



# News From Telegration

## Telegration Kicks Off 2011

All of us at Telegration want to thank everyone for their commitment to our cause in 2011. We finished the year strong and we are prepared for another great year in 2011. We just completed our 20<sup>th</sup> year of being in business with a record payout for commissions with over \$2M paid in 2011. We just celebrated our second anniversary in our new Headquarters and we are all settled in and enjoying our recently upgraded sound and video system in our state of the art training room. We kicked off January with a tremendously successful Agent Council 2 day meeting with guest speakers from AT&T Mobility, Cbeyond, Charter Business, Masergy, inContact, Grid 4, TDS Metrocom, Time Warner Business Class, 123 Net and others. The highlight of the event was the Key Note Speech delivered by Rich Postma, CEO of US Signal. His insight on the industry captivated us all as he gave his viewpoints on the industry and expressed his non-wavering commitment to the channel.

The topics reflected the leading edge changes becoming main stream in 2011 that will allow our agents and staff to take advantage of Hosted PBX, Managed IP, AT&T Mobility Applications, data hosting, wireless data and Internet service, and hosted Software as a Service. In addition, Bill Powers came in and represented the Agent Alliance. The Agent Alliance is a membership of 17 Master Agents like Telegration that care and share contracts across the country. As a member of the Agent Alliance, Telegration Agents can benefit from our relationship with these other Master Agencies to provide practically any service from any provider for commission payout through Telegration.

Change is always a challenge and the Telegration name means we

### Inside this issue

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General Mgt Brief .....	3
US Signal Network Expansion .....	6
Cloud Services .....	7
Opt-e-Wan Service .....	10

### Special points of interest

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- Don't Miss The Boat Contest
- Commission Calendar
- AT&T All for Less Promo
- AT&T U-verse Info



## Telegation Kicks Off Continued...

change with the industry to benefit our customers and agents. We have prepared well with a great product line and support system for you. We are confident that 2011 will be your best year ever with Telegation. We are committed to our company goal of being the best Master Agency in the Midwest and have plenty of great technology improvement and support initiatives planned for 2011. We are especially proud of our mobile application that will allow our customers and agents to contact us anytime, anywhere, from any smart phone device for quotes, customer service and to contact

us from email or via the phone directory on our mobility application to better serve you. In addition, we are proud to announce our 2011 "Don't miss the Boat" sales contest (See Dan Williamson's article on how to qualify).

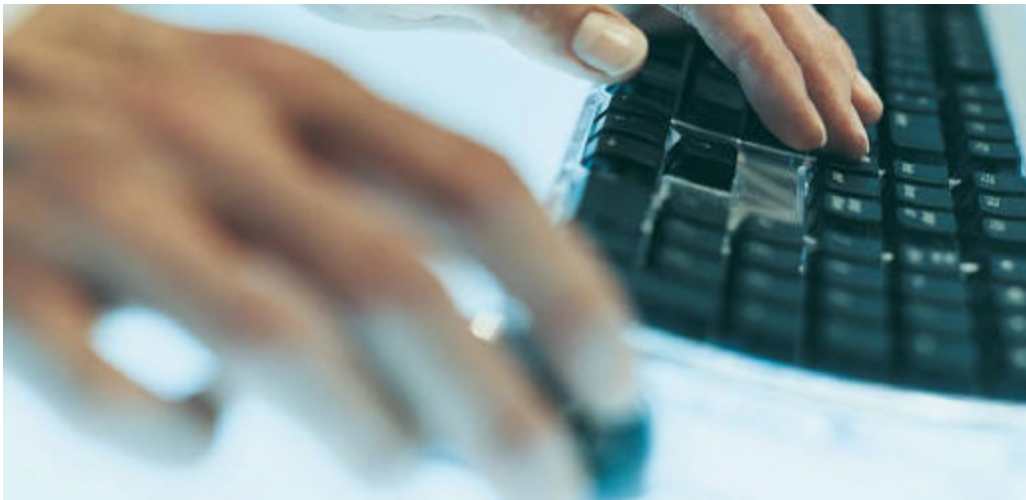
We appreciate your efforts and look forward to working with you in 2011. May 2011 truly be your best year ever. Let's make it happen!

