) 987-5990 or [scott.fogle@advocatenetworks.com](mailto:scott.fogle@advocatenetworks.com).

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## Case Study: Global Data Center Services Provider

This large, public corporation provides carrier-neutral data centers and internet exchanges to enterprises worldwide. It offers colocation, traffic exchange and outsourced IT infrastructure solutions, operating 49 data centers across 18 markets in North America, Europe and Asia-Pacific.

### Challenge

- A new CIO created an initiative to analyze the organization's existing carrier contracts and relationships, judge their competitiveness against the market, and look for plan of action or roadmap to move forward and rectify any gaps
- The company had grown through acquisitions and mergers, so information needed to be collected from many different areas
- The firm realized it had very old contracts; some even turned out to be expired and running on a month-to-month basis

### Solution Process

- Advocate Networks requested and gathered specific carrier information, including both invoicing and contract information. The Advocate Networks consulting team determined the company's total spend on mobile and fixed-line services, and created a high-level savings assessment
- Advocate Networks prepared requests for proposals (RFPs) and managed the RFP process, including all negotiations

### Results

- Through the RFP process, Advocate Networks secured two mobile services contracts with primary and secondary carriers, and four fixed-line services contracts with two incumbents and two new providers
- The new agreements saved the company about \$685,000, and created a 1,926 percent return on investment (ROI) over three years

For more information on assessing your wireless and/or wireline services, please contact Rob Stewart at (678) 987-5926 or [rob.stewart@advocatenetworks.com](mailto:rob.stewart@advocatenetworks.com).

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## Wireless and Wireline Carrier Web Portals

By Priya Boyington, Enterprise Consulting Team, Advocate Networks, LLC

Is your organization still getting its wireless and wireline bills on paper? There's a cheaper, faster and better way.

Domestic telecommunications carrier web portals are becoming quite popular for their ability to deliver invoices and reports. The customization and self-service aspects make the tool an attractive alternative for organizations of any size, but larger enterprises with a significant number of locations and invoice points have the most to gain. Once enrolled on the appropriate web portal, your organization will have the ability to place orders, check your status, and view and pay your bills online.

Listed in the chart below are a few examples of portals that are capable of multiple tasks. Some carriers have multiple portals, constructed over time as these communications companies have merged and acquired product lines and customer bases. Below are some of the better-known carrier portals:

Carrier	Service Type	CD Name	Web Access Name	Web Link
<b>AT&amp;T</b>	IXC	Billing Edge	Business Direct	<a href="https://www.businessdirect.att.com/portal/index.jsp">https://www.businessdirect.att.com/portal/index.jsp</a>
<b>AT&amp;T (Bellsouth)</b>	Local	BMS	Bellsouth Business Class Online	<a href="https://www.bellsouthbusinessclassonline.com/portal/site/bsld/index.jsp?epi-content=LOGIN">https://www.bellsouthbusinessclassonline.com/portal/site/bsld/index.jsp?epi-content=LOGIN</a>
<b>AT&amp;T Mobility</b>	Wireless	WIN	AT&T Premier	<a href="https://www.wireless.att.com/business/index.jsp">https://www.wireless.att.com/business/index.jsp</a>
<b>Deltacom</b>	Wireline		My Bill Online	<a href="https://express.openbill.com/obe/Main?next=Login&amp;group=2010&amp;skin=1&amp;userType=O">https://express.openbill.com/obe/Main?next=Login&amp;group=2010&amp;skin=1&amp;userType=O</a>
<b>Global Crossing</b>	IXC/Local		U Command	<a href="https://www1.ucommand.com/ucommand/login/login.aspx">https://www1.ucommand.com/ucommand/login/login.aspx</a>
<b>Qwest</b>	Local/LD		Q Control	<a href="https://control.qwest.com/portal/site/qcontrol">https://control.qwest.com/portal/site/qcontrol</a>
<b>Sprint</b>	IXC-LD	Fonview	Sprint Fonview	<a href="https://www.fonviewsprint.com/fv7/asps/login.asp?loc=https%3A%2F%2Fwww%2Efonviewsprint%2Ecom%2Ffv7%2Fasps%2Fdefault%2Easp">https://www.fonviewsprint.com/fv7/asps/login.asp?loc=https%3A%2F%2Fwww%2Efonviewsprint%2Ecom%2Ffv7%2Fasps%2Fdefault%2Easp</a>
<b>Sprint</b>	Wireless	SMART	PCS eBilling and Analysis	<a href="https://eba.sprintpcs.com/Login.jsp">https://eba.sprintpcs.com/Login.jsp</a>

