

### **3.8 SERVICE OPTIMIZATION (L.34.2.3.8; M.3.13)**

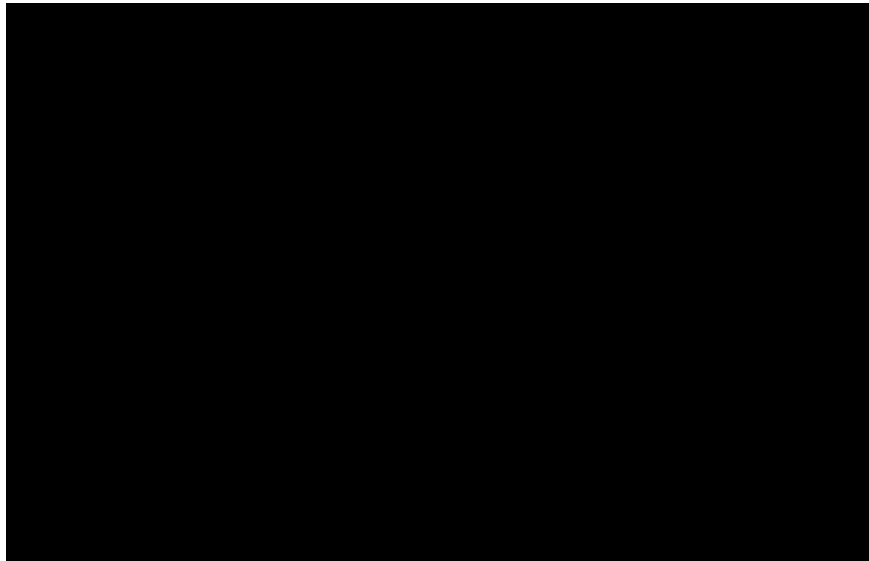
*The Qwest Team strategically positions GSA and the Agencies toward innovation through technology while maintaining best value for services offered. Our dedicated Networx program team provides trend analyses, ongoing network optimization, and product refreshments to continually improve service and quality performance. Our dedication to monitoring costs while supporting future growth ensures that Agencies receive best-value technology enhancements.*

#### **3.8.1 Understanding of the Requirements**

Qwest understands that over the course of the Networx program, the Government will encourage service optimization of Networx services. By aggregating multiple locations or merging several lower speed services into a single higher speed service, the Government can potentially save on equipment costs and reduce the overall expense of the network.

At Qwest, we pride ourselves on providing excellent customer service and program management capabilities. Our team of Qwest professionals, along with our strategic team members will monitor and track our services continuously to provide sound and accurate recommendations for service enhancements, cost reductions, and latest technologies. [REDACTED] depicts our life cycle monitoring process that ensures the delivery of high quality services.

Periodic review of all of the Agencies' telecommunication services will enable Qwest to search for opportunities for technology insertion or refresh and regional or site specific access options that can reduce cost, increase efficiency, and upgrade outdated technology when appropriate. In doing so, Qwest will address optimization scenarios and processes, as required in



Request for Proposal (RFP) Section C.3.4.5. We will meet all requirements using proven processes that will supply GSA with information to be included in Agency reports. We will also address four optimization scenarios for our Networx users:

- Consolidate existing services for an Agency within a facility
- Consolidate existing services for multiple Agencies within a facility
- Replace existing services with more cost-effective services



As directed by GSA, Qwest will collaborate with other Networx providers to execute these optimization features. The scope of these analyses will involve all Government buildings/facilities for which Qwest provides Networx services. highlights attributes and benefits to Qwest's approach.



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**3.8.1.1 Responses to Narrative Requirements**

Section 3.8.1.1.1, Specific Narrative Requirements, identifies the RFP requirement and its associated proposal response locations.