Sincerely,  
 Denis V. Raue  
 President and Founder

# COMMISSION CORNER

**Commissions will be ran on the "run" dates and checks will be mailed on the "check" dates.**

<u>RUN DATE</u>	<u>CHECK DATE</u>
MAR 10, 2011	MAR 18, 2011
APR 11, 2011	APR 15, 2011
MAY 12, 2011	MAY 20, 2011
JUN 10, 2011	JUN 17, 2011
JUL 11, 2011	JUL 15, 2011
AUG 10, 2011	AUG 19, 2011
SEP 09, 2011	SEP 16, 2011
OCT 11, 2011	OCT 21, 2011
NOV 10, 2011	NOV 18, 2011
DEC 09, 2011	DEC 16, 2011



## General Manager Brief

I first wanted to state many thanks to all our agents that attended Telegation's first annual Agent Council meeting in January. Hopefully you feel the time spent with us was beneficial and informative. We sure did!!! Each of you provided excellent feedback to our team and we are working on the specific action items that you identified.

### ACTION ITEMS

- Provider look-up tools (carriers available)
- ATT IP Flex Billing (Update agents on progress)
- TGN LD contracts (agents would like the ability to type into them)
- Sharepoint access and portal training
- Quote turn around process
- Ability to select multiple applications on Sales Engineering Request
- Emails on new promotions (Constant Contact and Sharepoint)
- Marketing slicks on "why" to sell a carrier
- More Info and knowledge on: Frontier/Centurylink/Ebarq/Mobile Website
- More communications from "INTERNAL TELEGRATION" to get conf. calls set up on escalation issues
- Constant communication with agent on escalations "Customer Service Requests" (CSR'S) – Develop Process
- Direct Deposit – Can we institute program
- Alphabetize accounts on commission reports (To Random)
- Commission statements are too difficult to read – Look into redesign with technology department
- Short pays – Need to track and provide in commission statements (Proactive vs. Reactive)



## Don't Miss The Boat

How do I qualify?

Hit any of the four gates below!

• **\$75,000 New Upfront Revenue per Company or \$50,000 Individual Agent**

• **100 AT&T Mobility Units**

• **\$3,600 in New TGNLD Revenue**

• **\$25,000 in Residual Only New Monthly Revenue**

## AT&T All for Less

### Offer Summary:

The **All for Less Package** for New and Existing Customers combines 1) Local, 2) Long Distance and 3) Broadband or Mobility at a discounted package rate. Customers can choose one of three packages: Basic starting at \$70 (\$75 SE), Standard starting at \$85 and Premium starting at \$110. Additional upgrade services are available: Mobility, TS360, Backup and Go, Shared Web Hosting, U-verse TV, Direct TV and additional lines.

**To qualify, Customers must purchase**

- 1) Local
- 2) Long Distance
- And
- 3) Broadband or Mobility

Would you like to learn more about this AT& offer?

**Check it out on Sharepoint or contact your Alliance Support Team!**

**1-888-835-4786**

## General Manager Brief Continued...

For those agents that couldn't make this year's event "NO WORRIES" we are an email or phone call away! We can also hook-up at our annual golf outing in August of 2011.

On another note, I wanted to thank our **Top Producers** for January 2011! Great job and we appreciate the business and partnership!

### REVENUE SOLD

**BREAKTHROUGH  
CMI SERVICES  
SYMPPLICITY  
STEPHANIE HOFFMAN**

### TOP ATT MOBILITY PRODUCERS

**CMI SERVICES  
CMS  
PREMIERE**

We are looking forward to an outstanding February! Back to **REVENUE MODE** at home base! Again, if there is anything you need to voice do not hesitate to call me directly.

Sincerely,

Daniel G. Williamson  
General Manager/VP of Sales  
Telegation, Inc.

### **2011 Telegation Corporate Brochure Now Available!**

<http://www.telegation.com/brochures.aspx>



***“ AT&T Solution Providers can now sell U-verse and receive compensation!”***

Telegation is pleased to announce we now offer AT&T U-verse for your customers! You can pre-qual a customer at the following link or by contacting your Alliance Support Team!

