

VOLUME 2, SECTION 2.7: BUSINESS RELATIONSHIP MANAGEMENT



2.7 BUSINESS RELATIONSHIP MANAGEMENT [C.3.4.3, M.3.12]

This section addresses the Level 3 approach to managing the business relationship between Level 3 and the GSA. We understand that Level 3 and the GSA share the common business goal of disseminating Networkx Enterprise contract information throughout the Government. We will leverage our [REDACTED] Federal account management organization, processes, and tools to meet this requirement [REDACTED].

GSA will face several challenges in optimizing the continued use of the Networkx contracts:

- Providing agency customers access to the latest in telecommunications and managed services technology
- Disseminating contract information throughout the Government worldwide
- Providing agencies with solid technical support to spread understanding of the application, tradeoff alternatives, and costs of new services;
- Supporting in the implementation of converged IP backbone networks

The Level 3 Government group has developed the organizational experience, tools, and processes necessary to support GSA and their agency customers fully in marketing this contract vehicle. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Level 3 operates one of the world's largest MPLS converged services backbone networks, uniquely qualifying our (3)EnterpriseSM team to support Government agencies as they evolve networks to support Internet Protocol (IP)-converged voice and data applications.

In this section we discuss our growing Level 3 Government Markets Organization, the sales processes that we will use to market our Networx contract, and a detailed discussion of how Level 3 will implement a Networx subscriber web site to make the Networx contract available throughout the Government.

2.7.1 Level 3 Government Markets Organization [L.34.2.3.7]

[REDACTED]

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2.7.2 Business Relationship Strategies and Practices [L.34.2.3.7]

This section will describe the resources, strategies, practices, and tools that Level 3 intends to use in advertising the contract throughout the Government, the team with our GSA sales counterparts, and support agencies in their selection of optimal services from the contract.

[Redacted text block]

[Redacted text block]



[Redacted text block]

2.7.2.1 LEVEL 3 FEDERAL SALES PROCESSES AND ORGANIZATION

The Level 3 Level 3 Government Markets Organization will use [Redacted] sales method as the primary means to market our Enterprise services. [Redacted]

[Redacted text block]

[REDACTED]

2.7.2.2 SELECTION OF OPTIMAL NETWORK SERVICES

Agencies using the Enterprise contract for network services will be presented with a number of complex IP based services that have available managed security options aimed at facilitating the deployment of converged IP Wide Area Networks (WANs). Level 3 operates an MPLS-converged services backbone network unique to the industry as a core competency of the organization. [REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



[REDACTED]

2.7.3 Business Relationship Systems and Architectures [L.34.2.3.7]

In addition to the sales and marketing programs discussed previously, Level 3 will provide contract information, services information, [REDACTED] via the Level 3 public and a subscriber web site, (3)Enterprise portal. [REDACTED]

[REDACTED]

2.7.3.1 NETWORKX WEB SITE OVERVIEW [C.3.4.3.2.1]

Logical Groupings: Level 3 will provide a single (3)Enterprise portal separated into two groupings, a public web site and a (3)Enterprise subscriber web site. [REDACTED]

[REDACTED]

Site Maps (Taxonomy): Both the public and restricted web site views will include a hyperlinked site map with links that provide a taxonomy of the sites based on industry best practices to ease user location of pertinent information.

Navigation: Standard Navigation for the site, based on the design of the Level 3 corporate web site, [REDACTED]

2.7.3.2 LEVEL 3 APPROACH TO HOSTING THE WEB SITE

[REDACTED]

[REDACTED]

2.7.3.3 (3)ENTERPRISE PORTAL

The (3)Enterprise portal site will be a logical extension of the (3)Enterprise public web site [REDACTED]

[REDACTED]

Web Site Accessibility: Any Government employee will be able to reach the Level 3 subscriber web site via the public Internet using the web site URL, available from the Level 3 public web site (www.level3.com). The URL could also be added as a link to any GSA or agency web site.

From the public site, a user will be able to enter a (3)Enterprise subscriber user ID and password to access the secure side of the web site. [REDACTED]

[REDACTED]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

2.7.3.4 APPROACH TO MULTI-LEVEL ACCESS SECURITY

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[Redacted]