**3.8.1.1.1 Specific Narrative Requirements**

comp_req_id	RFP Reference	RFP Requirement	Proposal Response
669	C.3.4.5.2.1	The contractor shall conduct, at no cost to the Government, an annual service optimization analysis that includes at minimum an analysis of voice and data services, and shall deliver to the PMO a Candidate Locations Optimization Report that identifies Government locations that may save monthly recurring costs as a result of consolidating or replacing existing services with more efficient ones.	Sections 3.8.2 and 3.8.3

**3.8.2 Optimization Analysis Scope and Methodology (L.34.2.3.8; M.3.13(a); comp\_req\_id 669)**

Qwest currently conducts optimization analysis for our existing Government customers. Access, equipment, and other facilities are analyzed with the objective of reducing discrete service arrangements and leveraging the advantages of reliability, redundancy, survivability, and lower unit cost of higher bandwidth facilities. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

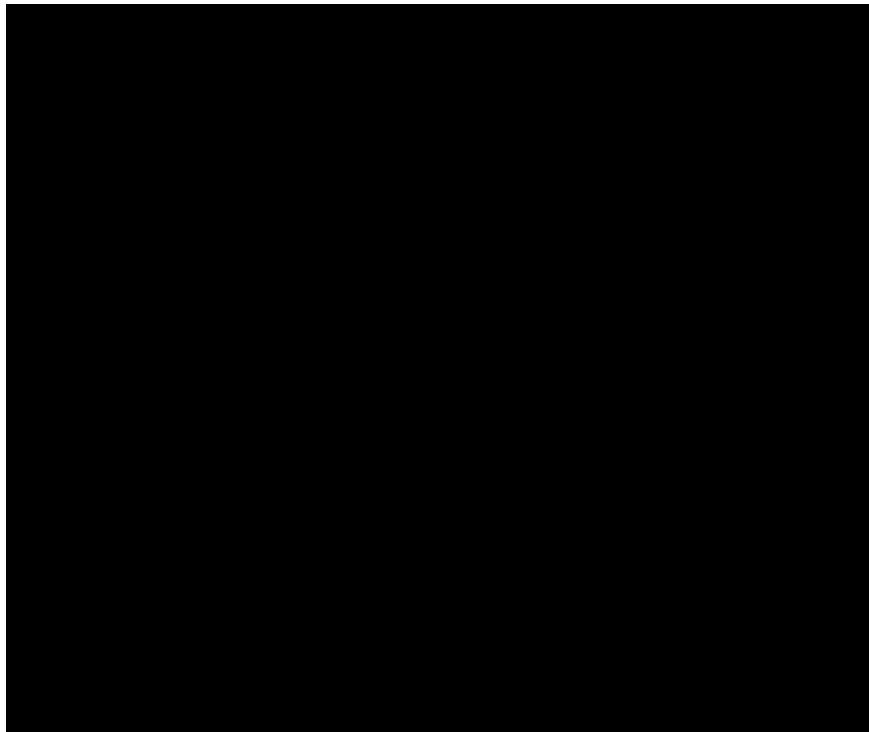
[REDACTED]

[REDACTED] This performance-based experience will benefit

Agencies as we incorporate this existing analysis approach for GSA and other Agencies.

Qwest's general methodology for conducting service optimization is shown in [REDACTED] Qwest will conduct and provide at no cost to the Government annual Service Optimization Analysis Reports, which will contain Government Candidate Locations for service optimization. Qwest will include in our analysis, at a minimum but not limited to, all unclassified Government buildings/facilities for which we provide telecommunications and access services.

Qwest will produce these reports for review by GSA and the Agencies; we will cooperate with GSA and the Agencies to ensure that each report is accurate and complete. These locations may save monthly recurring costs by



consolidating or replacing existing services with more efficient and enhanced services.

This report's first delivery to GSA will be within 45 business days of the end of the Government fiscal year, starting in year two and continuing for the contract's duration. Any issues raised by the Government from their review will be corrected and resolved by Qwest within 30 calendar days from receipt and returned to GSA or the Agencies. Data clarification questions will be answered within 10 business days. This report's creation and content is described further in proposal Section 3.8.3, Optimization Analysis Capabilities.