<http://www.att.com/u-verse/availability>



**U-verse HSI  
Speeds and  
Pricing**

(Without bundle  
or special  
promotion)

	Price	Down stream	Up stream
Basic	N/A	N/A	N/A
Express	\$40.00	Up to 1.5M	Up to 1.0M
Pro	\$50.00	Up to 3.0M	Up to 1.0M
Elite	\$60.00	Up to 6.0M	Up to 1.0M
Max	\$70.00	Up to 12M	Up to 1.5M
Max Plus	\$85.00	Up to 18M	Up to 1.5M
*Max Turbo	\$95.00	Up to 24M	Up to 3M

\*Available now in Austin, San Antonio and St. Louis.



# US SIGNAL

## US Signal Network Expansion

Submitted By: Craig Goins, Sales Enginner

US Signal has announced the expansion of their fiber network in Ohio and Indiana.

Their network, one of the largest in the Midwest, includes more than 1100 route miles of fiber optic metro rings in 23 markets and over 9,000 route miles of long-haul fiber connecting more than 150 on-off ramps, comprising major carrier hotel locations, incumbent telephone company central offices and other lit buildings. Dark fiber routes to Pittsburgh, Louisville, Cedar Rapids, Des Moines and Minneapolis set the stage for future expansion.

The addition of Data Center BZ allows US Signal access to a hub in Ohio that is quickly becoming a leader in technology and connectivity providers. The expansion includes central offices in:

- Warsaw, IN WRSWINXA
- Lima, OH LIMAOHXA
- Akron, OH AKRNOH25
- Cleveland, OH CLEVOH64
- Columbus, OH WOTNOH88
- Worthington, OH DCBZOH00 (data center)



# Cloud Services: What Are They, What Value Do They Provide?

Enterprises have traditionally been making new capital infrastructure investments to keep up with growing IT and Web demands. This approach is increasingly cost prohibitive and is becoming so process-intensive that it delays resource availability while users wait for servers, applications, storage drives and network connections to be provisioned. The expenses, processes and wait times associated with this traditional approach don't work in today's dynamic business world, where Web 2.0 technologies and mobile trends have created user expectations for instant IT and communications resources. This is where the flexible new business model called **cloud services** comes into play. AT&T defines the cloud as a way for enterprises to quickly and easily tap computing, storage, software, development and network resources on demand. The model offloads the capex burden from enterprise budgets and moves it into a "pay-as-you-use" service model, reducing overall IT spend and service-commitment terms.


## Comparison with Hosting Services

Cloud services sound reminiscent of hosting services. The difference between them is fundamentally that they are purchased and financed differently. In the hosting model, the customer and the hosting service provider find the right balance in the investment risk: The enterprise estimates its resource needs and contractually commits to a certain amount of usage for an agreed-upon period of time with the provider.

Generally, there is an upfront capital cost to the enterprise for the required hosting equipment, its installation and the associated hosting of any application software. From there, the service provider maintains the care and feeding of the server(s) and/or software on the enterprises behalf for a predetermined, contractual period of at least one year. By contrast, in a cloud model, the service provider assumes the equipment and software risk. It invests in the entire IT resource pool of equipment and software itself, upgrading the pool ahead of enterprise needs. The enterprise customer no longer foots the bill for necessary equipment and software up front. In addition, the dedicated hosting model doesn't allow for subscriber resource reservation. In other words, enterprises, in conjunction with their providers, traditionally determine ahead of time the level of resources that are required, then buy, install and provision them. If the enterprise's use surpasses those resources, it will have to wait while more are purchased and provisioned. In today's cloud, however, virtualization technology makes it possible to pre-provision hardware accessible to users in a pay-as-you-use model. It does this by decoupling hardware and software components from one another to optimize the utility of any given resource, allowing users to tap a far more vast resource pool. Between this capability, a service providers' own usage predictions, and new workflow automation