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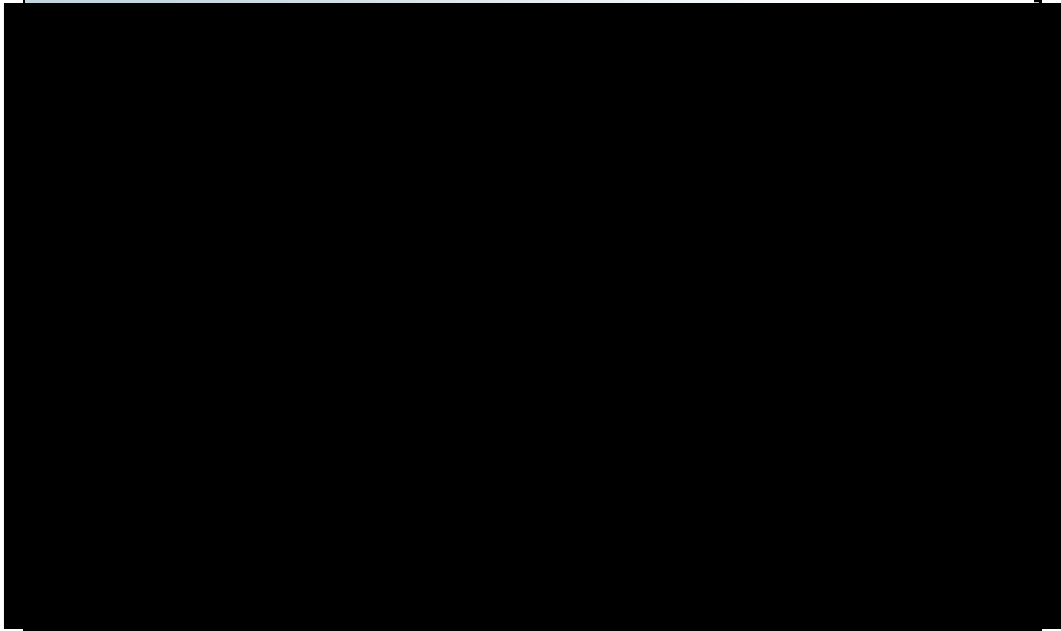
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2.7.3.4.1 User ID/Password Distribution

Level 3 will receive lists of GSA and agency authorized personnel 







The received Government data will be used to establish user access privileges. 













2.7.3.4.2 The UAP Database

Level 3 will develop and maintain a list of authorized users with electronic access to the (3)Enterprise web site. [REDACTED]

[REDACTED]

Column Name	Description	Data Type
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Networx Subscriber User Roles: The Government requires at least two types or roles of Networx web site subscribers:

- Users who need controlled access to information, operational support systems, or operational support system functions within the constraints of their specific agency information domain

- Users (e.g., DAR) who need access to all information, operational support systems, and functions within the constraints of their specific agency information domain

[Redacted text block]

[Redacted]	[Redacted]	[Redacted]
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[Redacted]	[Redacted]	[Redacted]
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[Redacted]	[Redacted]	[Redacted]
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[Redacted]	[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	[Redacted]

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[Redacted]

[Redacted]

[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]


[REDACTED]



2.7.3.5 NETWORKX PUBLIC WEB SITE CONTENT

The proposed content of the Networkx public web site is described in this section. It will be available to any Government employee worldwide via the global Internet at a known URL.

2.7.3.5.1 Level 3 Networkx Contract

Upon receiving notice to proceed, Level 3 will prepare a proposed redacted version of its Networkx contract in accordance with Freedom of Information Act guidelines. 









2.7.3.5.2 Points of Contact

The Level 3 public web site will include POC lists for both the GSA and specific agency. The initial list will be implemented on the web site 30 days after contract award. POCs for GSA will consist of key personnel in the PMO and CSO office, as mutually agreed. POCs for agencies will include CSO key personnel, the Level 3 AE and SE assigned to that particular agency, and any other agency specific resource.

The POC content will provide, at a minimum, the record elements specified in Network Enterprise RFP Sections C.3.2.3.3.1.4 for GSA POCs and C.3.2.3.4.1.4 for agency contracts.

2.7.3.5.3 (3)Enterprise Products and Services

Level 3 will develop a hyperlinked format describing all service offerings available under the (3)Enterprise contract. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Additional information will be added over time to include product brochures in pdf format, application examples, and other marketing collateral. As the contract progresses, Level 3 will add solutions documents describing how other agencies have used Level 3 services to solve specific needs.

Some (3)Enterprise service offerings may overlap in functionality offering the Government some alternatives in meeting specific telecommunications needs. Where such alternatives exist, Level 3 will add a brief overview and suggest that the agency contact the AE for further information to help evaluate alternatives.

