

3.7 BUSINESS RELATIONSHIP MANAGEMENT (L.34.2.3.7; M.3.12)

For the Networkx program to be successful, it must be easily identifiable as the preferred, practical vehicle of choice for Government communications services. In addition to our Sales and Marketing Team, each Qwest employee involved in the Networkx program will work to broadly disseminate Networkx services information to existing and prospective Government Agency customers. The Qwest Team is fully prepared to be the Government's Full Service Partner so Networkx users have the information and support they need, when they need it.

3.7.1 Understanding of the Requirements

Promoting the Networkx program benefits to all Government Agencies is an integral component of a full service provider. GSA requires a Networkx contractor who will furnish Government personnel with accurate, easy-to-understand information on the Networkx program, including:

- Services offered
- Organizational structure
- Contractor Program Organization (CPO) points of contact (POCs)
- Contact information for ordering, billing, and trouble reporting
- Instruction manuals
- Other pertinent information that may impact the daily operation of the Government and the Qwest Team partnership

The success of the Networkx program demands not only a full-service provider, it requires a team that embraces the requirements and stands ready to transition the Government to the future with the present firmly in hand. The Qwest Team moves beyond being just a full service provider. With our state-

of-the-art technology, proven program management methodologies, and approach to business management, the Qwest Team is fully prepared to deliver integrated solutions and high quality service and support to the Government community.

In partnership with the Government, Qwest will provide comprehensive service and support, as we have demonstrated daily on our existing contracts

[REDACTED]

[REDACTED]

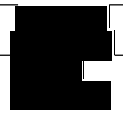

Qwest's Spirit of Service™ reinforces our level of commitment to the Networx program.

The Qwest CPO, the Qwest Networx Website and our Qwest Control Networx Portal are at the Government's disposal to ensure that Agencies have what they need, when they need it. Our sales and marketing groups within the Qwest CPO will work with the strength of the entire Qwest Team to ensure that Agencies have information on the latest available product technology enhancements. In addition to the CPO, the Qwest Control Networx Portal, accessible via our public Web site www.gsanetworx.com, will be an alternate source for daily status pertaining to ongoing projects and service delivery activities. In addition to the Web site, subscribing Government users may call Qwest at 1-866-GSA-NETWorx (1-866-472-6389) in the U.S. and non-domestic users may contact Qwest via our Universal International Freephone Number (UIFN) or our International Toll-free Service for nonparticipating UIFN countries.

3.7.1.1 Responses to Narrative Requirements

Section 3.7.1.1.1, General Narrative Requirements, identifies RFP requirements and associated proposal response locations.


3.7.1.1.1 General Narrative Requirements

comp_req_id	RFP Reference	RFP Requirement	
717	C.3.4.3.2.1	The contractor shall provide, at a minimum, Web site access control capabilities to: Restrict user access to each specific OSS that is available to the Government through the Network Web site as part of the Network contract (e.g., access to trouble management system and not to ordering system) Restrict user access to certain functions within an OSS (e.g., able to view an order, but not enter an order). Specific requirements for functional control within a specific OSS are specified in the RFP sections dealing with each functional area Restrict users access to certain areas of the Web site, or certain information published on the Network Web site Restrict user access to information specific to their Agency	
687	C.3.4.3.2.4	The contractor shall maintain the confidentiality of Agency data and information that is accessible through the Network Subscriber Web site, and ensure that only those who are authorized to view Agency data and information will have access to it.	

3.7.2 Business Relationship Organization

3.7.2.1 Organization

Qwest is a leading provider of voice, video, and data services. More than 40,000 company employees are committed to the Spirit of Service™ and to providing world-class services that exceed customers' expectations for quality, value, and reliability. Qwest's broadband network, designed with the latest advances in network technology for speed and efficiency, spans more than 156,000 route miles globally, enabling new products and services that benefit businesses and consumers worldwide. Qwest's industry-leading network reaches the last mile throughout 14 Midwestern and Western states. Qwest serves more than 20 million customers and is ranked #41 on the Washington Technology Top 100 Federal Prime Contractors List for 2006.