Qwest will generate and deliver to the GSA PMO annual Candidate Location Reports. Once the reports are finalized, Qwest will support GSA in electronically relaying these results to subscribing Government Agencies.

We will assist GSA in completing the report on Agency Optimization Program Performance. Assuming the subscribing Agency agrees with the optimization recommendation and orders the service, Qwest will quickly transition the Agency to the recommended solution. Qwest will follow an appropriately streamlined version of our transition approach (e.g., if the required transition only affects one facility) to assist GSA and the Agency to readily realize the benefits of the optimization approach.

A key step in the service optimization process, implicitly defined in RFP Section C.3.4.5, will be to define GSA expectations for cost effectiveness. Cost effectiveness involves balancing performance, service functionality (e.g., capabilities, features, and interfaces), and the cost of proposed services. Early in the service optimization, this balance must be addressed to ensure that recommended approaches represent viable options. Cost effectiveness will be revisited throughout the service optimization process because succeeding steps bear further benefits and lower the cost of the proposed solution. Government mission requirements will be factored into all cost-effective solutions.

Specific methodologies for each type of optimization analysis will vary according to the unique attributes of each approach. [REDACTED]

[REDACTED]

Due to the potential for highly involved analysis, [REDACTED]

[REDACTED]

[REDACTED] For example, a first pass of the inventory database will apply general market rules of service substitution to develop a candidate location list. Further analyses will be conducted to ensure that the location meets optimization guidelines.

**3.8.2.1 Consolidating Existing Services for an Agency within a Facility**

[REDACTED] summarizes our approach to consolidating existing services for an Agency within a facility. The Qwest Team will initiate the optimization process by searching our inventory management databases for candidate locations by Agency.

[REDACTED]

**3.8.2.2 Consolidate Existing Services for Locations Where Multiple Agencies Reside within a Facility**

[REDACTED] summarizes our approach to consolidate existing services for locations where multiple Agencies reside within a facility. The

Qwest Team will initiate the optimization process by searching our inventory management database for candidate locations.

[Redacted text block]

[Redacted text block]

[Redacted text block]



[Redacted text block]

### 3.8.2.3 Replacing Existing Services with More Cost-effective Services

[Redacted text block]

[Redacted content]



[REDACTED]

**3.8.3 Optimization Analysis Capabilities (L.34.2.3.8; M.3.13 (b); comp\_req\_id 669)**

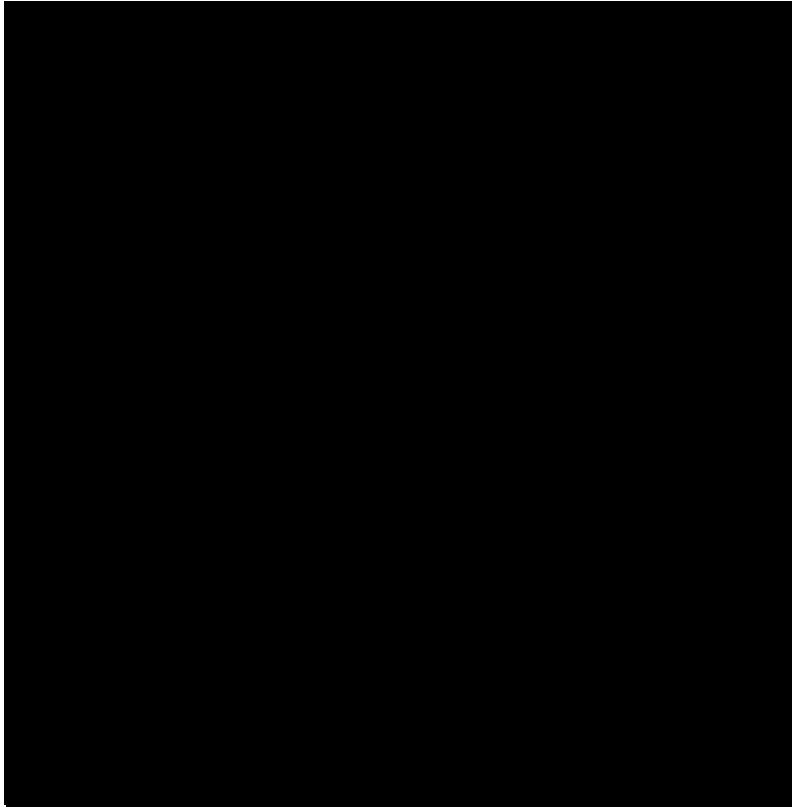
A cross section of Qwest experts will support the service optimization processes outlined for the Networkx program. The key systems required to support the optimization process [REDACTED]