<b>Sprint</b>	Wireless		My Sprint	<a href="http://www.sprint.com/index_c.html">http://www.sprint.com/index_c.html</a>
<b>Sprint</b>	Wireless		Wireless Manager	<a href="https://nextelonline.nextel.com/NASApp/registration/jsp/WirelessManagerlogin.jsp?TYPE=33554433&amp;REALMOID=06-3db00f4a-f2af-001e-0000-577500005775&amp;GUID=&amp;SMAUTHREASON=0&amp;METHOD=GET&amp;SMAGENTNAME=\$SM\$fTbmtjGzkc%2b8xBupyic%2bHOWPuRqJs4ZkOa5FN%2bTiY%3d&amp;TARGET=\$SM\$https%3a%2f%2fwirelessmgr%2enextel%2ecom%2f">https://nextelonline.nextel.com/NASApp/registration/jsp/WirelessManagerlogin.jsp?TYPE=33554433&amp;REALMOID=06-3db00f4a-f2af-001e-0000-577500005775&amp;GUID=&amp;SMAUTHREASON=0&amp;METHOD=GET&amp;SMAGENTNAME=\$SM\$fTbmtjGzkc%2b8xBupyic%2bHOWPuRqJs4ZkOa5FN%2bTiY%3d&amp;TARGET=\$SM\$https%3a%2f%2fwirelessmgr%2enextel%2ecom%2f</a>
<b>Sprint</b>	Wireless		My Sprint - Personal Wireless Account Management	<a href="https://sso.sprintpcs.com/sso/redirect.do?deeplink=viewmybill&amp;PCode=vanity:viewmybill">https://sso.sprintpcs.com/sso/redirect.do?deeplink=viewmybill&amp;PCode=vanity:viewmybill</a>
<b>T-Mobile</b>	Wireless		I-Billing	<a href="http://www.t-mobile.com/Business/Information.aspx?tp=Bus_Tab_AccountManagement&amp;tsp=Bus_Sub_IBilling">http://www.t-mobile.com/Business/Information.aspx?tp=Bus_Tab_AccountManagement&amp;tsp=Bus_Sub_IBilling</a>
<b>Verizon Business</b>	Wireline		My Account	<a href="https://www2.verizon.com/myaccount/">https://www2.verizon.com/myaccount/</a>
<b>Verizon Wireless</b>	Wireless	BillManager	My Business Account	<a href="https://mblogin.verizonwireless.com/amserver/UI/Login?realm=vzwm&amp;goto=https%3A%2F%2Fb2b.verizonwireless.com%3A443%2Ftmb%2Flogin%2Fperform.do">https://mblogin.verizonwireless.com/amserver/UI/Login?realm=vzwm&amp;goto=https%3A%2F%2Fb2b.verizonwireless.com%3A443%2Ftmb%2Flogin%2Fperform.do</a>
<b>Verizon Wireless</b>	Wireless	BillManager	iBAS	<a href="https://www.ibas.verizonwireless.com/iBAS/iBAS-Core_index.jsp">https://www.ibas.verizonwireless.com/iBAS/iBAS-Core_index.jsp</a>
<b>XO</b>	IXC/Local		XO Business Center	<a href="http://www.businesscenter.xo.com">http://www.businesscenter.xo.com</a>

The detail availability and significant time-saving ability of this technology can assist multiple areas within enterprise organizations, such as procurement, finance and IT. End-of-year financial reports, rapid delivery and inventory details are just a few of the ways to increase productivity. Another point is that many carriers now charge customers for the paper version of their bills to reduce their own administration costs.

One caution: as you transition to the carrier portal, Advocate Networks recommends that you retain paper copies as a backup, but ultimately being "paperless" is a great advantage. Many Advocate Networks clients engage us to manage their assessment, roadmap and sourcing initiatives. Online portals allow us to reduce the costs of such initiatives, as information available in electronic format is much more efficient to gather, manipulate and model.

Advocate Networks highly encourages you to enroll in all available carrier web portals, as it will save you time, effort and money. If you have questions or would like to discuss you assessment, roadmap and sourcing initiatives, please contact Rob Stewart at (678) 987-5926 or [rob.stewart@advocatenetworks.com](mailto:rob.stewart@advocatenetworks.com).

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## From Call to Contact Center 2.0

By Marco Kuysten, Managing Consultant, Advocate Networks, LLC

While yesterday's call center was heavily focused on inbound and/or outbound phone calls, today's call center adds multimedia such as chat and email (and is more appropriately called a contact center.) Tomorrow's contact center is facing a new challenge: social media.

Social media sites such as LinkedIn, Twitter, FaceBook, Digg and YouTube create powerful opportunities for companies to learn and engage their customers in a different way. Social media is much more than a new channel to broadcast.

Companies can, depending on their profile, benefit greatly from social media if it is properly integrated into the company's business and communications processes. It starts with monitoring; what are people saying about your company, its services, the competition and the market in general? Monitoring may seem easier than it is. With more than 1,500 tweets created every second, tools are needed to not only scan but also to filter.

The next step is to understand; why are users saying what they are saying? Are the comments positive or negative, what is the intensity, and how many followers does the message have? After understanding, you have to act. Acting on social media activities needs to be coordinated, structured and measured. The major contact center providers are starting to offer solutions that integrate social media into the contact center.

In planning for your next contact center, social media has to be taken into consideration. How important is social media to your organization, and how do you filter the multitude of social media events that are created every second? After you have selected the events you want to act on, how do you coordinate this in a structured and measurable way? Welcome to Contact Center 2.0.