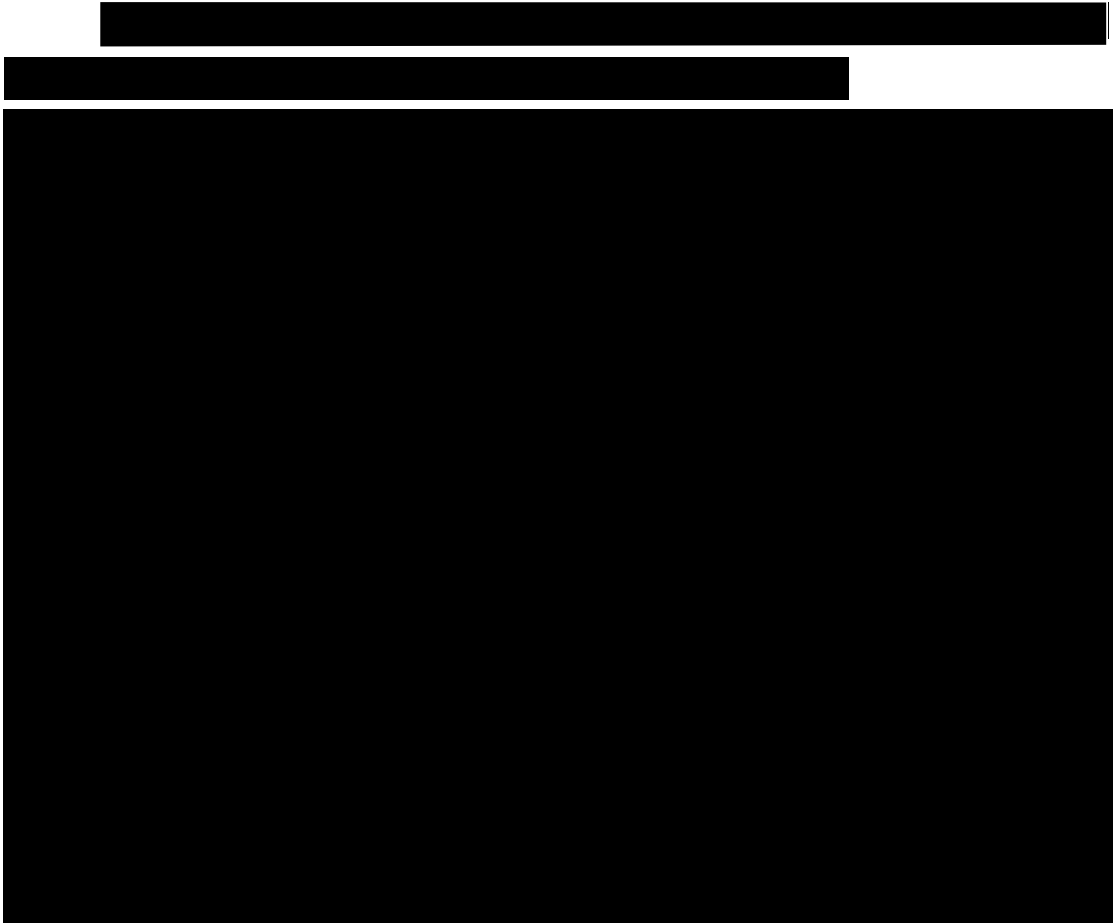
Qwest Government Services, Inc. (QGS) specializes in migrating and managing large complex networks. QGS combines excellence in systems engineering with outstanding program management in several large Government programs, 



[REDACTED]

Ms. Diana Gowen, Senior Vice President and General Manager of QGSI, reports to [REDACTED], Executive Vice President, Business Markets Group for Qwest. Ms. Gowen has more than 25 years of experience in the telecommunications industry as a senior executive for Broadwing, MCI, and AT&T, where she led programs supporting DoD and other Agencies with complex communications solutions. Under the supervision of Ms. Gowen, Qwest QGSI will provide a CPO dedicated to delivering Networkx services while leveraging our commercial shared services infrastructure to reduce costs.