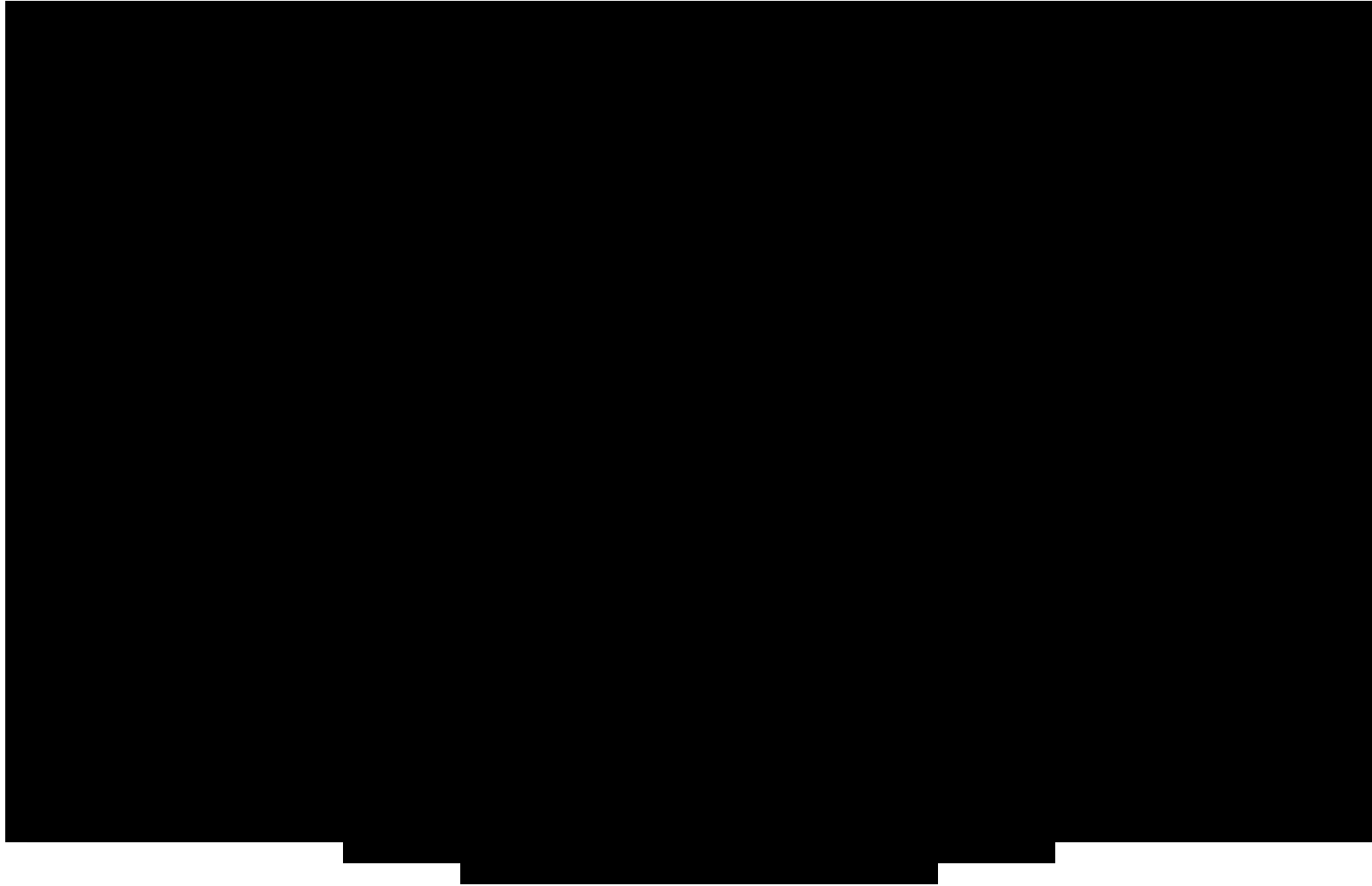
2.7.3.5.4 Access to Level 3 Training Information

The (3)Enterprise web site will provide a link enabling controlled access to the Learning Management system provided by the Level 3 training team. The Learning Management system will enable the following functionalities:

[REDACTED]

2.7.3.5.5 Contract Operational and Administrative Data

[REDACTED]





[Redacted text block]

[Redacted text block]

Service Order Status Information: A link will be provided on the (3)Enterprise portal [Redacted] to order status information contained in the (3)Enterprise Quotes and Orders DB. [Redacted]

[Redacted text block]

[Redacted text block]

Trouble Reporting Data and Service Effecting Faults: This link will provide the user visibility into the (3)Enterprise Status and Tracking systems for service issues and service effecting faults as described in "T&C Handling"

in Section 2.6 and “Fault Management” in Section 2.2.3 of this proposal volume.

Billing and Billing Dispute Data: A link will be provided to allow authorized users access to certain billing and billing dispute data as described in “Billing” in Section 2.10 of this proposal volume.