For information on planning your next contact center, please contact Marco Kuysten at (678) 987-5965 or [marco.kuysten@advocatenetworks.com](mailto:marco.kuysten@advocatenetworks.com).

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## Wireless Carrier Consolidation

By Priya Boyington, Enterprise Consulting Team, Advocate Networks, LLC

A leading indicator of our culture's dependence on wireless communication is the average age that children receive their first cell phone: 8 years old! Enterprises that are keenly attuned to improving wireless cost, service and support strive to consolidate their number of wireless carriers. However, this can be difficult considering the very personal attachment employees develop with their wireless device or carrier, and the resultant resistance across the organization to changing carriers. How often have you heard "that carrier doesn't work (fill in the blank) at home, on my commute, in the office, or where I travel"?

When sourcing wireless services, it is important to assemble the details on carriers' geographic service areas and provide them to employees as part of any corporate decision. This can help quell the potential uproar over slower downloads or limited service areas. Consolidating carriers and contracts enables the enterprise to gain significant cost, service and support advantages: larger corporate discounts, more efficient optimization such as voice pooling of minutes, fewer accounts to manage, and fewer bills to pay.

Simply put, wireless is imperfect radio frequency technology; it works where it works and it doesn't where it doesn't. Carrier coverage maps are no good solution (read the disclaimers in the fine print). Third-party drive data such as heat-bloom maps can be extremely helpful, but are costly and must be studied carefully to rate and rank anticipated coverage. One of the best ways to ensure a good fit for your company is by negotiating a carrier trial period for little or no cost in your contract. During this trial period, employees are able to use the devices for their everyday work and test actual carrier coverage. It is a good idea to select members of your organization who use wireless as part of their everyday job, but not the most technologically savvy (i.e. your telecom or IT staff). That way the technology and service testing is based on the cases in which it will be used most of the time, instead of the most extreme circumstances.

Considering the location in which the majority of your organization's business interactions take place is also key in choosing a wireless carrier. If international travel is routine for your employees, it is important to note that Europe and many other countries operate on GSM (Global Systems for Mobile communication) technology versus CDMA (Code Division Multiple Access), which is more prevalent in Asia-Pacific. Of the four major carriers in the United States, only AT&T and T-Mobile currently operate on GSM as their core technology. This doesn't mean you can't travel on Verizon or Sprint; both carriers partner with other providers worldwide to cover international travel. The disadvantages of choosing these carriers, however, could be your specific device not being compatible with off-shore networks or requiring an additional fee to adopt a multiple band device. It is highly recommended that you test international devices before making broad carrier choices.

If you have read an article about wireless in the past few months, the term 4G technology is being spread throughout the industry with high anticipation. Sprint is the first major carrier to offer the 4G network, based on WiMAX. AT&T, Verizon and T-Mobile have all announced that their 4G technology of choice will be LTE (Long-Term Evolution), which will not be ready for full deployment until next year. It promises to bring almost double the uplink and downlink speeds in most cities.

Advocate Networks can help you obtain the wireless carrier that best fits your organization's needs. If you would like more information, please contact Rob Stewart at (678) 987-5926 or [rob.stewart@advocatenetworks.com](mailto:rob.stewart@advocatenetworks.com).

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## Ongoing Community Service: Sheltering Arms



By Jeff Reinke, Analyst, Advocate Networks, LLC

Members of Advocate Networks met early in the morning on June 11, 2010, at Sheltering Arms, a nonprofit daycare center with a great history. For its second-quarter community service project, Advocate Networks employees were excited to read stories to young children at the center and to sod their playground.

Celebrating its 122nd anniversary this year, Sheltering Arms was founded by a sewing circle made up of Atlanta women. The first "center" was in a railroad boxcar. Today the

organization thrives with 17 Sheltering Arms centers scattering the Atlanta area - each center helping local children and families reach their full potentials.

"Participating with children in their classroom activities was a nice change of pace and a lot of fun for all of us," said Sharetta Marcus, a client account manager at Advocate Networks. "It was also very rewarding to spend a day giving back to the community."

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## Look For Us!

### HostingCon 2010

July 19-21, 2010

Location: Austin Convention Center  
Austin, TX

Web site: <http://www.hostingcon.com/account/register/>

### SCALA Vendor Fair

August 19, 2010

Location: Columbia Metropolitan Convention Center  
Columbia, SC

Web site: <http://www.scalanet.org/>

### COMPTEL Plus Fall 2010

September 12-15, 2010

Location: Gaylord Texan Resort and Convention Center  
Dallas, TX

Web site: <http://www.comptel.org/>

### SIMposium: The Charm of IT

October 3-5, 2010

Location: Omni Hotel, CNN Center  
Atlanta, GA

Web site: <http://www.simposiumconf.com/>

***Referrals are always appreciated (and rewarded)! Please contact Susan Schroeder at [susan.schroeder@advocatenetworks.com](mailto:susan.schroeder@advocatenetworks.com) for information about our referral program.***

***To learn how Advocate Networks can reduce your communications expenses, please contact Scott Fogle at (678) 987-5990 or [scott.fogle@advocatenetworks.com](mailto:scott.fogle@advocatenetworks.com).***

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