## Network Access Alternatives

If using one or more cloud services, the enterprise must select a cloud access network. An enterprise's cost/risk profile likely will drive its decision about how its employees will access cloud service resources. For example, there are several point-to-point private network options for accessing the corporate cloud based on T-carrier and SONET technologies for companies that are the most risk-averse. Virtual private network (VPN) WAN services options such as Multiprotocol Label Switching (MPLS) VPN services are another option for accessing cloud services. While each enterprise's traffic traverses an MPLS virtual network "cloud," that cloud is controlled completely by one carrier. Each enterprise's traffic is distinctly partitioned from other traffic and the MPLS core network is kept secured from any other entity. 3G and forthcoming 4G cellular networks



also provide secure entry into the cloud. A single operator owns the particular frequency band in which these networks run. That sole operator oversees these networks from access network to core, and the over-the-air portion of the cellular network is encrypted.

Being able to procure the desired network access service as part of the overall cloud service package is one reason that using a large network service provider as a cloud services partner is particularly appealing: The single entity can manage resources and network access collectively as part of the same package, which may deliver better volume price points to enterprises. In addition, end-to-end control also helps improve the SLAs offered for network and service availability, performance, latency, number of transactions supported and other metrics. A public Internet VPN service partitions corporate traffic from other Internet users by using data encryption.

Considered to be a viable access alternative, public Internet access to the cloud is available to companies:

Whose cost-saving goals trump their concern over risk

For external consumers of an enterprise's rich media content

However, traffic does share resources with everyone on the public Internet, and control of the traffic might fall to more than one carrier entity. So the risk of a breach at one or more network intersection points is slightly greater than with the other two access options described.

## Business-Grade Attributes

An enterprise cloud relies on enterprise-grade facilities with private network connections, security, end-to-end visibility and other characteristics that business customers require (see box). This distinguishes enterprise clouds from consumer-grade cloud services offered by large Internet search and e-commerce companies, which have worldwide network reach, but may fall short in terms of the operational visibility, support, security and consultative expectations of large established enterprises.

A business-grade cloud service does several things for enterprises:

1. It eliminates new capital investments in data center equipment as the organization grows and as technology changes.
2. It eliminates ongoing capital expenditures for upgrading, refreshing and patching components of the computing environment.
3. It eliminates the requirement for enterprises to hire workers with expertise in the many infrastructure product and technology components.
4. It provides enterprises with visibility into all operations down to a granular view, likely through a Web portal. This allows IT personnel and auditors to track processes and communications and to determine who has touched data (often to fulfill the compliance requirements of corporate governance mandates).

## Budgeting for Pay-as-you-Use Services

The cloud setup allows enterprises to control their IT costs through usage. Paying only for the resources an enterprise uses sounds like an attractive model, though many network and IT managers are concerned with predictable budgets and wish to avoid "surprise" invoices. The cloud model enables enterprises to try things out with no upfront cost or commitment and get a feel for what a monthly usage bill might look like. The cloud pro-

vider is able to remove the enterprise's risk of "running out of resources" and having to wait while more are provisioned.

## Redundancy and Business Continuity

Varying levels of redundancy are built into cloud services, contributing to an enterprise's overall business continuity strategy and design. All hardware and software resources become one big virtual pool that users can tap. Should a hardware or software resource become unavailable, a user request is simply sent elsewhere in the pool for fulfillment. In the event of a disaster, the latest data center virtualization software also controls access to cloud storage such that the active memory and precise execution state of a virtual machine is rapidly transmitted over a high-speed network from one physical server to another in another data center location. The cloud, of course, is just one component of an enterprise business continuity and contingency plan; its attributes, however, can support the no-single-point-of-failure philosophy of such strategies.

## Conclusion

Cloud services represent a new relationship between enterprises and service providers that may save the enterprise money, reduce contract terms and provide the agility to get new services and resources up and running instantly. A network operator has an advantage over other types of cloud service providers in that it controls the access network to the cloud and can assume responsibility for the entire cloud service package, including diverse-site redundancy. Having control over the end-to-end virtual infrastructure enables the network provider to offer more stringent SLAs to enterprises for resource availability, application performance, security, latency and many other important computing and networking variables.

Look for more educational information coming soon from Telegration that describes use-case scenarios as well as different types of cloud services, including private, public and federated clouds.