Transition Data: A link will be provided to access the Transition data cited in Section C.4.3.3, “Contractor Data Provided to Government,” that includes inventory data, Transition Action notices, and Go/No-Go notices.

[REDACTED]

[REDACTED] Additional information on Transition data can be found in “Transition” in Section 3.0 of this proposal volume.

Performance Data: The Level 3 model for performance measurement and quality control allows for a high degree of customer satisfaction. [REDACTED]

[REDACTED]

2.7.4 Business Relationship Management Processes, Reports, and Tools

2.7.4.1 LEVEL 3 SALES PROCESSES

Enterprise Account Management and Opportunity Identification:

Level 3 uses a process called the [REDACTED] to develop [REDACTED] account plans based on core Level 3 product offerings. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Opportunity Management/Targeted Account Selling: [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

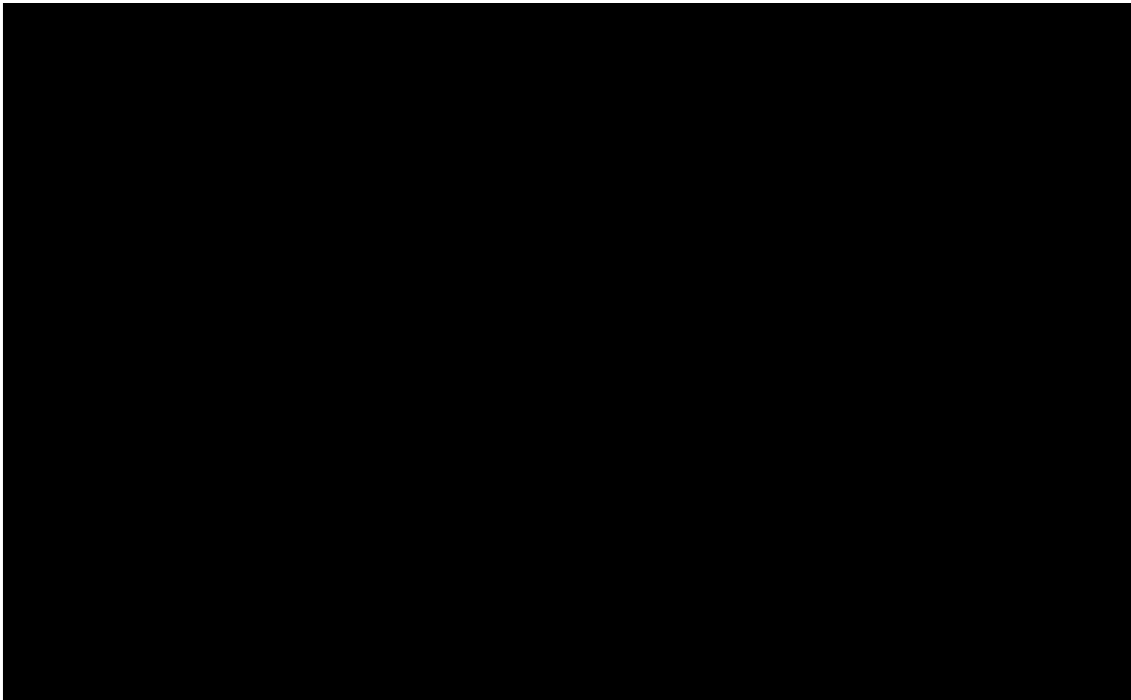
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



2.7.4.2 NETWORKX REPORTS [C.3.4.3]

List of Authorized Users Report: Level 3 will generate a [redacted] report

[redacted]
[redacted]
[redacted]

(3)Enterprise Products and Services: The (3)Enterprise portal will contain a report with technical details of Networkx products and services available from Level 3 in its Enterprise contract. [redacted]

[redacted]
[redacted]
[redacted]
[redacted]

Level 3 will maintain the content of this information to ensure that agency customers and GSA have the most accurate available information on

products and services. Level 3 will update information according to the following schedule:

[REDACTED]

2.7.4.3 WEB SITE DEVELOPMENT AND MAINTENANCE TOOLS

Level 3 will use [REDACTED] to develop the (3)Enterprise portal. [REDACTED]

2.7.5 Summary

Level 3 will support the promotion of the Networx Enterprise contract by effective marketing, sales, and training.

Using our [REDACTED] resources, Level 3 will assist the agencies in the optimal selection of (3)Enterprise services to support agency missions.

(3)Enterprise will provide an efficient, user-friendly, Internet-based communications tool that will allow for up-to-date information on (3)Enterprise services, provide access to Operations support systems, and supply other contract information.