

The *Three Things* AT&T Does Not Want You to Know about Revenue Recovery



- ◆ Call Detail Records (CDR)
- ◆ Liquidated (PM) Damages
- ◆ Billing Audit and Recovery

Is AT&T failing in its commitments to your company? If it is, it may owe it a lot of money in Liquidated "PM" Damages, Call Detail Records (CDR), and other causes, like over billing.

- ◆ AT&T committed to provide accurate call detail records (CDR) from its switching equipment and for calls from AT&T customers to yours. These CDRs (CABS, reciprocal and ISP compensation, etc) are often *seriously incomplete*.
- ◆ AT&T agreed to provide accurate bills to your firm. Do they?
- ◆ AT&T agreed to timely processing of service orders, and to pay PMs for botched repair calls, bills, order posting and "flow through." Do they?

AT&T agreed that the Operational Support Systems (OSS) for competitors like you would operate "in parity" with those used by AT&T to serve its own customers. Note we said, "*in parity*" to the systems used by AT&T. That obviously implies two systems. AT&T uses one OSS for itself and keeps another "special" one for its competitors. The trouble is:

- A. AT&T grades its own performance.
- B. AT&T interprets its own rules.
- C. NOBODY ever checks AT&T's figures.

Nobody that is, until now...

1. AT&T May Be Mishandling Your Orders

When a CLEC submits a LEX service order to AT&T, the submitted order is normally coded by AT&T's OSS system with "LX." When a CLEC uses EDI, the order is coded "ED." If a CLEC faxes an order to AT&T, the "CS" code is applied. LX, ED and CS orders will generate liquidated damages if the order fails any PM. This is not true with AT&T's internal "SS" code. The SS code wipes out AT&T's PM liability in one fell swoop because it is not counted in liquidated damages calculations.

AT&T routinely uses SS order codes to cover up OSS problems. One of the most common abuses is forcing orders that do not "flow through" the OSS system to "post" when they frequently error out. "Forcing" orders creates all kinds of downstream problems for the CLEC because things like CDR production and billing never get set up correctly.

The competitor never sees a dime for the original posting problem, or for the inevitable problems later with its AT&T bills and CDR.

The "ZD" code section of an order is also a target for abuse by AT&T. The ZD code is *supposed* to explain why a due date was missed or pushed out. If the missed due date is AT&T's fault, again, AT&T owes liquidated damages for the "miss." In an analysis of the ZD code for one CLEC, we discovered that:

- Only were coded as AT&T caused "misses."
- 42% said the orders were *pushed out by the CLEC*.
- 56% contain no ZD code whatsoever.

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Another code that should be scrutinized is the ITRAK code. ITRAK is designed to be a rare occurrence since it is technically *a waiver of liquidated damages penalties by the CLEC*. AT&T has indiscriminately used the ITRAK code to avoid the payment of liquidated damages.

2. AT&T May Be Altering Your Order Data

It is interesting to consider that a sales clerk at Home Depot must get a manager to void a transaction due to financial implications and the potential for fraud. No such protections exist here! AT&T routinely alters order data. For example, if an order has the potential to cost AT&T liquidated damages, an employee can simply copy it, change the offending data, apply the SS code to the "new" order, then DSO (Disregard Service Order) the old order. We can show you how, and where to look to resurrect DSO orders using data forensics.

3. AT&T May Be Losing Your CDR

Up to 50% of the revenue of some AT&T competitors comes from CABS, reciprocal and ISP compensation and other kinds of CDR. When orders are "forced" however (as discussed above) records are often lost. Oftentimes the records are actually diverted to AT&T instead of you. Each year companies collect millions in financial settlements from AT&T due to these issues. Have you been affected? You will not know unless you look. We can tell you if your company is a victim of "CDR identity theft" by AT&T. If they are, we can help you collect back YOUR money.

4. It is Likely You Are Being Over Billed

Since your services may never have been set up correctly to begin with (due to AT&T OSS errors) we also offer detailed audits to identify billing errors and submit them for credit.

5. In Summary, TelLAWCom Labs Can:

- ◆ Programmatically analyze your AT&T data for ITRAK, SS, DSO and other telltale codes. Some clients have found ITRAK rates of 18% or more. One found almost half its orders contained AT&T's SS code.
- ◆ Conclusively verify your CDR. Clients have found *whole categories* of CDR missing. AT&T has paid out millions in CABS settlements alone, and its other types of CDR processing are even more abysmal. If you have been affected, we can help you file for a refund from AT&T.
- ◆ Provide a comprehensive billing audit of all vendors. We are a Strategic Partner of the **NET RESULTS GROUP** a prestigious nationwide billing audit firm.



We can arrange a permission-based audit by NRG *generally at no up front cost to you* for an even greater revenue recovery potential.

So what are you waiting for?

Use Revenue Recovery to retool your business into profitable technologies that will work in today's competition unfriendly environment, and let AT&T help fund your effort. Catch the revenue impacting mistakes that affect your business with our help.

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- ◆ *"It was immeasurably informative and enlightening. I am on a mission now to enlighten the other CLEC owners about these issues."* - CLEC General Counsel
- ◆ *"You have my permission to tell your clients that my firm believes SBC is guilty as charged."* - Law Partner
- ◆ *"Our SBC Service Manager is a talking parrot. She never told us any of this!"* - MIS Manager, CLEC

Who Should Attend? CEOs, CFOs, Billing Specialists Service Bureaus, Internal, External, and "Big 4" Auditors, Bankruptcy Trustees, Federal (FCC) and State (PUC) Regulators, Telecom Law Firms, Telecom Consultants, MIS Specialists, CABS Specialists, CABS Processing Services, Independent Telephone Companies, ESPs, and others. To host this seminar call us or Email sharon@tellawcomlabs.com

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