For more information on current Cloud Services offerings, please visit the following Web pages:

- Cloud Services: <http://www.att.com/cloud>
- Cloud Storage: <http://www.business.att.com/enterprise/Family/>

**Telegration**  
It's better here

## Telegation Long Distance

### Product Overview

#### Telegation Liberty

(Lead Switched Product)

Interstate: \$.0249/cpm

Intrastate: \$.0359/cpm

Monthly Minimum \$15

Res. Commission 15%

#### Telegation PRI

(Midwest Only)

Access: \$399 - \$475

DID's @.18 each

Unlimited Local

Interstate: \$.0260-.0300

Intrastate: \$.0350/cpm

Term: 1 yr only

Res. Commission 20%

#### Telegation Audio Conferencing

(Always On)

\$.04—\$.07/cpm per user

Res. Commission 20%

#### Telegation Special Pricing (SPAR)

- Special Pricing
- Unique Applications

Use this for any LD opportunity you desire!



## OPT-E-WAN SM Service: A Carrier Ethernet Service for Wide Area Networking

Submitted By: Russ Ruebensaal, Sales Engineer

Today's businesses are facing constant change: increased data traffic; deployment of new applications; connections to data centers; and providing large bandwidth requirements that support voice, video, and data applications. If your customers have any of these demands, AT&T's OPT-E-WAN SM service may be a solution.

OPT-E-WAN VPLS (Virtual Privet Line) Service allows multiple locations to communicate with each other across a wide area network. OPT-E-WAN is a carrier Ethernet service for wide area networking that offers the control of a local area network that Network Managers now enjoy.

### What is it?

AT&T OPT-E-WAN<sup>®</sup> is a class of VPN that allows the connection of multiple sites in a single bridged domain over AT&T's managed MPLS network. It is a Layer 2 Ethernet Virtual Private LAN Service (VPLS) with Point to Point, Point to Multipoint and Multipoint to Multipoint connections. OPT-E-WAN can be used to connect multiple LANS and MANS (Metropolitan Area Networks) by providing LAN to MAN to WAN connectivity domestically and internationally.

The service is a Layer 2 Ethernet VPN that uses the AT&T core MPLS network for transport. The network ties together the service instances of the customer VPN into an Any to Any forwarding domain. The service makes forwarding decisions based on a combination of Ethernet MAC addresses, VLANs and port configuration depending on the service options selected for a given connection.

Several access arrangements are available from the customer premise including AT&T Telco, AT&T On Net Service (Type 1) or where AT&T purchases access from alternative access providers (known as Type 2 access). OPT-E-WAN uses AT&T's domestic and global AT&T MPLS/VPN backbone with scalable speeds up to 1000Mbps (GigE).

#### Customer Benefits

##### **Scalability**

AT&T OPT-E-WAN VPLS Service is scalable from .5MBPS up to 1000MBPS. And can be used for Intrastate, Interstate and Global VPN connectivity. Several access options are supported including Telco access from AT&T affiliates and other Type 1 and Type 2 Ethernet access services.

##### **Simplicity**

Network managers maintain control of routing and don't have to coordinate routing table changes with service providers. Hand-offs from CPE to edge equipment is via Ethernet.

##### **Support for multiple protocols**

VPLS will support legacy protocols, such as SNA, NetBIOS and AppleTalk. Layer 3 VPNs only support IP.

##### **Secure**

VPLS enables secure connections similar to the level of security of frame relay and ATM.



**TELEGRATION, INC.**  
It's Better Here

## **Telegration Long Distance**

### **Why TGN LD?**

- **Provisioning switched LD service over 19+ years**
- **Provides excellent customer invoice experience**
- **Our Service team has real time access into Verizon's data base for fast add, move and changes to clients account.**
- **We can turn up a switched LD account in 5-7 business days (outbound 1+ and toll free)**
- **We can turn up a TGN PRI in 30 days**
- **TGN can turn up an Audio Conference Call Account in 24 hours**
- **We are extremely competitive in the \$100—\$1000 per month market**
- **Residual Commissions are great!**

**"Let TGN do the work"  
Just provide the invoice!**