



Appendix F

Level 3 WITS 3 Initial Marketing Plan

Appendix F: Marketing Plan (L.30.2.3.2, C.3.1, G.2.1.11, Req_ID 180 - 191)

This plan addresses the Level 3 approach to marketing, promoting, and selling WITS 3 services, features, and basic capabilities to customers. We understand that Level 3 and the GSA share the common business goal of disseminating WITS 3 contract information throughout the Government. We will leverage our existing Federal account management organization, processes, and tools to meet this requirement and augment our capability as necessary.

GSA will face several challenges in optimizing the continued use of the WITS 3 contract:

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

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

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

F.1 Level 3 Government Markets Organization

The primary approach to marketing the contract will go through our existing account management organization led by [REDACTED]

██████████ will bring together a seasoned Federal account management team with experience selling voice, data, managed services, and fully integrated/ converged technologies in the solution-oriented manner best suited for the particular needs of an agency. His team has experience working with all levels of Federal agencies, including DoD, as well as civilian companies like Intel Corporation. As the Senior Director of the Federal Sales Organization, ██████████ has oversight of sales within all Federal programs and will ensure that there is no conflict of interest selling services under the WITS 3 contract.

This seasoned team of executives with extensive FT S contract experience will lead our business

development efforts. In promoting the value of the WITS 3 contract vehicle, we will expand our current practices and leverage in-depth Federal sales and marketing expertise to ensure that agencies have access to the best technical and sales support.

F.2 Business Relationship Strategies and Practices

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.

Contract Sales and Marketing: Level 3 will begin sales and marketing of the WITS 3 contract not later than 30 calendar days following notice to proceed. [REDACTED]

[REDACTED]

F.2.1 Level 3 Federal Sales Processes and Organization (Req ID 186, 187, 193, 194)

The Level 3 Government Markets Organization [REDACTED]. This group will [REDACTED]. [REDACTED] the CSO.

The Level 3 Sales Account Management organization has experience selling WITS 3 services and understands the common sales goals shared with GSA account representatives. To maintain a strong teaming relationship, Level 3 will take the following steps:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]. As Level 3's primary contract for providing local voice services to Government agencies within the DC metropolitan area, our sales organization will focus on marketing WITS 3 services and features to Agencies.

F.2.1.1 Selection of Optimal Services

Agencies using the WITS 3 contract for services will be presented with a number of new services that have not previously been available under the WITS program. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Level 3 will support agencies in their service selection using one of three approaches as part of our pre-sales marketing of the contract:

Service Comparison Documentation: Service comparison information is already available for our commercial offerings. For example, an illustration comparing dedicated Transport service offerings is shown in *Table F-1*.

Service comparisons, such as the example shown here, help our existing customers choose the most cost effective solutions.

[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]

Table F-1: Illustration of the selection criteria offered by Level 3 to assist customers in service selection

Our marketing team will modify our commercial service comparison literature for WITS 3 contract services and place this information on our WITS 3 portal.

Sales Engineering: SEs will be assigned to work with specific agencies—understanding their particular mission needs and infrastructure—in order to provide targeted application information to our WITS 3 services. Working together, our SEs, the GSA, and Designated Agency Representatives (DARs) will evaluate different services offerings to select those best fitting the telecommunications needs of an agency.

Technical Support Services: In some cases, agencies will require more detailed and specific engineering support to make a selection of WITS 3 services. To meet this need, [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

F.2.1.3 Business Relationship Systems and Architectures

In addition to the sales and marketing programs discussed previously, Level 3 will support and augment person-to-person marketing and sales initiatives our corporate web site. The Level 3 WITS3 web site will provide contract information, services information, and and customer service support via the Level 3 public web site as well as a secure login to the WITS 3 portal. This web site will be in

operation 30 calendar days from the notice to proceed. It will be hosted by Level 3 using technologies, design tools, and processes that we currently use to deploy our corporate web site. This portal into a wide variety of public and secure contract information will be available to the Government 24x7 via the public World Wide Web.