[REDACTED] The Qwest Contractor Program Organization (CPO) will support the engineering and pricing analysis necessary to provide service optimization. The following paragraphs provide the specific capabilities necessary to generate the annual candidate locations optimization report.

The Qwest Control Networkx Portal will contain a complete and accurate inventory of all Networkx services provided to GSA and the Agencies.

[REDACTED]

[REDACTED] Through the Qwest Control Networkx Portal, the Government will benefit from the Portal's ease of use and robust reporting capabilities,



reflecting Qwest's experience in successfully managing inventory.

Numerous service elements comprise the inventory database. A representative sampling of the inventory detail to be found within the inventory database includes:

- Switched Voice Usage
- Data Usage
- Circuit IDs
- SED Models
- SED Serial Number
- Site Identifiers
- Logical Address
- Port ID

 Agency Site Detail

Qwest will establish a set of queries necessary to create service profiles to initiate the optimization process.

The candidate locations optimization report elements will be generated by the Qwest Networx engineering team. As previously noted, the engineering team will conduct the optimization process to develop an initial list of candidate locations. By using this list, the team will address the specific configuration and start-up costs necessary to transition to the optimized solution.

The Qwest engineering team has built a strong record of optimizing Agency telecommunication services. [REDACTED]

[REDACTED]

**Figure 3.8.3-2. Networkx Candidate Locations Optimization Sample Report.** *Qwest's proven track record of facilitating Agencies' needs will benefit the Networkx program.*

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

Qwest understands the importance of service optimization, as we have our own optimization organization in place to analyze our backbone network. Our Network Optimization Team's mission is to optimize Qwest facilities, reduce expenses by minimizing off-network and access facility costs through route and switch optimization, and perform necessary network maintenance projects. [REDACTED]

[REDACTED]

Qwest deployed the first all-IP-over SONET nationwide backbone with OC-48c backbone circuits – breaking the Internet performance barrier. Qwest's integrated VoIP into the Public Switched Telephone Network (PSTN) in 2001 and is currently carrying more than four billion minutes of traffic

monthly. In 2004, Qwest rolled out a comprehensive suite of VoIP services to 1,500 communities. Qwest has the necessary proven background and expertise to assist with an Agency's optimization needs. The techniques and approaches successfully employed to manage the Qwest network and reduce ongoing operating expenses will also be the basis for service optimization on Networx.

### **3.8.4 Summary**

With Qwest's extensive and established history in the telecommunications industry, we fully understand the need for service optimization. Qwest will offer an extensive services portfolio, to include cutting-edge services, providing GSA with a Networx provider capable of offering new and enhanced technologies. Economies of scale will be achieved by merging multiple lower speed circuits onto higher speed circuits, aggregating multiple Agency services, and migrating existing services onto newer and more efficient and cost-effective services. Agencies may save considerable expense on network and equipment costs as a result of Qwest's optimization efforts. Qwest's highly experienced sales account teams, engineers, and CPO will partner with GSA and the Agencies to develop solutions that meet Agency-specific voice and data communication needs.