[REDACTED] highlights the corporate commitment that Qwest offers to the Networkx program.





3.7.2.2 Resources

3.7.2.2.1 Human Resources

At Qwest, our human resources and our Spirit of Service™ culture are our most defining differentiators. Qwest has a comprehensive roster of telecommunications professionals who have centuries of combined Government experience, through our account management, operations, billing, contracts, and engineering groups. These skilled professionals have extensive Agency-specific and FTS-specific experience. Numerous Qwest personnel are seasoned veterans of [REDACTED]

Our goal is 100% customer satisfaction. In our attempt to achieve this objective, we have established partnerships with several companies to enhance our ability to provide full scope problem resolutions and on time solutions/systems support. Qwest, with our teammates, has broad service coverage and knowledge of the telecommunications needs of all Government Agencies. These best-of-breed partners include:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

Qwest has a Corporate Marketing group experienced in branding and marketing programs and messaging to key markets and customers. Qwest has an aggressive approach to marketing the Networx program as detailed in section 3.7.3.1.

3.7.2.2.2 Communication

The Qwest CPO is available via a comprehensive set of communication channels including the Qwest Networx Web site (www.gsanetworx.com), Qwest Control Networx Portal, and 1-866-472-6389 (1-866-GSA-NETWorx). These channels will provide accessibility and availability around-the-clock for domestic and non-domestic based agencies to the Qwest CPO and Networx related resources and information.

3.7.2.2.3 Information Resources and Tools

Qwest has a long history of providing customers with systems and tools to provide them access to the Qwest information resources related to their respective programs. Through the Qwest public Networx Website Agencies can access information about Qwest, contract information, and product and service details. Additionally, Qwest will provide Agencies with the Qwest Control Networx Portal, a feature-rich Web-based portal accessible from anywhere in the world via Qwest's Networx Website. Agencies will have the flexibility to initiate service orders, open a trouble ticket, check repair

status, receive applications support, and select many other customer service options at any time. Qwest will ensure that Government personnel have access to an overview of the contract, a list of Qwest's available services, Qwest's organizational structure and key points of contact. Qwest will also provide various conduits for ordering, billing, and trouble reporting, as well as instruction manuals, and other information important necessary for the daily functioning of the Qwest/Government relationship.

3.7.2.3 Strategies

The Qwest Team's objective is to deliver solutions to GSA and the Agencies that will satisfy the GSA's Networkx Program goals for:

- Service continuity
- Highly competitive prices
- High quality service
- Full service vendors
- Operations support
- Transition assistance and support
- Performance-based contracts

Qwest's Networkx strategy is built around the combination of our core strengths in Program Management, Convergence, Communications Services, the Qwest Control Networkx Portal, our Website, and our Spirit of Service™.

[REDACTED]

[REDACTED]

3.7.2.4 Practices

Qwest practices create a framework for all employees to understand and execute the mechanics of providing value-added services to our customers. Qwest practices in Program Management, Account Management, Customer Service, and Operational Support Systems will directly benefit and enrich the Government's service experience. Some of these practices are cited in **Figure 3.7.2-2**.