F.2.1.3.1 WITS 3 Public Web Site Content

The proposed content of the WITS 3 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.

F.2.1.3.1.1 Level 3 WITS 3 Contract

Upon receiving notice to proceed, Level 3 will prepare a proposed redacted version of its WITS 3 contract in accordance with Freedom of Information Act guidelines. The proposed version will be submitted to the GSA contracting officer for approval. Upon reaching an agreement with the GSA contracting officer, this contract will be posted in Hypertext Markup Language (HTML) format on the WITS 3 public web site within 30 days of approval.

F.2.1.3.1.2 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 AD and SE assigned to that particular agency, and any other agency specific resource.

F.2.1.3.1.3 Level 3 Products and Services

Level 3 will develop a hyperlinked format describing all service offerings available under the WITS 3 contract. At a minimum, this information will include the following items:

- A functional description of the service
- Connectivity diagrams and/or information
- Technical capabilities
- Features and benefits
- Interface requirements
- Performance metrics
- Basic ordering and pricing information
- A toll free number to call for additional information

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 Level 3 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 AD for further information to help evaluate alternatives.

F.2.1.3.1.4 Access to Level 3 Training Information

The Level 3 WITS 3 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:

- Users will be able to update their own accounts in the learning portal
- Users will be able to search for, enroll in, access , or cancel desired learning events (online or face-to-face)
- Users will be able to view and access training from organization specific training plans (e.g., DAR or Network Operations)
- Users will be able to submit training-related support issues via e-mail
- Training activity will be tracked for required reporting on enrollments and completions.

F.2.1.3.1.5 WITS 3 Portal

WITS 3 subscribers that have authorized access will enter a user ID and password and be provided access to customer service applications and to a restricted set of operational data , as illustrated by the system architecture diagram in **Figure F-2**.



F.2.1.4 Business Relationship Management Processes, Reports, and Tools

Enterprise Account Management and Opportunity Identification : Level 3 uses [REDACTED]

[REDACTED]

Opportunity Management/Targeted Account Selling : Level 3 implements a [REDACTED]

[REDACTED]

The flow diagram shown in **Figure F-3** provides an overview of [REDACTED]

[REDACTED]



F.2.2 Results Achieved (Req_ID 183, 185, 188, 189)

Semi-annually Level 3 will report on results achieved in the previous 6 -month period and the objectives for the next period. Customer satisfaction issues will be discussed in detail within this section, including:

- Specific reasons that the customer has decreased use of WITS 3 services or plan to decrease service use
- Recommendations regarding how WITS program should respond

Level 3 will provide a list of prospects who may become new WITS 3 customers during the next six months, why they are interested in becoming customers, the expectations of the WITS program, and a forecast of service and location requirements. At least monthly, Level 3's Program Manager will meet with GSA/NCR staff to review results and plan the next steps in our marketing plan.

F.2.3 Forecast (Req_ID 182)

On an annual basis, Level 3 will provide GSA a forecast of each bureau's revenue by product and type of service for the next 12 months. The forecast will include growth requirements for new services by customer and location and will assess new services and technology that has become or is about to become commercially available within the WITS 3 service area. Within our forecast, Level 3 will also make technology recommendations to GSA for growth of the WIT S 3 contract based upon this data.

Level 3's initial marketing efforts will be focused on:

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

- Department of Homeland Security

Each of these agencies are currently customers of the WITS contract. Level 3 will work with the agencies to evaluate services being offered under the WITS 3 contract and upgrades to service available under the new vehicle.

Upon contract award Level 3 Federal Sales will work with our Offer Management Group to assess the market and agency requirements and will provide GSA an initial marketing forecast for WITS 3 services.

F.2.1.5 Summary

Using our engineering, sales, and marketing resources, Level 3 will assist the agencies in the optimal selection of Level 3 services to support agency missions.

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