



## Verizon ISP Markets

# Market Talk



### Special Promotions Currently in Effect!!



From June 1st through July 31st, Verizon ISP Markets is offering a variety of promotions to reward our National and Premier customers for their ongoing support.

These programs have been carefully developed to address the specific business needs of each particular segment.

These promotions are as follows:

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### Reduced Modem Price

ISPs in the East and West, who use the DSL Direct model (end user billed by Verizon for DSL and by the ISP for Internet Access) can

purchase a DSL modem for \$49.95. This rate applies to all orders submitted between June 1st, 2001 and July 31st, 2001, by the ISP, or the end user themselves.

### Increased Co-Marketing Payment

ISPs currently on 5A or 5B term and volume plans, and who have signed a Co-Marketing agreement have the option to enhance the arrangement for June and July. The Co-Marketing payment from Verizon can be increased from the standard \$100 to \$200 for net new lines installed between June 1st, 2001 and August 30, 2001, **provided that the line was ordered in June or July.**

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## New, "Fresh Look Window"

Between June 1st, 2001 and July 31st, 2001, ISP Markets will implement a contract "Fresh Look Window" opportunity. This will assist customers who have signed multi-year term and volume agreements committing to a specific volume, yet after more careful review have found that there is a more suitable plan, with more acceptable terms and volume requirements.

The original contract period will stay in effect. This is not an opportunity to cancel the agreement, rather, to change plans without penalty. **Changing plans during this period will readjust the monthly rate for embedded lines in service as well as new lines moving forward** (at new tariff rates if applicable).

## Term & Volume Reduction

A modification to the DSL 5A term and volume plan tariff has been filed reducing the total volume commitment over 5 years to 2,500 lines from its current 5,000 lines. This eases the challenge to upgrade to a multi-year agreement, taking advantage of our co-marketing program. Additionally the volume commitment level for each year on the

5A Plan has been reduced by 50%. This makes the year one volume commitment equal to 125 lines, easing your market entry.

## IPRS Price Slashed by up to 21%



As of February 25, 2001, the monthly recurring charge for one of Verizon's most popular services, IPRS (Internet

Protocol Routing Service), was substantially reduced, by up to 21% in some cases. If you were an existing customer, at the time, no action was necessary on your part. The price change was automatically reflected in your next bill.

Verizon is also continuing with the promotion of zero-rating non-recurring charges for those customers who contract for IPRS for three-year and five-year commitment periods. Those customers ordering IPRS Dial Up Ports on the month-to-month term will continue to be subject to the \$35 per port NRC. If you are interested in this service or would like additional information, please give your Verizon Corporate Account Manager a call.

## New Aligned DSL Speeds

On June 15th, 2001, our newly aligned DSL speeds will go into effect. They are as follows:

<u>Downstream</u>	<u>Upstream</u>
384K	384K
768K	128K
768K	768K
1.5M	128K
1.5M	384K
7.1M	768K

After June 15th, 2001, these are the only speeds that will be accepted for pre-qualification and order requests. If you have any questions regarding the new DSL speeds, please contact your Corporate Account Manager.

## CyberPOP and IPRS

(Internet Protocol Routing Service)

## What Are CyberPOP & IPRS?

CyberPOP and IPRS are modem based aggregation products that provide Central Office based remote access solutions for Internet Service Providers. They enable ISPs to offer dial-up Internet access and serve as an extension to your network by providing a combination of modem pools, terminal server routing and protocol translation capabilities in a single solution.

## How Do They Work?

CyberPOP and IPRS accommodate analog and digital dial-up modems, which permit you to collect, concentrate and transport subscribers' service to your designated ISP location. CyberPOP and IPRS leverage Verizon's national footprint to build your presence in the marketplace without you having to own or maintain equipment and staff a new, perhaps remote, facility. The responsibility for managing the access, funding expansion and performing capacity planning rests with Verizon. These services let you focus on how to grow your business and capturing more customers, instead of how you are going to pay for new equipment.

## How Do They Differ?

CyberPOP is a "dedicated" product, meaning that the modems and any related equipment in a C.O. are dedicated to that specific ISP. The ISP also has full responsibility for the software that manages the equipment. They obtain and load their own IP addresses, provide software changes and upgrades, perform their own NOC (network operations center) monitoring, perform the authentication function, etc.

IPRS is a "managed" service (managed by Verizon). The modems, located in a C.O., are not dedicated to a specific ISP, but are shared by multiple ISPs, yet the equipment is secure and safe. With IPRS, Verizon manages the equipment, installs the software, loads IP addresses, performs NOC monitoring, etc.

## What Are The Benefits of CyberPOP & IPRS?

- Reduction in ISP capital expenditures
- Speed to market
- Verizon National Presence
- Single Point of Contact for all ordering, billing, and maintenance

## Where Are They Available?

CyberPOP can be available in almost every Verizon Central Office. The pricing and terms are consistent across the board. As a dedicated product, it is only deployed when and where the need exists.

At this point, IPRS is offered only in the former Bell Atlantic footprint. However, planning for deployment in the former GTE footprint is currently underway. We plan to offer one nationwide IPRS tariff covering

both the former Bell Atlantic and former GTE areas, making the pricing and terms consistent across the entire Verizon footprint.