[REDACTED]

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

3.7.2.5 Policies

The Qwest Spirit of Service™ cannot be sustained without adhering to our ethics and business conduct standards. The Qwest Corporate Ethics and Compliance office has overall responsibility for the implementation, maintenance, and interpretation of the Qwest Code of Conduct and corporate ethics policies. All employees are required to complete [REDACTED]

[REDACTED]

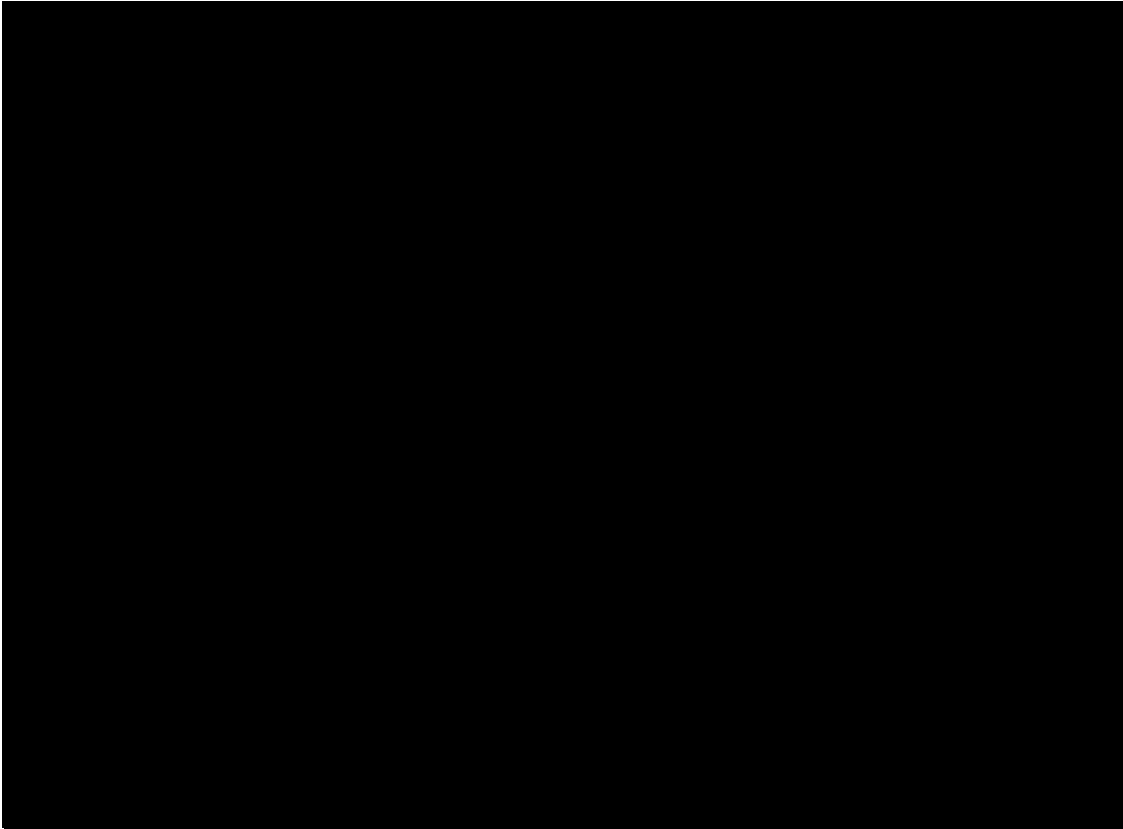
[REDACTED]

[REDACTED]

[REDACTED]

3.7.2.6 Processes and Procedures

The Qwest Team is committed to providing superior service to the Government for the Networx program. We have established and staffed the Qwest CPO for the Networx program. The Qwest CPO has initiated preparations for Networx program execution. Qwest, along with our Team Members, has selected highly qualified individuals with substantial subject matter expertise to fill key Networx functional support areas. As shown in [REDACTED] the Qwest CPO will provide focused management, monitoring, and oversight for resources within each functional support area.



To further meet our commitment, we have developed specific training processes and procedures for each of the functional areas, as identified in Figure 3.7.2-2. This training will define requirements and provide personnel with clear direction on how to perform their Networkx responsibilities.

