
***BellSouth Operator Services (OPS)
Reseller/UNEP CLEC
Pre-Ordering and Ordering Guide
For Operator Services - Custom Branding/UnBranding
via OLNS Software***

(Issue 2.0 – April 8, 2003)

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Section 1.0 – Introduction

1.1 Purpose

This document provides the Reseller/ Unbundled Network Element (UNE) Competitive Local Exchange Carrier (CLEC) with the current Pre-Ordering and Ordering information pertaining to BellSouth *Operator Services – Custom Branding/UnBranding via OLNS Software for Reseller/UNEP CLECs*.

The BellSouth Custom Branding/UnBranding via OLNS Software – Reseller/UNEP Information Package (Version 2.0) is located at the BellSouth Interconnection Services Web site in the CLEC Products Section at:

http://interconnection.bellsouth.com/guides/unedocs/reseller_unep_clec.pdf

1.2 Disclaimer Statement

The information contained in this document is subject to change. BellSouth will provide notification of changes to the document through the CLEC Notification Process.

1.3 Version History / Control

Any future modifications, enhancements, and/or improvements that are made to this Pre-Ordering and Ordering Guide for BellSouth *Custom Branding/UnBranding via OLNS Software for Reseller/UNEP CLECs* will be reflected accordingly in this section of the document.

Section	Date / Issue	Description
ALL	07/27/01 – Issue 1.0	Initial Issue Release
ALL	04/07/03 – Issue 2.0	Revised Issue

SECTION 2.0 – Custom Branding/UnBranding via OLNS Overview

2.1 Overview

Custom Branding/UnBranding via OLNS Software is requested via the **OLNS Ordering Form, which is provided by the customer's Account Team.**

There are eight possible rate elements associated with Custom Branding/UnBranding via OLNS Software for Reseller/UNEP CLEC's.

Operator Assistance:

Custom Branding via OLNS Software

- Recording of the Custom Branded OA Announcement/per Unique Announcement
- Loading of the Custom Branded Announcement onto Network Access Vehicle (NAV) shelves/per OCN
- Loading of the Custom Branded Announcement onto A Digital Recording Announcement Machine (DRAM)/ per DRAM platform (North Carolina ONLY!)

* **NOTE:** Due to regulatory constraints in North Carolina, Branding for 0- calls is provisioned via a Digital Recording Announcement Machine (DRAM).

UnBranding via OLNS Software

- Loading of UnBranding per OCN

Directory Assistance:

Custom Branding via OLNS Software

- Recording of the Custom Branded DA Announcement/per Unique Announcement
- Loading of the Custom Branded Announcement per Switch per OCN

UnBranding via OLNS Software

- Loading of DA UnBranding per OCN
- Loading of DA UnBranding per Switch

There are no USOC's associated with the Rate Elements noted above for Reseller/UNEP CLEC's. Billing will be initiated via a 9155 Form.

SECTION 3.0 – Custom Branding/UnBranding via OLNS Software

3.1 Availability

Custom Branding/UnBranding via OLNS Software is available in the BellSouth nine state regions.

The **STANDARD SERVICE INTERVAL** for provisioning of Custom Branding/UnBranding via OLNS Software is 60 calendar Days. This interval is calculated from the date the Account Executive receives a correct OLNS Branding Order Form.

3.2 Contract Specific Provisions

Before an order for Custom Branding/UnBranding via OLNS Software may be submitted by the Reseller/UNEP CLEC, the CLEC must have an Interconnection Agreement that includes terms, conditions and rates for the locations where Custom Branding via OLNS Software is being requested.

3.3 Billing Information

Billing for Custom Branding/UnBranding via OLNS Software, for Reseller/UNEP CLEC's, will be initiated through a 9155 Form, to be completed by the customer's Account Executive. The Customer will be billed from the Customer Record Information System Billing System (CRIS) on a 'Q' Billing Account Number (BAN). There are no USOC's associated with the rate elements for Custom Branding/UnBranding via OLNS Software for Reseller/UNEP CLEC's.

SECTION 4.0 – Ordering Custom Branding/UnBranding via OLNS Software

4.1 Description of Ordering Process

The following points describe the high level Order Process Flow for Custom Branding/UnBranding via OLNS Software.

To Request Custom Branding/UnBranding via OLNS Software:

1. Reseller/UNEP CLEC's may request Custom Branding/UnBranding via OLNS Software, by contacting their Account Team. The Account Team will verify that language for Custom Branding/UnBranding via OLNS Software is contained in the customer's contract. If the appropriate language is not in the contract, the Account Team will negotiate the proper language for this service in the contract.
2. The Account Team will provide the Customer with an OLNS Order Form, via E-mail.
3. The Customer will complete the order form, and return it to the Account Team, via E-mail.
4. The Account Team will review the Order Form for accuracy and forward to Operator Services via E-mail for processing.

5. The Branding/UnBranding Announcement is provisioned and tested for accuracy.
6. OS-Facilities will notify the OS Account Team to contact the customer to place test calls.
7. Once Testing is complete and satisfactory, the OS Account Team will notify Billing via a completed 9155 Form to Billing.

To Remove Custom Branding:

1. To remove Custom Branding via OLNS Software, the customer must submit a Branding Order Form, to its Account Team, with "Remove" selected in the Service Type Section.
** (For Reseller/UNEP customers, BellSouth Branding is the default Branding option.)
2. The Account Team forwards the Branding Order Form to OS – Facilities, who takes the Custom Brand off the customer's account.

Canceling A Pending Branding Order:

To cancel a pending order for Custom Branding/UnBranding via OLNS Software, without being charged, the customer must submit a written request to its Account Executive within 10 days of submitting the original Order Form. After 10 days, the customer will be liable for all expenses incurred for provisioning Custom Branding/UnBranding via OLNS Software.

SECTION 5.0 – Ordering Custom Branding/UnBranding via OLNS Software

5.2 Submitting a Request

To request *Custom Branding/UnBranding via OLNS Software*, the Reseller/UNEP CLEC must prepare and submit the OLNS Branding Order Form its Account Executive for processing.

5.3 OLNS Branding Order Form - Instructions

Instructions for preparing the OLNS Branding Ordering Form.

The form MUST be typewritten. Unless otherwise noted, there are no restrictions regarding length of fields or alpha/numeric makeup of required information.

Field	Instructions
Customer Name	The Customer's Name
Type of Branding Order	Check the Type of Order/Action being requested. (New Service, Change of Service, or Removal of Service)
Q-Account Number	The specific Billing Account Number assigned by BellSouth.
OCN(s) to be Branded	Operating Company Number. Assigned by NECA.
BellSouth Account Executive	The name of the Customer's Account Executive.
Telephone	The Account Executive's telephone number.
Branding Phrase (1)	The Unique Branding Phrase the customer wants recorded. Maximum of 4 seconds in length.
Type of Branding Service Requested	Indicate whether the Customer is ordering Custom Branding or UnBranding for OA, DA or Both.
Implementation Contact	Company's contact person.
Telephone	The Contact person's phone number.
Pager (Optional)	Contact person's pager number, if available.
Date Submitted (2)	The Date the Order Form is officially submitted to the Account Executive. (The form should be correct and complete).
Desired Due Date	The Date the customer wants service up and running. Standard Interval for Branding is 60 Calendar Days from receipt of a correct and complete OLNS Branding Order Form.
Call Volume/TOPS Location @ Busy Hour	Enter the estimated call volume per TOPS location. Each TOPS location is identified by its eleven-character Wire Center CLLI code.

- 1. Branding Phrase is limited to Company Name.***
- 2. Orders are considered firm after 10 business days of receipt of Order.***