## ISP Markets Adds Managed Security Services to Its Mix of Products

Verizon ISP Markets now offers network security solutions for its ISP customers. Under this new arrangement, ISP Markets will resell the full range of Activis solutions, which



includes the management of firewalls, virtual private networks, an e-mail content management and filtering tool as well as a vulnerability scanning service. These products and services will allow Network Service Providers to deploy managed security solutions to their customers without having to make the large capital investment in infrastructure and expensive staff that such services require.

David Sperandio, Vice President of Channel Sales-North America, Activis, said: "We are pleased to be providing Activis' full range of managed security solutions through Verizon, who is clearly a leader in communication services. This will

immediately give Verizon the opportunity to add value to its already strong sales proposition."

## **New DSL Direct "Partnership Program" Rolls Out**

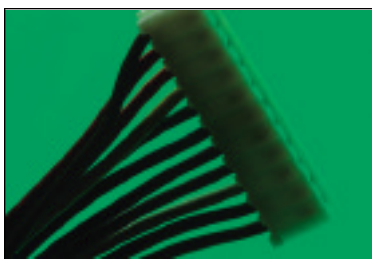
In an effort to offer the products and services that ISPs are looking for, ISP Markets has introduced the "DSL Direct Partnership Program" to its customers in the former Bell Atlantic footprint. Similar to an offering already available in the former GTE footprint. This option allows end users to purchase their DSL service directly from Verizon, while getting their Internet service from their preferred ISP. The ISP can also place the DSL order on behalf of their customer through a standard letter of agency arrangement.

To keep the ISP's billing responsibilities at a minimum, the end user is billed by Verizon for the DSL and by the ISP for the Internet Access. Verizon can also handle the CPE ordering, shipping, and billing. In order to get end users up and running as quickly as possible, Verizon also offers a DSL Self Installation Kit. To support end user self-installations, Verizon has dedicated support staff that provides Help Desk Support 24 hours per day, 7 days per week, excluding holidays. For addi-

tional information on this new service, please contact your Verizon Corporate Account Manager.

## **Virtual ISP Dial Access (Managed Dial-up Service)**

Do you want to extend your dial-up market reach without the expense of a network build out? Are you looking for a predictable, cost effective way for remote users to connect to your network? If you answered,



"Yes", to either of these questions, Verizon ISP Markets' Virtual ISP Dial Access is the service for you.

Verizon Virtual ISP Dial Access is a managed, remote access service that provides ISPs with a cost effective, turnkey solution to connect subscribers to the Internet. This service is available in many parts of the country.

Dial Access service is available in a variety of pricing and volume discount plans. The Dial Access pric-

ing philosophy is based on term, volume of users, and in some cases usage. For more information on how Virtual ISP Dial Access can benefit your business, please call your Verizon Corporate Account Manager.

## **Virtual ISP Managed DSL**

By creating a value added product "bundle", ISP Markets takes away the pain and financial responsibility of building a DSL network. This bundled solution combines all networking components (i.e. tariffed DSL lines, ATM links, network management, DSL modem, etc.) and packages them with Verizon's backbone Internet access connectivity.

Verizon gives you a low wholesale price per user, which can be resold by you at margins your business plan will support. You pay for the service as each end user is signed up, lowering your investment expense. Existing ISPs can expand their markets without building out their network. Growing firms can enter new markets with very little capital or technical resources. This is an extremely popular package of services from ISP Markets, especially in today's challenging business environment. Being a "player"

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in broadband can be easily enabled with this solution. For more information, please contact your Verizon Corporate Account Manager.

## **Fall ISPCon**

The Verizon ISP Markets team will see you at ISPCON Fall 2001 in Las Vegas, Nevada on October 9th - 11th. Please contact your Verizon Corporate Account Manager for more information on events being held during ISPCON Fall 2001.

## **DWDM is Now Available Through the Nortel OPTera Suite**

ISP Markets now offers Nortel's Optera Metro 3000 & 5000 plat-

forms as CPE or as a Managed Network Service.

Managed Wavelength Services are high-capacity individually leased lambdas within a Metropolitan or Long Haul network. This service is typically used to connect data centers, POPs, or corporate campuses. This capability can also be offered by a Service Provider to end-users as part of a bundled solution for connectivity in protected or unprotected wavelengths. Typical bandwidth increments range from 155 Mbps to 10 Gbps. The managed network service version of this service is subject to availability, while our partnership with Nortel can also provide this capability in CPE fashion virtually anywhere.

## **Visit our web-site**

[www.verizon.com/ispmarkets](http://www.verizon.com/ispmarkets)

New design for June 30th. We've been busy updating our web-site to give you our customer a single national Verizon web experience.

## **Market Talk Newsletter**

Market Talk has been developed for you, our customer, to provide additional insight into some of Verizon's value added products and services.

For more information regarding any of the topics covered here, please contact your Verizon Corporate Account Manager, contact us through our Web site at [www.verizon.com/ispmarkets](http://www.verizon.com/ispmarkets), or call us toll free at (877) 470-3661.

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