3.7.2.7 Reports (L.34.2.3.7)

Qwest's globally accessible Qwest Control Networkx Portal will provide updated reports pertinent to the Networkx program to maintain information and status reports. Agency users may access the Qwest Control Networkx Portal via our public Web site, www.gsanetworkx.com.

For Business Relationship Management, Qwest will provide an Initial Networkx Products and Services Report upon contract award, which will then be revised within 15 business days of GSA comments. We will update this report semi-annually and within 30 calendar days of any contract

modification. Through the Qwest Control Networx Portal, Government users will be able to generate their own ad hoc reports using Qwest's standard portal reporting feature. Qwest will continue to foster our robust Government business relationship through our strong corporate commitment to report and information management.

3.7.3 Business Relationship Capabilities (L34.2.3.7)

3.7.3.1 Methodology for Contract Advertisement, Service Selection Support, and Other Supporting Tools (M.3.12(a))

The Networx contract is the Qwest Sales and Marketing Team's #1 priority. Qwest understands GSA's mission for the program and will be an active partner in the promotion of its value to Agencies. [REDACTED]

[REDACTED]

3.7.3.1.1 Promoting the Networx Contract (L.34.2.3.7(a))

The Qwest Team will employ several promotional strategies to advertise the benefits of the Networx program, as depicted in **Figure 3.7.3-1**.

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[REDACTED]	[REDACTED]

3.7.3.1.2 Selecting Optimal Network Service (L.34.2.3.7(b))

The Qwest CPO will maximize our proven Government contract and account team/customer relationship expertise to ensure that Agencies receive individualized attention. The Qwest Account Teams are comprised of experienced, tenured managers who understand Agency mission objectives, specific Agency Enterprise Architecture, and agency information technology (IT) and telecommunications budget allocations and priorities. [REDACTED]

[REDACTED]

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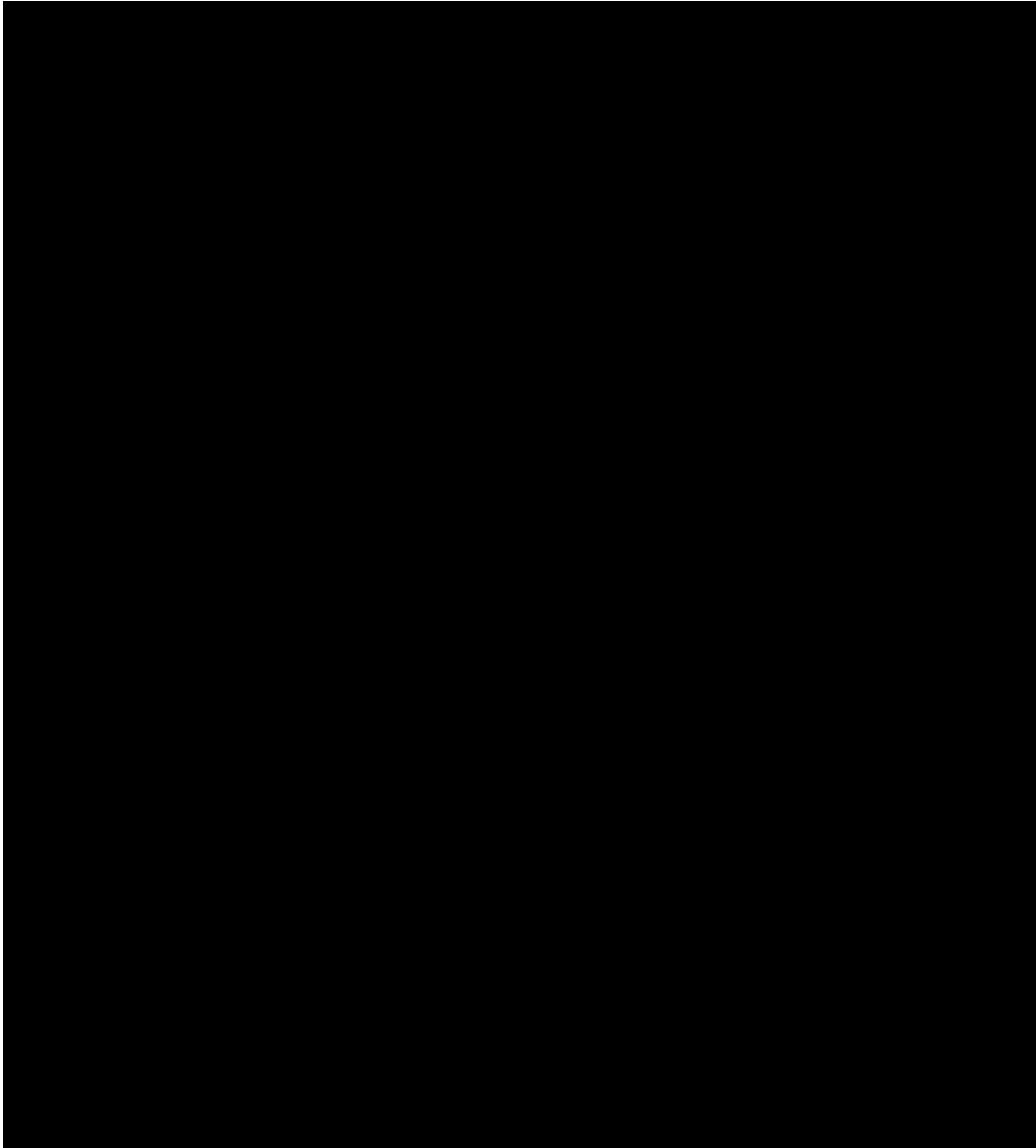
3.7.3.1.3 Web Site Hosting and Operations (L.34.2.3.7(c); M.3.12(b))

Qwest’s approach to satisfying the Government’s requirement is through the use of two applications, the Qwest Network Website and the Qwest Control Network Portal. At contract award, Agencies will have access to Qwest’s dynamic and interactive Qwest Network Website. This public access Website will be accessible via the World Wide Web at www.gsanetwork.com. Through this on-line public Website, GSA and the

Agencies will have access to all relevant Networkx information. The Qwest Networkx Website is formatted logically to ensure ease of use for access to contact information across all functional areas of the Networkx program.

The Qwest Networkx homepage includes pull-down tabs that provide current information on the Networkx program services offered, operation and support systems, training, contract operational and administrative data, frequently asked questions (FAQ), points of contact, and other required contract information. Qwest will provide comprehensive information, available through our Qwest Networkx Website, regarding our service offerings for Agencies' use in making transformation decisions on which services to select. The decision making toolset includes product descriptions, case studies, and product white papers. Government personnel can use Qwest's Networkx Website to do comparison shopping of Qwest services versus those of other Networkx providers. Qwest also enables Agencies to view service delivery summaries (provisioning and installation intervals) by product to aid in their assessment. Qwest makes it easy for the Agencies to go straight to order placement once their vendor assessment is complete by providing ordering information (phone, fax and email) and an ordering system hyperlink on this Website. [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED] At contract award, the Qwest Control Networkx Portal will be available to Agencies. [REDACTED]



3.7.3.1.3.1 Web Site Access (comp_req_id 717)

The Qwest public Networkx Website can be accessed from any

computer with an internet connection and browser. [REDACTED]
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Qwest will partition data so that an Agency has access to only its specific data. This data may be segmented so that users view only product information for which they are authorized. The Government data and information will be accessible, protected, and secured. [REDACTED]

3.7.4 Summary

GSA and the Agencies come first. This Qwest commitment will be sustained, even as the Networx program evolves. We will listen and respond to the needs of GSA and the Agencies by considering their requests as opportunities for us to deliver what they need when they need it. By demonstrating Quality through Performance, the Qwest Team will move beyond being just a full-service carrier.